

THE FUTURE OF LIBRARIES

THE 2ND ANNUAL NORTH TEXAS CONFERENCE FOR LIBRARY SUPPORTERS

SATURDAY, JULY 24, 2010

DECATUR CIVIC CENTER

KEYNOTE: Predicting the Future of Libraries Using Sci-Fi

Basic futurist concepts presented in Science Fiction will be introduced, & then those concepts will be applied to libraries as a way of helping to plan for the future. If a certain future came to pass, what would be the impact on libraries? Preferred Futuring is a technique often used by organizations in developing their long-range plans. This presentation takes a slightly different approach to that technique by employing concepts fictionalized in their stories.

***Adam Wright** is a science fiction fan along with being a self-proclaimed futurist. He is the Executive Director of North Texas Library Partners & drives his beautiful wife crazy with all his predictions of the future. Despite his craziness, he predicts a long happy relationship with his wife as well as a fruitful career as a library consultant.*

Break-Out Sessions

All Dressed Up & Nowhere to Go

Have you ever been going somewhere suddenly realized that you had no idea how to get there? You can stop & ask for directions, but whether that helps or not depends on the person you ask. Lots of folks are committed to serving their local libraries but really have no idea where to begin. There's lots of help available to library support groups, if you know where to look.

***Craig Tappe** has spent the past 25 years working in a variety of non-profit environments. In those capacities, it's especially important to "know when to hold 'em & when to fold 'em." In other words, success in any non-profit arena depends on knowing what you can do out of your own pool of resources & when you need some added help. Craig shares resources he's found to be useful.*

Digitizing Community History; Building Community Support

They thought only techies could "do" digitization. They thought the library couldn't afford a digitization project, that it was too ephemeral for their little library. They thought the community wouldn't care about something so esoteric. They were wrong on all counts. Volunteers came out of the woodwork, & businesses contributed. The presenters will provide hands-on, practical tips & discuss the big picture, as well.

*At Boyce Ditto Public Library (Mineral Wells), author **Gerald Warfield** is President of the Advisory Board, **Troy Stone** chairs the Archival & Digitization Committee, & teacher **Mary Alyce Buckner** presides over the Friends. Their experience in digitization is all "bootstrap." They learned by doing, with one important exception: they teamed up with the University of North Texas Libraries' Digital Projects Unit. Representatives of that unit taught them how to prepare all their own material, from digitizing to cataloging & entering of metadata. Then the unit took over, publishing the library's work on the web in the Portal to Texas History. "We cannot emphasize enough how this practical partnership has benefited our library," they explain. "The model of we-do-the-leg-work & they-do-the-web-stuff has been an enormous success. We whole-heartedly recommend it as a working paradigm for a wide variety of digitization projects."*

Get 'Em Off Their Seats & Into Yours!!! Top 10 Tips for Attracting Audiences

This session will present ideas for getting people to attend your programs as well as give you some specific ideas for new programs!

Sylvia Rodriguez is the Adult Services Librarian at W. Walworth Harrison Public Library (Greenville). She has almost 20 years of programming experience in various venues including campus & public recreation centers, libraries, summer camps & even a minor league baseball team!

Go For It!!! Fundraising Ideas You May Not Have Tried

Any time someone comes up with a new idea, there will be people who object to it. The objections usually fall into one of two categories. Some say the idea's no good because "We tried that before, & it didn't work." Others say it won't work because "We've never done that before." The simple truth is, when it comes to fundraising, there'll always be self-appointed guardians of the status quo. As a library supporter, you get to decide what you're going to be. If you're a status quo preserver who isn't open to new ideas, you probably want to avoid this presentation, but if you're willing to stretch yourself & try new things, show up early, sit on the front row, & bring your note pads because we're going to have a good time together!

Craig Tappe has spent the past 25 years helping people realize the full potential of their influence. In that time he has done numerous fundraisers & capital programs for non-profits. Serving as Library Specialist for Vance Hunt & Associates keeps him in constant contact with libraries across the state.

Implementing the Next Generation of Strategic Planning for Libraries

Library systems face many challenges today which require a more serious & well-planned engagement from the board, administration & the community in the planning process. Utilizing best practices of strategic planning will help lay the foundation for long-term organizational sustainability. Requirements include strategic leadership; alignment of vision & direction; & execution of a customer-driven library strategy to meet the needs of the ongoing evolution of libraries. This presentation will provide an overview of the 21st century strategic planning tools & a process that will help your library reclaim its status as a political & financial priority.

Change Strategy Consultant **Anita Duckor**, President of the management consulting firm, Duckor & Associates, Inc., has proven public library experience as an elected member of the Minneapolis Public Library Board of Trustees (2002-2007) including a two-year term as president (2006-2007). She also served as interim Executive Director of The Friends of Minneapolis Public Library. During her years as a member of the Capital Campaign Committee to build a new central library in downtown Minneapolis, she was instrumental in helping the campaign exceed its \$15 million goal. Additionally, Anita has more than 30 years of corporate & business experience in strategy development in marketing, sales, business & product development.

Keeping Your Library Alive in the 21st Century

Demand for library services is greater than ever before, yet library funding is flat or in decline. It's time for a robust & honest dialog on the value of our public libraries. Business as usual will simply continue the funding decline for libraries. Focusing on the nuts & bolts of library survival, this presentation will highlight the tools required & present a guide for effectively engaging all stakeholders -- elected officials, library boards & staff, library support organizations & the community -- to ensure appropriate funding.

Anita Duckor (See "Implementing the Next Generation of Strategic Planning" for information.)

Lightning Talks: Short Intros to Blogging, Facebook, Twitter, Podcasts & Vodcasts

Learn about each of five technologies in sequential short presentations, each of which will explain what the technology is & how it's generally used by libraries.

Leanna Cowan is Alvarado Public Library Director, **Tina Hager** is Little Elm Public Library Director, and **Melissa Jeffrey** is an Adult Services Librarian at Arlington Public Library.

Promoting for Peanuts! Designing Promotional Items on a Shoestring Budget

Get a basic overview (& some cheat sheets!) of various types of marketing items which can be created in-house for little more than the printing cost plus a little time!

Sylvia Rodriguez is the Adult Services Librarian at W. Walworth Harrison Public Library (Greenville).

She has almost 20 years of promotional/marketing experience in a variety of venues such as campus & public recreation centers, libraries, Chamber of Commerce, Friends groups, VFW/American Legion & fire departments. She has created press releases, flyers, brochures, hand-outs, city-wide newsletters, posters, programs & even postcards!!!

Rags to Riches: Recycling Books for Fun, Fashion & Furniture

Learn to turn old books into works of art & other items for home, library or fundraiser. This catchy craft combines elements from scrapbooking, rubber-stamping & collage. The artist/crafter starts with a book as his canvas, adds embellishments, photos, quotations & art... Voila! The book has been transformed into a purse, a shelf, an objet d'art or other treasure.

Julie Ousley chairs TLA's LiFTA (Library Friends, Trustees & Advocates) Round Table, is President of the New Braunfels Public Library Board & was recognized in 2006 as the Alamo Area Library System (AALS) Volunteer of the Year. Her service as a library supporter includes 15+ years as a member of the NBPL Advisory Board, 8 years on the AALS Advisory Council & 20+ years as a volunteer with Friends of NBPL.

Top 10 Key Elements Required to Win a Grant

Focusing on the top 10 things which must happen if you are to consistently win grant dollars, this presentation will copy David Letterman by starting with #10 & going to #1. Ideas which have come from books, workshops, personal experiences & in speaking with grant makers are distilled into this one session.

Cecil Carter, Lake Cities Library Board member & NTLP Board member, has been writing grants professionally for the past 12 years. During that time, he has helped clients win over \$10.0 million in funding for their projects. Carter has also attends at least one grant writing seminars every year.

Where in the World Are Our Patrons?

Do you ever ask yourself "Where in the world are the library users – or non-users – in our community?" This session will demonstrate how the power of Geographic Information Systems can mine that kind of gold from within your cardholder database. Locating cardholders on a map of your library's service area sheds new light on strategic marketing & leads to intranet web applications designed just for libraries & their patrons.

Mary Rodne has been the Director of Colleyville Public Library since it began in 2003. Prior to working in Colleyville, she served as a Library Director for 20 years in two suburbs of Chicago: Summit (4 years) & Bloomington (16 years). **Sunny Lindsey** is the Geographic Information Systems (GIS) Coordinator with the City of Colleyville & has been working in the GIS Field for 11 years.

Your Community Is Your Life Support—Keep Them Plugged In

A library's strength in the community is directly related to its support within that community. Building that support is the challenge. This session will share tried-&-true methods as well as a few still being tested or implemented.

With 30+ years of experience in the library field – nearly half of which she has spent as director of two different public libraries – Little Elm Public Library Director **Tina Hager** has put lots of time into getting the community involved in its library. "Sharing the passion you have for what you do is contagious," she says, "Besides that, it makes others want to be involved."