



# Mid-America Library Alliance

**Between the Margins Newsletter**

**May 2013**

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## **MALA Staff**

[Susan Burton](#)

Executive Director

[Mary Puhr](#)

Professional Development Coordinator

[Kirsten Myers](#)

Special Projects Coordinator/  
Courier Services

[Beth Willis](#)

Technology Services Specialist

## **MALA Announcements**

### **Job Openings**

[Library Director](#)

[Collection Management Associate](#)

[Branch Manager](#)

[Assistant Branch Manager](#)

[Assistant Library Director](#)

[Children's Librarian](#)

Spring is in the air and we made it through another long, yes very long winter. The couriers are happy to hopefully no longer plow through snow banks and ice patches. I think more than any of us they are always the most grateful for the changes in the seasons.

The MALA staff continue to work along with our wonderful committees and presenters to bring both in-person and webcast training to our members.

Currently, we are working on developing our own "home-grown" Preventing Harassment at the Library Webcasts for both staff and supervisors. This webcast will be followed by a quiz and can be used by library administration and human resources to satisfy the annual Harassment training needs of your organization. We are so thankful to Tiffany Hentschel, who will be designing and recording these sessions for us. We plan to roll this out in June 2013.

Don't forget, May is our annual meeting. I always look forward to seeing everyone. We will have a special presentation from the Kansas City Local Library Exchange and as always will have snacks for you to enjoy.

After the meeting, please stop by and visit our remodeled office. We are all very proud of it. Looking forward to an exciting summer.

Susan Burton  
MALA Executive Director

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## **Join Us at Annual Meeting**

MALA's Annual Meeting will be held at the Mid-Continent Public Library's Administrative Center on May 20, 2013, at 2:00 p.m.



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## **May Featured Webcasts**

[Web Specialist](#)

[Hourly PR Specialist](#)

[Assistant Director of Libraries](#)

[IT Support Specialist](#)

[Library Technician](#)

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 the follow the instructions at the bottom of the page to submit it.

## Quick Links

[Our Website](#)

[Professional Development Calendar](#)

[Online/Anytime Webcasts](#)

## 911: Library Disaster Planning for Your Community Webcast (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.

**The Key Idea:** Work with your community experts (and libraries around the United States) to plan for different kinds of crises.

### 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

## Ten Steps: Make Your Library NOT The Best Kept Secret in Town Webcast (30 minutes)



Complacency and smugness are the enemies of your library's success. The fact that you have great programs, services, collections, and staffing and a long history of success does not mean your library customers will remember you tomorrow. The basics of promotion can keep your library in the spotlight as long as they are part of what you do every day.

**Learning Outcomes:**

- Design and produce a variety of print media to distribute and display in the larger community
- Recruit volunteers to distribute library flyers and help promote the library at community events.
- Ensure that listings in phone books, online directories, and databases are up-to-date and accurate.
- Create online store to sell and distribute shirts, bags, etc., with library logo.
- Change the type of events the library offers to attract different audiences.

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.

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Individual viewing cost:

- \*Employee of a Missouri Library: FREE
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- \*Non-member: \$20.00

Group viewing cost:

- \*Missouri Library - Group Viewing: FREE
- \*MALA member (outside of Missouri) - Group Viewing: \$50.00
- \*Non-member - Group Viewing: \$100.00

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

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## Debuting New Webcasts

We have three brand new webcasts for your viewing pleasure:

### [Recharge Your Book Club](#)

All book groups go through their ups and downs, but re-energizing your group is not as hard as it may seem. Reader's advisor Becky Spratford has been leading a book clubs for 12 years and has seen it all. In this webcast she will share her tips and tricks for success.



### [Thrills and Chills @ Your Library](#)

Horror expert and readers' advisory librarian Becky Spratford will show you how to work with horror readers. This class is especially geared toward the library worker who is unfamiliar with horror or thinks they cannot help horror patrons since they do not like horror themselves. Remember, your horror readers are not monsters, they just like to read about them.

### [LGBTQ Fiction](#) (*Link Coming Soon*)

A once obscure sub-set of literature, LGBTQ fiction continues to grow in popularity, with no sign of ceasing. From romance to coming of age, learn about the subgenres and major authors in LGBTQ fiction from presenter Leah White,

Reader Services Librarian at the Northbrook Public Library in Illinois and a 2012 Library Journal Mover and Shaker.

Please contact [Mary Puhr](#) to register for this webcast.

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## 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!

### May

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

### June

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



## New Committee Member

Welcome to Julie Connoley from Johnson County Library to the Metro Area Reader's Round Table (MARRT) Committee.



## Just How Connected are We?

When you join the Mid-America Library Alliance, you become part of a regional partnership for resource sharing. With nearly 900 affiliates in 10 states, that's pretty well connected.

But what does that look like? Take a peek!



Join Our Mailing List!

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

And we are continuously reaching out to extend the partnership even farther. We look forward to sharing with you news on our growth... because that means more library connections for you!

## **We Appreciate Your Comments!**



Last month we shared with you some of the comments we received on the courier service, how it's being used, and the success stories libraries are able to share as a result of being part of the MALA *Show Me The World Get Connected Courier Delivery Service*.

Below are some additional comments received in MALA's annual member survey. Member satisfaction is very important to us and we appreciate the time taken to respond. Each and every reply was carefully reviewed.

- "We had ILL before starting the courier service but did not encourage use. We were at the point of starting to charge a fee. Since we got courier service, we have increased the volume of ILL tremendously."
  - "The courier service saves us so much on postage that we passed that savings on to our patrons. Even if we have to use USPS, we don't charge a fee."
  - "This is a great service. We appreciate the convenience of it. It is far less labor intensive when we can use the courier instead of mailing/shipping packages."
  - "It is a wonderful service for rural areas. We are on a limited budget. It gives us a chance to get special books."
  - "Just the other day, one of our patrons received her book through Get Connected and because it was so quick, she was very happy and ordered another book immediately. The responding library sent us one of their 'new' books to fulfill our request, for which we were grateful."
  - "We get unique requests for hard-to-find titles. We recently were able to fulfill a request for a book on Confederate paper currency which was only at a few libraries and it came quickly to the delight of the patron who is a collector. She was delighted we were even able to locate the book."
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## Welcome New Staff at MALA Libraries



- **Jillian Flahaven**, new director at Kaplan University Library - Davenport.

If you have any new staff you would like to announce, please contact [Kirsten Myers](#).