

2009

North Texas Conference for Library Supporters

Saturday, January 31, 2009 at the Lockheed Martin Recreation Area in southwest Fort Worth

Keynote Address

Your Library, Your Community: A Vital Alliance

Patrick Heath, Texas Library Association President-Elect & 20-Year Mayor of Boerne, TX

A former mayor and a six-term Commissioner with the Texas State Library and Archives Commission (TSLAC), Patrick Heath understands the important educational, cultural and informational tools a library can contribute to its community. A public library advocate at the local, regional, state and national level, he will share his personal history of the ways in which libraries and their communities engage in an exchange of influences which enriches both.

From issues affecting Boerne Public Library to TSLAC to the American Library Association (ALA), Patrick Heath has demonstrated that political championing of library issues achieves results. Besides serving libraries and serving his city, he has done graduate study at three academic institutions and, for 50 years, has been a reader of The New Yorker. He also is a student of languages.

Break-Out Sessions

501(c)(3): The Good, the Bad & the Ugly

This session presents a brief overview of tax-exempt public charities, including the benefits (the good), the challenges (the bad) and legal / regulatory compliance (the ugly).

Christi H. Stinson is a CPA and Certified Association Executive with more than 20 years experience in tax-exempt organizations. She is the Executive Director of the Funding Information Center (FIC) in Fort Worth. FIC provides funding information, education and other resources that nonprofit organizations need to succeed.

Acronym Soup ... Library Style

TLA ... TSLAC ... LSTA ... District 7 ... NTRLs ... COGs ... IMLS ... LFNT ... NTLP ... I'm soooooo confused!!! What do all these acronyms stand for, and how do they relate to my library?

Adam Wright is Executive Director of the North Texas Library Partners. He has been an active member of TLA for over 10 years and dreams about acronyms and what they stand for ... you will find no better source.

Boards, Friends & Foundations: Who Is Who & What Do They Do?

This session will provide an overview of the similarities and differences among library boards, Friends groups and library foundations - as well as some clarification on how each fits in with library governance, i.e., city managers and councils, county boards, etc.

Steve Standefer, City Librarian for the city of Mansfield for 15 years, explains that - in that capacity - "I have been along for the ride as our once small farming community has emerged as a full fledged suburb and know what it has been like to work with these various groups during that time."

Designing Advertising Materials 101

Participants will learn the basics of designing promotional materials on a shoestring from someone

who, under the O2U program at NTRLs, has developed and printed hundreds of thousands of outreach materials for libraries in North Texas. The O2U Program was one of only three finalists for the 2008 Excellence in Communication Award from the Center for Nonprofit Management. There were 89 entries.

Nell Callison, North Texas Library Partners Outreach & Special Projects Coordinator, has worked at NTRLs for 10 years, the last 5 of which she has spent coordinating the O2U Program as well as providing group training and one-on-one consulting on related topics.

Discover the Secret Weapons You Have That Can Keep 'Em Coming Back & Wanting More

Experience the unexpected followed by a discussion of first and lasting impressions. Learn the most powerful public relations secret weapon, and learn ways that supporters of any type and size of library can “keep ‘em coming back and wanting more.” Free publicity and marketing ideas will be discussed. Every attendee will gain at least one idea they can use, so it just makes “cents” to attend!

With 30 years of experience in the library field - 13 of which she has spent as director of two different public libraries - “Ms. Tina” has put lots of time into marketing, publicity and public relations. “Sharing the passion you have for what you do is contagious and makes others want to be involved and share your story too,” says Little Elm Public Library Director Tina Hager. “Promoting your organization with passion, persuasion and persistence is critical to survival and success.”

For Those Fun-Loving People on Boards: Duties, Meetings & Other Stuff

What is the difference between advisory and governing boards, and how do the members’ responsibilities compare? This session will answer those questions and also will provide guidelines to help the members of any type of board hold more effective meetings.

Cecil Carter currently serves on three governing boards and two advisory boards. He also works for two governing boards. “During my career, I have been on numerous boards,” he explains, “and it is from that experience and many mistakes that I’ve developed this workshop.”

Friends & Foundation Volunteers - Getting 'Em, Keeping 'Em & Making 'Em Dance & Sing & Smile

With particular emphasis on Friends and Foundation Volunteers, this program will highlight recruiting, and getting and keeping volunteers motivated, whether they volunteer as supplemental work force, raise funds for the library or “simply” represent the wants, needs and preferences of the community served by the library. Most libraries cannot function without a community of volunteers, and librarians benefit from healthy relationships with their non-professional “family members.”

Julie Ousley is Chair Elect of TLA’s LiFTA Round Table (Library Friends, Trustees and Advocates), President of the New Braunfels Public Library Board and was recognized in 2006 as the Alamo Area Library System (AALS) Volunteer of the Year. Her service as a library supporter includes over 15 years as a member of the New Braunfels Public Library Advisory Board, 7 years on the AALS Advisory Council and over 20 years as a volunteer with Friends of NBPL.

Friends Selling on the Internet

It is possible for a Friends group to make money by selling books on the Internet. Find out how from the member of the Friends of the Arlington Public Library who is responsible for that fundraising project and can explain what is needed to start in terms of personnel, equipment and supplies. Gain insight into pricing to sell and what problem areas you’ll need to consider.

Jerry E. Hunt is Vice President in charge of Book Sales for the Friends of the Arlington Public Library. He proposed selling on the Internet to the FAPL Board in 2003 and has in charge of the project since its start in December 2003. “For the most part,” he says, “it’s a one-person operation.”

How to Convey Your Library’s Value to City Councils, County Commissioners & the Public

A former elected official and constant library supporter offers his pointers about the types of information and anecdote to use when stating your library’s value to elected officials. Above all, he says, choose your language carefully, and mind your manners!

Patrick Heath, TLA President-Elect & 20-year Mayor of Boerne, TX

Idea Sharing: Colleyville’s Race to Read, Mansfield Writes - & YOU!

Learn about ways that library supporters in Mansfield and in Colleyville have found to attract the

attention and participation of people from within their communities and beyond. Then share with the group your own organization's ideas, special events and other activities.

Mary Rodne, Colleyville Public Library Director; Paula Highfill, President of the Friends of the Mansfield Public Library

Increase Your Grant Writing Success – Tips from a Pro

Professional grant writer Cecil Carter offers 10 points to increase your grant writing successes.

Cecil Carter, Economic Development Specialist - Center for Rural Competitiveness, is a grant writer at Murray State College (OK). Since 2000, organizations for which he has written grants have received more than \$3.0 million in funding.

Not Bored Board Volunteers - Vision for the Long Haul (& Not Letting the Good Ones Get Away!)

Most libraries cannot function without a community of volunteers, and librarians benefit from healthy relationships with their non-professional "family." This program will highlight recruiting, as well as getting and keeping volunteers motivated – with emphasis those who, as Board members, provide guidance or governance, anchoring the library professionals to the heartbeat of the "civilian" population that they serve.

Julie Ousley, TLA / LiFTA (Library Friends, Trustees & Advocates) Round Table Chair Elect, New Braunfels Public Library Board President & 2006 Alamo Area Library System Volunteer of the Year

One City, One Book Programs - Mansfield Reads!

What is One City, One Book? Can our library do it? Where do we start? How does it happen? Rules or no rules? If we do it, will they come?

Paula Highfill is President of the Friends of the Mansfield Public Library. As chair of the Mansfield Reads! Project, she has been involved in the development, start-up and implementation during all five years of Mansfield's One City, One Book program.

Starting a Website: Clearing the First Hurdles

How do you get one of those WWW names? Where do you put your web pages so that people can go on the Internet to see them? This session will explain how (and why) to register a domain name and set up an account with a web hosting service, focusing on low-budget solutions and assuming no technical background. We will *not* cover website design or HTML.

Judy Daniluk serves as webmaster for North Texas Library Partners and several other nonprofits and small businesses.

Strengthening Our Friends Group: What's Next?

Has it been a while since your Friends group visited the Friends' mission and goals? What is the defined purpose of your Friends' group? Is it time to get specific about goals – is everyone on the same path? Learn how to begin the process of creating an action plan.

Carolyn Davidson Brewer, North Texas Library Partners Assistant Director, has been a library consultant for over 10 years working with Friends' groups. She has her MLS from the University of North Texas and has been employed at several local public libraries. She has been with the North Texas Library Partners for the past 4 years working with all aspects of public library needs.

Supervising & Managing Volunteers

Working with volunteers, like working with employees, involves supervision and management of the individuals and the tasks to which they are assigned. This session will present some methods and procedures for volunteer management, including suggestions for supervision.

As Literacy Coordinator for Arlington Public Library, Yoko Matsumoto both coordinates a volunteer-based basic literacy and ESL tutoring program for adult learners and supervises a volunteer-based one-on-one tutoring program for children offered through the Arlington Reads program. Before joining the library department, she worked extensively in the field of education. She has over 10 years' experience working with educational programming for parents and children at multiple levels, including experience working in U.S. and international public school systems as well as the non-profit sector.