

Furnishing Knowledge Networks for the Information Future

NORTH CAROLINA LIBRARY ASSOCIATION BIENNIAL CONFERENCE
HIGH POINT, NORTH CAROLINA — NOVEMBER 12 - 15, 1991

Editor's note: The following are highlights from the 1991 North Carolina Library Association's Biennial Conference. These, as well as the awards and speeches printed elsewhere in this issue, offer the flavor and essence of this year's conference.

Information Literacy College and University Section

Barbara J. Ford, Past President of the Association of College and Research Libraries (ACRL) and the newly appointed library director at Virginia Commonwealth University, addressed the NCLA College and University Section on the concept of "information literacy." To be literate in an increasingly complex, diverse, and technologically sophisticated society, library users must be able to find, screen, analyze, and synthesize information. The challenge for librarianship in this process is to empower library users not only to recognize the need for information and to develop strategies for locating it, but also to acquire the skills to evaluate information in a wide array of formats and to use the information for problem solving.

In the delivery of information services, Ford advocated that librarians become "change masters" who anticipate new ways of packaging and retrieving information. Librarians must no longer simply react to changes from outside the library profession, but encourage and stimulate fundamental changes within the profession.

Ford's provocative remarks segued into a panel discussion moderated by Plummer Alston Jones, Jr., library director at Elon College. Responding to, reaffirming, questioning, and challenging Ford's ideas, the

panelists were Marilyn L. Miller, Chair of the Department of Information Studies at the University of North Carolina at Greensboro and President-Elect of the American Library Association, Raymond A. Frankle, library director at the University of North Carolina at Charlotte, and Gail Corrado, Assistant Vice Provost for Academic Computing at Duke University. Miller urged librarians to be more vocal about the library profession and more proactive in the delivery of services. Frankle viewed librarians as collaborators with the designers of information systems, with the publishers of information resources, and with the standard-setters of the library profession. Corrado urged librarians not only to look for new ways to provide old services, but also to have the courage to question and perhaps to abandon the services and practices of the present. Naturally, a lively question and answer period ensued.

A brief business meeting, including the election of officers for the biennium, was conducted by outgoing Chair, Martha Ransley, and Chair-Elect, Susan Squires.

Promoting Critical Thinking in the Context of Bibliographic Instruction NC Bibliographic Instruction Interest Group, College and University Section

After a brief business meeting, Chair Kathryn Moore Crowe introduced Joan Ormondroyd, retired reference librarian at Cornell University, who addressed the North Carolina Bibliographic Instruction Interest Group of the NCLA College and University Section on the topic of "Promoting Critical Thinking in the Context of Bibliographic Instruction." Ormondroyd

commented on the ironical society in which librarians find themselves today. They are constantly confronted with statistics about the high rate of illiteracy among

Americans. Meanwhile, literate Americans often experience censorship of information, as in the very limited news coverage during the Middle East war. Librarians are indeed living and practicing their profession in a society that is both informationally illiterate and informationally deprived.

After setting this very provocative context for her remarks on improving bibliographic instruction in the college and university settings, Ormondroyd challenged reference and instructional librarians to empower library users to critically examine the information available to them in various formats. Drawing on her personal experiences at Cornell, she discussed working with faculty in small and large classroom settings to teach critical thinking skills.

Rather than the traditional library orientation tours or introductory classes to library resources, Ormondroyd suggests that effective bibliographic instruction should be subject-based and integrated into courses already existing in the curriculum. Ultimately the goal of bibliographic instruction is to teach students to exercise careful selection and to evaluate judiciously information resources.

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Beverly Gass collects registration checks at the Registration Booth.

Leadership: Strategies & Issues

Library Administration and Management Section

An audience of more than eighty people attended this program on various aspects of leadership, moderated by outgoing NCLA President, Barbara Baker. The featured speaker was Susan Jurow, director of the Association of Research Libraries Office of Management Services. Jurow pointed out that while there are many ways of defining leadership, research has identified six qualities which are common to effective leaders: A sense of vision; the ability to communicate that vision; the ability to inspire trust; the ability to gain respect; a willingness to take risks; and a willingness to empower others in the organization.

She then discussed the rapid changes taking place in both society as a whole and in the work environment, and the effects of these changes on leadership. She concluded her presentation with discussions of alternatives to leadership (in organizations where strong, effective leadership does not exist), and some methods for encouraging self-leadership.

Following Jurow's speech was a panel discussion dealing with other aspects of leadership and management. Representing school libraries was Laura Benson, chair of the North Carolina Association of School Librarians and media supervisor of the High Point Public Schools. Among other topics, Benson discussed the need for school librarians to become involved in regional cooperative ventures, to remain abreast of new developments in areas such as building design and technology, and to maintain contacts with other types of librarians through NCLA involvement and

other professional development ventures.

Nancy Bates, director of the Davidson County Public Library and chair of the Public Library Section of NCLA, spoke on the necessity of the director of a public library to identify the key political leadership within the community and establish and maintain relations with those leaders.

Dr. Benjamin Speller, dean of the School of Library and Information Science at North Carolina Central University, discussed the need for library managers to be aware of such critical issues as preservation of collections, access to collections (particularly whether to emphasize the acquisition of materials or cooperative ventures), and the effects of new technology on cost and productivity.

Doug Marlette presents
"In Your Face: A
Cartoonist Looks at the
World" at the Third
General Session.

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Walter Anderson Discusses Literacy

North Carolina Literacy Committee

Walter Anderson, editor of *Parade Magazine*, delivered an impassioned speech at the NCLA Literacy

Committee's conference meeting on the importance of librarians to persons learning to read.

His own father, Anderson said, was an illiterate alcoholic who beat his son whenever he saw him reading. As a boy he was frequently in trouble at school but found a refuge in

whose confidence in his ability helped him overcome a severe stammer and encouraged him to continue his education.

Anderson said that librarians are in a position to express their belief in others, offering them both encouragement and opportunity, elements essential to success. The weakness inherent in the profession, as he sees it, is that the tolerance with which librarians approach their patrons undercuts them at

the political bargaining table. He accused librarians of being their own meekest advocates and prodded his audience, "Nothing is more important than what you do. Get pissed off!"

Taking issue with the commonly used line of fundraising that says illiteracy leads to crime, unemployment, and other social ills, Anderson said emphatically that illiterates are the victims of social

problems, not the cause. He told many success stories about literacy students, defining success as living with dignity. In this society which is so based on words, being newly literate empowers a person and undergirds dignity. He quoted a new literate man as saying, "You need words to dream."

In introducing Mr. Anderson, Steve Sumerford, chair of the NCLA Literacy Committee, announced that the speaker had donated his \$1000 honorarium to the committee to further their work.

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Neal Austin chats with Janet Freeman as Ariel Stephens looks on in front of the Hospitality Booth.

Facilities Planning

NCASL

A three-hour program on facilities planning covered everything from pre-planning to moving into a new school media center. The presenters were Carol Lewis with the State Department of Public Instruction; Lynda Fowler, Media Director of Durham County Schools; and Sue Spencer, Media Director, Randolph County Schools. Lewis stressed that the key words were planning, leadership, flexibility, and educational specifications. Lewis said there should be a vision for what the media program ought to be and how the space will be used. The planning committee should do their homework—read widely and visit other places, learning from the mistakes of others as well as from their successes. The committee must also take into consideration the fact that the facility will probably be in use for many years and must be flexible enough to change with the times. Educational specifications must describe and communicate exactly what goes into the facility.

Lynda Fowler discussed working with the architects and introduced Dean Spinks of High Point, and John Frank Thompson, architects with the firm of DePasquale, Thompson and Wilson in Durham. They emphasized the importance of involving the architects in the pre-specification stages, suggesting that goals be discussed with architects. They suggested that architects accompany media

coordinators and administrators to see other schools and recommended brainstorming and requesting everything you want, no matter how outrageous. Priorities can be established at a later stage in the planning and cuts can be made in areas thought to be too extravagant. Spinks and Thompson also discussed the different design phases: the programming phase when development of the design takes place, the schematic phase when the design is tightened up and furnishings and equipment are specified, and the design development phase when the facility is well into the final planning stages. Any changes should be made prior to the design development phase.

Sue Spencer discussed some of the considerations in selecting library furnishings and equipment. Library furniture representatives Roddy Seymour with Institutional Interiors, Inc., Rick Halverstadt of Interior Systems, and Joe Tregasar of Perfection Equipment, answered questions about placing and receiving orders for library furnishings.

The One Computer Classroom NCASL

Bruce Green and David O'Neil of Tom Snyder Productions provided ample proof that it is possible to involve an entire class in computer-assisted activities even if there is only one computer in the classroom. Using a computer connected to an overhead projector and to a television monitor, Green and O'Neil taught program participants how the computer can be used as an enhanced chalkboard; as a discussion generator using programs such as those from the Decisions, Decisions series; as a group activator with programs such as Our Town Meeting; and as a planner and recorder with programs such as Time Line.

A Day in the Life New Members Round Table

"These people are new, and we have to tell them the truth. That's why we're here," quipped Melanie Collins, outgoing chair of the New Members Round Table. NMRT's strategy for telling new professionals the "truth" was to invite a panel of professionals with various job titles to describe their daily responsibilities.

Cathy Van Hoy, a branch manager in the Cumberland County Public Library system (and incoming NMRT chair), reported that her duties include everything from reference services to custodian services, specifically circulation, budgeting, and personnel management. Van

Hoy recommended that new librarians learn to read library literature and apply it, but urged them to remember that "the paperwork on your desk is not as important as the people you work with."

Dale Cousins, Coordinator of Adult Services at Wake County Public Library, has a varied list of tasks, including book selection, building projects, and budgeting. As a middle manager she does not generally work directly with the public, yet she is ultimately responsible for the

carry out those directives.

Cousins's counterpart is Ron Jones, Coordinator of Children's Services in the Wake County libraries. Even though Jones does not work primarily with children, as an administrator he is convinced that the work he does will eventually trickle down and benefit them. With responsibility for budget, selection, facilities, staffing, special projects, funding, and grant-writing, Jones contends that the most important thing is to be committed to being an advocate for children's services. "Our mission," he says, "is to instill a love of reading in children."

Melanie Collins is director of the Harnett County Library. "It's nice being in charge," she admitted, but noted that the realities of being in charge mean answering to irritable patrons, justifying the budget, working with county managers, paying bills, and supporting library personnel. "Managing people is what directors do, that and spending money."

To demonstrate an alternative to traditional library jobs, David Harrington, a district manager of Britannica, discussed his career. Harrington made the change from librarianship to sales because he wanted to advance financially, yet he sees many common aspects in the two fields. "I'm selling the services of Britannica to librarians," he stated, "just like many of you are selling your library services to the public. You have to keep up with your inventory and you have to know your product" to be a successful sales representative, Harrington asserted, noting that mixed blessings of sales careers include extensive traveling and an excess of time alone in hotel rooms.

public getting what they need at the library. A challenge of middle management, reports Cousins, is that the amount of responsibility for carrying out programs mandated by higher level managers does not balance with the amount of authority available to

From Murphy to Manteo—Environmental Information

NCLA Conference Committee

Gayle Alston, formerly of Littleton, N.C., is a Health Education Specialist for the Agency for Toxic Substances and Disease Registry, U.S. Public Health Service, Atlanta, Georgia. She is also chair-elect of the environment and Resources Management Division of the Special Libraries Association.

Environmental problems, particularly those stemming from toxic and hazardous substances, ought to be of serious concern to residents of North Carolina, where the disposition of such materials has been controversial and (at times) both dangerous and illegal. For parents, teachers, workers, and general citizens, libraries are an obvious source of information relating to these issues when we ought to be pro-active. This is owing, in large part, to our environmental problems. What follows is a listing of major sources of environmental information, including special libraries (staffed with knowledgeable librarians who can help you with specific questions) in North Carolina that serve government agencies concerned with environmental and health issues.

PRINT MATERIALS

U.S. Environmental Protection Agency
Public Information Center (PIC)
401 M. Street, SW PM-211B
Washington, D.C. 20460
(202) 475-7751

The EPA PIC maintains a wide selection of publications on major environmental topics. These materials are nontechnical and, like all EPA publications, are in the public domain and may be copied without prior permission. PIC produces a monthly list of currently available publications. PIC is open weekdays between 8:00 and 5:30 EST.

Note: Technical documents are available through the National Technical Information Service, EPA libraries, or the publishing office within EPA.

Rosemary Thorn is the Head

NORTH CAROLINA LIBRARIES

Librarian of the EPA office located in North Carolina:

U.S. Environmental Protection Agency
Library Services Office MD-35
Research Triangle Park,
NC 27709
(919) 541-2777;
fax (919) 541-1405

N.C. Department of Environment, Health, and Natural Resources (DEHNR)

N.C. Office of Environmental Education
DEHNR
P.O. Box 27687
Raleigh, NC 27611-7687
(919) 733-0711

This office publishes a serial entitled *Environmental Information*, a listing of currently available documents and their sources and prices. The listing includes relevant N.C. state documents, many of which are free of charge. Contact the office to request a copy of the most recent issue of *Environmental Information*.

DEHNR also has a library that consists of over 20,000 books, government documents, journals, newsletters, fact-finding publications, directories, general statutes, indexes, and texts on such topics as sanitation, school health, nutrition, water, air, and land resources, environmental management, and parks and recreation. This library is willing to lend appropriate materials through Interlibrary Loan. Contact Jane Basnight, Librarian.

DEHNR Library
719 Archdale Building
512 N. Salisbury Street
P.O. Box 27687
Raleigh, N.C. 27611-7687
(919) 733-4984

U.S. Department of Agriculture
National Agricultural Library
10301 Baltimore Boulevard
Beltsville, MD 20705-2351

Contact the appropriate in-

formation center(s) to request lists of currently available publications (including bibliographies):

— Alternative Farming Systems Information Center
— Agricultural Trade & Marketing Information Center
— Animal Welfare Information Center
— Aquaculture Information Center
— Horticulture Information Center
— Food and Nutrition Information Center
— Rural Information Center
— Youth Development Information Center

U.S. Department of the Interior
Geological Survey

USGS Book And Report Sales
Box 25425
Denver, CO 80225
(303) 236-7476

The U.S.G.S. publishes a series of non-technical publications about geology, hydrology, topographic mapping, and related science topics.

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Write to the above address for the "Price Availability List of U.S. Geological Survey Publications."

Single copies of the publications may be obtained free of charge. To be placed on the mailing list to receive the monthly serial "new Publications of the U.S. Geological Survey," apply in writing to U.S. Geological Survey Branch of Data Systems 582 National Center Reston, VA 22092.

OTHER LIBRARIES

N.C. Occupational Safety and Health Educational Resource Center (OSHERC) Library
UNC-CH
311 Pittsboro Street
C.B. #7410
Chapel Hill, N.C. 27599-7410
(919) 966-5001; fax (919) 966-4711

The N.C. OSHERC is one of fifteen such centers funded by NIOSH, an agency of the Centers for Disease Control, U.S. Department of Health and

Human Services. It offers graduate and continuing education and technical assistance in all aspects of occupational safety and health. The OSHERC library serves the needs of professionals in the fields of industrial/occupational hygiene, medicine, nursing, safety. It houses both a print collection and an audiovisual collection of some 125 videocassettes, 16 mm films, and slidetape kits. Most of these are worker training presentations. A catalog of audiovisual holdings is available upon request. The OSHERC Librarian and Director of Outreach Services is Mary Ellen Tucker.

U.S. Department of Health and Human Services
National Institutes of Environmental Health Sciences (NIEHS)
P. O. Box 12233
Research Triangle Park,
N.C. 27709
(919) 541-3426;
fax (919) 541-0669

Contact Larry Wright, Biomedical Sciences Librarian. Remember also that North Carolina depository libraries regularly receive large numbers of materials published by the EPA and NTIS as well as many other government agencies.

DATABASES

For a comprehensive discussion of environmental databases, consult the trilogy of articles published in *Database*:

"Part 1. General Interest Databases" (August 1991) by Frederick W. Stoss covers general periodical and reference sources, and news files for researching environmental topics.

"Part 2. Scientific and Technical Databases" (October 1991) by P. Gayle Alston covers the databases available for searching environmental data and issues.

"Part 3, a collaboration of both authors, will cover business and regulatory aspects of environmental concerns as well as bulletin board and e-mail services. (Expected in January 1991.)

Public Library Security in the 1990s

Public Library Section, Development Committee

Three speakers, with expertise in different areas of library security, appeared on a program moderated by Tom Dillard, director of the Cabarrus County Public Library. First to speak was Stuart H. McCormick, an architect with the Winston-Salem firm of Calloway, Johnson, and Moore. McCormick focused on the importance of security considerations in the planning and design of a new facility. Such factors as site selection, location of staff throughout the facility, restrooms which are in view of the staff, and location of patron work areas for high visibility can prevent many security problems from occurring.

Robert M. Eason is marketing manager of Landtronics, Inc., a Charlotte electronic security firm. Eason believes that the two most important questions to ask regarding building security are (1) "What do I have to lose?" and (2) "What do we need to protect ourselves from?" Focusing on the second question, Eason stated that materials need to be protected from the public,

employees, and professional thieves. Eason went on to discuss hardware options in materials protection and surveillance systems and completed his presentation with a brief discussion of different methods for controlling access to the building.

Rich Rosenthal, operations manager for the Public Library of Charlotte and Mecklenburg County, was the final speaker on the program. (An article on library security at the PLCCMC appeared in the Spring, 1991 issue of *North Carolina Libraries*.¹) Rosenthal stressed the importance of regular testing of all security systems. He then divided security into three broad areas: personal security, building security and collection security, and discussed his library's practices and experiences in these three areas.

¹Nina N. Lyon and Warren Graham, "Library Security: One Solution," *North Carolina Libraries* 49 (Spring, 1991): 21-23.



Mary Jo Godwin, editor of the *Wilson Library Bulletin*, Jackie Beach, President of the MCPL Directors' Association, and Howard McGinn, State Librarian.

Paraprofessional Trends for the 1990s

NC Library Paraprofessional Association

John Berry III talked about professionalism in library service and how paraprofessionals can provide quality in today's libraries. He urged those who are able and desire the M.L.S. to further their education but stressed that "professionals" refers to the quality of work, not necessarily the education level attained. He also mentioned the confusion that pervades libraries today as to which tasks are professional in nature and should be done by an M.L.S. and which can be done by the paraprofessional. It behooves managers to provide inhouse and workshop training for paraprofessionals whenever possible to raise the level of

their expertise. After all, they do make up the major part of the library workforce and are highly visible to the public.

Berry also touched on certification as a topic of considerable interest as paraprofessionals look for ways to prove their proficiency. Certification implies credentials. Should a college-level L.T.A. program be required for certification or should exams be administered to ascertain proficiency? Should state and national level library associations be involved? These are just two of the issues that have emerged as paraprofessionals strive for recognition and improvement.

Mr. Berry saluted the spirit and contributions of library paraprofessionals, saying, "You do this for love."

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Choosing a Second Generation OPAC

Resources and Technical Services

VENDOR CRITERIA

- ◆ Financially Secure, Stable Vendor
- ◆ Commitment to Library/Education Market
- ◆ Presence on Campuses
- ◆ Co-development Arrangements

TECHNICAL CRITERIA

- ◆ Standards Compliance
- ◆ Modern Software Engineering Techniques
- ◆ Access To/By Other Devices
- ◆ Interface Flexibility

FUNCTIONAL CRITERIA

- ◆ Standard Library Functions
- ◆ Integrated Access to Information
- ◆ Database Maintenance
- ◆ Comprehensive Searching Capabilities
- ◆ Flexible User Interface
- ◆ Report/Management Information

— Suzanne Striedick, NCSU

Working Together: Library Staff, Volunteers, and Patrons *Round Table on Special Collections and Public Library Section/Genealogy and Local History Committee*

In a Wednesday afternoon, November 13, talk entitled "Working Together: Library Staff, Volunteers, and Patrons," Dr. James R. Johnson, Managing Librarian at the Memphis Public Library and Information Center's History, Genealogy, and Travel Department, discussed how local history and genealogy collections can improve and expand services without spending a lot of additional money. The way to do this, he told an audience of approximately thirty-five, is through more efficient employment of permanent staff and the carefully supervised use of volunteers.

Genealogy and local history collections are extremely popular, Johnson said, and seemingly a library merely has to announce that it has such a collection, open the doors, and watch the patrons begin arriving. Usually, however, the library very quickly finds itself unable to achieve its goals for the collection while at the same time meeting all the expectations and demands of the genealogists and local historians. One major problem that frequently occurs is that requests for genealogical information by mail become so numerous that answering them overwhelms the staff. Johnson described how his Memphis collection uses form letters to minimize the time required to respond to such requests and how it charges a fee for staff research. A list of professional researchers available to conduct research in the collection is sent upon request. Some libraries, he noted, use volunteers to answer mail requests, with varying degrees of success.

Another challenge confronting local history and genealogy collections, Johnson

pointed out, is the demand on staff time by patrons wanting help when conducting research in the library. To minimize the need for basic instructions from staff on how to use the Memphis collection, the library has produced a series of videotapes for patron viewing. One seven-minute tape broadly describes the collection. Another tells how to conduct local history research. An eight-part tape for the hearing impaired is also available. A fifteen-minute tape on the history of Memphis, originally intended for elementary school children, has proven extremely popular and is frequently furnished to local clubs and organizations seeking a program on local history. This reduces the demands on the library to supply speakers.

To assist beginning genealogists, the Memphis library sponsors workshops, conducted by volunteers, that emphasize how to use the local collection. Volunteers also work one-on-one with novice genealogists who appear at the collection needing—and expecting—individual assistance, thus relieving staff for other duties. Volunteers also type cards for a biography index, write for free publications for the vertical file, and put tattle-tape in books. Twenty to twenty-five volunteers work in the Memphis collection each month, collectively contributing two hundred to two hundred and fifty hours.

Johnson stressed that an effective volunteer program requires planning and constant supervision, and he emphasized the need for a formal training program for volunteers. He reminded the audi-

... continued on page 189.

Collection Development: Policy Decisions for Local History and Genealogy Collections *Round Table on Special Collections and Public Library Section/Genealogy and Local History Committee*

An audience of approximately forty heard Dr. James R. Johnson, Managing Librarian at the Memphis Public Library and Information Center's History, Genealogy, and Travel Department, offer suggestions and advice on developing local history and genealogy collections in public libraries. Repeatedly making the point that the public logically expects its local library to be able to provide in-depth information about the immediate community and its people, Johnson contended that a

library will be able to do so only if it carefully plans and systematically builds its collection of local materials. A library seriously fails its community, he argued, if it can help a patron identify past members of U.S. Presidents' cabinets but is unable to answer a question about who has served over the years on the local city council.

Johnson spoke of the need for a written collection policy to help a local collection remain focused on its goals but also as a protection against having unwanted donations forced on the library. Such a policy should state clearly, he argued, the geographic area to be covered and the categories and formats of materials that will be purchased or accepted as gifts. He acknowledged that local collections will vary in nature because of differing levels of support, goals, and community needs and expectations, but said that successful local collections all share the characteristic of being well planned.

Drawing on his experiences with the Memphis and Shelby County collections, Johnson discussed a variety of materials that local

collections may want to consider acquiring, including city directories, telephone books, books by local authors, histories of institutions and families, maps, photographs, theses and dissertations, city and county government reports, high school and college yearbooks, sheet music with local significance, posters, and oral history recordings and transcripts. The Memphis library's newspaper clippings collection, with over 400,000 clippings, is invaluable, he reported, and provides answers to more questions than any other resource. Johnson's talk, entitled "Collection Development: Policy Decisions for Local History and Genealogy Collections," was cosponsored by the Round Table on Special Collections and the Public Library Section's Genealogy and Local History Committee.

Prior to the talk, the Round Table on Special Collections held a brief business meeting and elected officers for the 1991/1993 biennium. Elected were: Sharon Snow, Wake Forest University, Vice-Chairman/Chairman-Elect; Margaret "Nixie" Miller, Duke University, Secretary-Treasurer; Mike Shoop, Robeson County Public Library, Director; Lana Taylor, University of North Carolina at Wilmington, Director. Beverly Tetterton, New Hanover County Public Library, will serve as Chairman.

Rhythm Of The Words Community and Junior College Section

Ruth Moose of Pfeiffer College, a librarian and published author, introduced the program's speakers/performers: Bland Simpson, Stephen E. Smith and Alice Wilkins.

Bland Simpson has worked on the musical *Diamond Studs*, *Hot Grog*, *Life on the Mississippi*, *King Mackerel*, and the *Blues are Running*, *The Merry Wives of Windsor*, *Texas* and *Cool Spring*. He has contributed to the scores of *Pump Boys and Dinettes* and Sam Shepard's 1988 film *Far North*. His books include a novel of Southern music, *Heart of the Country* (Seaview/Putnam, 1983), and the nonfiction work *The Great Dismal: A Carolinian's Swamp Memoir* (University of North Carolina Press, 1990). Bland is also a member of the "Red Clay Ramblers," an internationally acclaimed string band. He lives in Chapel Hill and teaches creative writing at UNC.

Stephen E. Smith is a Maryland native who received his MFA from The University of North Carolina at Greensboro in 1971. His poems and stories have appeared in *Quarterly West*, *Poetry Northwest*, *Southern Exposure*, *Modern Short Story*, *Southern Poetry Review*, *Light Years*, the *Anthology of Magazine Verse* and *Yearbook of American Poetry*, and other publications. He has published five books: *The Bushnell Hamp Poems*, *The Great Saturday Night Swindle* (stories), *The Honeysuckle Shower and Other Parables* (a novella), and two new collections of poetry, *Loose Talk* and *Most of What We Take Is Given*. He won the Poetry Northwest Young Poet's Prize in 1981 and in 1986 received a writing fellowship from the North Carolina Arts Council and the National Endowment for the Arts. Stephen lives in Southern Pines, where he teaches at Sandhills Community College and St. Andrews

College. He also edits the *Sandhills/St. Andrews Review*.

Alice Wilkins is a New York native and has served as Head Librarian at Sandhills Community College since 1985. She received her MLS from Columbia University. Her parents were college music professors and she began music lessons at age four. Alice grew up on college campuses, working part-time after school in the libraries. She has worked at Kings College in New York, Vanderbilt University, and U.S. Steel. Alice has a music degree and teaches in the evenings. She plays five instruments and performs in Dixieland and Bluegrass groups.

Bland Simpson introduced three musical selections, and then the trio performed.

Next, Stephen read several selections from his poetry collection *Most of What We Take Is Given*. Then Bland Simpson gave readings from his nonfiction work, *The Great Dismal: A Carolinian's Swamp Memoir*. Both Simpson's and Smith's readings were largely autobiographical.

Next, the trio performed several selections.

The officers for the upcoming Biennial of the Community and Junior College Section of NCLA were announced. Alice Wilkins of Sandhills Community College is Chairman-Elect.

Afterwards, the performers were available for autographs and purchases of their books and tapes.

Dynamic Library Leadership — From Self to Service Round Table for Ethnic Minority Concerns

The Round Table for Ethnic Minority Concerns presented "Dynamic Library Leadership — From Self to Service" with Kaycee Hale, Executive Director of the Fashion Institute of Design and Merchandising. Ms. Hale challenged the attentive audience to rise to the level of dynamic leadership. She said librarians have unlimited possibilities, and should develop their underutilized potentials and passions to "up" themselves and the library profession.

Demonstrative scenarios were used to convey the importance of high expectations, quality service, self esteem, and professional poise in achieving leadership dynamics. Intricately woven candor, humor, and the sheer "Kaycee Hale presence" effectively drove home the importance of powerful library leadership.

Preceding the

speaker's presentation, the Roadbuilders Award was presented to the following librarians for their commendable contributions to librarianship: Lou DeVonne Saunders, Guilford County Public Library; Linda Simmons-Henry, Saint Augustine's College, Raleigh; Ophelia M. Irving, Retired, State Library of North Carolina, Raleigh; and Nell Wright Alford, Forsyth County Public Library, (posthumously).

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REMCo speaker Kaycee Hale spoke on "Dynamic Library Leadership — From Self to Service."



Laura Wiegand, Mary McAfee, and Patrice Ebert consult the conference program for the next events.

Getting Your Piece of the Pie:

Innovative Advocacy

*Public Library Trustees Section and the
NCLA Governmental Relations Committee*

For libraries to get their piece of an ever-shrinking pie we will have to be more assertive than we usually tend to be, says Cecil Beach, director of the Department of Public Services, Broward County Florida. This is not to say be strident, unpleasant, or irritating, but librarians do need to believe we're doing something important, and we need to act accordingly: to be movers and shakers. Things do not happen by themselves — at least not the things we WANT to happen — we have to make them happen. Decide what you want to do and work on that. Since 20% of our activity generates 80% of the important results we produce, it's important to ask what you're doing with your time. And how do you get time?

One good way to get more time is to give other people in your organization more responsibility — to push responsibility *down* in your organization. Cogs can become wheels when everyone is involved, when a team approach is used. This can be seen, for example, on an aircraft carrier like the USS Theodore Roosevelt, where everyone understands that no one's job is unimportant or insignificant to the effective operation of the ship and the safety of all aboard. There is positive reinforcement, group loyalty, a group ethic of dedication, and a network of interdependence. Libraries should also be like this in order to accommodate change, and the pressure of events makes change inevitable. This means taking chances and probably making some errors. But errors are not necessarily negative: they are a sign we are acting, learning, adapting, and coping. As Shakespeare's Hotspur observed, "I tell you, my lord, out of this nettle, danger, we pluck this flower, safety."

Once you have your time, what do you do with it? Focus on your objectives. What is your objective for this year? Prepare an annual work plan.

Know precisely what you want to accomplish for every meeting or negotiation you attend. Be prepared to negotiate effectively. Put yourself in the other person's shoes and recognize that we all communicate on two levels: the content (data, facts) level and the ego level. Did you know you make your very important first impression on someone during the first seven seconds of your acquaintance? The way to get positive results is to give positive ego messages to the other person. Support other people's fantasies of competence (you *may* be right), and in getting along with others you will find that they often achieve those fantasies. Don't forget to use third person endorsements ("Alice X says you're the best person to deal with when it comes to getting this sort of thing done") and be prepared to take risks. Be able to convince the other person that your objective is decent and honorable. And know when to stop. Talk just enough to sell the turkey — to close the deal.

How do you get your piece of the pie? By sharing someone

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1991

The Human Connection in Library Services

Reference and Adult Services Section

A large audience heard comments by three speakers on "The Human Connection in Library Service," sponsored by the Reference and Adult Services Section. Charles Martell, Dean of Libraries at California State University-Sacramento, said that the technological changes we are undergoing are as revolutionary as the introduction of the printing press. A paradigm shift from locally owned information to information access is occurring. Libraries are becoming less a place

than an idea. Librarians must change their skills from action-oriented to intellectual and must offer value-added services. We will shift to a "use" paradigm and interact with the customer about the contents of the information needed.

The quality of worklife is based on satisfying personal needs for a happy, healthy life in the workplace. "People are the castles, people are the walls, people are the moat." Achieving excellence in library services is based on putting the customer first. People are our most important asset. Staff should train for the job and get ahead of events so that they can mold them. Emulate good mod-

els, read a lot to stay on top of change, and look outside your own setting for inspiration (business, sports, psychology, etc.)

Herbert White, Distinguished Professor of the Indiana University School of Library & Information Science and moving consultant, caught the attention of the audience with his characteristic rapid-fire delivery. He said libraries have traditionally emphasized "it"—the library. We have stressed activity as a proof of quality, as though being busy and having lots of books in the collection are indicators that we are doing a good job. We should really be stressing access and service.

Librarians are the heart of the institution, not libraries. A library is not a collection of books or a "reading nook." In libraries, collections and clerical work have always taken precedence over professional responsibilities. Librarians should refuse to do clerical work and instead use their expertise to do what customers do not know how to do.

It is a matter of turf based on knowledge. Just as no auto mechanic is going to let a customer diagnose car problems, librarians shouldn't accept the information seeker's assessment of her needs. Deal from a level of expertise. Establish credibility, which is built on a one-to-one basis.

The public perceives librarians as rule-bound bureaucrats with no service orientation. We need to publicize our service and emphasize what we can do, selling our special expertise. Create an awareness in the customer of something they don't have that they need.

Libraries tend meekly to take whatever crumbs they are given and do everything anyway, as though that were our moral imperative. We have created the perception that programs and budgets are unrelated. Libraries should use exception reporting. Don't keep telling managers how wonderful everything is going and that

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Herbert White and Charles Martell before their presentations on "The Human Connection in Library Service," sponsored by the Reference and Adult Services Section.

Breakfast with José Aruego

Children's Services Section

José Aruego claimed discomfort when presenting to librarians and teachers, but his low-keyed, reassuring comments showed no evidence of such feelings at the breakfast, sponsored by the Children's Services Section.

Aruego mingled with participants, at ease, as he prepared his audiovisual equipment. Once in the spotlight and wired to his microphone, he began his humorous one-sided conversation, sharing his early art experiences and techniques, and discussing works from favorite books. Highlights of this multimedia presentation were the examples of children's art, completed during his appearances at schools each year. Various renditions from younger points of view of his unicorn, and other familiar "friends" in his books, brought chuckles from his audience.

He explained his early vision of the "solitary life as an artist," living on the bare essentials. After his first book was published he was more than amazed at the overwhelming response from schools.

Piece of the Pie

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else's piece, and being ready to share yours. This goes beyond the tradition of sharing resources and coincides with the concept that the best way to gain power is to give it away. Librarians are among the best turf guards there are, and now we must learn to avoid turf guarding. Joint programs must be good for both parties to begin with, but their benefits increase geometrically, not just arithmetically. Examples in Florida include a project in which the public library provides a new community college or university with its library. They share the cost and the public as well as students are well served. A greater challenge lies ahead: to build a free-standing school/public library building next to a middle school. Work is also underway to build five branch

Two special insights into the illustrator's technique were shared. Listeners marveled as he showed slides of familiar scenes in his books, furnishings from his New York East Side apartment, i.e. a plant, a stuffed animal, a chair. He also revealed the practice of using examples of textures or scenes from earlier books in more recent works. Aruego detailed how he sees the picture he wants to project in his mind, not on paper. Then he draws it using basic shapes. He demonstrated how eyes play major roles in many of his drawings, as he develops pictures of different facial expressions and animal friends, just from the two dots of the eyes. "Expressions are most important," he explained, "and without the eyes you can't tell the story." A rare glimpse into the lifestyle of a popular children's author/illustrator was a treat to begin a Friday morning.

libraries with Block Grant money—obviously in cooperation with the local residents. Look everywhere for someone whose pie you can share.

At the same time, don't hesitate to undertake fund raising activities. The Broward County Library has both a Friends group and (for the last six or eight years) a Foundation for the library. The latter has a different kind of board, a group of "heavy hitters," i.e., people who either have money to give or can get it from those who do. The Foundation has hired the services of a professional director (fund raiser) and has a committee structure. Various committees sponsor special events, manage a deferred giving program, oversee special gifts, work with corporations, and conduct carefully planned membership solicitations.

In conclusion, it's all a matter of making things happen.

What's Happening for the Paraprofessional on the National Level?

NC Library Paraprofessional Association

Margaret Myers of ALA's personnel division, and the editor of *Library Personnel News*, discussed issues affecting broad categories and national interests of library paraprofessionals. She reported on the work done by ALA's Membership Initiative Group as they investigate the possibility of roundtable status for paraprofessionals.

Linking the changing role of the librarian to the changing roles of library support staff, Myers focused on new technologies and budget constraints as major contributors to the confusion surrounding the duties of paraprofessionals. The inequity in pay that results when support staff take on tasks that

used to be considered "professional duties" is only one of the concerns that have led paraprofessionals to question where they are going and how they will get there.

The ten areas being explored by the MIG are the following: Certification, basic education, continuing education, communication and respect issues, compensation, advancement, increased responsibility without authority, terminology in job classification, role definitions, and morale among paraprofessionals in school, academic, and public library positions. ALA will be looking at guidelines, possibilities in continuing education, research, and publications that deal with these issues, as work in the initiative group continues.

The NCASL Research Agenda

North Carolina Association of School Librarians

Marilyn Shontz opened the North Carolina Association of School Librarians program meeting, "The NCASL Research Agenda," with the announcement that NCASL does not yet have a research agenda. She emphasized, however, that encouraging research is a goal of both the North Carolina and national associations of school librarians. Dr. Shontz furthermore acknowledged her willingness to explore the definition of research priorities for the state. The program continued with a report from Marie Washburn of her 1990-91 NCASL Research Grant-winning project.

Ms. Washburn, the Coordinator of School Library Media for the McDowell County Schools, described a pilot study of the implementation of flexible scheduling for grades 4-6 at Old Fort Elementary School. According to the project abstract, the study was an effort to integrate the use of the resources of the library/media center more effectively into the teaching/learning process by giving students access to the resources at the appropriate time. Through administrative support, teachers' planning periods were made separate from their media periods. This enabled teachers to accompany their students to the media center and resulted in valuable team-teaching experiences. The motto of the Old Fort Elementary School is "A Love for

Learning for Life." This pilot study met its goal of "instill[ing] a love for learning in the library/media center," and it introduced issues concerning flexible scheduling that merit additional research.

The Research Grant Program is available to any member of the North Carolina Association of School Librarians who is not a library educator. Up to \$2000 may be awarded by the administering committee during the biennium for a single or several projects. Information, encouragement, and copies of the Research Grant Program Guidelines are available from Marilyn Shontz, Chairperson; NCASL Research Grants Awards committee; 4451 Ben Lane; Walkertown, NC 27051; 919-334-5100 x264.

A Friends Network Keeps Your Library Happy

Friends of North Carolina Public Libraries

The Friends of North Carolina Public Libraries met at the North Carolina Library Association's Biennial Conference in High Point on Friday, November 15, 1991. Jane Barringer, President, presided.

The Program, "A Friends Network Keeps Your Library Happy," was presented by Mike Curry and Bill Hadden. Both mentioned the importance of keeping the librarian happy.

The Reverend Bill Hadden, from the Shepard Memorial Library in Pitt County, discussed the importance of the support given by Friends in raising the consciousness of local people about their library: making the libraries and their value known to the public, raising money for special purposes and not as a tax substitute, and providing fun events for Friends members.

David Nash, from the Brown Library in Washington, described the activities of the year-old reactivated Friends and proposed that library staff should initiate cooperative efforts in providing a connecting link to the community.

Janet Gardner, from the Hope Mills Branch of Cumberland County Public Library, recognized the efforts of Dot Brower in the construction of a new library. The Friends had successfully helped the campaign for a new building by providing a strong link in the chain of groups in the community who supported the public library. They had provided a Saturday morning breakfast in

the library for members of the county commissioners and had held four book sales the year before.

Mike Curry of the Friends of the Clemmons Branch of the Forsyth County Public Library presented Dorothy Hartrick, president of a new Friends group for Forsyth County's Thruway Branch Library, who described the activities of the new organization. They had solicited memberships from all residents of a new residential section in the area and included information on library activities in a community newsletter.

In discussion, a question arose of using retired persons to work with young people. One suggestion was brown bag lunch programs, with local experts as leaders. Another idea was using the local RSVP organization to match tutors and students who need help.

Mr. Curry emphasized the importance of the leadership of the librarian in organizing and perpetuating the activities of the Friends. He offered his personal assistance in the organization of a new Friends group or in solving problems.

President Jane Barringer announced that in a reorganization, the Board of Directors of the State Friends would have ten Directors to provide geographical representation.

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ence that volunteers want to feel they are making a contribution with their work, but he warned that every library will eventually have to dismiss a disruptive or nonproductive volunteer. Good sources for volunteers in the Memphis collection have proved to be regular patrons skilled at research, attendees at the genealogical workshops, college interns, and Senior Center Vol-

unteers. Johnson said he has also satisfactorily used teenage workers under contract and paid for by social agencies, and individuals assigned to work in the library as a court-imposed condition of probation as additional "auxiliary staffing."

The program was co-sponsored by the Round Table on Special Collections and the Public Library Section's Genealogy and Local History Collection.

AIDS Materials for Children and Young Adults

Committee on AIDS Materials Awareness

The Committee on AIDS Awareness Materials provided a printed bibliography of books and videotapes, giving annotations and matching the resources to the problems. The audience for each item was suggested: students of various age levels or parents. It was emphasized that there is no way to present AIDS education without an explicit discussion of sex.

Led by Frances Bradburn, the committee of Pauletta Bracy, Libby Laskey, Frank Sinclair, Kathleen Wheelless, and Mary Mitchell used role-playing to demonstrate problems of AIDS education for children and young adults.

The Committee had prepared preview packages of AIDS education materials, which may be borrowed for review for two weeks by libraries in North Carolina. The materials in each of the packages consist of the following:

CHILDREN'S PREVIEW PACKAGE

(suitable for primary and elementary age groups)

Sanders/Farquhar. *Let's Talk about the Problem of AIDS*

Aiello/Shulman. *Friends for Life*

Schilling/Swain. *"My Name Is Jonathan (and I Have AIDS)"*

Thumbs up for Kids

Beginnings: You Won't Get AIDS

YOUNG ADULT PREVIEW PACKAGE

(suitable for middle school and high school age groups)

Blake. *Risky Times: How to Be AIDS-Smart and Stay Healthy*

Koertge. *Arizona Kid*

Madaras. *Lynda Madaras Talks to Kids about AIDS*

AIDS-Wise, No Lies

AIDS: Everything You Should Know

True Crime in Literature

Public Library Section

An audience in excess of two hundred crowded into the Grand Room of the Holiday Inn to hear journalist and author Jerry Bledsoe whose true crime novel *Bitter Blood* was a *New York Times* number one bestseller. Bledsoe was introduced by Public Library Section chair Nancy Bates who alluded to the fact that Bledsoe had experienced trouble with English classes in high school. Bledsoe began his talk by saying that he hadn't merely had trouble, he had flunked! He went on to state that he did not appreciate the power of writing and reading until years later, when he was in the military.

Bledsoe, who first became known for his "down home" newspaper columns, lamented the fact that he is now stereotyped as a crime writer, to the extent that his publisher pressures him to write only in the

genre. Bledsoe divided true crime books into three categories: serial killer books, innocent victim books, and family murders. His works fall into the last category.

Bledsoe said his interest in the story which he eventually wrote as *Blood Games* began while he was reading a newspaper account over a cup of coffee. Bledsoe was so captivated by the story of three teenage boys accused of murdering the stepfather of one of the boys that he immediately drove halfway across the state to attend the trial.

Following his brief remarks, Bledsoe fielded questions from the audience. Most of the questions related to *Bitter Blood*, *Blood Games* or speculation about what his next book will be. Among other choice remarks, Bledsoe said that "The problem with *Bitter Blood* is that almost all of the people involved are crazy."