

on the same page



news from the mississippi library commission

fall 2016

Thinking Outside the Lines

By Susan Cassagne, Executive Director of MLC

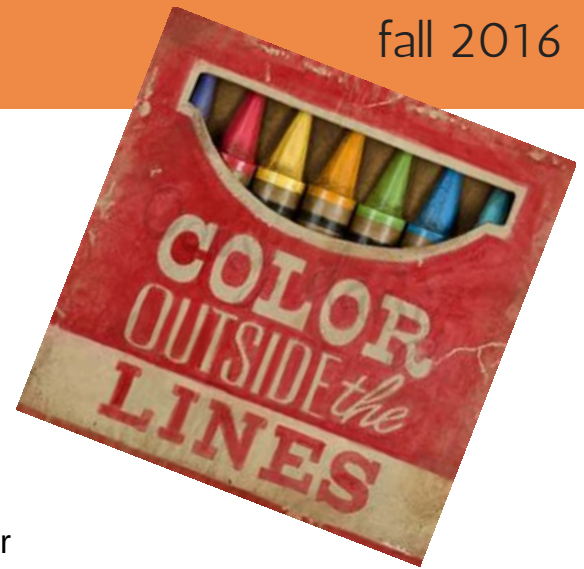
**“No problem can be solved
by the same consciousness that created it.
We need to see the world anew.”
Albert Einstein**

When I was a child I remember how excited I was when I got a new coloring book and a box of crayons. The pages of the new book were filled with wonderful images outlined in black just waiting for me to cover the empty spaces with vibrant color. As I opened the new box of those waxy sticks of pigment and turned to my first selection, I was told that the most important thing was to stay inside the lines.

For many, it's how we are told to think and plan our lives. We are told to stay on the right path; follow the crowd; keep with the straight and narrow, and many other somewhat stifling statements.

I am, however, a firm believer in thinking outside the box. What great accomplishments were ever achieved by staying inside the lines? Were Einstein's coloring books filled with meticulously finished images with nothing straying from inside the black lines? I seriously doubt it!

In today's world of instant messaging, instant grits, instant cameras, and “just-about-everything” in an instant, staying inside the lines has become more difficult than ever. I say that we don't fight it. “Outside the lines” is a metaphor that means to think differently, unconventionally, or from a new perspective.



I say we do just that - let our creativity help us to generate big and exciting ideas.

Be sure to keep in mind though, that the smallest of things sometimes bring about the most brilliant ideas. I like to call them the “decisive moments” in life. These moments are the ones that define who we are as people. They are happening each and every day right there inside your library. Look for them; use them to tell your story. These are the stories that make libraries relevant and more important than ever to every member of your community.

Meet MLC!

Veronica Dunning

Purchasing Specialist

Meet Veronica Dunning, Purchasing Specialist at the Mississippi Library Commission. Mrs. Dunning takes care of the day-to-day operations of purchasing at MLC. Working internally with other staff and externally with vendors and manufacturers, Veronica determines the most efficient way for the Mississippi Library Commission to spend Mississippi tax dollars. She also deals heavily with purchase orders, service contracts, and agency inventory. She has been with MLC since February 2011. Veronica has her Associate Degree, and is working toward a Bachelor's Degree, in Business Administration. She is also a Certified Mississippi Purchasing Agent, has her Administrative Services Certification, and is working toward becoming a Certified Public Procurement Buyer.

When asked what she loves about libraries, Veronica responded, "Libraries are the doors to the world. Come in our front door and get the tools to accomplish more things than you can possibly imagine: books of course, but



also information on patents, access to computers, the internet, and services for the visually impaired....the list goes on and on."

Mrs. Dunning used to be a huge mystery fan, but finds she enjoys comedies and romances more these days. A recent favorite book was *Big Girl Panties*. Two of her all-time favorite authors are Danielle Steel and Mississippi's own John Grisham.

Veronica likes to bake and cook, but her favorite hobby is photography. She has even developed this hobby into a part-time business. An active member of the Greater Deliverance Church of God in Christ, Veronica is mother to two children, and the grandmother to one exceptional grandbaby.

**I ransack public libraries,
and find them full of
sunken treasure.
~Virginia Wolfe**

Kindles for a Cause

By Tracy Carr
Library Services Director

As the Mississippi Library Leadership Institute grant cycle came to a close last year, MLC learned that there were additional funds remaining.

With nearly 40 projects to choose from, MLC ended up replicating or expanding projects involving 3D printers, Little Free Libraries, book clubs in a box, and one involving Kindles for hospital patients.

Abbie Woodridge, formerly of Meridian-Lauderdale County Library, created a project to meet the needs of pediatric patients at the Meridian hospital. Because traditional books can transmit germs, book donations are not an option for young patients. Woolridge purchased several Amazon Kindles and set the hospital up with library cards so that the library's digital ebook collection could be accessed. Unlike traditional books, Kindles can be wiped down and sanitized, giving the young patients spending days, weeks, and months in the pediatric unit access to hundreds of titles.

This was a project I was eager to replicate, but I was unsure on where to even begin. Fortunately, a home for the project fell into my lap one day at my son's soccer game. I mentioned I was a librarian to a fellow soccer mom, who said the Methodist Children's Home,

a residential home for children who have experienced abuse and neglect. She said that there wasn't a library on campus, but that there was a small collection of materials that were old and outdated. Since the residents (age 9-18) were often there temporarily, getting a library card was not always an option. The soccer mom was looking for a good source for appropriate book donations, but I thought this would be a great place to replicate Woolridge's Kindle project.

My contact at the Methodist Children's Home, Chief Development Officer Kate Williams, was excited to partner with us, and provided the necessary information regarding the number of residence houses and special requirements and needs of the residents--the main thing being that any devices needed to be able to be locked down with no internet access.



I was able to purchase three basic Kindles for each of the six residence houses on the campus, and formed a committee of young adult book enthusiasts and experts to recommend titles. Each house is for children of varying ages, so the Kindles were loaded with appropriate content for each age group (although there is the option to share all the titles across all the Kindles). We also

bought physical copies of all the books on the list. We cataloged the 18 Kindles and the paper books as a unit and checked them out to the home on an institutional account.

Once the Kindles were loaded and placed in color-coded and labeled cases for each house, we delivered the Kindles to the Methodist Children's Home in January along with instructions on using the Kindles and the institutional library card.

The staff of the Methodist Children's Home were excited about the Kindle project, but I was surprised that they were most excited about having an institutional library card that would allow their residents access to thousands of titles. After this, I asked MLC's reference staff to create a list of resident homes across the state--children's homes, nursing homes, prisons--to distribute to public libraries to encourage them to partner with these places in order to provide resources to their residents. I consider the project successful, but it's helpful to remember that sometimes the thing that people need the most isn't the most technologically advanced item--it's a good old fashioned library card.



Feature from the Field

By Jacob Starks, Director
Philadelphia-Neshoba County Public Library



The Neshoba Library operated with little programming several years ago, creating a public impression that the library was a place for book checkout and computer use, but little else. When you think about it, that's not far from what a library is, but it doesn't inspire much excitement or interest. There are charts upon charts of declining attendance and use for that era until the implementation of a rigorous community programming platform took place. Part of this was a monthly series of cooking demonstrations on 4th Tuesdays and a recurring cinema program at a local theater every third Saturday. The point of these programs was to move beyond book signings and story times and into things with broader appeal to the public at large.

By getting active with popular regularly expected programs, the library gave itself something to talk about when out in the community. The promotion of these programs led to crowds in the hundreds for the films at the local theater and crowds topping sixty attendees for the adult cooking program affectionately known as Library Gourmet. This was great, but the real value came from the promotion of the library itself. As a local radio personality now says frequently during his broadcast, "there's always something going on at the library!" And this new perception of the Neshoba Library results in record attendance, circulation and usage year after year since we made the shift. In every community, there are advantages to programs that cater to broader audiences than the ones already visiting the library. Events offsite at local theaters and community centers expand the reach of the library and allow for a showcase of services. Onsite programs with broad appeal are a great way to bring new visitors and potential patrons into the library. This simple shift helped our library improve its public value and it may work for yours as well.



MLC Special Collections Available to Libraries



For years, MLC has had some non-traditional items available for libraries to borrow, but recently we have gotten everything cataloged organized, and listed in one place to make this process easier! Visiting the new Special Collections page under the For Libraries tab on our website will tell you everything you need to know about borrowing 3D printers, board games, book club in a box kits, LEGO and DUPLO sets, a photography kit, puppet kits, sensory story kits, and storytime kits. The puppet kits contain puppet and book combinations to facilitate storytimes, and there is also a small puppet theatre available that mounts in a doorway using a tension rod. To learn more about MLC's Special Collections, visit <http://mlc.lib.ms.us/ms-libraries/special-collections/>.

In Memoriam Marsha Ann Case



The staff of MLC mourns the loss of Marsha Ann Case, who passed away on August 6, 2016. She worked with Jackson Hinds Library System, retiring as the Assistant Director for Technical Services. She served as the Secretary of the Mississippi Library Association. She received her Bachelor's Degree in Accounting from MSU and her Master's Degree in Library Science from USM. She had a great love for books and was a wonderful storyteller. Marsha will be sorely missed by her friends and family.

Pictured: Left-Barbara Price, Right-Marsha Case at Library Day at the Capitol.

Stories from the Road....

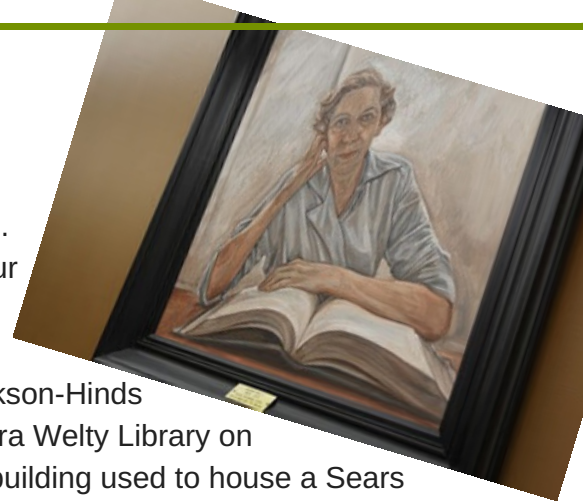
By Susan Liles, MLC Public Relations Director

Many of you know by now how much I love traveling the roads of Mississippi. What can I say? I love seeing new things and meeting nice people, and in our state there is never a lack of either!

Recently Mac Buntin and I hit the road to visit Patty Furr, Director of the Jackson-Hinds Library System located right here in our own backyard. Pulling into the Eudora Welty Library on State Street in Jackson, I was flooded with memories of my childhood. The building used to house a Sears Department Store and was where my mom and I shopped back in those days. I remember well the wonderful aroma of peanuts as you entered the door... it drifted through the first floor from the famous nut counter.

Now the building houses a great collection of books and wonderful services to those in the capital city. Upon entering, I loved seeing Miss Welty keeping a watchful eye over the first floor. I have a feeling her spirit probably still spends some time wandering around between the stacks.

After our visit with Patty, we decided to make a day of it and jumped in the car to head to Edwards. Patricia Moss, Branch Manager at the Lois A. Flagg Library, greeted us warmly and was excited to show us around her special space. The meeting room was my favorite space with its carpeted risers on one wall. I could just picture kids from the area intently listening during a storytime. If you have never had a chance to visit this special little jewel, be sure to make a trip out I-20 and stop in to see Patricia. You'll be greeted with open arms!





www.getoutsidethelines.org

Congratulations to the Mississippi libraries that are participating in this year's Outside the Lines! This worldwide program works for those who are committed to engaging with your community to show the relevance of libraries today!

While many people support libraries, they may not understand that advocacy for libraries requires more than a simple appreciation of services. Library advocacy requires a willingness to tell a library's story and to use advocacy daily to reach the desired outcome....increased funding and greater support! For those libraries that are on board (and those who are thinking about it!) below are a few tips to use during the week of September 11 – 17.

Get your entire staff involved! Passionate librarians are a force to be reckoned with! Get them engaged to post on social media and to share information with patrons.

Identify your resources! Do you have a great contact at the newspaper? Are you connected with the healthcare community in your area? Plan an event for the elders in your area and involve healthcare providers. Invite the media and make a big day of it! This won't cost you anything but a little time. The rewards are big! This is just an example....anything will work!

Look for the small things! Even if you aren't having an event that week, look for small moments to capture. A child comes in to get their first library card; someone has great luck with a job application; a student does an outstanding report due to the help of your library....those sort of stories make a huge impact.

Spread the word! Be sure to let your lawmakers know that you are participating in this week-long international initiative to show the importance of libraries today. Invite them to come in to read for storytime that week and take their photo. Post it everywhere...your social media, your website...you get the drift! Be sure to share it with your lawmakers too. Ask them to share it....and on and on and on.

Use the hashtags! Make sure that all of the other libraries involved know that Mississippi libraries mean business when it comes to telling our story. During that week, whenever you post something to social media be sure to use the hashtag - #getOTL and our Mississippi hashtag - #getOTLms

If you need assistance in any way, contact Susan Liles at MLC – sliles@mlc.lib.ms.us

The Friends of Mississippi Libraries, Inc. is seeking nominations for its annual MLA Friends of Mississippi Libraries awards. The Chapter One Award is one of two awards that are presented by the Friends of Mississippi Libraries. Local chapters affiliated with the state group may be nominated for the Chapter One Award. The Ruby Assaf Presidential Award is the second award and honors an outstanding volunteer in Friends of Mississippi Libraries (FML) or in a local chapter. To make a nomination for the awards use the form link below. The following information should be provided: nominee, address, phone #, and accomplishments.

Contact Lacy Ellinwood at lEllinwood@mlc.lib.ms.us with any questions.

DEADLINE for nominations is September 16th 2016.

Nomination Form Link:

<https://www.surveymonkey.com/r/FriendsMLA2016>

MLC Calendar

September

5 - Labor Day, MLC closed

12-15 – Librarianship 101

27 – MLC Board of Commissioners Meeting

28 – Youth Services Mixer

October

5 – LSTA Grant Workshop

18-21 – MLA Annual Conference, Vicksburg

19 – Librarianship 101 & 201 Alumni Mtg, Vicksburg

23-26 – COSLA Fall Meeting

November

3-4 – E-Rate for Beginners Workshop

11 – Veteran's Day, MLC closed

15 – MLC Board of Commissioners Meeting

17-18 – Public Library Directors Symposium

24 – Thanksgiving, MLC closed

About MLC

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Connect with the Mississippi Library Commission



Susan Liles

Editor ~ *On the Same Page*

The Mississippi Library Commission was established in 1926 to ensure that all Mississippians have access to quality library services in order to achieve their greatest potential, participate in a global society, and enrich their daily lives.

MLC strives to strengthen and enhance library services for all Mississippians, while embracing the technology our users expect.

LIBRARY SERVICES bureau provides direct and indirect services to all of the state's libraries and citizens to improve access to a quality experience for all, including special populations.

ADMINISTRATIVE SERVICES bureau provides support in financial and property management, human resources, technology services, and federal and state grant programs to effectively and efficiently meet the needs of libraries, government agencies and the citizens of Mississippi.