



Mid-America Library Alliance

**Between the Margins
Newsletter**

February 2013

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Technology Services Specialist

**MALA
Announcements**

Job Openings

Happy New Year!

As we "go to press" with the February issue of *Between the Margins*, we expect that everyone has recovered from the hustle-and-bustle of the holiday season and catch-up period during the month of January. This is true of the staff here at MALA, and we are now busily going about expanding MALA membership to include new partners for the ILL courier delivery service and developing captivating new professional development opportunities.

This month we are very pleased to announce the launch of our revamped website at: www.mid-americalibraryalliance.org.



The screenshot shows the MALA website homepage with the following content:

- MALA Logo**
- Mid-America Library Alliance**
- 15624 E. US Hwy 24 Independence, MO 64050 | Phone: 816-521-7257 | Toll Free: 877-600-9699
- Join our mailing list.
- Library Courier Delivery Service Connecting 10 States**
- About MALA**: MALA Staff, Council and Officers, Customers, Newsletter
- MALA Membership**: Membership Forms, Membership Directory
- Courier Delivery Service**: Basic Service, Expanded Service, Courier Service Map
- Professional Development**: In Person Training, Webcasts for Individuals, Webcasts for Groups
- Resource Sharing**: WorldCat, OCLC WorldCat, Job Link, United We Read
- Library Professional Development Programs**: The Mid-America Library Alliance offers in-person and online professional development training. Topics include reader's advisory, library paraprofessional, supervisory skills, human resources, management and library trends.
- Explore MALA's:
 - In-Person Training
 - Online Webcasts
- Get Connected!
- Contact us | Back to top
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With our new domain and website up and running, you will want to explore content on the new site and be sure to update all of your MALA bookmarked pages. If you cannot find something, please contact us!

We have new email addresses, too! So be sure to edit your contact lists to include our new email addresses:

[Part-time Library Technical Assistant](#)

[Library Attendant](#)

[Project Assistant - Raising a Community of Readers](#)

[Collection Development Librarian Youth Specialist](#)

[Reference Assistant](#)

[Children's Specialist](#)

[Web Developer](#)

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

[Our Website](#)

[Professional Development Calendar](#)

[Online/Anytime Webcasts](#)

- * Susan Burton(susanburton@mid-americalibraryalliance.org)
- * Mary Puhr(marypuhr@mid-americalibraryalliance.org)
- * Kirsten Myers(kirstenmyers@mid-americalibraryalliance.org)
- * Beth Willis(bethwillis@mid-americalibraryalliance.org)

Have a great month!
Your Friends at MALA

MO Arts Council Promotes Public Libraries



The [Missouri Arts Council](#) has published an article, [Enjoy the Arts Live and In Person at Your Public Library](#), describing art-related programs taking place in Missouri libraries. Staff at the council spoke with librarians across the state and discovered plenty of unique and interesting activities, such as: literary mini-golf, art exhibits, student art showcases, presentations by musicians, authors, performing troupes and more. Check out the article and perhaps you will get some ideas for your library!

RT Booklovers Convention Comes to Kansas City

RT Book Reviews magazine is bringing their annual convention to Kansas City, May 1-5, 2013. The [RT Booklovers Convention](#) brings together readers, published authors, aspiring authors, booksellers, publishers, agents, editors, cover models and LIBRARIANS!

And speaking of romance ...



Join MALA for a full-day genre study including the appeal factors, suggestions for core collection, trends in romance fiction, and notable authors. The **RT Book Convention** has made prizes including autographed titles and promotional supplies available for all attendees. Guest speakers to include romance novelists and professional reviewers from the **Romantic Times Booklovers Convention** that is being held that week in Kansas City, MO.

[Register for the workshop here!](#)

Join Our Mailing List!

MALA
15624 E. US Hwy 24
Independence, MO 64050
Phone: 816-521-7257
Toll-Free: 877-600-9699

MALA Awarded LSTA Grant for Webcasts

The Mid-America Library Alliance has been awarded an LSTA Grant from the State of Missouri to produce and deliver 20 webcasts. The series will be called ***Online Education for Libraries: Online/Anytime Webcasts***.



There will be ten 60-minute webcasts and ten 30-minute webcasts. The webcasts are geared toward personnel and trustees from Missouri public libraries in both rural and urban settings. These webcasts will be made available free of charge to these libraries.

Titles in the 60-minute series of webcasts are:

- Effective Library Board Governance
- Evolving Public Libraries for the 21st Century & Beyond
- Virtual Customer Services Strategies: E-mail, Instant Messaging, and Social Media
- After the Internet and E-Books: The Future of the Information Society
- The Great Safe Place: Secure Library Workplaces
- 911: Library Disaster Planning for Your Community
- Quick, Cheap and Decent Strategic Planning for the Library
- Making a Stunning First Impression: Library Curb & Counter Appeal
- Striking a Balance: Finessing Your Supervisor Skills
- Engaging Library Outreach to Underserved Communities

Titles in the 30-minute series of webcasts are:

- Ten Steps: Motivation Techniques to Boost Performance
- Ten Steps: Designing a Roadmap to Staff Accountability
- Ten Tips: Inspiring, Educational & Fun Library Staff Days
- Ten Tips: Breathe Life Into Your Data
- Ten Tips: Leading Your Library to Think Outside the

Books

- Ten Steps: Make Your Library NOT the Best Kept Secret in Town
- Ten Tips: Library Public Relations on a Frazzled Shoestring
- Ten Tips: Navigating Ethical Practices in Your Library
- Ten Tips: Tools to Interact with Patron Challenges with Confidence
- Ten Steps: Critical Evaluation of Book Reviews

Library Advocacy Day on Feb. 5th!

Ever feel like no one in government is listening to you? Well here is a special day set aside for exactly that purpose!



Get your library's story told by going to Jefferson City on February 5 for Library Advocacy Day 2013. [Register here](#) to attend the event.

Kansas State Librarian Jo Budler Named 2013 Librarian of the Year

Paving the way for all libraries struggling with ebook copyright and ownership issues, KS State Librarian Jo Budler has exhibited extraordinary leadership. Her perseverance and commitment has won the admiration of the library community, capped off by the announcement that Library Journal has named Jo Budler the [LJ 2013 Librarian of the Year!](#)

MALA extends sincere congratulations to Jo Budler!

Kansas City Public Schools Joins MALA

MALA welcomes a new member this month: Kansas City Public Schools. Welcome aboard!



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!

*Active links for some workshops are not yet available. Check the [MALA Workshops Calendar](#) for updates.

March

03/12/13 [Mental Health First Aid Training](#)

03/26/13 [Reader's Advisory II - Genre Boot Camp](#)

April

04/03/13 Programming for Adults

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

June

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

[Forward email](#)



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