

in this issue

- President's Message P. 1
- CoASL Update P. 2
- CoPLA Update P. 3
- Membership Update P. 3
- Communications P. 4
- Conference P. 5
- Paralibrarian Update P. 6
- AASL P. 7
- Ballot Initiatives P. 8
- CASL Update P. 9
- Upcoming Events P. 10

Colorado Association of Libraries

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President's Message

By: Rochelle Logan, CAL President

By the time this newsletter is distributed, we will be close to receiving our November election ballots in the mail (some counties may still have precinct voting). If you haven't heard about the "Bad 3 Bad 4 Libraries" yet, you should sit down and research Amendments 60 and 61 and Proposition 101 (<http://bad3bad4libraries.blogspot.com>).

These initiatives will be on the November ballot and if all three pass would devastate Colorado governments, schools, police departments, libraries, colleges, fire service and more. I can't remember a time when I've felt so scared about ballot measures. Not only am I afraid for my library (Douglas County Libraries), I'm gravely concerned about the school districts, local businesses, job losses, home values, and CAL. We've built our lives here. We have jobs we love and CAL is a part of what I love about my profession.

I'm sure I am no different from our other members in feeling a sense of pride in being a librarian. I love the work I do at Douglas County Libraries (DCL). I've watched this district go from a group of small branches to an award-winning library serving 300,000 people. I don't want to see my system or any other library in Colorado suffer. If all three measures pass, DCL would lose 58 percent of its revenue. How much would your library lose?

The CAL Legislative Committee wrote a Resolution in Opposition to Amendments 60, 61 and Proposition 101. The CAL Board approved

the Resolution on September 10.

We must gather together with our external advocates and send the message that libraries are important! You can use the Resolution when talking to people. Let them know that the library community in Colorado is against all three.

One of the keynote speakers at the CAL conference, Rick Ridder will talk to us about these initiatives and the progress being made on the campaign to defeat them.

CALCON10-We are weeks away from the CAL Conference in Loveland. The Conference Committee has done yeoman's work getting a conference together in only eleven months. This year we are offering high quality, diverse programs for attendees. Stephen Sweeney and his committee worked very hard to put together over fifty professional development sessions, nationally known keynote speakers, colleague poster sessions, and an impressive array of vendors for the exhibits. I'm hearing from many people how much they appreciate the program offerings and that they look forward to getting together with colleagues at the conference. That's what CAL is all about. I hope to see you there.

Colorado Association of Special Libraries (CoASL) Update

By: Jenny M. Stevens, CoASL President

The CAL Conference, October 7 – 9, 2010, <http://cal-webs.org/conference.html> offers numerous workshops, poster sessions and networking opportunities for Special Library staff. If you have not registered for the Conference, please do so. I, along with the other CoASL executive officers, look forward to your presence at Conference. Two of the CoASL executive officers, Stephen Sweeney and Victoria West-Pawl, are the chair and co-chair of the 2010 CAL Conference.

This past year CoASL members have had the opportunity to tour five special libraries. Once again, thank you to the following librarians for their time:

Margaret Bandy – Exempla St. Joseph Hospital Library & Media Services, <http://www.exempla.org/body.cfm?id=460>

April Miller – Helen Fowler Library, Denver Botanic Gardens, <http://www.botanicgardens.org/content/helen-fowler-library>

Dan Lawrence – Prevention Information Center, RMC Health, <http://www.preventioncolorado.org/>

The CoASL Spring Workshop was held in June 2010 and included a tour of the U.S. Geological Survey Denver Library, <http://library.usgs.gov/>. On Wednesday, September 22, 2010, we will tour the EPA Region 8 Technical Library, 1595 Wynkoop St., Denver, <http://www.epa.gov/region8/library/>.

CoASL has a logo. To view, please visit: <http://cal-webs.org/associations4.html>. From this webpage, you can link to the 2010 Spring Workshop handouts and 2010 CoASL meeting

minutes. Please take some time to review the minutes and let me know if you have questions.

The current CoASL executive officers are working on new avenues of communication - Facebook, LinkedIn and a wiki. We will keep you posted of the additional developments. In the meantime, be sure to sign up for the CoASL listserv at <http://email.marmot.org/mailman/listinfo/coasl>.

As we approach autumn and the CAL Conference, my term as President will end. It has been an honor and pleasure to serve as the CoASL President. Please join me in welcoming the new officers at the CAL Conference CoASL meeting to be held from 12:00pm – 1:00pm on Saturday, October 9, 2010.

Colorado Public Library Association (CoPLA) Update

By: Kari Baumann, CoPLA President Elect

I've served on the Board for the Colorado Public Library Association (CoPLA) for the past year, under the leadership of Estes Valley Library Director and CoPLA President Claudine Perrault. Claudine has proven to be an efficient and inspirational leader. The Executive Board, which consists the President, Past President and President-Elect as well as the Secretary, would meet via phone every other month, and we would frequently have what looked to be a fairly lengthy agenda. Claudine always kept us on target and wrapped up most of the meetings in around one hour. I appreciate this skill, and I hope it is one that I have mastered enough over the past year so that next year's meetings can still run as efficiently and proficiently.

I can sum up the feelings of the CoPLA Board in one word: EAGER. We are eager to share with public librarians throughout Colorado new ways to communicate and new tools to enhance our services and skills as public librarians. We are eager to see all of you at the annual CAL conference Oct. 8 & 9. And we are eager to work with you all next year to bring you things that you have asked us for.

The Board has been working over the past year to put more communication tools in place to talk more effectively with you. CoPLA is here to help you share ideas, stay connected, advocate for libraries, learn what's happening at CAL, and find continuing education opportunities to enhance and inspire your career.

In the past few months, we have launched a new wiki (<http://copla.wetpaint.com>) for any and all librarians who want to discuss public library issues. Membership has been growing slowly, and we're ready to see the number of users explode! Content, including discussions and candid photos of librarians and libraries around the state, are welcome. We want you to feel like this is YOUR blog – so sign up to be a member today, and ask questions YOU want to know the answer to.

CoPLA has also made its debut on Facebook. Please join our group at <http://groups.to.copla>. We have 62 fans as of this writing, and I know there are more than 62 librarians on FB! Please join us, and invite your friends to join us too.

Please join us at the CAL Annual Conference Oct. 8 & 9 in Loveland. Two meetings to be sure you attend

are the CoPLA annual business meeting on Saturday at noon (bring your own lunch) and the “unconference” on Friday afternoon at 3:15, sponsored by our Association. Shelley Walchak from the State Library will be facilitating a discussion on the new public library standards that will roll out by the end of the year. We hope to see many of you at CAL and find out how we can continue to support public libraries in Colorado.

Membership Update

By: Bernice Hicks, Membership Committee Chair

CAL Membership Committee needs volunteers
The CAL Membership committee's charge is to:

- Plan and implement all recruiting and membership activities.
- Conduct new member orientation at each annual conference.
- Conduct surveys to determine member satisfaction.
- Conduct surveys of non-members to determine reasons for their not joining.

We will be meeting during the CAL conference on Friday, October 8, 11:30 a.m. – 12:15 p.m. in the Elderberry Room. Join us there or contact Bernice Hicks if you are interested being a part of the committee.

Communications Committee

By: Cortni O'Brien, Communications Committee Member, Eagle Valley Library District

NEW! CAL Communications Committee

At our August meeting, the CAL Marketing Committee met with the CAL Publications Committee to discuss a possible merger of the two groups. Both committees reviewed their current scope and activities and the decision to merge was unanimous. The new, larger committee will be the CAL Communications Committee. Central to our goals will be to help CAL offer consistent communications (including the CAL newsletter, journal, website, social media efforts, press releases, and messaging) and to formulate guidelines for CAL communications. Further goals and objectives will be formulated at our next meeting in October.

BHAG, CAL and What's Next?!

Committee members have been very active with the Big, Hairy, Audacious Goal (BHAG) library advocacy initiative, including website work and social media promotions. Committee Chair Aspen Walker is writing press releases and weekly emails for the CAL Awards and Conference Committees. Committee members have also been working on the Colorado State What's Next?! marketing campaign.

Library Lobby Day Update

The first Library Lobby Day at the Capitol took place in April and the theme for the day was "Libraries Mean Business." The event was a success; many lessons were learned and the event will take place again in 2011. The CAL Legislative Committee and Elena Rosenfeld will organize the 2011 event. Committee member Shelley Walchak will continue to coordinate Library Snapshot Day in conjunction with Library Lobby Day.

Next Meeting

The next Communications Committee meeting will take place at the CAL Conference in October. For more information, or if you are interested in getting involved, e-mail Aspen Walker (awalker@dclibraries.org).



Join us for the 2010 CAL Conference - Power On: Avenues for the Future
October 7-9, 2010
Embassy Suites Loveland, Loveland, CO

[CAL Conference Planning Committee](#) | [CAL 2010 Conference Wiki - Sign up today!](#)

[Sign up to Volunteer at the 2010 Conference](#)

Interested in ordering a T-Shirt, coffee mug, tote bag, and more with the 2010 CAL Conference Logo?
Go to the CAL Cafe Press Store at: <http://www.cafepress.com/COLibraries> to start shopping today!

[2010 CAL Conference Schedule - Now Available!](#) | [2010 Trustee Workshop Descriptions](#)

CLEF Silent Auction at the CAL Conference: [Click Here to Donate!](#)

CAL 2010 Conference Hotel Info - Space is limited reserve today!



[Attendee Registration is Open!](#) Registration Prices go up Sept. 24th!

[CLEF Scholarship Info](#)

Our first keynote presenter will appear on Thursday evening, October 7th, and will be [Dr. Stephen Krashen](#). Just click on his name to find out more about him.



[Dr. Stephen Krashen](#) will address us on Thursday, October 7th. Dr. Krashen is Emeritus Professor at the University of Southern California, is a published author, holds a black belt in Tae Kwon Do, and was the 1977 incline bench press champion of Venice Beach, California! Come listen to Dr. Krashen for an insightful look at our need to return to the fundamentals - reading.



[George Needham](#) and [Joan Frye Williams](#), library strategist and futurist, will be presenting the Friday morning (October 8th) keynote address.



The [Intellectual Freedom Committee](#) of the [Colorado Association of Libraries](#) is charged annually with finding the keynote speaker for the Saturday morning of the annual conference. The address is always given in honor of Julie Boucher, long-time intellectual freedom advocate, and beloved colleague in Colorado's libraryland. This year's Julie Boucher Intellectual Freedom keynote on Saturday morning, October 9th, is [Lauren Myracle](#).

Paralibrarian Update

By: Lynda Hoffmann, Paralibrarian reporter

"The mission of the CAL Paralibrarian Division is to assist members in their professional growth and continuing education by providing opportunities for networking and collaboration."

Congratulations to Jennifer Kutzik, who won the election for Chair-Elect of the Paralibrarian Division! We had an unprecedented number of candidates this year-5! Thank you to the other candidates-Suellen Brenner-Bladek, Gabriel Olivier, Karyn Pelzer, and Hannah B. Gross-Brown for your willingness to devote your time and talents to the Paralibrarian Division! Jennifer has a long history of involvement with CAL and ALA and will be a welcome addition to the board. She will take on the role of Chair-elect on October 8th at the CAL Conference when the current Chair-elect, Tim Miller will move into the Chair position.

The Board members hope you will be able to attend the Paralibrarian Division's business meeting at the CAL Conference. It will be held on October 8th at 11:30-12:15 in the Lake Loveland A room. Colorado paras need all the networking opportunities they can get, and the business meeting will be an excellent way for us to get together, make introductions, and talk. Need a little push to attend? We will be giving away a CAL membership to one lucky winner! If that's not enough incentive to attend, how about this? Tim Miller will hold a trivia contest after which a few winners will get to throw whipped cream pies at him!

The board is endorsing the following sessions at the CAL conference:

- Best Practices for Social Networking
- Do I HAVE to Do Voices? Choosing and performing picture books in storytime that will keep kids engaged, enthusiastic, and most importantly, LISTENING!
- Engagement vs. PR: Is Your Library Using Social Media Effectively?
- Google Lit Trips - Where Are We Going to Go Today?
- Introduction to the Library Support Staff Certification Program
- Managing Your Time When You Have No Time
- SMART Goals Work for School Libraries

- Transforming Staff & Public Training for Free
- Uncover ... Discover ... and Read
- 2010 Top Ten Trends in Colorado Libraries
- Battle of the Books for Elementary and Middle Schools

Congratulations are also in order to past chair, Ruby Nugent who is the winner of the Lucy Schweers Award for excellence in paralibrarianship. She will receive her award at the CAL Conference Awards Dinner on Friday evening.

Tim Miller, as well as many volunteers, has been soliciting sponsors for a new fund raiser called the Race to Reading 5k (please e-mail Tim if you'd like to get involved in helping with any aspect of planning this colossal Denver metro area event).

The CAL Executive Board has made some excellent decisions in order to give library workers incentive to join, renew, or begin membership in our organization during these tough economic times. For instance, check out new "Student" (\$35) and "Unemployed" (\$25) CAL membership rates. Also, the Division board has lowered Spring Workshop fees, while providing the same quality event, to encourage unemployed or financially strapped paras to attend.

The Paralibrarian Board would like you all to join the ongoing conversation about how to make the Division better. Please feel free to e-mail Tim Miller or any of the Board members (see e-mail addresses below). Any Colorado paralibrarian can "like" or "friend" our Facebook or LinkedIn "Colorado Paralibrarians" pages and join the conversation on those sites as well.

Lastly, please answer a short survey about making the Division better by clicking on the link below. If clicking doesn't work, cut and paste it into your browser. <http://www.surveymonkey.com/s/82GZ2CK>

We hope to see you at the Conference!

Jenny Luper, Chair: jdhworth@hotmail.com
Tim Miller, Chair-elect: tmiller@dclibraries.org
Dan Alcazar, secretary: DAIcazar@highplains.us
Lynda Hoffmann, reporter: lynda.hoffmann@colo-state.edu

American Association of School Librarians (AASL)

By: JoAnn Perry, AASL Delegate

The Planning Guide Module

“A Planning Guide for Empowering Learners” is a program evaluation, planning, implementation, and advocacy tool that will ensure school library program planners go beyond the basics to provide goals, priorities, criteria, and general principles for establishing effective library programs. The guide includes a revised “School Library Program Rubric,” a tool that allows school librarians to assess their program on 16 different sets of criteria.

AASL joined with Britannica Digital Learning to co-publish the online, interactive school library program-planning module. As a complement to AASL’s “Empowering Learners: Guidelines for School Library Programs,” the tool will change school library program development and implementation, saving time and delivering data.

It includes a “School Library Program Assessment Rubric” that will allow school librarians to assess their program according to 16 different sets of criteria. By using the rubric to identify strengths and weaknesses within their programs, school librarians can better develop goals, objectives and action plans to meet the needs of their school community. Data from the rubric will automatically generate charts and graphs that can be shared with school community stakeholders in advocating for the school library program.

Subscriptions are \$40 for the first year; renewals are \$20 per year. AASL members receive a 10-percent discount on subscriptions. AASL will also offer bulk pricing for districts ordering the module, and purchase orders will be accepted. Ordering arrangements are also available to higher education bookstores. Britannica Digital Learning will handle orders by calling 800-621-3900. (Information gathered from AASL News)

CONFERENCES & CONTINUING EDUCATION

1. Fall Forum 2010 IN FOCUS the Essentials for 21st-Century Learning
The Fall Forum 2010 will be held in Portland, OR, November 5-6. “In Focus” is designed to help school librarian’s focus learning on the essentials and connects their programs to current educational concepts.
2. AASL e-Academy
AASL is offering online professional development opportunities.
3. Learning4Life (L4L) Webinars
Topics include developing visions for learning, teaching for learning, building a learning environment and empowering learning through leadership. Webinars can be purchased individually, as a complete four-part series, as well by individuals or districts.

For further information, please visit the AASL home page <http://www.ala.org/ala/mgrps/divs/aasl/index.cfm> then click on Conferences & Continuing Education.

Ballot Initiatives Impacting Statewide Library Services

By: Jacqueline Murphy, Chris Brogan & Jamie Helgren with introduction by Elena Rosenfeld

Hopefully, this is not news to you – 3 ballot initiatives – Amendments 60, 61 and Proposition 101 are three anti-tax measures that, if approved at the November 2, 2010 Statewide Election, will significantly cut funding for services throughout the state of Colorado. The following summary of the impacts of these initiatives was developed by Jacqueline Murphy from Seter & Vander Wall, PC, Chris Brogan, a Colorado library finance professional (on her own time), and Jamie Helgren, DU Research Fellow, Library Research Service.

Amendment 60:

Library Districts are generally 80% to 95% funded through property tax revenues. If Amendment 60 passes, Colorado library districts could lose approximately \$57 million in property tax collections (or 35.65% of total property tax revenues for library districts) for the year 2011.¹ The revenue decrease is due to a downward adjustment of mill levies, ranging from no decrease at all, to a whopping 84.19% decrease, depending upon assessed valuation fluctuations and TABOR waivers and other electoral authorization. Recalculating mill levies to the year a library waived TABOR limitations will be significant for some, devastating for others.

County and municipal libraries are not included in this calculation if they do not derive revenues from a property tax. Jefferson County Public Library is an exception, which is funded by a county-controlled property tax, and projects trimming \$1.4 million from its budget over the next four years if 60-61-101 pass. City libraries have already had to significantly cut library budgets in this economy; passage of

¹ Disclaimer: Individual district calculations for growth may differ somewhat and access to specifics of TABOR waiver was not available in all cases. Estimates are based on mill levies from year to year, but some discrepancies may occur.

60-61-101 will exacerbate an already bleak funding situation. For example, the City of Littleton has projected a 3% across the board cut, resulting in a \$67,000 loss to the City library affecting services to the public, and possibly mandating staff cuts.²

Mill levy issues, if any, raised by Amendment 60 regarding library district boards (which are appointed by city and county governing bodies), will need to be resolved in a future legislative session. Depending on the outcome, libraries may be forced to divert their already decreased revenues to funding regular board elections instead of computers, materials and programming for their patrons.

Amendment 61:

Library Districts generally finance construction or renovation of library buildings through Certificates of Participation (COPs). Under Amendment 61, library district revenues must be reduced by the amount of revenue needed to make lease payments once the financing is repaid. Construction of new library facilities and/or renovation of existing facilities that previously would have been feasible using available tax revenues, will not take place, absent voter approval, resulting in less meeting space, computers and space for additional materials.

Funding pursuant to the Better Denver Bond Program, which has included city library capital projects, may not have been feasible if the statewide measures had been in place.³

Library districts are able to achieve cost savings for vehicles and equipment such as computers and copiers through lease purchase contracts. If 61 passes, libraries would lose this savings if they need

² Daniel Smith, *The Denver Post YourHub.Com*, August 19, 2010, page 4L.

³ Michael Hancock, *The Denver Post*, Guest Commentary Post, July 19, 2010.

voter approval for leasing vehicles, computers and copiers.

Proposition 101:

When fully implemented in the year 2014, Proposition 101 stands to impact Colorado libraries by reducing their share of specific ownership tax revenues by 98%. Based on a straw poll of around 20 library systems, Prop 101 could cause Colorado libraries to lose between \$17,600 to \$1.4 million per year, depending on the size of the community, beginning in 2014.

By targeting telecommunication fees, rural Colorado would lose critical funding to maintain phone and internet access, harming rural libraries where library computer facilities often provide a community's only access to computer/internet service.

Conclusion

If any of these measures pass, libraries will need to reduce costs including laying off staff, reducing library hours and buying fewer computers, books and DVDs. Library reduced hours are in addition to reduced hours at senior centers and recreation centers that may result from municipal and special district funding cuts caused by 60-61-101.

For more information regarding impacts, visit <http://bellpolicy.org/node/1231> and <http://bellpolicy.org/node/3536> and see generally www.libraryjournal.com/lj/home/886620-264 and <http://bad3bad4libraries.blogspot.com/>.

Colorado Association of School Libraries (CASL) Update

By: Diane Caro, CASL Co-President

With the start of a new year, CASL members are getting back in the swing of things.

Please plan on attending the CASL meeting at the [CAL conference](#) on Saturday, October 9 at 12:00 noon. You'll be able to meet all of the CASL Board members, sign up for subcommittees in Advocacy, Communications, Professional Development, Awards, or Membership, and you can join us in our first annual "Letter to the Editor" writing campaign! Hope to see you there!

Our advocacy subcommittee has been hard at work on creating a toolkit for school librarians - a presentation and ideas for sharing the success stories in your library with parent and faculty groups.

Also, we will be posting dates for CAL Meet 'n Greet - informal networking opportunities for librarians around the state.

Read and comment on our blog: <http://casl.wordpress.com/>

CASL is now on Facebook, here is the link: <http://www.facebook.com/?ref=home#!/pages/Colorado-Association-of-School-Libraries-CASL/122838691088027>



Upcoming Events

- **Building a Brand - September 23, 2010 | 1:00 pm - 5:00 pm**
High Plains Library District Administration & Support Services in Greeley, Colorado

A brand is not a tagline or logo. A brand is a promise about who you are. Strong brands are built everyday and evoke emotion every time you hear or see a company's name. Like many for-profit businesses, libraries are looking to create a meaningful and lasting brand that evokes emotion and re-positions them in the minds of customers.

- **2010 CAL Conference "Illumination & Transformation" - October 7 - 9, 2010**
Embassy Suites Loveland | 4705 Clydesdale Parkway | Loveland, CO 80538
Visit the Conference web page www.cal-webs.org/conference.html

Professional Development

"ALL OF THE TOP
ACHIEVERS I KNOW ARE
LIFE-LONG LEARNERS.
LOOKING FOR NEW
SKILLS, INSIGHTS, AND
IDEAS. IF THEY'RE NOT
LEARNING, THEY'RE NOT
GROWING... NOT MOVING
TOWARD EXCELLENCE."

- Denis Waitley