

# Biennial Reports 1981-83

## Children's Services Section

The 1981-83 biennium began with a new slate of officers of the Children's Services Section. Members of the executive board were Dottie Butler—Chairman, Kathy Woodrell—Vice-Chair/Chair-Elect, Mary Lou Rakow—Secretary-Treasurer, Trish Gwyn—Nominating, Suzanne Williams—Program, Rebecca Taylor—Newsletter, Sue Williams—NCL, Linda Hadden—Bylaws. In March, 1982, Dottie Butler resigned as Chairman of the Children's Services Section. Vice-Chair/Chair-Elect Kathy Woodrell assumed chairmanship of the section. Nominations and an election followed shortly; Karen Perry was elected Vice-Chair/Chair-elect for the rest of the biennium.

1981-83 Biennial goals were established by the executive committee early in 1982. These goals included:

- To increase membership of the section.
- To increase visibility of the section.
- To publish a newsletter of section events and articles of interest to the membership.
- To work with NCASL on joint projects.
- To study the feasibility of publishing a booklet to generate funds for the section.
- To study the feasibility of establishing a North Carolina Book Award.
- To present a program at the NCLA Biennial Conference in 1983 of interest to many.

Through six standing and two ad hoc committees, the Children's Services Section realized the following during the 1981-83 biennium:

- Section membership was increased by 46 per cent.
- The Children's Services Section sponsored a display at the NCASL work conference and published a special edition of the newsletter for media specialists attending the conference.
- The Section published six editions of a newsletter which included articles of interest to children's services specialists.
- The Section established an ad hoc committee, jointly sponsored with NCASL. The committee was established to study the feasibility of establishing a statewide children's book award. The Children's Book Award Study Committee, chaired by Gayle Keresey, presented a list of written recommendations toward the establishment of the award.
- The section co-sponsored a program at the NCLA Biennial Conference with the North Carolina Association of School Librarians (NCASL) on "Opening Doors for Parents".
- A committee, chaired by Gail Terwilliger, was established to study the feasibility of publishing a booklet to generate funds for the section. This committee presented findings at the membership meeting in October 1983.

**Editor's Note:** The following reports, except for that of the Goals and Objectives Committee, were received too late for publication in the winter 1983 issue. They are published here as a permanent record of the activities of the association and the accomplishments of its parts.

The "Notables Showcase" multi-media program was presented at the Biennial Conference. The program was presented at the Annual Conference of the American Library Association, and included a sampling from the notable books, films, filmstrips, and recordings, as named by the various ALA evaluation committees.

Amendments to the bylaws, approved by the membership on October 27, 1983, included the following changes:

1. The Chairman-Elect will now serve as Chairman of the Program Committee rather than Chairman of the Membership Committee
2. An appointment will be made from the membership to chair the Membership Committee.
3. The Past Chairman of the Children's Services Section shall serve on the Executive Board as a non-voting member.

Executive Board members for the new biennium include Karen Perry, Chairman, and Rebecca Taylor, Vice-Chair/Chair-Elect.

## Goals and Objectives Committee

### Membership—Why, Why Not:

#### "North Carolina Librarians' Attitudes Toward NCLA"

This study surveyed North Carolina librarians during the winter of 1982 and spring and summer of 1983 to obtain information about attitudes that were held toward the North Carolina Library Association. The objective was to determine how well NCLA was meeting its active membership's professional needs and to determine why inactive or nonmembers of NCLA were no longer playing an active role in this professional library association.

The sample for this study was 480 librarians representing school, academic, special, and public library environments. Usable survey instruments were returned by 138, or 29 per cent of the combined group (see table 1).

Table 1  
Response Results

Respondents	Number Surveyed	Number Returned	Percent %
School	100	35	35%
Public	100	32	32%
Academic	200	57	29%
Special	80	14	18%
TOTAL	480	138	29%

**Instrumentation.** The survey instrument used in this study was developed by Benjamin F. Speller, Jr., and was validated by members of the Goals and Objectives Committee with assistance of the research design group at UNC-Chapel Hill's Institute for Research in the Social Sciences.

The instrument consisted of nine questions. Questions two through five allowed active members of NCLA to present their reasons for maintaining their current status, with question

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three being divided into seven subsections that allowed for measurement. Questions six through nine allowed former members and non-members to give their reasons for not maintaining an active relationship in NCLA. Question seven allowed for measurable responses and questions four, five, eight and nine were open-ended.

**Data Analysis.** Data were analyzed via a computerized, statistical analysis system. The Statistical Analysis System (SAS) was accessed from the Triangle Universities Computation Center's computers on a terminal located in the School of Library Science's Computer Access Laboratory. The means of the scale values for questions three and seven were computed. The analyses of variance were computed to determine if there was a significant difference in the responses to questions three and seven by librarians representing the four types of library environments described previously in this report.

**Findings.** Data analyses revealed no significant differences in the mean scale values for questions three and seven by librarians from the four types of library environments.

Librarians in the survey ranked the reasons for maintaining membership in NCLA as follows: increased communication with colleagues in the field; felt obligated to support their professional organization; felt a great concern for the professional association to influence legislation; allow opportunities for keeping current in the profession; and felt the professional association helps maintain high standards. Table 2 presents a complete ranking of the reasons by mean score of the responding librarians.

Table 2  
Combined Mean Scores: Reasons For Membership in NCLA

Reasons	Mean	Rank
Q3A Support profession	12.93	2
Q3B Communication	12.98	1
Q3C Keeping current	12.28	4
Q3D Annual evaluation	8.80	7
Q3E Relevancy of programs	10.62	6
Q3F High standards	11.58	5
Q3G Legislation	12.38	3

Librarians were in strong agreement with the reasons—support the professional organization (12.93) and communication with their colleagues (12.98). The only disagreement was with the reason—looks good on annual evaluation report.

Librarians who had not maintained their membership in NCLA gave the following reasons: unable to attend meetings; programs did not meet their current needs; duplication of membership in other professional associations or groups; and membership dues are too high. The complete rankings of this group in the survey sample are presented in Table 3.

Table 3  
Combined Mean Scores: Reasons for Not Joining NCLA

Reasons	Mean	Rank
Q7A Dues too high	9.00	4
Q7B Programs not relevant	10.06	2
Q7C Membership duplication	10.00	3
Q7D Unable to attend meetings	10.93	1
Q7E Never asked	5.50	6
Q7F New to profession	4.25	7
Q7G Unsure of need to join	8.40	5

Librarians disagreed with the following statements as reasons why they had not joined the profession: new to the profession (4.25), never asked (5.50), and unsure of need to join (8.40).

**Conclusions.** The data resulting from this survey and its analyses generated the following conclusions:

1. The sample of librarians appears to be representative of the North Carolina population.

2. The type of library environment in which North Carolina librarians work appears to have no impact on their attitudes toward NCLA; i.e., their attitudes appear to be identical.

3. North Carolina librarians appear to maintain membership in NCLA because of the opportunity to communicate with their colleagues, the felt obligation to support the Association, and their interest in library legislation activities.

4. Librarians who have not maintained their membership in NCLA or have never joined appear to have had no opportunity to attend NCLA meetings or felt that their needs were met through membership in another professional association or group.

**Recommendations.** The following recommendations are offered as a result of this survey, observation of NCLA programs, and reviewing the literature of the profession:

1. The NCLA Executive Board should develop a data base of information about members' professional needs and the sections', roundtables', and discussion/interest groups' methods of identifying program or activity topics for the purpose of attaining common goals.

2. Means or methods should be devised to make NCLA the dominant voice for all library and information professionals in North Carolina.

3. Means or methods should be devised to enhance the library profession's image among institutional decision makers.

4. An aggressive public relations program should be planned and developed that would promote the values of professional personnel providing information services to the current and future citizens of North Carolina.

5. An aggressive public relations program should be planned and developed to communicate to all North Carolina librarians the values or benefits that would be derived by them if they joined and became active members of NCLA.

6. A substantial task force effort should be initiated to implement the five recommendations presented previously.

## Bibliography

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- Snead, Elizabeth. "School Librarians' Attitudes Towards Membership in Professional Library Organizations." *The Southeastern Librarian* 30 (Spring 1980):11-12.
- Trotter, Ann B., and Kozochowicz, Isaac. "American Rehabilitation Counseling Association: Membership Survey." *Rehabilitation Counseling Bulletin* 14 (September 1970):14-19.

## Committee Members:

- Benjamin F. Speller, Jr., Chairman, March 1983-date  
Anne Carlson  
Beverly Gass  
Mary Holloway  
David Jensen  
Valerie Lovett, Chairman, March 1982-March 1983  
Richard Wells

### North Carolina Association of School Librarians

*We are educators. Our role is one of utmost significance in the lives of our young people. If our students are to survive in the technological environment that is rapidly unfolding, then our task of helping our young people to develop the skills to become independent learners throughout life is crucial. (NCASL Planning Team, November 1981).*

Our association chose as its focus for the biennium *Forwarding the Image of the School Media Professional*. This theme evolved from a survey of needs and interests conducted spring of 1981. On November 6, 1981, a planning team met in Chapel Hill to formulate strategies for meeting our needs.

The following are some of the activities that were planned to enable NCASL to project the media programs role in education:

- sponsorship of our Biennial Work Conference to be held in Winston-Salem at the Benton Convention Center, November 4-5, 1982.
- increased emphasis on the quality and frequency of our *NCASL Bulletin*.
- establishment of key contact persons in each educational region to facilitate increased communication and grassroots involvement.
- increased participation in the legislative efforts of the North Carolina Library Association.
- greater contribution of articles to *North Carolina Libraries*.
- sponsorship of an annual *School Library Media Day* in North Carolina.
- increased avenues for cooperation between school and public libraries.
- increased membership to include all school media coordinators.
- establishment of an award to be given each biennium to the outstanding school administrator who has provided exceptional leadership for the school media program in his/her school and/or district.
- continued efforts to impact the revision of standards for Southern Association of Colleges and Schools accreditation.

Accomplishments are many for the 1981-1983 biennium with many projects initiated to serve the needs of the membership.

*Communications Network.* The persons listed below agreed to be part of a communications network for NCASL by serving as key contact persons for their respective regions. Members were urged to share information with the key contact person in their region so that NCASL could be better informed about member needs and your successes. Contact people were as follows:

#### Region 1

Emily S. Boyce  
Professor  
Department of Library Science  
East Carolina University

#### Region 2

Betty Bell Hill  
Media Coordinator  
Brewster Junior High

#### Region 3

Norma Royal  
Eno Valley Elementary School

#### Region 4

Helen Walker Bullard  
Media Coordinator  
Scotland High School

#### Region 5

Nona A. Pryor  
Media Coordinator  
Randleman High School

#### Region 6

Gloria Miller  
Media Center Specialist  
Charlotte-Mecklenburg Schools

#### Region 7

Kathy Kiser  
Media Center Specialist  
Catawba County Schools

#### Region 8

Lynda B. Fowler, Director  
Educational Media, SDPI, Region 8

*Publication of Brochures.* *Volunteers in the School Media Center*, an NCASL-published brochure prepared from materials developed by the Winston-Salem/Forsyth County Schools, was mailed to NCASL members in March of 1982.

This brochure won a Certificate of Merit from the Southeastern Library Association and has been selected for publication and distribution by the American Association of School Librarians.

Moore County Schools media coordinators assisted NCASL in producing its second brochure entitled *Marketing the School Media Center*.

*Awards and Scholarships.* Dr. Gene Lanier of East Carolina University was honored as the 1982 recipient of NCASL's Mary Peacock Douglas Award. The award, established in 1967 to recognize outstanding efforts in promoting the development of school libraries, was first presented to Mrs. Douglas.

In making the presentation on behalf of NCASL at the Biennial Work Conference in November, Emily Boyce stated that Dr. Lanier

*... has worked for the development of school libraries in North Carolina for over 25 years. Those years have covered service in every capacity in the committee structure of the North Carolina Association of School Librarians, active and highly visible leadership for the North Carolina Library Association, dedicated commitment to the revision of standards for school library media centers, and vigorous pursuit of quality education for school librarians.*

In addition, each biennium the North Carolina Association of School Librarians awards a \$500 scholarship to an applicant who holds an undergraduate degree and who plans to be a school librarian/media coordinator in North Carolina. The scholarship is to be used toward gaining library science/educational media certification or toward earning a graduate degree with a major in library science through an educational institution with a library media program approved for certification in North Carolina. The recipient of the scholarship for the biennium was Pamela Kibler.

*Biennial Work Conference* (From *NCASL Bulletin* Winter, 1982). A cornucopia of outstanding speakers, programs, and exhibits overflowed autumn of 1982 as North Carolina's school librarians gathered in Winston-Salem for the 1982 Biennial Work Conference. With nearly one thousand in attendance, every session was filled to capacity; and there was evidence aplenty that the conference theme, "Emphasis: Updates and Strategies," had both a professional and personal message.

The conference opener on Thursday was the *Media Fair*, which filled two rooms with creative, innovative ideas and useful information. Many of the *Media Fair* participants were building-level librarians presenting ideas and programs they had developed for use in their own schools. There was something for everyone: storytelling, production, literary appreciation, library skills, microcomputers, and much, much more.



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*Alice Fite*, Executive Director of AASL, spoke at the Thursday luncheon. Her talk, entitled "Climbers When the Way is Steep," pointed out the difficulties in making progress and gaining self-fulfillment in the many new roles school librarians are now expected to juggle. Mrs. Fite advised us that we will need all our coping skills to accomplish our goals in this decade of cut budgets and rising expectations. She told us to expect change and to plan for it, to build a network of colleagues to help in the process, and to keep up with new trends by reading the professional literature.

*Katherine Paterson*, the widely acclaimed Newbery-Award-winning author, was the main attraction at the Friday luncheon. Many of us had the opportunity to meet her at the autographing session earlier in the day; and everyone who came in contact with her was impressed with her warmth, charm, and sense of humor. Mrs. Paterson also proved to be a marvelous speaker, alternately moving and amusing her audience. Drawing from her years in Japan, she defined the word "idea" as a sound from the heart and explained that her novels come from within the sounds of her heart. Mrs. Paterson asserted that a book is a cooperative venture between author and reader and that a book is incomplete until it is read.

The final event of the conference was a rousing General Session featuring Jackie Torrence, who spoke on "Creative Storytelling." Mrs. Torrence is a nationally known storyteller, fired by her mission of keeping alive the folklore of generations, who believes the ghost stories of North Carolina are the finest in the country.

Many workshops and presentations of interest to media professionals filled the two-day conference.

*Ad Hoc Committees.* Chairman Paula Short appointed three NCASL ad hoc committees in her efforts to increase member involvement and to implement the mission of the 1981-1983 biennium: forward the image of the school media professional.

The three ad hoc committees were as follows:

### *Research Grants and Further Scholarships*

Arabelle Shockley, Chairman; UNC School of Library Science  
Gerald Hodges, UNC-G  
Diane Kessler, Neal Jr. High School, Durham

### *Revision of the NCASL Handbook*

Judy Knight, Chairman; Culbreth Jr. High School, Chapel Hill  
Mona Powell, Fayetteville City Schools  
Edith Briles, Randolph County Schools

### *School Media Day Observance*

Helen Tugwell, Chairman; James B. Hunt, Jr. Hunt Jr. High School, Wilson  
Marilyn Miller, UNC School of Library Science  
Clara Crabtree, Durham County Schools

The Research Grant and School Media Day Ad Hoc Committees studied the possibilities of conducting such activities and made recommendations to the NCASL Executive Committee as to feasibility, possible policies, and procedures for implementation.

The Ad Hoc Committee to Revise the Handbook studied the current handbook and implemented the necessary revisions to bring it up-to-date.

NCASL members were invited to make recommendations and suggestions to these committees as well as to Chairman Short.

*Special Committees.* As a result of the work of two Ad Hoc Committees, two special committees were established to implement the plans of the Ad Hoc Committees. Those Committees are as follows:

Research Grants Committee, Dr. Gerald Hodges, Chair  
School Library Media Day Committee, Edith Briles, Chair

The first Research Grants will be awarded during the 1983-1985 biennium. School Library Media Day will be observed statewide on April 11, 1984, during National Library Week. Governor James B. Hunt, Jr., has officially proclaimed April 11, 1984, School Library Media Day in North Carolina.

*Administrator of the Year Award.* Dr. J. Frank Yeager, superintendent of the Durham County Schools, received NCASL's first Administrator of the Year Award at the 1982 summer meeting of the North Carolina Association of School Administrators.

The award is made to a school administrator for developing an exemplary school library media program. The recipient should also have made an outstanding and sustained contribution advancing the role of the school library media center as an agency for improvement of education.

*"R & R Forums."* During the spring of 1983, NCASL ventured into a new area. We began what we hope will be an annual spring event in the regions. The first NCASL "R & R Forums" were held in Region 1 at Greenville, Region 4 in Laurinburg, and Region 5 in Greensboro. Attendance was good and the discussions very informative. If these first forums are any indication, the concept is very important. Those who attended enjoyed delicious refreshments, lots of door prizes, fellowship with colleagues, and the opportunity to express opinions and gather information. The many issues that were discussed at length have given the NCASL officers a better understanding of membership concerns. It is hoped that from such forums, NCASL will be able to continue to develop programs and activities that meet member needs.

The success of the forums was due to the hard work of the area key contact people who hosted them. They were Emily Boyce at ECU in Region 1, Helen Bullard at Scotland High School in Region 4, and Nona Pryor at Randleman High School in Region 5.

*New Election Procedure.* The NCASL Nominating Committee, chaired by David Harrington, presented the first slate of candidates nominated under the amended NCASL Bylaws. The committee presented two candidates for the office of Vice-Chairman/Chairman-Elect, who will serve in that capacity for 1983-85, to be followed by a two-year term as Chairman. In addition, two candidates were also proposed for two Directors, one at large and one based on geographical location, each for a four-year term, and for the position as NCASL Delegate to the Affiliate Assembly of the American Association of School Librarians.

The candidates presented by the NCASL Nominating Committee were as follows. Their biographical information was to be published in *North Carolina Libraries*.

### *Vice-Chairman/Chairman-Elect:*

Gloria Miller, Program Specialist for Media Centers, Charlotte-Mecklenburg Schools  
Helen Tugwell, Media Coordinator, James B. Hunt Jr., High School, Wilson County Schools

### *Director-Western:*

Sharon Deal, Media Coordinator, North Iredell High School, Iredell County Schools  
Kathy Kiser, Director of Media Services, Catawba County Schools

### *Director-At-Large:*

Gwen Jackson, Media Coordinator, Morehead Elementary School, Carteret County Schools

Jane Medford, Media Coordinator, China Grove Elementary School, Rowan County Schools

*Delegate to AASL Affiliate Assembly:*

Shirley Brooks, Media Coordinator, Salisbury High School, Salisbury City Schools

Gayle Keresey, Media Coordinator, East Arcadia School, Bladen County Schools.

Elected to serve for the 1983-1985 biennium with Dr. Judie Davie, Chair-Elect, were Helen Tugwell, Vice-Chairman/Chair-Elect; Sharon Deal and Gwen Jackson, Directors; and Gayle Keresey, delegate to AASL Affiliate Assembly. Selected by the in-coming Chairman to serve as Secretary-Treasurer was Carolyn Burgman.

*Additional Activities.* NCASL members participated in national conferences with Emily Boyce, Judie Davie, Paula Short, and Arabelle Fedora presenting workshops sponsored by NCASL at the ASSL Conference in Houston.

NCASL was represented during the biennium at the Affiliate Assembly of AASL both at ALA in Philadelphia and Los Angeles. NCASL presented two resolutions in Los Angeles which were adopted by the Assembly.

The NCASL Archives Committee prepared material from previous bienniums for binding and storage in the State Library.

The Membership Committee corresponded with every media professional in North Carolina to urge membership in NCASL. The membership as of October 1983 stood at 857.

David Harrington and Chairman Paula Short represented school library media center interests during ALA National Legislative Day in Washington.

Through the work of the Research Grants Ad Hoc Committee, funding covering travel expenses to NCLA and/or NCASL Biennial Work Conference will be awarded on a competitive basis to NCASL members who apply during the 1983-1985 biennium. The Awards and Scholarship Committee will administer these awards.

Chairman Paula Short represented NCASL as a member of the State Library Commission. She and other NCASL members also served on national committees of AASL and other ALA sections.

The biennium was brought to a close with the NCASL luncheon and workshops held at NCLA in October, 1983. Lillian Gerhardt, Editor of *School Library Journal*, was the speaker at the luncheon. Workshops included a joint venture with Children's Services Section on parent involvement and an afternoon session conducted by the School Library Media Day Special Committee to share with media coordinators ideas and strategies for celebrating North Carolina School Library Media Day at the local level in April.

It was a biennium featuring great involvement, and many accomplishments. Congratulations to the Executive Committee, committee chairmen and committee members, key contact persons, ad hoc committee chairmen and members, special committee chairmen and committee members, and the NCASL membership for a most productive biennium.

*Dr. Paula M. Short, Chairman, North Carolina Association of School Librarians*

## Join NCLA

### NORTH CAROLINA LIBRARY ASSOCIATION

New membership     Renewal     Membership no.

Name \_\_\_\_\_  
                     First                      Middle                      Last

Position \_\_\_\_\_

Business Address \_\_\_\_\_

City or Town \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Mailing Address (if different from above) \_\_\_\_\_

#### CHECK TYPE OF DUES:

- SPECIAL—Trustees, paraprofessional and support staff, non-salaried persons, retired librarians, library school students, "Friends of the Library," and non-librarians ..... \$15.00
- LIBRARIANS—earning up to \$12,000 ..... \$22.00
- LIBRARIANS—earning \$12,000 to \$20,000 ..... \$30.00
- LIBRARIANS—earning over \$20,000 ..... \$40.00
- CONTRIBUTING—individual, Association, Firm, etc. interested in the work of NCLA ..... \$50.00
- INSTITUTIONAL—Same for all libraries ..... \$50.00

#### CHECK SECTIONS: One free; \$4.00 each additional.

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| <input type="checkbox"/> College        | <input type="checkbox"/> Public            | <input type="checkbox"/> Ethnic Minorities RT |
| <input type="checkbox"/> Documents      | <input type="checkbox"/> Ref. & Adult      |   |
| <input type="checkbox"/> Jr. College    | <input type="checkbox"/> RTSS (Res.-Tech.) |   |
| <input type="checkbox"/> NCASL (School) | <input type="checkbox"/> JMRT              |   |

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#### Mail to:

Eunice Drum, Treasurer, NCLA, Division of State Library, 109 East Jones Street, Raleigh, NC 27611.