

FLORIDA LIBRARIES

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**PROFESSIONAL
DEVELOPMENT**

ADVOCACY

2018-2019
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Mission Statement:

The Florida Library Association is a statewide organization that promotes excellence in Florida libraries by advocating strongly for libraries and providing high quality professional and leadership development for a diverse community of library staff, volunteers, and supporters.

Vision:

The Florida Library Association champions strong, indispensable, user-focused Florida libraries that exceed the expectations of the communities and constituents they serve.

Lisa O' Donnell, CAE, Executive Director

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Florida Libraries Copy should be submitted by email to journal@flalib.org. You are encouraged to include press-ready digital photos (300 p.p.i.) and graphics with your articles, which will be included on a space-available basis.

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FLORIDIANA WITH A TWIST



2019 FLA Annual Conference May 15-17 Orlando, FL

New Hotel ● **More Exhibit Hall Time** ● **Friend's Day on Wednesday**
Pre-Conference ● **Breakout Sessions** ● **Poster Sessions**
Performers Showcase ● **After Hours** ● **Lightning Rounds**
Author Tables ● **TechZone** ● **Walk to Restaurants**
Casino Night at the President's Reception

Attendee Registration Opens January 2019

www.flalib.org

#FLAcon2019



From Your President

Don't gamble with the facts...bet on your library!

What comes to mind with this theme?

Fake news? Lifelong learners? Critical thinking skills? Library advocacy? Casinos? Slot machines? Something else?

All of the above comes to my mind. I came to the culmination of this theme much the same way we do in the world of libraries: by working together to make change happen. Collaboration is a part of our DNA. We cooperate at all professional levels and decide what new services to provide, programs to plan and goals to set. We work on committees to create a great conference and contact our state legislators to advocate for funding. We fight to ensure representatives know how important libraries are for communities. We use social media to inform and make it known that libraries change lives. And now, more than ever, it is imperative that we let our communities and elected officials know that we are critical partners in fighting fake news. As library professionals, it is our responsibility to support a citizenry that can discern reliable facts from inaccurate, dishonest, and damaging information.

Libraries are more than the information they curate. They are spaces for unity, meditation, resume writing, sewing, researching, cooking, language learning, music playing, writing, coding, geo-mapping, gaming, tango dancing, job hunting, book borrowing, technology - I could go on. Without libraries and all of us who work in them, these opportunities for engagement and education would be lost. Without libraries, misinformation and disregard for the truth threaten to become the norm.

Put a quarter in a slot machine or roll the dice, but don't lose sight that gambling with library funding puts the fundamental ideal of democracy at risk. As you continue the great work you do, remember: don't gamble with the facts, advocate for your library, and let others know the important work we do. It is time to tell the library story. Go into your communities, visit your representatives, invite elected officials to your library, and remind them that funding libraries is the best bet they can make.

We each have different jobs with various titles and we work in different types of libraries, but we are all working towards a common purpose. Our collective goal is to distinguish fact from fiction and provide learning opportunities in the process. We are one. We are library professionals.

In honor of our friend and colleague, Debbie Robinson, let's have some fun! Spin the roulette wheel, keep the facts real, and advocate for libraries throughout this year!



A handwritten signature in black ink that reads "SJ Hammill".

Sarah J. Hammill
2018-2019 FLA President

From Your Executive Director

by: Lisa O'Donnell, CAE

The past eight months as your executive director has been some of the most intriguing and rewarding of my life. I have had the chance to meet many members during the FLA Conference, ALA Conference, Library Directors' meetings, Committee meetings and countless virtual meetings related to FLA committee work. I'd compare my experience thus far to willingly drinking from a firehose for the better part of a year...absorbing an overwhelming amount of information in order to understand and appreciate more about the profession.

Florida Libraries: A New Chapter

Any time an organization introduces a new executive director, or a new board of directors, the opportunity for a new perspective presents itself. Programs and services can be held up to a litmus test of sorts, to better assess if the right resources are being provided to the right audience at the appropriate time.

FLA has a rich history and many time-honored traditions, and those are often the foundation of a great organization. But like any organization, or household for that matter, the time comes for a fresh new look. In your home or library, maybe that means painting a statement wall a bold new color or de-cluttering that pesky storage closet. For FLA, leadership and staff determined that an update to the esteemed Florida Libraries journal was due. We are most grateful to Maria Gebhardt for her dedication to FLA as editor for the journal, and you just might see Maria's name popup in Florida Libraries from time to time.

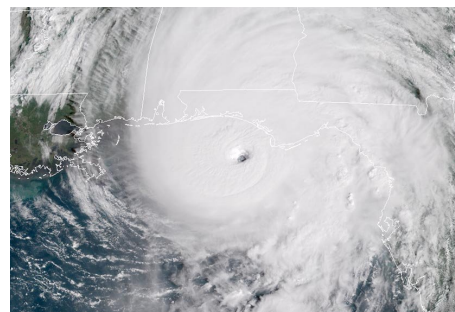
We release this updated version of the journal with the future in mind: to report on meaningful and impactful stories from around the state to provide our members information they need. A journal should offer readers diverse perspectives and varied voices, both of which are necessary for an informed dialogue about issues that matter. It is my hope that Florida Libraries takes its place as a publication that embodies this ethos.

As we look to 2019, the search will begin in earnest for a Florida Libraries editor-in-chief. Next year will also usher in a new Advisory or Editorial Committee, the members of which will actively review articles and curate relevant and appropriate content for the journal. All in all, it's an exciting time and we hope you will consider lending your voice to strengthening the journal.

Hurricane Michael

On October 10, the panhandle of Florida braced for the strongest hurricane to that area in more than a century, and the third strongest (as measured by pressure) to hit the United States. In roughly three days, what began as a tropical depression off the Yucatan

Peninsula, rapidly developed into a 155 mph category 4 hurricane. The storm moved over Mexico Beach and



GOES-16 visible satellite image of Hurricane Michael at 10:45 am EDT October 10, 2018. Image credit: NOAA/RAMMB.

Panama City, destroying countless buildings and forests, before trekking across inland counties of Florida and Georgia, wreaking havoc on those communities as well. Much of this was reported via major news networks, but as is the norm, news happened elsewhere and left the area while the clean-up continues today. At the time of publication, there will still be many in the hardest hit areas without power.

The Department of State's Division of Library & Information Services actively sought information from our libraries in the area. Many reported, thankfully, minimal damage. Others, however, did not fare as well. FLA activated a Disaster Relief Fund within days of the storm and will make donations available to those libraries in most need.

FLA is still accepting donations and we encourage you to donate and help fellow libraries in need. Thank you all who have answered the call and made donations already. Remember, all Disaster Relief donations are tax deductible to FLA as a charitable organization. Simply click the link to donate now.

DISASTER RELIEF FUND

You are also welcome to send a donation by check to:

Florida Library Association
Attn: Disaster Relief Fund
541 E. Tennessee Street, Ste 103
Tallahassee, FL 32308

The Friends of the Bay County Libraries is also accepting donations for library staff affected by the storm. If you would like to contribute, go to: <http://www.friendsofbaycounty.org/>.

Library Day 2019

As you might be aware, FLA is again hosting Library Day, scheduled for February 19, 2019. As per usual, FLA will be strongly advocating for issues that remain important to the livelihood of librarians statewide. One of those important priorities: State Aid to Public Libraries funding. State Aid has been systematically slashed over the years. FLA, by way of unanimous acceptance by the Advocacy Committee and Board, committed to a big ask of Legislators in 2019: Increase State Aid to Public Libraries funding to \$33 million as compared to the \$20.5 million in 2018.

To make this a reality, FLA needs as many members and library advocates to attend this important day as possible. I know travel budgets are tight, but I urge you to consider attending all the important elements of Library Day on February 19, and entertain the idea of bringing your Trustees, Friends or county leadership.

The Advocacy & Legislative Committee has been hard at work creating a robust agenda and meaningful



schedule to make the most impact with our Legislators. The day will begin with a comprehensive Legislative Briefing for attendees at the Historic Capitol Museum, just steps away from the Capitol entrance. Special guest speakers will welcome library supporters and provide some insight and information vital to the day's activities

New this year! FLA members will be able to volunteer as a mentor and be paired with students from the FSU iSchool for a meaningful day of advocacy. This not only creates a mentorship connection between established library professionals and students, but will also display to elected officials that the future leaders of libraries are passionate and dedicated to the profession.

Not only will members be able to talk with their elected officials about the important priorities of the FLA Platform, but we will also have the privilege to tour the Senate Chamber and participate in a Mock Session with Senate staff. Additionally, we'll provide an all-day "war room" in the Senate building for members to gather materials, write thank you notes to legislators, or simply rest weary feet and share stories from their meetings. The day ends with an included Legislative Reception at a special venue downtown. Hotel rooms have been secured for FLA members, at vastly reduced costs during such a busy time in Tallahassee this February.

Hotel Information

Cut off date: Feb. 4, 2019

SpringHill Suites Tallahassee Central

(3 miles east of Capitol off Apalachee Pkwy)
1300 Executive Center Drive
Tallahassee, FL 32301

Room Block: \$129+tax, King or 2-Queen available
Free High Speed Internet
Free Breakfast
Free Parking

[Book your group rate for Florida Library Association](#)

2019 Library Day

[CLICK HERE TO REGISTER](#)

Monday, February 18th, Tentative Schedule:

Time	Activity	Location
2:00 pm - 3:30 pm	In-Person FLA Board Meeting	FSU School of Information, Louis Shores Building, Room LSB 206 (2nd floor)
3:30 pm - 5:00 pm	Walking tour of FSU Campus including FSU Libraries	Leaves in front of Shores Building
5:00 pm - 7:00 pm	FSU Innovation Hub Reception: Food and refreshments, presentations and demonstrations in FSU's makerspace/fab lab!	On the first floor of Shores Building
7:00 pm	Shuttle for pickup and return to FLA hotel	Shores Building for pickup; leaves at 7:15pm

Tuesday, February 19th, Tentative Schedule:

Time	Activity	Location
8:30 am - 9:30 am	FLA Attendees' Legislative Briefing (Breakfast on your own) <ul style="list-style-type: none"> • Welcome/Materials Pick-up • Advocacy Chair/Vice Chair - Platform Overview • GrayRobinson - Legislative Overview • Guest Speaker 	Historic Capitol Museum, 2nd Floor, Senate Chamber, Room 215
9:55 am - 10:30 am	Group Tour of Senate Chamber & Mock Bill Reading (all welcome)	The Capitol Senate Chamber, 4th Floor
10:00 am - 5:00 pm	War Room Open until 5:00 pm (Materials, Refreshments available)	Senate Office Building, 2nd Floor Conference Room
10:30 am - 5:00 pm	<ul style="list-style-type: none"> • *FLA Attendees' Legislative Appointments (<i>made in advance</i>) 	<ul style="list-style-type: none"> • The Capitol
12:00 pm - 5:00 pm	Open House at State Library (Attendees welcome between Appointments!)	R.A. Gray Building - Division of Library & Info Services
5:30 pm - 7:00 pm	Legislative Reception	Andrew's 228

**FLA attendees can make legislative appointments earlier than 10:30 am if that is the best time for elected officials.*

Book Discussion for Non-Traditional Audiences

The Division of Library and Information Services is field testing a short story toolkit called “Read Around Florida” that will provide adult English language learners a chance to discuss stories related to Florida.

The short story toolkit is a new program patterned after book discussion programs provided in libraries. The stories (listed below) are two or three pages long and come with discussion questions.

- * MacEnulty, Pat. “Some Place to Live.” *The Language of Sharks*.
- * Kiser, Roger Dean. “Elvis Died at the Florida Barber College.”
- * Hemingway, Ernest. “Old Man at the Bridge.” *The Complete Short Stories of Ernest Hemingway*.

The titles were chosen because of their powerful themes and the discussion questions are similar to those used in more traditional book club settings.

The kit is flexible and can be used in a variety of ways. If a library hosts a conversational group for English language learners, the stories can be used to foster discussions. The kit can be loaned to adult education classes or used to bring together adult learners, tutors and library staff with a facilitator.

One adult toolkit user at Collier County Public Library said, “My opinion is important, and people here listen to me. Now I have the confidence to talk to my son’s teacher.”



Library Literacy Planning Committee Meeting

Representatives from library literacy programs and public libraries met in August 2018 to develop literacy-related activities for the Division’s Library Services and Technology Act (LSTA) five-year plan.

If you want to know more about the toolkit or the Library Literacy Planning Committee, please contact Sandy Newell, literacy consultant with the Bureau of Library Development at sandy.newell@dos.myflorida.com or 850.245.6624.

This project is funded under the provisions of the Library Services and Technology Act from the Institute of Museum and Library Services. Florida’s LSTA program is administered by the Department of State’s Division of Library and Information Services.

The Division provides direct library services to state government agencies and develops library services statewide. The Division provides archival and records management services, technical assistance, education, financial aid, cooperative services and more by working in partnerships with the field. The Bureau of Library Development provides training and technical assistance for library staff in the areas of underserved populations, non-traditional adult learners, youth and teens, e-government and much more.

Membership Matters

2018 FLA Organizational Members

Ana G. Mendez Library
Broward College
Broward County Library
Charlotte County Library System
College of Central Florida
Collier County Public Library
Daytona State College
Embry-Riddle Aeronautical University-Hunt Library
Everglades University
FAMU College of Law Library
Florida Academic Library Services Cooperative (FALSC)
Florida Atlantic University Library
Florida International University
Florida National University
Florida State University, Strozier Library
Full Sail University
Gadsden County Public Library
Gulf Beaches Public Library
Hardee County Public Library
Hodges University Library
Lake County Library System
Lake Worth Public Library
Largo Public Library
Lee County Library System
LeRoy Collins Leon County Public Library
Library and Information Resources Network, Inc.
Lynn University Library
Maitland Public Library
Manatee County Public Library
Miami-Dade Public Library System
Millennia Atlantic University
New River Public Library Cooperative
North Miami Beach Public Library
Orange County Library System
Osceola Library System - Hart Memorial Library
PAL Public Library Cooperative
Palm Beach County Library System
Panhandle Public Library Cooperative System
Pinellas Public Library Cooperative
Riviera Beach Public Library
Sanibel Public Library District
Sarasota County Libraries & Historical Resources
Sarasota County Library System
Seminole County Public Library
Seminole State College of Florida
South Florida State College
St. Lucie County Library System
St. Petersburg Library System
State College of Florida Libraries
Sumter County Library
Tallahassee Community College
Tampa-Hillsborough County Public Library
The Society of the Four Arts
Three Rivers Regional Library
University of South Florida
Volusia County Library Support Center
Webber International University

* Current members at time of publication

Membership Matters

2018 FLA Friends Members

Circle of Friends of the Gulfport Library Inc.
Dunedin Friends of the Library
Florida Authors & Publishers Association
Florida Humanities Council
Friends of Deltona Library
Friends of East Lake Community Library
Friends of Fort Myers Library
Friends of Fruitville Public Library
Friends of Indian River County Gift Shop
Friends of Jacksonville Public Library
Friends Of Johnson Branch Library
Friends of Library ACLD
Friends of Nature Coast Lakes Region Library
Friends of Pine Island Library
Friends of Punta Gorda Library
Friends of the Bartow Public Library
Friends of the Bay County Public Libraries
Friends of the Broward County African-American Research Library and Cultural Center, Inc.
Friends of the Broward County Library, Inc.
Friends of the Central Ridge Library
Friends of the Coastal Region Library
Friends of the Columbia County Public Library
Friends of the Deerfield Beach Percy White Library
Friends of the Fort Lauderdale Libraries
Friends of the Gulf Gate Library
Friends of the Hugh Embry Branch Library of Pasco County
Friends of the Key West Library
Friends of the Lake Worth Library
Friends of the Largo Library, Inc.

Friends of the LeRoy Collins Leon County Public Library
Friends of the Libraries of Palm Bay
Friends of the Library - Ponte Vedra Beach
Friends of the Library at City Island - Daytona Beach
Friends of the Library Bradford County
Friends of the Library of Collier County
Friends of the Library of Hernando Co., Inc.
Friends of the Library of Osceola County
Friends of the Library of Tampa-Hillsborough County, Inc.
Friends of the Main Library St. Augustine
Friends of the Middleburg-Clay Hill Library
Friends of the North Miami Public Library, Inc.
Friends of the North Sarasota Library
Friends of the Okeechobee County Public Library
Friends of the Pace Area Library
Friends of the Palm Beach County Library
Friends of the Seminole Library
Friends of the Southwest Branch Library Foundation, Inc.
Friends of the Stirling Road Branch Library
Friends of the Suntree-Viera Public Library
Friends of the Volusia County Library Center
Friends of the Wilton Manors Library
Friends of the Taylor County Public Library
Friends of Venice Public Library
Library Foundation for Sarasota County
Melrose Library Association, Inc
Poinciana Friends of the Library
Sanibel Public Library Foundation, Inc.

Membership Matters

2018 FLA Business Members



PROVIDING TOOLS TO SUSTAIN COMMUNITY ORGANIZATIONS

by: Jeffrey Graf, Jen Jones Murray, Jennifer L. Murray and Karissa Moffett

Communities are filled with valuable collections in need of being preserved, sustained, and discovered. Through conversations in the community, partnerships can form and bring together diverse people to enhance the discovery of materials in our own backyards. This is precisely what happened with the Jacksonville, Florida based Jacksonville Historical Society (JHS) when they were working on an initiative to survey local history organizations regarding the scope and nature of their historical collections. Through a partnership with the Riverside Avondale Preservation (RAP) and conversation with the University of North Florida Thomas G. Carpenter Library (UNF Library), a powerful, community collaboration formed. Jennifer Murray and Jen Jones Murray from the UNF Library along with Karissa Moffett from the Health Planning Council of Northeast Florida, came together as a team to explore possibilities proposed by Jeff Graf, Immediate Past President of the Jacksonville Historical Society. Each team member brought different and complementary skills to a wide-ranging and open discussion, and partnership among this team resulted in the next level of functionality for the Jacksonville Historical Society's Jacksonville History Consortium (JHC) concept.

Background

In 2003, the Jacksonville History Consortium resulted from an assessment of Jacksonville's many diverse and geographically dispersed historical organizations. Harry Reagan and Emily Lisska, then Board President and Executive Director, respectively, of the Jacksonville Historical Society, recognized local history institutions would benefit from stronger connections among themselves and with the larger Jacksonville community.



Fast forward to 2016, when the JHS commissioned its first-ever strategic plan. One of the focus groups interviewed consisted of members of the Consortium. Three of the themes which emerged from this discussion were:

1. JHS can and should be the portal to Jacksonville's historic information and electronic routing to consortium organizations.
2. JHS should provide leadership to building the consortium for stronger advocacy in Jacksonville and the State of Florida.
3. Expanded use of internet-based communication and access to information is required.

Acting on those recommendations, in 2017 JHS worked in conjunction with Jacksonville's Museum of Science and History (MOSH) to survey local history organizations as to the content and themes of their archives. Thirty-one organizations responded.

Simultaneously with that initiative, the JHS approached the UNF Library dean at the time, Dr. Elizabeth Curry, about participating in the Consortium. Her keen interest helped cement the partnership with the UNF Library. First, the library placed a PDF version of the local survey results in a consortium partition on the Library's website. This

move allowed for the introduction of Jennifer Murray, Director of Technical Services and Library Systems, and Jen Jones Murray, Marketing & Community Services Coordinator, to the JHC project.

Also at the same time, the JHS was working with the Riverside Avondale Preservation (RAP) to identify resources to help map consortium members physical locations and provide links to their individual

websites. This work was performed by Karissa Moffett, an urban planner, who works with the Health Planning Council of Northeast Florida to plan Safe

"Academic libraries have many valuable tools at their disposal which can benefit others outside their organization such as institutional repositories, content management systems, and visualization tools."

Routes to School (SRTS) regionally in seven area counties.

As this trio came together, what emerged was a project that not only created a website for the JHC, but also allowed the creation of a much-needed update to a brochure the Consortium had published in 2012. In that publication, twenty members constituted the JHC. Since then, two of those organizations had subsequently closed, and the group had grown to more than thirty members – too many for a static brochure to be fully effective.

Sharing History Online and Beyond

When the UNF Library learned of the Jacksonville History Consortium community-based initiative, they saw it as an opportunity to join in and provide leadership in preserving, sustaining, and bringing greater awareness to the history collections in the entire Jacksonville region. Academic libraries have many valuable tools at their disposal which can benefit others outside their organization such as institutional repositories, content management systems, and visualization tools. To assist in preserving information and making collections more accessible, the UNF Library first created a space in their institutional repository, Digital Commons, to publish the survey responses on data about the historical collections pertaining to the greater Jacksonville area. The UNF Library then searched for a way to improve access to information about the archive survey material. To do that, the Library acquired a data visualization tool called Tableau allowing Jennifer Murray to create a robust, interactive report of

the survey results and allowing users to explore and find information about the collections pertaining to Jacksonville's history.

This led to Jennifer Murray and Karissa Moffett partnering to create interactive maps using Tableau and ESRI Story Mapping. Using Tableau, an interactive map of Duval County indicating where each consortium member is located was created. The map helps locate the organizations and provides additional information and a link to each organization's website. The use of Tableau with this project visually communicates information, rather than just data, to help tell the story of the Consortium.

ESRI Story Mapping is a creative approach to an age-old craft of storytelling. ESRI, better known for their geographic information software, ArcGIS, has created a platform called Story Maps as a complementary approach to combining maps, text, photos, and multimedia content. This communication outlet is a clear, concise, and exciting way to share the history of the Jacksonville region. As a result, a call was put out to all the members of the JHC to share updated information about their historical organization.

Enthusiastic responses from consortium members flowed-in. And, what we ended-up with is a comprehensive database of coordinates, contact information, biographies, logos, and images. This database ultimately created the Story Map of all the JHC members, which is featured in the online Story Map as well as at the Jacksonville International Airport on a touch screen where visitors can get a taste of Jacksonville before heading out to explore it

in-person. In addition, people can now pick-up an up-to-date, more timeless brochure at the front desk of any of the JHC member locations.

This set the stage for what would occur next as discussions about a website for the consortium began to take shape. To make information about the Consortium easily accessible from one resource, the UNF Library created a website (<https://libguides.unf.edu/jhc>) for the Consortium using LibGuides, a content management system, used by libraries to share information. This allows users an easy and accessible way to gather and search for information about the organizations in the Consortium, bringing more recognition to them and the collections they house.

Sharing the history of Jacksonville doesn't stop there. The team is looking for opportunities to partner with walking and biking tour groups to connect folks with the physical features of history. After all, sharing history is a bucket-brigade, it requires us to teach the next generation, and the next generation to teach the generations after them. It allows us to make connections, pass along knowledge vital to the community, and inspire civic pride through shared knowledge.

Marketing in the Community

In addition to sharing information virtually, it's important to share tangible materials with visitors to the organizations and in other community locations. The JHC developed a tri-fold brochure as part of its original marketing efforts. Though this print collateral gave a nice snapshot regarding each member organizations' offerings and theme, it was not popular among the public. People were not noticing it among the trove of other community-oriented and attraction brochures offered at the physical spaces of the organizations. Furthermore, it was discovered the piece was outdated and lacked no promotion of an online presence. This discovery opened the door for the UNF Library to provide marketing assets to both establish a dynamic and exciting website and bring the Consortium's print piece up to the current day standards of marketing excellence.

UNF's Library Marketing & Community Services Coordinator, Jen Jones Murray, was eager to support

the Consortium's efforts to widen their audience by strengthening the aesthetics of its brochure. The piece transitioned from a trifold piece to a booklet style brochure featuring a crisp and modern-day logo inspired by an old-time, postmark rubber stamp imprint as well as a call to action, bold colors, larger, color saturated images, and a focus on sending readers to the new Consortium website. The creation of a

"brand" identity for the JHC was another significant accomplishment that helped mark the JHC as the gateway to Consortium members, large and small. The brochure carrying that brand and related graphics is available for consortium members to share with their visitors, and is also distributed at Jacksonville International Airport and at Visit Jacksonville, which

features a consortium link on their website. This effort resulted in a timeless piece and the development of brand standards for the consortium. The brand's fonts and logos are repeated throughout the new website.

Bringing in the UNF Library's Marketing & Community Services Coordinator also resulted in the expansion of the membership of the JHC. Through this library asset, new members such as the Jacksonville Aviation Authority and Visit Jax joined with others to follow. Those include important area institutions such as the JAX Chamber and Edward Waters College, Jacksonville's private, historically black college founded in 1866 and the oldest private institution of higher education in the state of Florida, as well as other archive holders in our community.



Final Thoughts

There are valuable organizations and resources in communities that often go undiscovered. With this project and its resulting partnerships, greater awareness and visibility was brought to the Jacksonville History Consortium. As of June 2018, the identity of the JHC is established in the local and regional history community. Its online resources reach and serve a growing public. Thanks to the University of North Florida Thomas G. Carpenter Library, the Consortium website serves as the repository of dynamic and robust information about the Consortium members, while a redesigned brochure serves as both an information flyer to draw interested parties to the website and drive them to patronize the organizations in person. By printing the brochure in limited quantities, it can be readily updated to conform to changing information on the Consortium website. This is just the beginning. The UNF Library, JHC, JHS, and others in the community will continue to collaborate to preserve and sustain the vast history of the greater Jacksonville region.

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**FLA Member
Spotlight**

Do you know an
EXCEPTIONAL
FLA Member?

Nominate them here !

THE LITTLE LIBRARY THAT COULD!

by: Mary C. Brown

Union County, Florida, the smallest county in the state, was the last county in Florida to receive a public library. In 1988 when the possibility of a public library was first proposed to the citizens and the Board of County Commissioners of Union County, it received a fair amount of opposition. Rather than placing a burden on the already economically-challenged county budget, a funding option was approved by the county and set in place to ask the voters to provide 1/2 millage ad valorem tax to fund the proposed library. The initial vote was close, but passed with 56% of the citizens voting in favor of the library referendum. After much planning and preparation, Union County Public Library first opened its doors on March 1, 1990.

Florida State Constitution requires that the authorized millage amount is approved by voters for periods not longer than 2 years. Consequently, 30 years later the Union County Public Library (UCPL) remains on the ballot every even numbered year. These days the library's support often exceeds 80% approval.

The process that takes place every two years has become second-nature. Sunshine laws and local ordinances require legal advertisements to be posted (in local newspaper) before a special county meeting takes place where the public may speak in favor of or against the library ordinance. After the special meeting, the Union County Board of County Commissioners, at their regular monthly meeting,



vote on (and approve) the ordinance to establish the levy of one-half mill ad valorem tax to be used for the funding of the

contacting the Supervisor of Elections Office to ensure the placement of the referendum on the primary ballot. Once again, making sure the public has sufficient notice of the referendum requires additional legal advertisements that must be posted both 5 weeks and 3 weeks prior to the election.

The approved referendum is always set up to begin in the following year and extends one year beyond the next election. For example – the election held on August 28, 2018 was approved (by 81%) for funding that will start on October 1, 2019 and end September 30, 2021. The timing that is created with each referendum provides for enough cushion in the event that the referendum should ever fail. Fortunately, the widespread support of the Union County voters has never allowed such an event to happen.

"I have an amazing, dedicated team and we never take our library funding for granted. Being on the ballot every 2 years keep us on our toes!"

Additional funding is received each year from the Florida State Aid to Libraries grant, as well as individual donations. The library has grown significantly in its nearly 30 years of operation with its collection growing from just a couple of thousand items to over 40,000 books and materials. UCPL provides a very active schedule of programming for all ages and remains active in many community partnerships and outreach events. The library building also grew in size when a new facility was built in 2009. The new building was funded through the Florida State Aid to Libraries Construction Grant, the sale of the old library, individual donors, years of fundraising efforts, and major support from the community and the Union County Board of County Commissioners. UCPL is the sole county library serving its entire population of 15,500. The voters of Union County have spoken – they love their library!

FSU-USF INTERCOLLEGIATE SYMPOSIUM ON LIBRARY AND INFORMATION SCIENCE: AN OVERVIEW AND FUTURE PLANS

by: Adam Berkowitz and Adriana Williams

Introduction

The FSU-USF Intercollegiate Symposium on Library and Information Science was conceived out of the necessity to find collaborative opportunities for the University of South Florida's American Library Association Student Chapter. USF's LIS students primarily rely upon student organizations for setting up networking and professional development opportunities. It was, then, speculated that Florida State University's ALA Student Chapter may be interested in co-sponsoring joint events. As such, USF's ALA Student Chapter vice president, Adam Berkowitz, contacted FSU's ALA Student Chapter president, Adriana Williams, in the hopes that she may be open to such a partnership.

It was decided that the co-sponsored event would be a day-long symposium featuring student and faculty presentations. The University of Florida proved to be an ideal venue for the event considering its reputation as a research institution and close proximity to both universities. In coordinating with UF's Dean of Libraries, Judith Russell, and executive assistant, Misty Colson, the symposium was scheduled to take place at UF's Marston Science Library on April 19, 2018.

This article will continue to detail the actions taken by Berkowitz and Williams in their attempt to organize this symposium and include what transpired on the day of the event. It will also expand upon the feedback received from attendees and suggestions for improvement. Furthermore, this article will discuss the role that student organizations play in meeting the professional development needs of LIS students, and the need for support from professional associations to

ensure that LIS students are sufficiently prepared for their careers.

FSU ALA Student Chapter Preparations

After solidifying a date, Adriana Williams advertised a call for speakers to FSU's School of Information faculty and students. In an attempt to find more potential speakers and perpetuate the ideals of a truly intercollegiate event, Lorri Mon, the Director of the iSchool, extended this invitation to UF's library faculty. The presenters who joined the symposium from FSU's College of Communication and Information included Lorri Mon and Ebrahim Randeree. Plato Smith, an FSU alum and library faculty member at UF, also agreed to present.

After the list of presenters had been finalized, Williams advertised the symposium on the FSU School of Information student listservs, the FSU University Libraries staff newsletter, and the FSU ALA Student Chapter Facebook page. Some iSchool professors also shared information about the symposium with their classes. Williams also set-up a Google Hangouts page where the event would be streamed live which was emphasized in marketing materials for those who would prefer to attend virtually.

USF ALA Student Chapter Preparations

Meanwhile, Adam Berkowitz contacted USF students and faculty to gauge their interest in presenting at the symposium. Faculty members at both the School of Information and USF Libraries were e-mailed about this opportunity. It was explained that this would be

the first-ever student sponsored symposium in the histories of Florida's LIS programs, and that the purpose of the symposium was to bring together the two LIS programs in the spirit of networking, collaboration, and research. A group of librarians from USF Libraries – Tampa agreed to present. USF's presenters included: Matt Torrence and John Abresch, Bonita Pollock and Tasha Owens, Sarah van Ingen and Susan Ariew, Maryellen Allen, and Adam Berkowitz.

In preparing marketing materials for the event, Berkowitz thought it important to create an eye-catching logo that would convey both the purpose of the event and the fact that this was a joint event being sponsored by USF and FSU. As such, an original logo was designed and used in all marketing materials. All materials were sent to Williams for approval, and so that they could be edited to best suit FSU's students and faculty. All marketing materials were subsequently e-mailed to all students and faculty members from the School of Information and USF Libraries, and posted to the student organization's BullSync Web page and Facebook page.

The Symposium

Adam Berkowitz and Adriana Williams arrived at the Marston Science Library before the symposium began in order to prepare the conference room. After breakfast was delivered and the welcome slides were posted, Berkowitz made an introductory statement about the symposium's conception and objectives, and expressed his gratitude to the faculty members who agreed to present and for Williams' assistance in organizing the event. Each presentation ran for approximately thirty minutes and was separated intermittently by fifteen-minute breaks which allowed for open discussion, further questions, and opportunities to exchange contact information.

The first presentation was delivered by Sarah van Ingen from USF's College of Education and Susan

Ariew from USF Libraries which discussed how undergraduate students' questions change throughout the research process. The next presentation was delivered by Maryellen Allen from USF Libraries on the preliminary results of a survey seeking to discover how instruction librarians prepare themselves for teaching. There was a fifteen-minute break before the next presentation. Following the break, Bonita Pollock and Tasha Owens from USF Libraries presented on how they were incorporating linked data in catalog descriptions of cultural heritage collections which was then followed by a presentation made by Adam Berkowitz on using citation impact to gauge the artistic merit of wind band performance literature. This was preceded by an hour and a half lunch break which marked the end of the first half of the symposium.

The second half of the symposium began with a presentation by Matt Torrence and John Abresch from USF Libraries discussing evidence based versus patron driven collection development practices for liaison librarians. Next, Plato Smith from UF Libraries spoke about designing and implementing data management plans in libraries. Following this was another fifteen-minute break. Then, the event continued with a presentation made by Ebrahim Randeree from FSU's College of Communication and Information about best practices for building professional networks utilizing LinkedIn followed by two back-to-back presentations made by Lorri Mon from FSU's College of Communication and Information about managing makerspaces in academic libraries and a library's role in and disaster relief efforts. Finally, the symposium concluded with closing remarks made by Williams which included a statement about her perception of the symposium and appreciation for Berkowitz's assistance in planning the event.

Including the presenters, the symposium attracted approximately thirty-five attendees both in person and online. Most attendees came to listen to specific presentations and then left. Three times as many people attended physically than virtually with a sharp drop-off in both online and in-person attendance by late afternoon.



"...confirmation that the symposium had met one of its primary goals."

Feedback

The majority of feedback received about the event was exceptionally positive. UF Libraries faculty members were receptive and excited to be hosting the symposium. They were especially impressed that the creation and organization of the event was overseen by two students from different institutions. A significant portion of the attendees were UF Libraries faculty members who engaged in discussions throughout the day and expressed interest in the possibility of organizing another symposium next year.

The response from USF's faculty was also just as positive. They were enthusiastic about having an opportunity to discuss their research with colleagues both from their university and other institutions. It was expressed that just because librarians may work in the same library, it doesn't necessarily mean that they meet to discuss their research outside of their respective departments. Such feedback was confirmation that the symposium had met one of its primary goals.

The feedback from FSU's faculty was equally positive. One faculty member in particular was interested in discussing the strategies employed in marketing the event and made suggestions for improvement in support for a second symposium. It was continuously acknowledged that having such events take place is important to the future of the LIS field, and the fact that Adriana Williams and Adam Berkowitz took it upon themselves to organize such a multifaceted event demonstrated their commitment to the profession.

Furthermore, USF presenter Susan Ariew published an article about the symposium on the USF Libraries' Web site. The article names some of the presenters from USF and embodies her enthusiasm for the event.[1] Ariew's article further demonstrates the need for more intercollegiate student sponsored events. Hopefully, with such strong faculty support, the symposium can gain traction as an annual event.

Suggestions for Improvement

There were a handful of elements that could be improved upon in order to make the next symposium more successful. These suggested improvements are based on observations and reflections made by Adam Berkowitz and Adriana Williams as well as feedback from attendees. The following is a culmination of the obstacles faced while facilitating the symposium and recommendations for overcoming them in the future.

Both schools of information facilitate distance learning LIS degree programs, and students and faculty interact primarily through virtual means. As such, the majority of advertising was done via e-mail and social media. Students were incentivized to attend by the educational and professional development opportunities presented by this event. Students and faculty were further incentivized by providing opportunities to present on research as well as free food. Opportunities for carpooling were also shared so as to make traveling to the venue easier, and a Google Hangouts link was provided in advance for those who preferred not to travel. Despite all efforts, attendance was lower than projected.

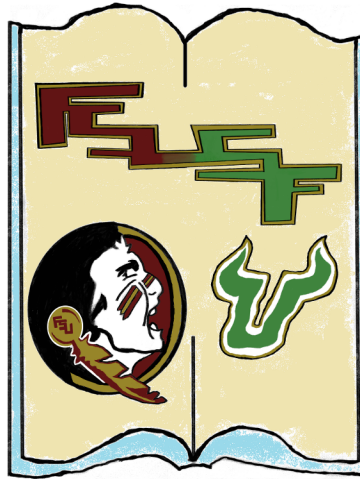
In order to improve communication and attendance, Berkowitz and Williams think it would be worth exploring how both USF's and FSU's School of Information departments responsible for marketing can assist. Also, it might be useful to meet with faculty members to discuss the event so that they can either promote the event in their courses, and/or participate themselves. E-mail and social media are effective in their own right, but more in-person avenues of advertising appear to be necessary.

In addition, the Marston Science Library employs a multimedia system in its conference room, and the learning curve was too steep to sufficiently master the components just prior to the event. As a result, the livestream on Google Hangouts featured only the powerpoint presentations without being able to see any of the presenters; however, the presenters could still be heard. It would benefit the facilitators of the next symposium to arrive well in advance of the event

[1] Susan Ariew, "FSU-USF Symposium on Library and Information Science," USF Libraries, April 27, 2018, 1, accessed July 06, 2018, <http://www.lib.usf.edu/offtheshelf/fsu-usf-symposium-on-library-and-information-science/>.

in order to fully explore and understand the available technology. Steps should also be taken to record future symposia and host them on a video streaming site so those who couldn't attend still have the opportunity to view the presentations, there is a record of the event and what transpired, and presenters can share their presentations.

Finally, because the event was a fair distance away from both universities, the majority of USF presenters left after lunch and the majority of FSU presenters didn't arrive until before lunch. The symposium began at 8:30 a.m. which proved to be an obstacle for presenters and attendees as UF is approximately two and a half hours away from both universities. Attendees would have to leave their homes before 6:00 a.m. in order to arrive on time. Furthermore, the symposium ended at 4:00 p.m. which made encountering rush-hour traffic on the way home a major concern. In order to address these issues, it may be worthwhile to have the symposium take place over a weekend, or spread the presentations over the course of two days.



Future Partners

The importance of participating in professional associations and professional development events for LIS students cannot be overstated. It is clear that something professional associations such as the FLA and FACRL do well is organize and market major events. These conferences and annual meetings are exceptionally large and complex, and they are seen through to completion on an annual basis. As such, Adam Berkowitz took it upon himself to seek out assistance from the FACRL and FLA executive boards in planning future events.

Contact was made with both the president of FACRL and the president of FLA in an attempt to present an opportunity for the FSU and USF ALA Student Chapters to collaborate with FLA and FACRL in planning an ongoing annual symposium. Future symposia would fulfill a number of different purposes;

however, the two primary goals for these events would be to provide professional development opportunities to LIS students at no cost, and to provide opportunities for both FLA and FACRL to engage the student population. As such, the annual symposium would be modeled after FACRL's annual meeting. It would continue to feature faculty and student presentations, and it would also feature FLA and FACRL board members directly addressing a large audience of LIS students.

The responsibility of planning the annual symposium would continue to fall on the FSU and USF ALA Student Chapter board members, but support and feedback would be required from FLA and FACRL in this partnership. By gaining access to these vast networks of professionals, the scope of the symposium could be widened to include representatives from other institutions, the symposium could take place at other venues and rotate among a group of institutions, and LIS students would be exposed to the research efforts taking place across the state of Florida. Having FLA and FACRL assist with financing the annual symposium would lead to the ability to facilitate larger gatherings of attendees, and possibly organize transportation for students or reimburse students for travel which would further encourage student participation. Feedback from FLA and FACRL on strategies employed in advertising the symposium would mean producing finer quality marketing materials and better methods for improving attendance.

In return, FLA and FACRL would have direct access to LIS students during the symposium where they can recruit new members. Furthermore, both organizations would be given time to publicly address the attendees in order to raise awareness about the benefits of joining FLA and FACRL. The symposium itself would be an effective recruitment tool for both organizations. At this time, however, both executive boards have indicated that such a partnership is not currently feasible, but they would be open to revisiting the issue in the future.

Conclusion

Having the opportunity to create, organize, and facilitate the FSU-USF Intercollegiate Symposium on Library and Information Science was one of the main highlights of Adriana Williams' and Adam Berkowitz's experiences as LIS students. It allowed them to exercise their abilities to collaborate on a large-scale project, plan a joint event that included students and faculty from three different universities, analyze and reflect upon feedback on the product of their efforts, and engage faculty members in a way that was unique and beneficial to their academic and professional experiences. This article documents the foundation for an annual intercollegiate symposium on library and information science, and it is the hope of the authors that this vision come to fruition.

Contributing Authors: Adam Berkowitz is the Vice President of the USF ALA Student Chapter and Adriana Williams is the President of the FSU ALA Student Chapter.

FLA Member Groups have a new home!

What is a Member Group?

They provide a focus for the interaction of FLA members who share a common interest or activity related to the provision or support of library service. Forums have been created for each group that allow you to start new conversations, reply to comments and share information. Member Groups also have the benefit of facilitating webinars and meeting online for a more interactive discussion. Leaders are chosen at the annual conference during their in-person meeting. If your group does not have a leader you can still use the forums for discussion.

Academic Instruction & Information Literacy Roundtable

Academic Publishing
Black Caucus
Community Engagement
Florida Databrarians
Florida Virtual Campus
Friends, Foundations & Boards (FF&B)
GLBT Library Services Support
Government Information
Intellectual Freedom
Learning Support
Library Retirees
Library Technology
Management & Administration
New Members Roundtable
One Book, One State
One Person Library
Outreach & Programming
Public Library Directors
Readers' Rights & Privacy
REFORMA de Florida
Resource Sharing
State University Libraries
Technical Service
Youth Services

Access them in 2 simple steps:

1. Go to www.flalib.org and log into your account
2. Click on Member Groups in the "Member Center" dropdown menu.

-All members have access to all groups, no need to sign up to participate.

-Member Group Leaders can use their designated space to conduct targeted discussions and share information.

-Once a post has been created, you can subscribe to it and receive email notifications.

-Instructions on how to create a new post and reply to a post are provided online.

Questions or Comments?

Email the members of the FLA Website Taskforce

Rachel Cooke - rcooke@fgcu.edu

James Day - dayj7@erau.edu

Bryan Cooper - lbcooper@fiu.edu

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FLORIDIANA WITH A TWIST: FLORIDA THINGS THAT GO BUMP IN THE NIGHT

by: Nancy Pike

Every country has its fairy tales and fables—from stories about the little people of Iceland to the giants of Brazil. The United States is no exception. Each state, in fact, nearly every community, has its share of legends, often quite spooky.

Where do such stories come from and why are people so intrigued by them? Most arise out of an intriguing fact then move into the realm of eerie speculation. In Florida, we can examine those close to home and answer some of our own questions.

As the oldest European-based, continuously inhabited city in the U.S., St. Augustine seems to harbor the oldest ghosts in the state. Castillo de San Marcos has hosted ghosts since its origins in 1672. As the site of many battles, it is not surprising that the ghosts here frequently taken the shape of uniformed soldiers on patrol. A bright light in the watchtower is another sign people suggest is paranormal since there is no electrical power of any sort to the tower. [Take a tour.](#)

Even older tales spring out of Indigenous American stories, however. For example, Spook Hill in Lake Wales certainly has a haunted feeling. Put your car in neutral and it will roll up hill. Local legend blames the effect on an ancient battle between a local Indian chief and a giant marauding alligator. [Watch it for yourself.](#)

Robert the Doll is one of the creepier figures in Florida legends. The life-size doll belonged to a Key West artist and writer named Robert Eugene Otto and was often blamed for strange activities in Robert's playroom. The doll was the inspiration for the Chucky Film Franchise. The curious doll currently lives at Fort East Martello Museum in Key West.

People say the doll changes expression and talks from time to time. This one you can check out yourself by [visiting the museum.](#) But Robert is fussy about being

photographed so take care.

The official Skunk Ape Headquarters is in Ochopee, Florida, where the curator takes periodic trips into the Green Swamp to look for the Florida Big Foot. He has spotted him a couple of times, he says, but skunk apes are notoriously difficult to catch on film so he has only a couple photos. [Judge for yourself here.](#)

Want to talk to the dear departed? The town of Casadaga is home to numerous mediums and psychics. Founded in 1875 as a Spiritualist Camp, it's a place where you can [book a tour or make an appointment with a medium online.](#)

One wonders about the source of the strange Pensacola Lighthouse legend. A popular ghost story suggests that the first lighthouse keeper Jeremiah Ingraham was murdered in 1845 by his wife or her lover, leaving blood stains that turn up from time to time on the floor of the keeper's house. However the original lighthouse and keeper's cottage were replaced in 1859, half a mile from the first buildings. The widow Michaela Ingraham took over as the first woman lighthouse keeper at Pensacola and stayed in the post until her death in 1855. Nonetheless, there are still ghost hunt tours at the lighthouse. <http://pensacolalighthouse.org>

The Don CeSar Hotel in St. Petersburg Beach is haunted by its original owner Thomas Rowe, according to some. The Pink Palace, completed in 1928, includes a fountain that duplicates one where Rowe met his true love as a student.

Their parents separated the lovers and they never met again except for a vow to get together in some visionary future time. Guests of the hotel swear they have seen the two young people near the fountain. [Check it out.](#)

For more Florida legends and spooky tales look here:

- <https://www.legendsofamerica.com/florida/>
- <https://www.ranker.com/list/creepy-florida-stories-legends/lyra-radford>
- Ghost Stories of Sarasota by Kim Cool. Historic Venice Press, 2003.
- Florida's Ghostly Legends and Haunted Folklore in 3 Volumes by Greg Jenkins. Pineapple Press, 2007.
- Haunted Florida by Catherine Lower. Stackpole Books, 2016.

Contributing Author: Nancy Pike is a former Director of the Sarasota County Library System and a former President of the Florida Library Association.

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MUSIC

MAGIC

AND MORE!

S.T.E.M.

FLORIDA LIBRARY

The graphic features a dark blue background with white stars. On the left, a neon sign reads "DON'T GAMBLE WITH THE FACTS... bet on your LIBRARY" with a palm tree icon. To the right, four yellow stars contain the words "MUSIC", "MAGIC", "AND MORE!", and "S.T.E.M.". The Florida Library logo is in the bottom right corner.

ONE BOOK ONE STATE



"If you read one book this year, read *The ONE Thing!*"

2018-2019 FLA President
Sarah J, Hammill

Join the Florida Library Association in reading *The ONE Thing: The Surprisingly Simple Truth Behind Extraordinary Results* by Gary Keller and Jay Papasan for One Book One State.

"In the number one Wall Street Journal bestseller, Gary Keller has identified that behind every successful person is their ONE Thing. No matter how success is measured, personal or professional, only the ability to dismiss distractions and concentrate on your ONE Thing stands between you and your goals. The ONE Thing is about getting extraordinary results in every situation." (<https://www.the1thing.com>)



Ways you can participate:

- Read the book
- Engage with other readers on Twitter and on Facebook- use #FLA_OBOS
- Start a conversation- Answer questions in our discussion forum!
- Explore related materials at the1thing.com
- Attend the breakout session at annual conference
- Tell us what you think!