

U E L M A

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Thinking like a Retailer - - Brent Jones

Have you ever wondered “why” some librarians seem to always have plenty of kids in their media centers, why teachers really enjoy working with them, and they seem to know about “what’s” really going on in the library world, while others seem to have no clue?



Let me add a few thoughts to those who would like to improve their media centers in positive ways. I was talking with another media specialist recently who mentioned that she used to work as a librarian at one of the major universities within the state of Utah and now was working at a junior high school. She indicated that there were several differences that were quickly apparent between the two jobs. First at the university level, all students and faculty treated her with respect and when she told them something she was never questioned. However at the Junior High School, she had to constantly re-establish the appropriate level of respect and communication with students and faculty and it really impacted her ability to accomplish work efficiently. I mention this aspect of our work environment because it is part of what we have to do over and over. However, there are some ways of incorporating the “way” we do this that can help decrease the amount of directness we have to use to accomplish this task of building

the right bridges with students and teachers.

First we need to learn some of the lessons that retail businesses use on a daily basis to accomplish the same thing. Businesses that keep their doors open learn that they **must entice customers with new programs, books, and good customer relations**. Retailers have learned well from the real estate business that location, location, location is paramount. Now I realize that I’m not moving my media center somewhere else in the school, however I can look at the locations inside my media center and determine the most “user friendly” way of arranging it. When a student enters your center what is the first thing that they see? If you don’t have displays of the latest books that you have just purchased then you’re missing a huge opportunity to “sell” them a really good book, you’re also missing the opportunity of letting them know that you care about what’s going on in the book world.

Second, **put the books where they can be seen easily**. Retailers always put the best selling items up front. For an example, grocery stores put the biggest sellers at eye level, so you, the customer, see them and then put less important products on higher or lower shelves. Regardless of what part of your media center you’re in, put the most

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popular books so they can be easily seen by students and teachers. And don't forget to display books which support the holidays.

Third, do be a **neat freak**. It is a good thing. Retailers constantly work to keep their shelves well stocked and neat. After each day walk through your center and pick up books that are laying around and obviously misplaced. I often have many books that are pulled for pleasure reading during the lunch hours then hurriedly place everywhere when the bell rings. Put books back and push in chairs—appearance and first impressions are important.

Fourth, **rotate the books** that you have available for students to see, they don't need to always be new books, actually most books will be "new" to most students. This is an old public library trick, check them out sometime and you'll see.

Fifth, if no one reads a book, **get rid of it**. Partner up with other schools and do some trading, we all have plenty of books that for some reason never move. I often ask other schools what's popular to see what coming and going.

Sixth, understand **how your library is being used**. If your moving a lot of fiction books, then put your money into fiction, if your getting a lot of classes that are doing research then follow the topics that kids select and purchase books in those areas, students have a tendency to select topics in the same areas especially under the same teachers year in and year out .

When you have what students want and need then they come back, if you don't they don't come back it's really that simple, as adults we do the same thing. We don't go to stores who repeatedly do not have what we want regardless of the product. Understand what parts of your collection are being heavenly used and which parts are not. If a specific section is not being used, see if you can build some interest in it by putting books out on display. I find that reading a handful of books in these areas help me promote the books on a more personal basis when making recommendations to students.

And last, **talk regularly with your library users**. Retailers know their customers. Successful programs are promoted by the kids and students. Most librarians know this lesson well. They work constantly on maintaining a conversation with their customer base. When you recommend a book to a student or teacher, the next time you see them ask they what they thought of the book. If you helped a student find a resource for a paper, ask how the paper was received by their teacher. Librarians are in the service business, but we do need to make sure we are providing the right service. With this in mind, another way we stay up on our "wares" is by participating in our professional organization and attending workshops and conferences. This coming year we will not only have our annual conference in March but we are looking at sponsoring at workshop that will address many of the problems associated with the integration of electronic books into our media centers. I hope that the holidays have given you an opportunity to recharge your batteries, and have a "Grand Opening" with your business adventures.





Laura Bush Grant

Odyssey Elementary in Ogden, Utah was the lucky recipient of a \$6,000 library grant from the Laura Bush Foundation for America's Libraries. There were 188 schools selected for grants up to \$6,000. This totaled \$1,098,634 in grants! The grant was used to purchase much needed books and periodicals. Not only are the students and teachers thrilled to have the new books and periodicals, they also feel the value the Laura Bush Foundation for America's Libraries demonstrates for students, literacy, and libraries.

These grants are awarded according to need. Odyssey Elementary had a book collection that was outdated and literally falling apart. This generous grant has made a huge impact and has given students a real choice when selecting a book to read. One good book is all it takes to turn a non reader into a reader, so thanks Laura Bush and all the people who are a part of the Laura Bush Foundation for America's Libraries. Angie Woodring, media specialist at Odyssey Elementary, would like to encourage all educators to support the foundation. Please go to <http://www.laurabushfoundation.org> for additional information about the foundation, including how one can donate to the foundation. Information is also available for applying for a grant.



PALS: Parents Advocating Libraries in Schools Has a Wikispace!

People who want to find out more about school libraries and/or want to support school library programs in Utah, now are able to sign into a wikispace. Thanks to Anne Diekema, Assistant Professor in Instructional Technology and Learning Sciences, USU, who set up the site, interested persons can gain access through <http://schoolibrarypals.wikispaces.com>. Please refer parents, teachers, administrators, volunteers, etc. to this site and help to bring together those who are, or might be, interested in supporting school library programs.

In the News . . .

Both Nadine Wimmer, of KSL, and Michael Chipman, working with KUER 90.1FM, presented on stories about school libraries. Nadine Wimmer's story aired on December 16 at 10:00pm and the Michael Chipman story on December 20, at 7:35am and 8:35am. Both stories can be accessed by visiting the stations' home page. The Wimmer story has been imbedded in our wikispace, <http://schoolibrarypals.wikispaces.com>. This publicity is very welcome, as are any efforts on your part—letters to the editor, short articles in local newspapers, emails to television and radio stations in reaction to the stories above.

School Libraries ROCK!

Mark your calendars, save the date, get ready for a rockin', back to the basics UELMA Conference:

March 25, 2011
Taylorsville High School
7 am Registration

Book Talks, Book Trailers, Book Blogs, Book Reviews, Book Repair, Book Advocacy, Story Telling, 21st Century Library Skills, Google Tools, Cataloging and more.....

Make School Libraries ROCK!

Keynote and Workshop Session: Matching Kids and Books

Dr. Teri Lesesne
Sam Houston State College



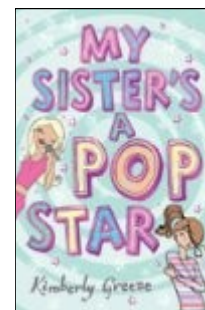
Featured Workshop Session:
Library Trailers, Blogs, and More
Naomi Bates
Northwest High School
Justin, Texas



Featured Workshop Session:
School Libraries and their place in the
School Culture
Dr. David Loertscher
San Jose State University



Featured Author:
Kimberly Greene
My Sister's Pop Star
1st US Author published by Usborne Books



Timpanogos Storytellers
Jan Smith



Plus all your regular favorites!!!!

Accommodations
UELMA Spring Conference
Taylorsville High School
March 25, 2011

Sleep Inn

3440 S 220 W
Salt Lake City UT 84119
801-975-1888
About 2.5 miles from conference site
\$62.95 single occupancy

Homestead Studio Suites

5683 S Redwood Road
Salt Lake City UT
801-269-9292
4 blocks south of conference site
\$47.99 Studio Suite single occupancy

Hampton Inn

606 W 4500 S
Murray UT 84123
801-293-1300
2.5 miles from conference site
\$129.00 single occupancy

Fairfield Inn

594 W 4500 S
Murray UT 84123
801-285-9600
2.5 miles from conference site
\$80.00 single occupancy

La Quinta Inn

3540 S 2200 W
Salt Lake City UT 84119
801-954-9292
About 2.5 miles from conference site
\$53.10 single occupancy



Roll Up Your Sleeves

The legislative goal for the 2011 session is to **reinstate \$500,000** in ongoing funding for school library books and electronic resources. This year will be harder than ever. (If necessary, our fallback position is to retain \$400,000 in one-time only funding and \$25,000 in ongoing funding to save the line item.) *Now is a good time to establish a relationship* with your senator and representatives as well as those on the Public Education Appropriations Subcommittee. ***Please telephone or write a letter*** explaining why this money is so important to your students' needs and how you have invested in resources it in the past.

We are starting with an almost entirely new membership on the Public Education Appropriations Subcommittee. Senator Chris Buttars is the new co-chair, taking Howard Stephenson's place. It's safe to say that, with few exceptions, the Subcommittee members do not know of the vital part the school library program plays in creating an educated workforce to move Utah's economy forward. Please explain to them how you make a difference in this endeavor and how important a dependable funding source new resources is for students learning to read and conducting research! Utah's future is important to our legislators.

Membership of the Public Education Appropriations Subcommittee:

Senator Chris Buttars, Co-chair

Representative Merlynn Newbold, Co-chair

Sen. Lyle Hillyard

Sen. Karen Morgan

Sen. Howard Stephenson

Google the Utah Legislature home page to find the addresses for these Subcommittee members.

Rep. Steve Eliason

Rep. Frances Gibson

Rep. Stephen Handy

Rep. Kenneth Ivory

Rep. Carol Spackman Moss

Rep. Jim Nielson

Rep. Marie Poulsen

Rep. LaVar Christensen

Rep. Bill Wright

Rep. Kenneth Sumsion

Watch your **In Box!** You should have received conference information, including registration and nomination forms.



UELMA Award Nominations
Nominate the BEST of Us!
By Luanne Olson



UELMA invites you to nominate those individuals who make significant contributions to library media programs in Utah. This is an opportunity to recognize outstanding individuals who make a difference in the lives of students, teachers, schools, the library profession, and the community. Nominate the for one of the following categories:

- Library Media Teacher** (certified)
- Paraprofessional** (non-certified, classified)
- Administrator** (Principal or District Level Supervisor)

Take time to nominate an individual for one of the awards if you have the privilege of working with someone who deserves recognition for a job well done. The awards will be announced at the 2011 UELMA Annual Conference on March 25 at Davis High School.

Please limit the entry to a single typewritten page in addition to the entry form. Suggested information to include is contributions to students, faculty, school, the library profession, and community or outside organizations.

Submit the completed nomination form that is included with the newsletter to: Luanne Olson, Alpine Instructional Media Center, Alpine School District, 490 North State Street, Lindon, UT 84042. Fax to (801)796-3110. Email to: olson@alpinedistrict.org.

UPDATE!!!! Spring Conference Relocated

The UELMA Spring Conference had been announced for Friday, March 25, at Davis High School. The Davis District used their share of the Federal \$101 million to eliminate two furlough days. This resulted in a calendar adjustment which made March 25th a regular school day. The end result was that Davis High School became unavailable for the conference.

Granite School District has their end of term break day on March 25th. **We have been able to secure Taylorville High School for the conference on that date.** We were able to walk the facility before Christmas Break and determined that it will serve our needs very well. UELMA would like to thank Granite School District for swiftly moving to help us relocate on short notice.

Taylorville High School accesses very easily from I-215 coming from both the north and south. The registration packet will contain a map and directions. We look forward to seeing you there.

Utah Educational Library
Media Association

Award Nomination

Nominations due February 25, 2011



UELMA invites nominations for awards to recognize those who are making significant contributions to library media programs in Utah. Emphasis is on contributions to students, faculty, school, library profession, and outside organizations. (Please do not exceed one typewritten page in addition to this entry form.)

- _____ UELMA **Administrator of the Year** (Principal or District Library/Media Director)
_____ UELMA **Teacher Librarian of the Year** (Certified Librarian)
_____ UELMA **Paraprofessional of the Year** (non-certified, classified)

NAME of AWARD NOMINEE:

SCHOOL ADDRESS and TELEPHONE NUMBER:

LEVEL: Elementary Middle/Junior High High School

EDUCATIONAL BACKGROUND:

LIBRARY/EDUCATIONAL WORK EXPERIENCE:

PROFESSIONAL CONTRIBUTIONS (UELMA, District or State Committees, etc.) Attach additional pages with a BRIEF description of the unique impact this educator is making on students, faculty, library profession, and the community through their efforts.

PERSON SUBMITTING NOMINATION, position, school, address, and telephone number. (If more than one person, please select a spokesperson.)

Mail, fax, or email nominations to:

Luanne Olson

Alpine Instructional Media Center

Alpine School District Media

490 North State Street

Lindon, UT 84042

Telephone: (801) 717-4751

Fax: (801) 796-3110

olson@alpinedistrict.org

Search Tips for Pioneer Library and the Internet

You can search Pioneer Library resources and the Internet more effectively if you apply techniques that narrow results and bring the most relevant pages to the top of the results list.

Below are a few strategies to help you successfully find what you are looking for.

Select Keywords

The objective of keyword searching is to locate information that contains the keywords. Think of all the words that would always appear on that perfect page you are looking for. Be sure to select precise words and avoid common words such as the, of, and to.

Fine-Tune Your Keyword Searches

The biggest problem most people have with search engines is that simple keyword searches produce too many search results. You can help avoid this problem by adding operators that fine-tune your keywords.

AND Searches

If you get too many results, **AND** can help you narrow your search. Put **AND** between the terms you are searching.

For example, to search for weather lesson plans, type:

lesson AND plans AND weather Search

OR Searches

If you don't get enough results, **OR** can help you expand your search. Think of related words or synonyms you can use to describe your search term.

For example, to search for dogs or canines, type:

dogs OR canines Search

NOT Searches

If you are getting results that have nothing to do with your search, **NOT** can help you exclude specific topics. For example, "bass" can refer to fishing or music. You can exclude a word from your search by putting a **NOT** in immediately front of the term.

For example, to find Web pages about "bass" that do not contain the word "music," type:

bass NOT music Search

Phrase Searches

Search for complete phrases by enclosing them in quotation marks. Words enclosed in double exactly as you have entered them. Phrase searches are especially useful when searching for famous sayings or proper names.

Phrase example:

"All life is an experiment" Search

The ability to search for phrases can be surprisingly useful. If you suspect that your student turned in plagiarized work, type in a phrase or two from paper and see if it turns up elsewhere.

Additional Search Tips

- Use lower case letters with search terms.
- Use UPPERCASE letter with operators.
- **NEAR** – Searches words and phrases near each other, usually within 10 to 15 words of each other. For example, "lesson **NEAR** plans."
- **ADJ** – Searches words that are immediately adjacent, but also those where one word follows the other by up to 20 characters. For example, "stocks **ADJ** bonds."

Wildcard symbol * - Expands a search term to include all forms of a root word. For example, "econom*" retrieves economy, economic, economist, etc.