



# Utah Libraries News

MARCH 2012

## ULA President's Message

By Linda Tillson

A few months ago, I ran into our city's mayor in a coffee shop. He introduced me to the man accompanying him, who beamed and said, "We have a great library! I am there all the time." He went on to talk about how often he used the study rooms and Wi-Fi access in addition to checking out materials. I couldn't have orchestrated this better, if I had set it up myself. Having a citizen give unsolicited positive feedback about the library to an elected official is almost always more powerful than having library staff do the same.

This conversation reminded me that advocacy begins with responding to our user's needs and offering excellent service. Library users who are pleased with our services can be our best advocates. Most librarians and library staff that I know constantly strive to provide top notch service to patrons. We're good at this. Where most of us can improve is in making sure that decision makers are well aware of the excellent work we are doing and how important it is to our users. One simple method of doing this is to share comment cards and letters of praise with our governing officials. On several occasions, I have asked someone who is complementing the library if they would mind filling out a comment card. Another way to get the message to decision makers is by fully utilizing existing supporters such as library board members and the Friends of the Library. These groups can have a big impact as citizens who are not paid by the institution. These groups are specific to public libraries, but each type of library has its own groups and supporters. The key is getting them to help spread the word about the important role of libraries.

Another key element in getting support from decision makers is to phrase our message in a manner which resonates with them. Last May I viewed a Public Library Association webinar entitled, "Transforming Our Image." The speaker was Valerie Gross, President and CEO of the Howard County

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Library System in Maryland. She emphasizes that the most effective way to convey the value of libraries is to speak in value-enhanced, intuitive terms people understand. An example for public libraries is to make sure to emphasize their role in providing education, since education is often what elected officials mention supporting. She also advises substituting the word research for reference, since many people do not think of the word reference in the same way as library staff. This webinar is worth seeing. The content is targeted toward public libraries, but the concepts are applicable to all types of libraries.

One final recommendation for making sure that policy makers and those in charge of budgets are

reminded of the library's essential role is to think about how the library fits into the plan for the overall community and/or organization. If your library is an academic library, are your goals and plans integrated into the overall plan for the college or university? If not, I suggest looking into how you can get the library's plans incorporated. When budget decisions are being made, strategic plans for an organization are likely to be consulted to determine funding levels.

It is sometimes difficult to find the time to pursue advocacy efforts in addition to our everyday duties. My suggestion is to think about at least one new way to promote the importance of your library and give it a try. I've always liked the Lao-Tzu quote, "The longest journey begins with a single step."

## Announcements

### Howard R. Driggs Memorial Lecture

On March 21, Southern Utah University and the Friends of the Sherratt Library are sponsoring our fourth annual Howard R. Driggs Memorial Lecture. This year's lecture will be presented by nationally recognized author and women's historian Claudia Bushman. The title of Dr. Bushman's lecture is "Lost, Stolen, or Strayed: The Unrecorded Life" and this talk will focus upon women's history and the pioneer West. Admission to this event is free. For more information please see [www.li.suu.edu/page/2012-howard-r-driggs-memorial-lecture](http://www.li.suu.edu/page/2012-howard-r-driggs-memorial-lecture).

### ULA Centennial Celebration and Conference

ULA's Annual conference will take place April 25-27 at the Salt Palace in Salt Lake City.

The Centennial Gala will be held Thursday, April 26, from 5:30 to 7:30 PM at the Salt Lake Hilton Hotel Ballroom.



From Telegrams to Tweets  
100 Years of Connecting Utah Librarians

## Health Information Resources for Diverse Populations

By Suzanne Sawyer, Eccles Health Sciences Library, University of Utah

Research conducted over the past 25 years has shown a strong correlation between language barriers and poor quality health care. Language can affect the accuracy of patient histories, the ability to engage in treatment decision-making, poorer understanding of a medical diagnosis or treatment, underuse of primary and preventative services, lower use and misuse of prescription medications, and a decreased level of patient trust.

Although the population of Utah is primarily composed of Caucasians, it is growing in diversity with an increasing number of refugees resettled in the state. Persons seeking refugee status do so because of persecution based on race, religion, nationality, political opinion, or affiliation with a social group. In 2010, over 73,000 refugees were resettled in the United States, including 1,100 in Utah<sup>1</sup>. The majority of the refugees resettled in Utah came from Afghanistan, Burma, Iraq, and Somalia<sup>2</sup>.

Access to culturally and linguistically appropriate resources has the potential to improve the quality of care and health outcomes, and assist patients and consumers to make informed

decisions about their health. However, there are barriers to accessing appropriate resources. A 2008 report exploring refugee populations identified three key issues in providing culturally and linguistically appropriate health information<sup>3</sup>:

- Lack of existing materials in appropriate languages
- Expense of buying or producing materials in appropriate languages
- Finding qualified interpreters and translators

Organizations such as the Office of Refugee Resettlement (ORR) have mechanisms in place to identify minority communities and translate health information pertinent to those groups. The ORR provides people in need with critical resources to assist them in becoming integrated members of American society. Access to these critical resources is made possible through partnerships with federal and state agencies, mutual assistance associations, and voluntary organizations. As a result of these partnerships, there is a growing body of high quality health information material freely available in many languages.

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<sup>1</sup> Fiscal year 2010 refugee arrivals [Internet]. Washington: Administration for Children and Families - Office of Refugee Resettlement [cited 2012 February 6]. Available from: <http://www.acf.hhs.gov/programs/orr/data/fy2010RA.htm>.

<sup>2</sup> Ibid.

<sup>3</sup> Flewelling K. Addressing the need for culturally and linguistically appropriate health information for newly arriving refugee populations: project report [Internet]. Bethesda: PubMed Central; p 13-14 [cited 2012 February 6]. Available from: [http://www.rhin.org/documents/Addressing\\_the\\_Need\\_for\\_Culturally\\_and\\_Linguistically\\_Appropriate\\_Health\\_Information\\_for\\_Newly\\_Arriving\\_Refugee\\_Populations\\_English.pdf](http://www.rhin.org/documents/Addressing_the_Need_for_Culturally_and_Linguistically_Appropriate_Health_Information_for_Newly_Arriving_Refugee_Populations_English.pdf).

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### Multi-lingual Patient and Consumer Health Information Resources:

- DeafMD—disease and illnesses information from the CDC and NIH translated into American Sign Language at [www.deafmd.org/](http://www.deafmd.org/).
- EthnoMed—10 languages. Strong in Southeast Asian and East African languages. Primarily print at <http://ethnomed.org/patient-education>.
- Health Information Translations—19 languages, including American Sign Language. Formats include print, audio, and video at <https://www.healthinfotranslations.org/>.
- Healthy Roads Media—21 languages. Formats include handouts, audio, multimedia, web-video, and iPod video at [www.healthyroadsmedia.org/](http://www.healthyroadsmedia.org/).
- MedlinePlus—Spanish and 48 additional languages. Formats include video, tutorials, patient handouts, and current news at [www.medlineplus.gov](http://www.medlineplus.gov).
- New Americans Health Information Portal —20 languages. Formats include audio, multimedia, podcast, and video at <http://palantir.lib.uic.edu/nahip/>.
- RHIN (Refugee Health Information Network)—89 languages. Formats include print, audio, and video at <http://rhin.org/>.
- Refugee Health Technical Assistance Center—provides tools, resources and support for health providers at [www.refugeehealthta.org/](http://www.refugeehealthta.org/).
- SPIRAL: Selected Patient Information Resources in Asian Languages — Seven languages at [www.library.tufts.edu/hsl/spiral/](http://www.library.tufts.edu/hsl/spiral/).

## Utah Nonprofits Association Day on the Hill

By Anna Neatrour, ULA Executive Director

For the second consecutive year, the Utah Library Association participated in the Utah Nonprofits Association Day on the Hill. On February 9, ULA Legislative Committee Chair Britton Lund and I joined with other local nonprofit organizations to display information and answer questions in the Rotunda. ULA, along with other nonprofit associations, was introduced on the floors of the House and Senate. Britton met with legislators Don Ipson, Evan Vicker, and Steve Urquhart to discuss the importance of ongoing support and funding for Utah libraries.



*ULA at the State Capital*

## NOOKs @ UVU

By Annie Smith, Utah Valley University Library

Love them or hate them, ebooks and ereaders are here to stay. The Utah Valley University Library has decided to, if not embrace, then to experiment with this new reading technology by purchasing six Barnes and Noble NOOKs (three black and white and three color) to lend to its patrons.



*NOOK Touch*



*NOOK Color*

The NOOKs are loaded with more than 60 titles, with many more to come as students, faculty, and staff send in their suggestions. Three of the NOOKs are designated for use by the Interlibrary Loan department to get books quickly for faculty. The other three are circulated

to anyone with a valid UVU ID card for three weeks. Before they check out, patrons must fill in a user agreement form in which they agree to be paid to replace the devices if they are broken. To date, library staff have not had to enforce this part of the agreement.

Library staff selected the NOOK over Amazon's Kindle for a number of reasons:

- Verbal permission from Barnes and Noble to lend the devices. Amazon was more reticent.

- At the time of purchase (summer 2011), the NOOK software was easier to use and noticeably faster than the Kindle.
- Barnes and Noble has a less combative relationship with publishers, meaning that books are less likely to be pulled from digital shelves in the event of a dispute.
- Books may be loaded on up to six devices at the same time.

One downside to using the NOOKs is that they must be tied to an active Barnes and Noble account and a valid credit card in order to be used. To prevent unauthorized purchases, library staff simply make sure that the device requires a password to buy books. The password is, of course, not distributed. Any books the patron buys with their own B&N account will disappear from the library's NOOK once it is resynced with the library account.

When library staff purchased these devices, they expected the ereaders to be constantly checked out. However, until the library was able to purchase newer books, they circulated only infrequently.

Though the NOOKs have not been the runaway success that the library staff suspected, these devices have provided the opportunity to look into the future of reading. Through them, library staff can get a glimpse into new reading preferences and habits. Perhaps the NOOKs will allow the UVU Library a place on the cutting edge of reading—at least until the new generation of devices appears.

## News from Utah's MPLA Representative

By Dorothy Horan, Family History Library

Three Utahans have accepted invitations to attend the MPLA Leadership Institute, which will be held May 6-11, 2012, at the YMCA of the Rockies in Estes Park, Colorado. Stephanie Bertin is a teen services librarian at the Kearns Public Library, a part of the Salt Lake County Library System. Lori Brassaw is the director at the Utah State University—College of Eastern Utah Library in Price, Utah. Holly Cole Okuhara is a professional business manager at the North Ogden Branch of the Weber County Library System. I'm sure that these candidates will enjoy the Institute and learn a lot. Former Utah attendees of the Institute include Adriane Jurarez, a co-chair of the Institute Committee and Vice President/President Elect of the Utah Library Association, and JaNae Kinikin the President Elect of MPLA. The Institute will be facilitated by Maureen Sullivan, who was elected President of the American Library Association for 2012-2013. She has over 25 years experience in leadership development.

It's never too late to renew your MPLA membership or join! New MPLA memberships are half price the first year. Memberships run from January to December each year. To renew or join MPLA visit: [www.mpla.us/forms/membership.html](http://www.mpla.us/forms/membership.html).

The next MPLA conference will be held October 17-19 in LaVista Nebraska, located near Omaha. The theme of the conference is "Back to the Basics: Building the Future." It will be a joint conference with the Nebraska Library Association and the Nebraska Educational Media Association. Dr. Tom Osborne will be the

primary keynote speaker. He is the former head football coach of the University of Nebraska, a former six year member of Congress, and the Athletic Director at the University of Nebraska. Dr. Osborne and his wife Nancy are founders of the TeamMates Mentoring Program, which strives to encourage graduation from high school and attend post-secondary education.

Program submissions for the conference will be accepted through April 30, 2012. They may be submitted at: [https://nlia.memberclicks.net/index.php?option=com\\_mc&view=mc&mcid=form\\_114315&tmpl=component](https://nlia.memberclicks.net/index.php?option=com_mc&view=mc&mcid=form_114315&tmpl=component).

ULA members can help MPLA grow grant money for professional development grants. All you need to do is like the MPLA Facebook Page ([www.facebook.com/MPLALibraries](http://www.facebook.com/MPLALibraries)). BWi (Book Wholesalers, Inc.) will donate a dollar towards the grant program for each new like. This program runs through April 1, 2012.

Personal development grants are awarded to support:

- Attendance as a participant or a presenter at a library or scholarly workshop, seminar, or conference, including the MPLA annual conference.
- Library related research projects.
- Formal course work leading to an advanced degree in library science or a related discipline.

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- Visits to another library to receive or provide significant advanced training in library services or procedures.

For information and eligibility requirements see [www.mpla.us/committees/profdev/grants.html](http://www.mpla.us/committees/profdev/grants.html).

Grants are also available for MPLA member state associations to support pre- or post-conferences.

ULA has applied for one of the preconference grants for the ULA conference in April.

The Great Reads program at the South Jordan Library was prominently featured in the February-March MPLA newsletter: [www.mpla.us/documents/newsletter/February2012.pdf](http://www.mpla.us/documents/newsletter/February2012.pdf). The newsletter also includes an article by former ULA President, Steve Decker, the director of the Cedar City Public Library.

## ULA History Corner


### 2012 is the Centennial of the Utah Library Association

By Kayla Willey and Connie Lamb, ULA Past Presidents' Committee Co-Chairs

*Each newsletter between now and the 2012 Conference will have information on ULA presidents and some activity or aspect of ULA history.*

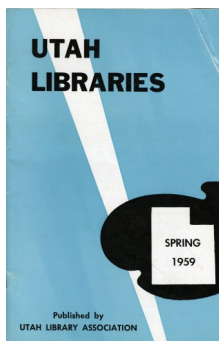
Over the past 100 years many things in ULA have changed, but the initial mission has remained basically the same, just expanded. Its initial stated objective was “to promote the Library interest of the State of Utah” (First ULA Handbook, 1921). The current mission is “to serve the professional development and educational needs of its members and to provide leadership and direction in developing and improving library and information services in the state.”

### Brief Timeline

1912	ULA was organized	
1912-1937	Records kept in a minute book, handwritten until 1925, then typed.	
1913	First annual conference	
1921	First handbook with constitution and bylaws	
1935	Trustee section established	
1938	ULA Newsletter began	
1952	New handbook and membership directory	

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- 1953 First special fall training workshop held at Davis County Library and was called a Library Clinic
- 1957 Newsletter changed title to *Utah Libraries*
- 1963 50<sup>th</sup> anniversary of the annual conference
- 1986 Newsletter changed title to *Utah Libraries News*
- 1989 Paraprofessional certificate established
- 1990 Second vice-president position was eliminated
- 1996 ULA program committee established
- 1997 ULA website created
- 1998 Birthday party for MPLA's 50<sup>th</sup> and ULA's 85<sup>th</sup> birthday
- 2000 Newsletter became available online only
- 2003 ULA webmaster position became a paid position
- 2009 ULA event planner hired
- 2010 Executive director/ULA webmaster was hired



membership varied by annual salary, and currently dues for regular members are \$40.

- Membership:
  - 1913 – 46 members
  - 1962 – 317 members
  - 1976 – 576 members
  - 1992 – 604 members
  - 2011 – over 1,000 members

ULA annual conferences up until 1960 were held in the summer or fall. After 1960 the conferences moved to springtime: March, April, or May.

Initially conferences were one day affairs. In the 1950s and 1960s, the conferences were usually two days. In the 1970s, the conferences became three days long, and since then they have been three days long with a one day pre-conference. When ULA met in a joint conference with MPLA, the conferences were four days.

We hope you will join us for the ULA Centennial Gala on Thursday, April 26, from 5:30 -7:30 PM at the Salt Lake City Center Hilton Hotel Ballroom. There will be a short program at 6:00 PM. Everyone is invited to this free event. Come and enjoy!

### Tidbits

- For at least the first three decades, association dues were \$1. For several years, regular



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The mission of the Utah Library Association is to serve the professional development and educational needs of its members and to provide leadership and direction in developing and improving library and information services in the state. In order to accomplish these goals, ULA supports and provides continuing education programs for Utah librarians and library employees, especially at its annual spring conference. ULA also offers members a number of opportunities for library leadership, professional growth, networking, and community service. We hope you find the Utah Library Association to be an organization that makes a difference for you, for Utah librarians, for Utah Libraries, and for the citizens of Utah.

**[www.ula.org](http://www.ula.org)**