

## 2011 KLA CONFERENCE REGISTRATION NOW OPEN!

### SHARE THE VISION

#### Hello Librarians, Friends and Trustees!

Registration for the [2011 Kansas Library Conference](#) is now open!

Please visit the Conference website at <http://kslibassoc.org/2011Conf/index.php> from the 'Conference' tab on KLA's website. You will be guided to a page with tabs for Registration, Session Schedule, Accommodations, Directions and Parking, etc. We will be adding information on sponsors, social events, and presenters.

Under the [Registration tab](#), you will find links that take you into KLA's online store to purchase the conference. Members must log in if they wish to receive member rates for the annual conference. Guests will also register in order to capture badge information. Some tips for the Registration process:

- This year we feature a special **Friends and Trustees rate** for conference, as well as a **Thursday One Day Rate**.
- **Virtual Sessions!** Virtual attendees who can't make it to Topeka will also have the opportunity to share the vision of the conference with our offering of 5 virtual conference sessions. By registering for the full conference or the virtual sessions only, you will be able to participate in the live sessions or view the archives at a time of your choosing. Look for "**Kansas Library Association 2011 Virtual Conference**" in the online store.

- If you are a member but you do not remember your password then please take advantage of the "**Forgot your Password?**" link to quickly receive an email prompting you to reset your password.
- If you would like to join KLA while registering for conference, you can purchase a membership in the online store and add it to your cart with all other conference-related purchases. The member price for conference will show up at check out as you purchase your membership.
- If you are a member but have not yet paid your annual dues then please take a moment to renew while shopping for conference. We would appreciate it!
- While in the online store, you will see the 2011 Conference followed by all the pre-conference sessions and ticketed events.

You must purchase the Conference in order to purchase a pre-conference and ticketed session. You will be guided to do this when you add the conference event, pre-conference, and conference ticketed session to your cart.

We hope to see you at conference!

**Royce Kitts, Vice President**  
**Kansas Library Association**



**Early Bird Registration ends March 15th, 2011.**

Follow the discussion on Facebook:

<http://www.facebook.com/kansaslibraryassociation>

WELCOME TO THE  
KANSAS LIBRARY  
ASSOCIATION  
NEWSLETTER!

Send submissions for  
inclusion in the Spring  
2011 issue to  
Ericka Brunson at :  
ebrunson@emporia.edu

Have fun!

Ericka Brunson  
Editor

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[www.kslibassoc.org](http://www.kslibassoc.org)

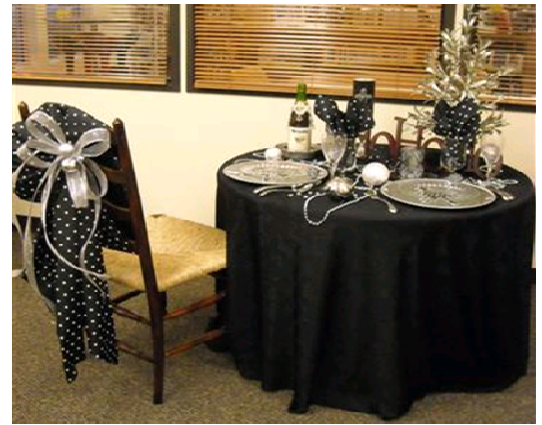
## THE HOLIDAY SEASON WITH KANSAS LIBRARIES

*The Scott County library keeps busy during the holiday's...*

Santa reads at StoryTime and Lap-Sit is an annual event at the Scott County Library. The book that Santa always reads is "God Gave Us Christmas" by Lisa Tawn Bergren to the children, parents, and grandparents. Everyone had the opportunity to have their picture taken with Santa. After Santa left, everyone enjoyed frosted sugar cookies. Each child received their own copy of the book, "Mooseltoe" by Margie Palatini. The books were provided through a grant from SmartStart.

Inspired by the book, "The Mitten Tree" by Candace Christiansen, the Scott County Library along with Scott County 4-H member, Stephen Fisher, set up a 'mitten tree' in the Scott County Library. Community members were encouraged to bring mittens to adorn the tree. The tree is full of hats and mittens that will be given to the Scott City Elementary School when school resumes after Christmas Break to be given to students in need of mittens and hats. Patrons were encouraged not only to donate mittens to the tree but to sit down and read the book themselves and to their children/grandchildren.

Tablescapes have become a holiday tradition at the Scott County Library as area residents share their unique table designs. This year 14 tablescapes were created in conjunction with the Holiday Open Houses. The tablescapes were on display for a week. There was a large variety of tables: sea scape, western, garden, Bling, Peter Rabbit, all paper, crystal, from old to new. Everyone who viewed the tablescapes could come away with something that they could use.



*Photo and text provided by Millie Dearden with the Scott County Library in Scott City, KS.*

"Our library staff adopted a family instead of exchanging gifts with each other this year. It was done through BLAS (Basehor-Linwood Assistance Services), a group that identifies and supports families in need in our district. It has been a lot of fun and has made us feel good about helping someone who really needs it. What better way to observe the spirit of the season!"

**Carla Kaiser**  
**Baeshor Community Library**

"Our library started a Food For Fines program in October in order to try to get back some of our books that were overdue. We have had some success in doing this as our books are slowly trickling in. Plus, the Lyons Food Bank will benefit from our endeavors to help feed those in need."

**Marilyn Carlson, Librarian**  
**Little River Library, Little River, Kansas**



*Photo submitted by Jan Lee*

**Books are presents you open over and over**  
Myers Library at Ottawa University created a book tree to celebrate the season.

## A YEAR OF GOOD BOOKS

### ***We asked, "What was the best book of 2010"? Public Librarians responded...***

"Difficult to decide on THE best book for 2010 but certainly one that I enjoyed was *The Scent of Rain and Lightning* by Nancy Pickard."

**Cathy Newland**  
**Silver Lake Library**

"I really liked *Room* by Emma Donoghue."

**Sue Blechl**  
**Emporia Public Library**

"*Half Broke Horses* by Jeannette Walls. The one book I absolutely couldn't put down - my vote for best of the year. After reading it, I found "Glass Castle" and read it also."

**Connie Hocking**  
**Salina Public Library**

"From our Adult patrons, I would say the best book read in 2011 would be *The Immortal Life of Henrietta Lacks* by Rebecca Skloot."

**Liz Tuner,**  
**Oswego Public Library**

"*Major Pettigrew's Last Stand* by Helen Simonson. I had expected a charming, humorous English "cosy" but what I found was an enchanting, lyrical tale of unexpected, mature love and crystallization with deep insight into holding on to the past with loving eyes, while embracing the future with hope. I read it in one day and fell in love with the 'Major'."

**Cassie Fahey**  
**Wichita Public Library**

"I just can't narrow it down to one!

**Best fiction:** *The Forgotten Garden* by Kate Morton, **Best non-fiction:** *Coop: A Family, A Farm, and the Pursuit of One Good Egg* by Michael Perry, **Best series:** *Beatrix Potter Cottage Tales* by Susan Wittig Albert."

**Leah Krotz**  
**Belleville Public Library**

"Best fiction I read was *Tinkers* by Paul Harding. Surprise Pulitzer winner. A father and son story set in rural Maine. A lyrical meditation on family history and the beauty and wonder of the natural world."

**Fred Atchinson,**  
**Manhattan Public Library**

## PUBLIC LIBRARIES USE NEW AUTOMATION SYSTEM

Fourteen area public libraries recently began using a new Polaris automation system as part of the South Central Kansas Automation Network (SCKAN). The SCKAN database currently encompasses nearly 255,000 items from the collections of participating public libraries. SCKAN is administered by the South Central Kansas Library System (SCKLS) in South Hutchinson.

According to Larry Papenfuss, SCKLS Director of Information Technology, "*The SCKAN Consortium has provided participating member libraries and their users' access to one of the premier library automation systems in the country. SCKAN offers an automation system to participating member libraries that normally could not afford such high-end features. SCKAN allows users more control over their accounts so they can place their own reserves, renew items and view their current checkouts from home or anywhere they have access to a computer and the Internet. SCKAN member libraries are a consortium and are better able to negotiate affordable pricing and discounts. By working together as a group, SCKAN member libraries have enhanced user access to their local library collections and increased the sharing of library materials in our region.*"

Participating SCKAN member public libraries include Arkansas City, Augusta, Burrton, Cheney, Clearwater, Colwich, El Dorado, Haven, Moundridge, Mulvane, Rose Hill, Sterling, Towanda and Whitewater. SCKAN is funded in part by grants from the federal Library Service and Technology Act (LSTA), SCKLS and participating libraries. SCKLS provides grants, continuing education, consulting and cost-effective support services to 149 member libraries in twelve 12 counties.

FOR MORE INFORMATION CONTACT: Larry Papenfuss, Director of Information Technology, SCKLS, 800-234-0529, Ext. 160 or [larry@sckls.info](mailto:larry@sckls.info).

## KANSAS HUMANITIES COUNCIL ANNOUNCES 2011 GRANT

TOPEKA - The Kansas Humanities Council announces grant opportunities available to Kansas non-profits in 2011. Of special interest are projects that will help commemorate the 150th anniversary of Kansas statehood and explore what it means to be a Kansan over time and across generations.

Kansas Humanities Council grants are designed to connect people with Kansas' ideas, places, and history through museum exhibitions, panel discussions, heritage walking tours, oral history projects, digitization projects, podcasts, short films, and other projects that strengthen our community, encourage humanities discussions, and connect our past with our future.

The 2011 grant deadlines are: March 4, June 3, and October 7. Grant guidelines are available at [www.kansashumanities.org](http://www.kansashumanities.org).

The Kansas Humanities Council conducts and supports community-based programs, serves as a financial resource through an active grant-making program, and encourages Kansans to participate in their communities. For more information about KHC grants, visit [www.kansashumanities.org](http://www.kansashumanities.org) or call 785/357-0359.

For More Information Contact:

**Tracy Quillin**

**Director of Communications**

785/357-0359; [tracy@kansashumanities.org](mailto:tracy@kansashumanities.org)

[www.kansashumanities.org](http://www.kansashumanities.org)



## NEW CHANGES FOR EMPORIA'S SLIM PROGRAM

With the arrival of the New Year brings many new changes. I wish to let the Kansas library community know of SLIM's newest change. Beginning in March 2011, SLIM will open an office in Overland Park, Kansas. While SLIM has offered our ALA accredited MLS program in the Overland Park area for many years, this will be the first year that we will have an official office at our Overland Park instructional site. Currently our students receive advising and academic support through me out of my Emporia office. Being located in Emporia limits the time I am available for those students in the Kansas City Metro Area. In order to allow for a more personalized academic experience I will be moving to Overland Park to advise students who take classes at our Overland Park site. I will provide the same advising and professional guidance as I do now but I will be available full-time from the new Overland Park office. The office will be housed in the same location where our MLS classes are held, 8400 W 110th, Suite 150, Overland Park, KS 66210. As mentioned above, the new office will officially open in March 2011. We will be holding an opening house in celebration of the new office. We welcome current students, alumni, and friends of SLIM to join us for this open house. Details about the open house will be forthcoming. Please be on the lookout for more information through Kanlib-L. I wish you all a happy New Year!

**Katie Hill**

**Director, KS MLS Program**

**School of Library and Information Management**

**Emporia State University**

# HEALTH LITERACY– WHAT IS IT AND WHAT DOES IT MEAN?

## What is Health Literacy?

The American Medical Association’s Council on Scientific Affairs defines functional health literacy as “The ability to read and comprehend prescription bottles, appointment slips, and other essential health related materials required to successfully function as a patient”.<sup>1</sup>

## Health literacy in the U.S.

Current population data on literacy in the U.S. comes from the 2003 National Assessment of Adult Literacy (NAAL) conducted by the National Center for Education and Statistics. This study found that nearly half the adults in the U.S. have basic or below basic literacy skills and that 77 million have basic or below health literacy skills.<sup>2</sup>

## Why is Health Literacy important?

Low health literacy is attributed to:

- Under-utilization of services
- Increased medication errors
- Poor knowledge about health
- Increased hospitalizations
- Poor health outcomes
- Increased healthcare costs

## Did you know?

People of all education and literacy levels can have low health literacy.

## What does low health literacy look like?

Most adults who have below basic health literacy skills would not be able to circle the date of their next appointment on a medical

appointment slip, or identify what they are allowed to drink before a medical test based on written instructions. Those scoring at a basic level would find it difficult to give two reasons why a person with no symptoms of a specific disease should be tested for the disease based on information in a clearly written pamphlet.<sup>3</sup>

## Readability

Today, there is growing recognition that a mismatch exists between a patients’ reading ability and the grade level at which health materials are written. For example, most informed consent forms are written at a high school level or higher.<sup>4</sup>

## Strategies to Improve Health Literacy

What can you do? First of all, keep the above information in mind the next time you help a patron find answers to their health questions. There are a number of simple strategies that librarians can put into practice.<sup>5</sup>

- Use “living room” language. Ex, *high blood pressure* instead of hypertension.
- Limit the amount of information you provide at one time.
- Use easy-to-read handouts and highlight or circle key information.
- Use Information Rx prescription pads (created by the National Library of Medicine). Librarians can use Information Rx prescription pads (order for free at <http://www.informationrx.org/>) to refer patrons to reliable online health information resources.

For an eye-opening, 6 minute video produced by the American College of Physicians Foundation visit: <http://www.acpfoundation.org/hl/video/healthliteracy.wmv>

For additional resources on health literacy, visit: <http://www.delicious.com/rbrown3/HealthLiteracy>

## Rebecca Brown, MLS

rbrown3@kumc.edu  
Kansas and Technology Liaison  
National Network of Libraries of Medicine, MidContinental Region  
University of KS Medical Center  
A.R. Dykes Health Sciences Library  
Kansas City, KS

<sup>1</sup> Health Literacy: Report of the Council on Scientific Affairs. JAMA. 1999; 281 (6):552-557

<sup>2</sup> Kutner, M., Greenberg, E., Jin, Y., and Paulsen, C. 2006. The Health Literacy of America’s Adults: Results From the 2003 National Assessment of Adult Literacy. U.S. Department of Education. Washington, DC: National Center for Education Statistics. <http://nces.ed.gov/pubs2006/2006483.pdf>

<sup>3</sup> ibid

<sup>4</sup> Hopper KD, et al. “The Readability of Currently Used Surgical/Procedure Consent Forms in the United States.” Surgery, 1998; 123.

<sup>5</sup> Weiss, Barry D. 2009. Health literacy and patient safety: Help patients understand. <http://www.ama-assn.org/ama1/pub/upload/mm/367/healthlitclinicians.pdf>

## LET'S GET MOVING AT THE LIBRARY!

For NCKLS librarians, Healthy Kids Challenge Workshop took place in late September. It was a full day of fun, food, and of course activity.

Vickie James, Director of Healthy Kids Challenge, was at the helm and steered us through learning about the six healthy behaviors, including “Active Play, Balance My Day.” At the end of the workshop, each library received a goody bag filled with items to be used in creative ways to teach nutrition and physical activity. The bag of colorful scarves in the goody bag caught my eye, for fun has arrived with a scarf in your hand.

Three books came to my mind when thinking about using scarves in this season of winter. The first is *Waiting for Winter* by Sebastian Meschenmoser. Deer tells Squirrel that winter is here and snow is coming. Squirrel is curious. Deer says, “Snow is white and wet and cold and soft.” Squirrel is determined to stay awake to see snow, but sleep makes it so hard for Squirrel. He has an idea that fresh air and exercise are going to keep him awake. Squirrel runs up and down and around and around, as squirrels do, only to wake Hedgehog. Hedgehog is also curious about snow so they decide to sing at the top of their lungs to stay awake for the snow, only to wake up Bear. The three friends all go searching for snow and they all

come back with something white and wet and cold and soft. In the end, snow does come and the three friends have time to build a snowman before sleep becomes irresistible as they hunker down for the winter to wait for spring.

How many ways can you use scarves in this story? Scarves could be Squirrel swishing his tail as he waits impatiently for snow. Scarves make it more fun to pretend to race up and down the tree or curl up for the long winter nap. Scarves can blow in the wind just like the songs and of course the scarves can gently float to the ground as snow envelopes the forest.

Another book which lends itself to waving scarves about is the cumulative tale, *This is the Wind* by Liz Rosenberg with illustrations by Renée Reichert. A mother is telling the story of the child’s birth. The scarf starts out by representing the wind which blew on the farm the night the child was born, but quickly changes to the little mouse that crawled into the house to keep warm. Again the scarf changes to being the man looking for the mouse trying to stay warm from the wind which blew on the farm. Until at last, the scarf floats down as the wind turns calm on the night the child was born.

The third book is *Three Pebbles and a Song* by Eileen Spinelli with

illustrations by S. D. Schindler. This book lends itself not only to scarf waving, but also to using the veggie bean bags, because there are so many action words to model. Moses is a little mouse who twirls and skitters down the road. His mother warns him that snow is coming and he needs to gather food and warm things for the nest. Moses is found by various family members singing, tossing pebbles in the air, and everything else except for gathering food and warm things for the nest. With all the contributions of the rest of the family, the nest is nice and warm and food is plentiful, but it is Moses that comes to the rescue when the family becomes bored. He had gathered a dance, a song, and three pebbles. Singing, dancing, and juggling filled the nest with merry sounds and activity chasing the long cold winter away.

Many libraries have very limited space for story time, but that should not deter one from bringing in as much as activity as possible. Let them move!

**Ann Pearce**  
**NCKLS Consultant**

For more information and ideas on encouraging active movement at your library visit the Healthy Kids Challenge website at: [www.healthykidschallenge.c](http://www.healthykidschallenge.c)

**FOLLOW OUR TWEETS AT [WWW.TWITTER.COM/KSLIBASSOC](http://WWW.TWITTER.COM/KSLIBASSOC)**

## GEEK THE LIBRARY

Do you want more public support for your library? Do you want to be part of a fun, attention getting project to engage your community? If so, you're invited to join with other Kansas libraries participating in the Geek the Library project. Geek is a professionally designed [community-based public awareness and education campaign](#) aimed at spreading the word about the vital and growing role of public libraries. Libraries face critical funding issues and need to grow their advocacy base.

“Geek” draws attention to the fact that every individual is passionate about something – and anyone can learn more about what they geek – what they are passionate about – at the library.

Geek the Library provides unlimited opportunities to connect with your community in a constructive way, and start important public library funding discussions. Over time, this campaign can significantly increase community awareness about the value of the library and how the library is funded—leading to the support your library needs when it counts!

The distinct audience for this campaign is “probable supporters.” This is the largest group of people who

can make a difference when it comes to ensuring your library gets the financial support it needs.

Two test market campaigns (in 2009 and 2010) resulted in remarkable shifts from “probable supporters” to “super supporters.” When surveyed following the campaign, results indicated high awareness of the campaign, increased understanding of the message, and that people had taken action in response to the campaign. These are precisely the results we'd like to see in Kansas.

If you haven't had a chance to learn about the Geek the Library campaign, the webinar presented by OCLC is located at: <https://oclc.webex.com/oclc/lsr.php?AT=pb&SP=MC&rID=45532042&rKey=7702d58388df75b4>

Want to sign up? Contact Janie Rutherford at the State Library [janier@kslib.info](mailto:janier@kslib.info). Want more information? Go to <http://get.geekthelibrary.org/>. The campaign was developed by OCLC (a nonprofit library cooperative), in conjunction with Leo Burnett Advertising (9<sup>th</sup> largest advertising firm worldwide), and funded by a grant from the [Bill & Melinda Gates Foundation](#).

## GOING PAPERLESS-GOING GREEN

You know those board meetings where everyone has the same stack of papers in front of them: copies of the agenda; minutes from the last meeting; reports from the treasurer, the director, and committees; and extra copies for others who might show up? Then after the meeting those same papers get tossed in the trash or recycle bin?

To avoid scenes like this, the library board at Basehor Community Library conducts paperless meetings using Google Sites. Board Chair Chris Miller created the group website, containing information about the board, its monthly meetings, and pertinent documents i.e., strategic plan, policy, and by-laws. Prior to each monthly meeting, documents that would previously have been copied for distribution are instead posted to the wiki. The documents can be posted and viewed online by anyone that has been invited to share the wiki - in this case, board members, the director, and assistant director.

When it's meeting time, documents posted on the wiki are accessed as needed and projected on a screen for easy viewing. Even note-taking by in attendance is often done on laptops, iPads, or mobile phones. It's just one of the many ways Basehor is going green, and using Google Sites is free. That's not to say that you won't ever find paper being used during the meeting...but it might be only a napkin to hold the trail mix.

**Carla Kaiser**  
**Director**  
**Basehor Community Library**

## THINKING OUTSIDE THE BOX— A LIBRARIAN’S PERSPECTIVE

As librarians, we must challenge ourselves to think “outside the box” and discover new ways to serve our patrons’ needs. We do so by balancing resources like a juggler passing balls from one hand to the other. When I hear that something has “always been done that way,” I wonder whether “it” has been done that way for so long that no one remembers why. Even if we do remember, it may not make sense anymore, but it is difficult to fathom change. If we as librarians do not challenge ourselves to think creatively, we may develop a narrow view of patrons’ needs and eventually become irrelevant. I see this behavior in patrons accustomed to doing research a certain way and are reluctant to try anything new.

The following incident happened years ago while I was working at an academic library in another state. It illustrates the need to think “outside of the box” and the dangers of not doing so.

While I was working at the reference desk, a woman about 30 years old approached the reference desk and asked, “I can’t seem to put my floppy disk in the drive. Can you help me?”

I got up and walked with her to the computer she had been using. She was using a database and had citations marked for download.

“I want to put my article citations on the disk so I can print it out later, but I cannot get the disk into the floppy drive.”

I looked at the disk, but nothing seemed abnormal. I put it into the drive and it fit perfectly.

I said to her, “I don’t understand. What happened?”

Her eyes were big and she put her hand over her mouth. She said, “I have never seen a vertical disk drive before. Those big boxes were always standing up and the disk drive was horizontal.”

“When the systems people set up the computers here, they did it this way to keep the computers off the floor,” I replied.

“Thank you so much.”

“No problem.”

Later, I found out that the patron was also a teacher. How could a teacher who cannot think creatively prepare students for the real world? I wondered about the source of the problem. In the case of the patron, she had always seen computer processors sitting vertically and could not imagine another possibility. That incident occurred years ago, but I see similar issues now, such as patrons who want to do their research on wikipedia. Today’s college students are as likely to own a cell phone and an ipad as textbooks. They have been playing cds their entire lives and do not remember a time before owning computer. In addition, they often think that “everything is free on the internet” and are reluctant to use library resources while other patrons refuse to use e-books or electronic journals.

Electronic resources have expanded libraries’ abilities to provide access to information and many libraries now have resources available electronically that would be impossible to provide otherwise. While I like using electronic resources, I find that relying on them disconnects me from my research and eliminates the serendipity of finding books. *Webster’s Dictionary* defines research as “the collecting of information about a particular subject” and “careful or diligent search.” I worry about students who, in their haste to finish an assignment, rely on one resource, leaving others unused and the research incomplete. By doing thorough research, students gain a more thorough knowledge of the subject -- and the world, but I must remind myself that their research is their responsibility and I can only advise.

**Barbara M. Pope, MALS**  
**Periodicals/Reference Librarian**  
**Axe Library**  
**Pittsburg State University**  
**[bpoppe@pittstate.edu](mailto:bpoppe@pittstate.edu)**

# LAWRENCE PUBLIC LIBRARY TO EXPAND \$18 MILLION BOND REFERENDUM PASSED BY LOCAL VOTERS

We are very pleased to report that on November 2, 2010, local voters, by a 55% favorable vote, approved an \$18 million bond referendum that will allow the well-used and well-loved Lawrence Public Library to be renovated and expanded. Significant parking capacity in support of enhanced library service will also be developed.

When the library building at 7th and Vermont Streets opened its doors in 1972, it was the model of a modern library. Lawrence then was home to 42,000 people and electric typewriters were the technological rage. Library circulation stood at about 330,000 items checked out, a record high level for that year.

Fast forward 38 years, to 2010. The same library now circulates 1.4 million items each year and serves a community of 92,000 people. The popular children's room is so squeezed for space that books are displayed on adult-sized shelving. Public meeting rooms are in such high demand that the library turns away 200 requests each year. The library has only one-third of the public access computers required by accreditation standards. Driving around the block is a common sport at the library due to an inadequate number of available parking spaces. We felt we had to move forward with an expansion and renovation proposal at this time.

## Library Board Proposal

In response to this ever-increasing demand for library services, the Library

Board in early 2010 crafted a proposal to expand and renovate the current library building and provide additional parking. We were greatly aided in this process by having a library champion on the Lawrence City Commission. Vice Mayor Aron Cromwell has made the library one of his top priorities. The resulting plan was created based on hundreds of public comments and input from an outstanding architectural firm, Gould Evans Associates. Here are the highlights:

- Add 20,000 square feet to the current (50,000 square foot) building and renovate the older parts of the facility.
- Double the area of the children's room to relieve overcrowding.
- Double the parking for the library, senior center, outdoor pool and downtown.
- Double meeting room space for community conferences and events.

In addition, the expanded library would provide 100 more computers to meet public demand and put the library in compliance with accreditation standards. Upgraded technology (RFID) and a drive-up book drop would provide faster and better customer service. Improving the energy efficiency of the building would bring substantial savings on utilities.

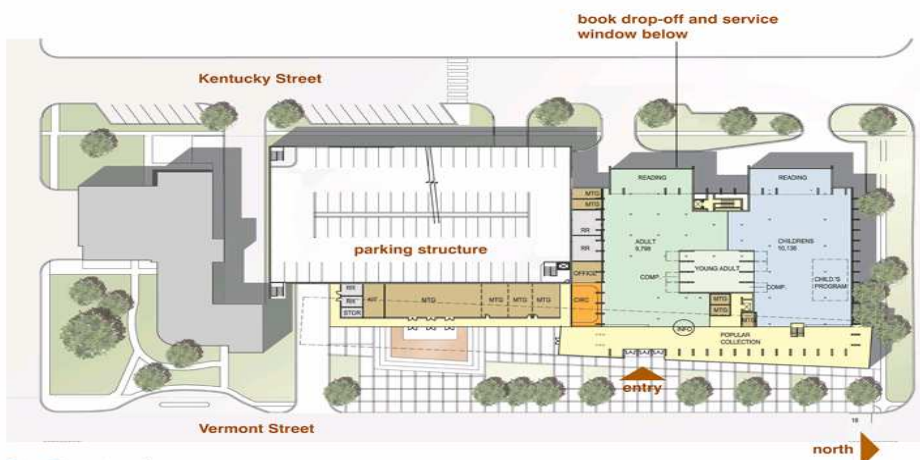
We noted that while every area of the library is busy, the Children's Room, in particular, is bursting at the seams. The area is so squeezed for space that the collection is displayed on adult sized shelving, making access to books and

other items difficult for small children. In addition, the word is out in Lawrence that the library is a fun and educational place for kids to spend their free time. The library's Summer Reading Program participation has exploded in the Children's Department this year, with more than 5,000 children signed up for the program to date. In the month of June alone, 5,688 children attended 95 children's story times, clubs and special events.

The estimated total cost for the expansion, renovation and parking improvements is \$19 million. We planned for Library Foundation fund raising in the amount of \$1 million or more to supplement the \$18 million in public indebtedness.

## Selling the Proposal

A "Vote Yes for the Library" steering was formed, and quickly 92 community leaders joined the group. All five City Commissioners were courted, and all five publicly endorsed the project. Around 1,000 "Vote Yes for the Library!" yard signs were placed around the community – about twice as many as signs as the typical political campaign in our community! Still, promoting the project was tricky, given the difficult economic times, and a feeling on the part of some residents that branch library facilities were a better solution. We promoted 2010 as the best time for this project by highlighting the fact that, in the past, capital improvement projects have provided an economic boost to the community. Despite economic difficulties, the library expansion and renovation project presented an opportunity for the city of Lawrence to employ local contractors, consultants, and other workers. Furthermore, by moving forward now, we noted that Lawrence taxpayers would receive a bigger bang for their buck. Construction costs for major projects in Lawrence are currently coming in at a lower cost than just a few years ago. Interest rates also are at historic lows. Since the bond is paid out over 20 years, over the longer term it may in fact be an ideal time to invest in a library expansion.



First floor site plan

Continued on next page

## LAWRENCE PUBLIC LIBRARY TO EXPAND, CONT.

Finally, we shared that demand for library services have grown to the point that they no longer can be ignored. When the current library building first opened in 1972, the population of Lawrence was approximately 42,000 (versus 92,000 today) and the library's circulation measured 331,332 (as compared to 1,364,267 at the end of 2009). Circulation increased 11% from 2008 to 2009 alone and in the last ten years it has jumped 124%! While our library staff has done a wonderful job squeezing everything it can out of the existing facility, space is running short. The library board had to consider expanding the existing facility so that it continues to meet growing demands of our community.

Regarding the branch libraries alternative, we assured the public that we were sensitive to the underlying need for more convenient services across the Lawrence community. We noted that we first had to ensure that the main library facility provided the logistical support that branch libraries or satellites require to operate effectively. And, we stated that once the immediate need for space has been addressed at the central facility, the library could consider the possibility of adding branches or satellites. In the meantime, the library would continue to provide alternative community outreach, such as the bookmobile and visits to various sites. In addition, library

expansion plans include the addition of a drive-up service window.

We felt we had to expand upon our existing building, too. An earlier attempt to create a larger facility in 2004-2006 failed. That project proposed an entirely new library building, and four local developers proposed a library building in other parts of downtown Lawrence. Costs for the project in this form were extraordinarily high, and the proposal failed to receive approval from the City Commission. We felt this time around that it was very important for the library to remain in its current location. In this way, costs could be moderated and associated parking improvements would also benefit the nearby outdoor aquatic center and senior center, as well as nearby retail. (The parking garage will be about \$4 million of the total project, and a four-level garage will be constructed.) Remaining in our current facility would also earn us additional points as we seek LEED (green building) certification. The library is slated to be the first LEED-certified public building in our community. We plan to incorporate many sustainable architectural practices in the new building.

### Next Steps

The Library Board has created a library staff / Board design team, with City staff representation, which will work with architects next year to create a library

architectural plan. Project construction will then be bid. We anticipate a two-year, multi-phased project, with construction of the parking garage, then the expansion and finally the renovation. A Library Foundation capital campaign will seek to raise \$1 million or more, and this campaign in its initial quiet stages has already raised over \$100,000. We hope to have \$500,000 or more in pledges prior to the public phase of the capital campaign. And, notably, we will also seek a half-mill in additional operating funding, to begin in 2012, so that we can support the added operational requirements of a new, expanded facility. We will seek to add staff, especially in the areas of security, technology support, services to children, meeting room coordination and building maintenance.

We are very excited about the future of the Lawrence Public Library in an expanded and renovated facility, and in a building that has ready access to abundant parking. We look forward to the day (likely sometime in late 2013) when we'll cut the ribbon and invite the public into a wonderful new facility that will take library service fully into the 21<sup>st</sup> Century!

**Bruce Flanders, Director  
Lawrence Public Library  
bflanders@lawrencepubliclibrary.org**



View from Vermont Street



LAWRENCE PUBLIC LIBRARY GouldEvans  
ADDITION AND RENOVATION CONCEPT June 17, 2010

Proposed lobby of expanded Lawrence Public Library

## THE 3/50 PROGRAM AND LIBRARIES

### ***Why Libraries Should Support the 3/50 Program***

Libraries are intimately tied to the ups and downs of our local economies, and right now any positive news is welcome news. The 3/50 Project, a nonprofit grassroots campaign to support local independent businesses, is welcome news for local economies and for libraries.

If you haven't heard about the 3/50 Project, its goal is very simple: ask consumers to think of three local brick and mortar businesses they don't want to see disappear, and to spend \$50 a month in those local businesses. If half the employed population in the United States spent just \$50 total a month in local businesses, it would generate more than \$42.6 billion in revenue.

Why is this important to libraries? Library income comes from a variety of sources, but the basic source is tax income. According to Cinda Baxter, founder of the 3/50 Project, for every dollar spent in a local brick and mortar approximately sixty-eight cents stays in the local community in the form of property taxes, payroll taxes, sales tax, and salaries. Compare that with forty-three cents of every dollar spent at a local chain store, and less than ten cents for every dollar spent online. Independent businesses pay a large share of local property taxes, and seldom get the sweet deals negotiated by chain stores for periods of tax exemption. All this has a tremendous impact on library funding.

Does that mean we shouldn't buy from chain stores who often offer bargain prices, or use the discounts and convenience of online purchasing?

Not at all. It just means spending \$50 a month in local independent businesses, including restaurants, dry-cleaners, automotive shops, etc. This is beneficial for libraries in another way. According to the OCLC report, *From Awareness to Funding: A study of library support in America*, support of the public library is highly related to perceptions of the librarian. The report concludes "Passionate librarians who are involved in the community make a difference" (6). Involvement in buy-local community projects like the 3/50 Project and visibly spending money in local businesses increases good will for the library.

Finally, public libraries have a lot in common with independent brick and mortar businesses. Not only do we depend on a healthy local economy, we are a major part of it. We're employers. We have to pay attention to changes in payroll and tax laws. We have to shovel the snow and mow the grass, and hire plumbers and painters to keep our buildings in good condition. We have to market ourselves to remind people to use our services. It's critical for libraries and local businesses to support each other. Getting involved in the 3/50 Project is a positive step. Find out more at the Project's website or Facebook page.

**Diana Weaver**  
**Director**  
**Atchison Public Library**  
**dweaver@atchisonlibrary.org**

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

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### **Support!**

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## Sign up for KLA at the KLA website:

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## Stay Tuned for the next issue in Spring 2011