

# COLORADO LIBRARIES E-FLASH: 12/09

From LIBRARY PEOPLE—FRIENDS OF COLORADO LIBRARIES

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An occasional news and opinion bulletin for supporters, volunteers and Friends of libraries (public, school, academic and special) on library issues, reading-related activities, and information.

Feel free to forward this to your contacts. To be added to the list, contact Library People, email [librarypeoplecolorado@yahoo.com](mailto:librarypeoplecolorado@yahoo.com)

## POLITICS, AS USUAL

The loss of Aurora Public Library's election issue to secure funding to maintain services for more than half its locations is seen by the library community as a bellwether in several ways. First, it could lead to increased and unexpected use of surrounding public libraries. For one perspective on this, see the *Denver Post*, "Arapahoe libraries brace for uptick in patrons from Aurora," [www.denverpost.com/news/ci\\_13842372](http://www.denverpost.com/news/ci_13842372)

Second, two constitutional amendments and one initiative are proposed for the November 2010 ballot. If approved by voters, some feel the results will be catastrophic, not only to public libraries, but also to virtually every local government entity. Amendments 60, 61, and Initiative 101 are designed to control government spending, but carry extensive and far-reaching consequences that the casual reader might not understand. For

one view of these proposals, see  
<http://protectcoloradoscommunities.net/>

Perhaps it's time to make a clear and compelling case to Coloradans, to actively change our shared statewide culture so the public realizes the worth, the value, of libraries' contributions to our communities. Library People-Friends of Colorado Libraries will continue to send updates on this issue.

#### STATEWIDE SUPPORT CAMPAIGN TAKES SHAPE

The State Library-led Colorado campaign for libraries has been selected! The campaign platform, "Beyond Words," will be used as the message to show Colorado Libraries are places of active adventure—where you can engage in new ideas, new experiences and new frontiers. The campaign works to ensure the future of libraries statewide and build the Colorado library brand by increasing awareness of the transformational aspects of libraries and the positive impact libraries have on their communities. For background on this campaign, see [www.ColoradoStateLibrary.org/Campaign](http://www.ColoradoStateLibrary.org/Campaign)

#### REFERENCE SERVICES ESSENTIAL IN LIBRARIES

A "60-Second Survey" by the Library Research Service recently revealed that library staff overwhelmingly feel that reference services are essential for libraries to provide and should be promoted to the the public. The study also found that virtual reference is an essential component. Almost 1,500 library employees responded to the mini-survey. See [www.lrs.org/documents/fastfacts/279](http://www.lrs.org/documents/fastfacts/279) Reference 60 Second Results. [pdf](#)

#### EARLY LITERACY GROUP ADDS BABY STORYTIME RESOURCES

Colorado Libraries for Early Literacy (CLEL), a coalition of libraries around the state, has expanded resources on its website <<http://clel.org/>>. It now includes a new section on storytimes for babies <<http://clel.org/content/baby-storytimes>>. In this section, providers from all over Colorado were generous in sharing information about their baby storytime practices as well as their favorite resource books for planning and implementing storytimes for babies. They've also gathered online resources for planning baby storytimes. The CLEL site is

useful not only for libraries but also for childcare centers and parents.

#### LRS STUDY SHOWS COLORADO LIBRARY WEB SERVICES RULE!

The Library Research Service (LRS) has released a new report, "U.S. Public Libraries and the Use of Web Technologies."

Visiting the websites of nearly 600 public libraries in the United States, including all Colorado, LRS looked for the presence of web technologies, including those identified as "Web 2.0" (Internet use that encourages interaction). This report details findings and the characteristics that "early adopters" share. A Colorado-specific Fast Facts report shows the state's libraries to be above the norm on live chat reference and online catalogues. See <http://www.lrs.org/public/webtech>

#### PLINKIT WEB SERVICE WINS PROJECT OF THE YEAR

The Colorado Association of Libraries (CAL) recently honored the Colorado State Library's Plinkit service with its "2009 Library Project of the Year Award." Plinkit assists small libraries to create and maintain a web presence, essential in today's tech-savvy culture. For an example, see Park County Public Library's site, <http://parkcounty.colibraries.org/>. Plinkit also won an achievement award from the Center for Digital Government, a national research and advisory institute.

#### IN THE NEWS

· Lamar Public Library told its story of community services in the *Pueblo Chieftain*. See [www.chieftain.com/articles/2009/09/19/news/local/doc4ab482e3e81ee000998008.txt](http://www.chieftain.com/articles/2009/09/19/news/local/doc4ab482e3e81ee000998008.txt)

· Mesa County Libraries reached a major benchmark in mid-November. For the first time, 1,000,000 items were checked out in a single year. Library director Eve Tallman said this is "a great indicator of the rising popularity of the library. . .It means our citizens are finding a good value ? books, movies, and audiobooks that are of interest to a wide variety of visitors. The library strives to have something for everyone."

#### SAFEWAY SUPPORTS THE VALUE OF LIBRARIES

Through a partnership with the American Library Association (ALA), Safeway Inc. rolled out this October the first two of five Safeway-brand cereal boxes with back-panel content about libraries and librarians. The cereal is available at Safeway's 1,500 stores across the U.S. See background and the panels at <http://ilovelibraries.org/loveyourlibrary/safeway/index.cfm>

- Learn for a lifetime @ your library
- Great mysteries answered @ your library
- Discover the world @ your library
- Discover your family tree @ your library
- Get rich @ your library

The "I Love Libraries" site, <http://www.ilovelibraries.org/>, has many resources for library advocates. Bookmark it on your computer.

#### VOLUNTEERS NEEDED FOR LIBRARY PEOPLE

- Representative from small/rural library to sit on Library People Board. Meets quarterly.
- Volunteers to assist with:
  - o Web site and E-Flash news bulletin
  - o Fund-raising
  - o Events (meetings, authors, etc)

For information, send an email to [librarypeoplecolorado@yahoo.com](mailto:librarypeoplecolorado@yahoo.com) or call 303.394.3710.

#### USEFUL INTERNET SITES AND BLOGS

- [www.coloradobook.org](http://www.coloradobook.org): Book Organizations of Colorado, calendar of events; connection to blog and to post book events (<http://booc.wordpress.com/>); and address to post events via email [BOOC@yahoogroups.com](mailto:BOOC@yahoogroups.com).
- [www.coloradolibraries.org/about/](http://www.coloradolibraries.org/about/) Colorado library blog, created by the Colorado State Library and Colorado Library Consortium, with news, innovations, events, photos, and ideas. Sign up to get email notices about news and comment yourself.
- <http://www.ilovelibraries.org/>, The "I Love Libraries" site with lots of ideas and fact about issues facing libraries.

(For information about this E-Flash or Library People, contact [librarypeoplecolorado@yahoo.com](mailto:librarypeoplecolorado@yahoo.com))