



Mid-America Library Alliance

**Between the Margins
Newsletter**

April 2013

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MALA Staff

[Susan Burton](#)

Executive Director

[Mary Puhr](#)

Professional Development
Coordinator

[Kirsten Myers](#)

Special Projects Coordinator/
Courier Services

It is hard to believe, but spring really is around the corner. We have been doing spring cleaning at the MALA office and are very proud of the transformation. Please feel free to stop by and visit our little stone house whenever you are in Independence.

Thank you to everyone who worked hard to clear a path for the couriers to make their deliveries. They greatly appreciate it.

In this issue, you will hear more about MALA's new Online/Anytime webcast series. This series of webcasts is created specifically for library staff and focuses on the daily challenges of library operations. I hope you will all take advantage of these workshops.

Also, please mark your calendars for MALA's annual meeting which will be held at the Mid-Continent Public Library's Administrative Center on May 20, 2013 at 2:00 pm.

And finally, we would like to welcome our newest courier Terry Sims who will be delivering on the north route.

Susan Burton
MALA Executive Director

**"Romance Comes to Kansas City"
April 29, 2013**

[Beth Willis](#)

Technology Services Specialist

MALA Announcements

Job Openings

[Network & Systems
Administrator](#)

[Assistant Librarian](#)

[Part-time Library
Technical Assistant](#)

[Reference/Instruction
Librarian \(Part-Time\)](#)

Post Your Openings
Free on *Job Link*

We encourage you to post any open positions in your organization for FREE on the MALA website.

To post a job, simply go to [Library Job Link](#) page, select the "Click here to create a new job listing" link, input your text, and then follow the instructions at the bottom of the page to submit it.

Quick Links



**Educational Workshop Focusing on Libraries
Lunch included in registration
Showcasing Award Winning Romance Authors
Featuring Local Specialists in the Romance Genre
Exciting Free Give-Aways for Attendees
Free Wine & Cheese Reception following workshop**

**Presented by the Mid-America Library Alliance
Workshop will be held at the
Kansas City Public Library Plaza Branch**

AGENDA

9:00-9:10 Introduction & Housekeeping

9:10-10:00 **Fangirl Readers Panel:** Claire Rust, Anna Huckabee, Alicia Ahlvers

10-10:45 **Core Collection Development for Romance**

10:45-11:00 Break

11:00-11:30 **Readers Advisory Resources & Websites**

11:30-12:00 **Reviewers Talk Romance:** Reviewer panel from Romantic Times

12:00-1:00 Lunch

1:00-2:00 **Romance as a Feminist Genre or Real Heroines
Rip Their Own Bodices:** Author [Sarah MacLean](#) is a bestselling author of both YA and adult romance novels

2:00-2:45 **Exactly Who Reads Romance and Why? Appeal**

January and February!



April Featured Webcasts

911: Library Disaster Planning for Your Community (60 minutes)

Libraries are the cornerstone of the community. When disaster strikes, they are a haven for people in chaos. The library should be part of the community disaster planning. The public library is one of the few places disaster victims can go to charge their phone, computers, etc., use a bathroom, fill out FEMA/SEMA, insurance forms, or just to find a quiet place. Patrons depend on the library and library staff to navigate them through the turmoil.



Learning Outcomes:

- Seek out information from libraries that are located in the sites of disasters - floods, hurricanes, fires, earthquakes, tornados - and find out what they learned from their experience.
- Spearhead community meetings about disaster relief with other community and government agencies - roles and training.
- Identify purchases - power back-ups, washing machines, emergency supplies, etc. - and how to pay for them.
- Establish phone trees and means of communicating when there is no phone lines, power, or cell phone reception.
- Decide in advance emergency policies during

community crises, including use of library resources.

Pat Wagner is the presenter. Pat specializes in personnel, management, leadership, marketing, and career issues and works with innovators in the public, private, and nonprofit sectors.

With our online/anytime recorded webcast format, you will immediately receive the link, password and handout upon successful registration. You do not need any special software to view and listen, just a computer.

Individual viewing cost:

- Employee of a Missouri Library: FREE
- MALA member (outside of Missouri): \$15.00
- Non-member: \$30.00

Group viewings cost:

- Missouri Library - Group Viewing: FREE
- MALA member (outside of Missouri) - Group Viewing: \$100.00
- Non-member - Group Viewing: \$200.00

For more information and to register, [click here](#).

Ten Tips: Inspiring, Educational & Fun Library Staff Days Webcast (30 minutes)



A great staff day is inspiring, educational, and, yes fun. The best involve the entire staff in planning a balance of information and entertainment, thanks and hopefully, a glimpse of the future. Some people think they are a waste of time, but even small libraries can take time out to share ideas and positive experiences once a year.

Learning Outcomes:

1. Raise the bar on the quality of staff day education.
2. Create staff days that most staff members look forward to.

- "A patron wanted a book right away. We ordered it on a Tuesday and it was here on Thursday. The patron was extremely pleased that she could get it that quickly.
- "We have a visually-impaired, home bound patron who will only read Westerns. Our collection is small, but I am able to supply him with several new books each week because of this program. It is no cost to him or to the library, and is such an important part of his life."
- "We were able to get one patron's request for a script she needed for a play tryout in 2 days."
- "We are now able to get Book Discussion Group sets from another library and not have to pay for the shipping. This has allowed us to add book groups to our library programming."
- "The biggest impact of participation is on our budget. Since we began courier service and stopped charging patrons for ILL, we've seen an 899% increase in borrowing and a 274% increase in loans. However, the amount we pay in postage is virtually unchanged despite several postage increases. We would not be able to offer free ILLs without courier service."

MALA Spring Workshops - Join Us!

We are proud to announce our spring workshop offerings! Many people are hard at work preparing outstanding professional development opportunities to inspire and inform. You won't want to miss out, so be sure plan ahead and sign up early!

April

04/03/13 [Packing the House Through Programming](#)

04/09/13 [Children's 2013 Workshop](#)

04/18/13 [E-Reader Petting Zoo - Morning Session](#)

04/18/13 [E-Reader Petting Zoo - Afternoon Session](#)

04/25/13 [Effective Performance Evaluations](#)

04/29/13 [Romance Comes to Kansas City](#)

May

05/02/13 [Accomplish Goals](#)

05/07/13 [Genealogy: Native American Research](#)

05/22/13 [Real Reference - Morning Session](#)

05/22/13 [Real Reference - Afternoon Session](#)

05/30/13 [Common Technology Questions in the Modern Library World](#)

June

06/06/13 [Genealogy: Saving Our Stories](#)



MALA Welcomes New Staff at Member Libraries

- **Laura Long**, new director at Silvis Public Library
- **Dodie Wessel**, new director at Sherrard Public Library District
- **Adrienne Clevenger**, health information librarian at Olathe Medical Center Health Science Library
- **Katie Mulik Dayani**, research librarian at American Academy of Family Physicians



Kwik Cases Giveaway

Kirkwood Public Library will soon be in the process of reorganizing its DVD casing system. As a result they will have an abundance of leftover Kwik Cases by Gressco Ltd. for CDs and DVDs.

These cases will be made available, free of charge, to any library who wants them. The Library will also have large quantities of single and extra capacity DVD cases, single and double CD cases and 4 unlocking devices. More information on these cases can be found [here](#).



Libraries utilizing the MALA Get Connected Courier Delivery

Service can receive the cases via the courier. Libraries outside the courier service must pay the shipping costs. The expected date of availability is mid to late May 2013. Interested parties should contact Nick O'Neal at 314-821-5770 ext 1027 or email at noneal@kirkwoodpubliclibrary.org.

3rd Annual College Readiness Dialogues

Following the great success of previous years, Rockhurst University Library and Blue Valley High School Library will be hosting the 3rd Annual College Readiness Dialogues at the Kauffman Foundation Conference Center in Kansas City, MO on Friday, April 26, 2012, from 9:00 - 4:00.

The day will include discussions, presentations, and networking opportunities, with information ranging from Common Core and its implications in the Library to best practices. One and all are invited to join the group and begin to make professional connections and further experiences in the ever changing world of education and librarianship. Come and network!

This event is free to attend and lunch will be catered by the Kauffman Foundation. [Click for more information and to register.](#)

