



Utah Libraries News

APRIL 2015

ULA President's Message

By Pamela Martin

See You in St. George!

Before I announced the official theme of the 2015 conference in Sandy, I joked that the theme should be, "Let's all get uncomfortable together!" While I didn't choose that theme for obvious reasons, I think it is important to push the boundaries in libraries, both to problem solve and to move the profession forward. Though this risk-taking sometimes makes us uncomfortable, it can also be infinitely rewarding.

The official 2015 conference theme, "At the Creative Crossroads," acknowledges that libraries currently face many challenges and opportunities, and there are many different paths that libraries can take. We cannot meet new opportunities with yesterday's answers. I believe the schedule of diverse conference programming will encourage risk-taking, innovation and unorthodox solutions. I hope you enjoy St. George and return to your library with a toolbox full of new, helpful ideas.

I would like to thank the entire Conference Planning Committee and the Program Board for putting this conference together. Special thanks goes to Marisa Snyder for her hard work as Conference Planning Chair. I have filled this role and I know how hard it is. Your hard work has truly paid off and is appreciated. I would also like to thank Jasmina Jusic for stepping in as Program Board Chair (at the last minute!) and recruiting and organizing our impressive slate of programs. I don't know what I would have done without you!

I hope to see you in St. George in May. I'm excited to learn and share with my friends and colleagues during the conference!

Pamela Martin
ULA President
2014-2015

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ULA CONFERENCE 2015

AT THE CREATIVE CROSSROADS

2015 Utah Library Association Conference

2015 ULA Annual Conference

Registration is still open for the ULA Conference 2015. Our theme for this year is, **“At the Creative Crossroads.”**

With this theme, we are looking forward to coming together as librarians to share our research and projects and learn how to build more creative solutions in our work. Here are a few highlights of our program:

- Pre-conferences involve topics such library outreach, freedom of speech, leadership, and building literacy through storytime.
- 2nd Annual Silent Auction, proceeds help fund travel and registration for future ULA attendees
- Bonus! This year we have two key notes: Maureen Sullivan (also doing a pre-conference) and Lynne S. McNeill.

Please join us in St. George, Utah May 13th through 15th.



Maureen Sullivan

Photo Credit: <http://maureensullivan.org/>

[To register for this event click the link.](#)

For ULA membership information visit:

<http://www.ula.org/members>

Through the Eyes of my Peers

By Zachary Allred, Snow College

I did not attend ACRL. I was not one of the chosen few (or many) librarians that got to attend that event in Portland. Not that I'm bitter or anything. But it did provide an opportunity to track the event from a different perspective. There are multitudes of media outlets to share the joy that is the library conference. I was able to view various presentations, sessions, booths, etc. from the perspective of the person posting about it on social media. Live tweeting a presentation is or has become a go to way to share your notes on what stood out. Same with writing up a blog post over lunch or later that night. Facebook posts, Instagram feeds, Tumblr rants, etc. are all great ways to share.

Not only did it allow me to experience many facets of the conference, but it also brought to the fore the perspectives of my fellow librarians from throughout the country. Different librarians value different things and have different areas of emphasis. There were a number of librarians that totally geeked out on something that I would have ignored and dismissed. Now, what I'm saying here is not ground breaking, revolutionary or deserving of a TED talk, but the occasional reminder of changing our viewpoint and taking a different perspective of our values as a

librarian is important. Myopia in what we read, research, work on, and devote our time to is a major handicap. So, seeing how one librarian immediately came up with a handful of applications for the use of an AR app vs. another dismissing it as way to avoid answering where the bathroom is holds value and provides those a-ha moments.

A-ha moments don't always come from the presenter at a conference session or keynote; they frequently come from the person you're sitting next to. And with social media, it's like you're sitting next to everyone. Would I rather be at the conference having a conversation with a person, face-to-face? Of course, but it's not always possible. But tracking conferences on social media is the next best thing. I've tracked SXSW, ER&L, ACRL, ALA, ULA, etc. when I haven't been able to attend and have got some great ideas and views from librarians who were there.

So, at ULA this May I hope you'll not only attend as many of the great things planned and talk to your fellow librarians, but don't forget the librarians keeping the home fires burning while you're in St. George and post, tweet, snap, etc. Your post may be the impetus for a great new program or application.

WHAT'S ON AT YOUR LIBRARY?

The staff of *Utah Libraries News* are happy to publish announcements of library-related exhibits, lectures, open houses, tours, and other events.

Send announcements to paul@northloganlibrary.org or zachary.allred@snow.edu. We publish issues in September, November, February, and April (Annual Conference Issue).

Reverse Mentoring: Sharing Expertise Opportunistically

By Flora Shrode, USU Merrill-Cazier Library

In a recent *AARP Magazine* – yes, I’m 50 now, and I’ve read *AARP* publications for years, thanks to my mother and husband – I read a short article about reverse mentoring. No doubt, you’ve heard of this or at least have encountered the idea, possibly with another name. The concept focuses on chronological age, where a younger person in an organization serves as a mentor to an older employee, presumably one who has worked in that field or company for much longer than the younger person. Younger employees share their recent training and technological skills with older coworkers. The relationships that result can provide great benefits to both parties. Older workers can learn about current ideas and trends in the business and can get personal assistance with technological tools like social media and apps for mobile devices. Younger employees can benefit as they have from traditional mentoring by developing a friendship with an older worker. Through conversations with corporate leaders and decision makers, younger employees can demonstrate their leadership potential and become comfortable asking for advice about navigating the company structure and managing their careers. With minimal research, I’ve learned that reverse mentoring as a formal program became popular when publicized by Jack Welch, highly regarded former CEO of General Electric. Over the past fifteen years or so, many companies have developed programs with varying degrees of formal structure to foster reverse mentoring partnerships.

Perhaps many libraries in Utah already have reverse mentoring programs in place, and I simply haven’t heard about them. I am fortunate that in my workplace, the Merrill-Cazier Library at Utah State University, we have a large staff and a collegial atmosphere. Many of my colleagues are passionate about technology, and they love to share their knowledge and patiently teach folks like me. We do not have a

formal mentoring program, but I observe interactions in which we advise and teach one another in many aspects of our jobs. As for the emphasis on chronological age that is the basis for most reverse mentoring programs, I am happy to report that many of my coworkers who are in their 40s and 50s happen to be technophiles, who keep abreast of the newest computer gadgets and mobile or web-based apps. They are not afraid to experiment, and they show good judgment in recommending particular products, software, and web-based programs to library administrators for potential application in the library and to their colleagues for personal use. I also have the good fortune of working with several recently minted librarians and college graduates, who tweet thoughtful and funny messages and manage their own and the library’s Facebook pages with humor and aplomb. Thus, age is beside the point for technological mentoring in the USU library, where knowledge sharing is driven primarily by individuals’ passions, skills, and needs. I suspect that this is the case in many other libraries in Utah, and I’ll ask colleagues about this at the upcoming Utah Library Association Conference.

Inspired by the idea of reverse mentoring, a potentially useful approach to organizing our efforts could be to develop a menu that lists individual expertise not only with technological tools but also in other areas like chairing committees, conducting employee evaluations, training staff members in departmental procedures, presentation and poster design skills, and event planning. Library managers and employees could use the menu to identify opportunities to pair employees who can assist one another to learn new things.

Social Media @ Your Library

By Jay Jex, Weber State

A lot has been written on social media and its use in libraries. This includes a number of case studies about the experience a specific library has had setting up and getting started with an account. While these studies are great, I have realized that every individual and every organization needs to use these tools differently.

A great example of this is my personal use of Facebook. While I do use it to keep connected with friends, I also find it useful for keeping up with news and various companies that interest me. In other words, you could say I find Facebook makes a great RSS feed. Many individuals will use Twitter for this purpose as well.

Professionally, Twitter and Facebook can be great tools for letting people know about what is happening at your library. In addition, Pinterest and YouTube have tremendous potential for educational uses, such as sharing videos and images on specific information literacy topics.

Although social media can be a great benefit to the library there is a major time commitment involved if you want to do it right. Many for-profit and non-profit companies will have employees who are specifically assigned to monitor and update social media. Most libraries do not have the benefit of having someone whose only duty is to manage social media. But by spreading the workflow out across multiple individuals libraries can keep a presence on social media.

Despite the time commitment social media efforts can have great results. By updating often and by gaining followers libraries have the potential to reach out to individuals who may not use library services otherwise. Also, social media is a great medium for sending urgent messages about emergency situations or reminding individuals about events.

Compared to traditional advertising methods such as commercials, flyers, or attending events social media has the potential to reach out to a much greater audience. In some cases this might include the entire audience you want to target.

Although we have only a small following of individuals at Weber State University's Stewart Library we have the potential to reach out to the majority of our students through social media. Consider the following: according to a 2011 survey of Weber State students, 91 percent of students are using social media (see: <http://www.weber.edu/SAAssessment/surveys.html>). This means that the library has a potential to reach out to 91 percent of the whole student population through social media. Compare this to the fact that the library can only reach a few hundred students at university sponsored events. Weber State University has more than 26,000 students. Without using social media we would not be able to reach out to many individuals including students, alumni, community members, faculty and staff.

Although it is very unlikely that all the Students at Weber State will follow the Stewart Library on Facebook, Twitter, Instagram, Pinterest or whatever other platform will become popular in the future, Social media is here today and if we ignore it, we do so at our own risk.

While social media can lead to some great opportunities in the future it is also important to note that it is not a one-size fits all solution to outreach and marketing efforts. It is important to know your audience, the policies of your institution and find out what social media networks your target audience is using.

Special Libraries Section

By Dona M. Christensen-Guinn

Special Library Sections Conference Session

Don't miss the Special Library Sections Conference Session, May 14, 2015, 11am-12pm!

Underused, Unique, and Unknown: Web Resources for your Library

Hosted by Tyson Thorpe & Michael Whitchurch

Back by popular demand, but with a new twist, the Special Library Section is sponsoring a session using data collected from you and fellow Utah librarians. This presentation will share web addresses and provide commentary on websites that have been identified as useful resources in helping librarians do their work. Last year the focus was on popular sites, 2015's ULA presentation will focus on sites and are a bit underused, are unique in their offerings, or are simply unknown to many.

Special Library Association Conference

<http://boston2015.sla.org/>

The 2015 SLA Conference and EXPO will be June 14-16th in Boston. Included in the Saturday pre-conference CE courses is Teaching Research Data Management with the New England Collaborative Data Management Curriculum. This is complemented by many sessions during the conference related to data management. Also, the Chemistry Division of Special Library Association (SLA-DCHE) and the Chemical Information Division of American Chemical Society (ACS-CINF) are co-hosting a one-day bi-society symposium during the conference (June 15, 2015) on Laboratory Safety Information.

Utah's Daureen Nesdill Awarded the 2015 SLA Engineering Librarian of the Year Award

The SLA Engineering Division announced that Daureen Nesdill has been awarded the 2015 SLA Engineering Librarian of the Year Award, sponsored by HIS. Daureen was honored for her work with Technical Reports Archive and Image Library, TRAIL and for promoting the use of Electric Lab Notebooks, ELNs to librarians. Daureen is the Data Curation Librarian at the Faculty Center at the J. W. Marriott Library, University of Utah.



(Daureen Nesdill, J. W. Marriot Library, University of Utah)

CEDAR CITY LIBRARY HOSTS “EXPLORING HUMAN ORIGINS: WHAT DOES IT MEAN TO BE HUMAN?” TRAVELING EXHIBITION AND PROGRAMS ABOUT HUMAN RESEARCH

By Lauren McAfee, Cedar City Library



Photo Credit: Smithsonian's Human Origins Program

of becoming human – from walking upright, creating technology and eating new foods, to brain enlargement and the development of symbolic language and complex societies – advancements that define the unique position of humans in the history of life.

The exhibition will open on October 16 – November 12 2015, and will be located in the main area of the Library. This exhibition will be accompanied by a series of free library programs, including presentations by Smithsonian scientists, Dr Rick Potts, Director of the Smithsonian Human Origins Program, and Dr Briana Probiner, a paleoanthropologist and educator.



Smithsonian Institution



Cedar City Public Library is proud to be chosen as one of 19 sites nationwide to host *Exploring Human Origins: What Does It Mean to Be Human?* The exhibit was organized by the Smithsonian's National Museum of Natural History in collaboration with the American Library Association Public Programs Office. This project was made possible through the support of a grant from the John Templeton Foundation and support from the Peter Buck Human Origins Fund.



John
Templeton
Foundation

Through panels, interactive kiosks, hands-on displays, and videos, *Exploring Human Origins: What Does It Mean To Be Human?* invites audiences to explore milestones in the evolutionary journey

Spring Weeding

By Stacy Vincent, Salt Lake County Library

Ah, spring is in the air! The sun is shining, the birds are singing, and pollen is irritating my nasal passages. It's time for Spring Weeding! I think there's something magical about tossing those sticky, grubby copies of Bubble Guppies and Palace Pets, then shifting and relabeling everything (did I mention I'm a children's librarian?). My Spring Weeding euphoria got me thinking about the myth of how much librarians hate weeding, so I decided to test it. I spammed all my coworkers and asked them to tell me what pops into their heads when they hear the word "weeding," and the results were amazing! Here is proof that not everybody hates weeding, and that some of us have fabulous imaginations. Enjoy.

Excitement! I love to weed (books that is -- in the garden, not so much). I love to see all the newer stuff shine when the older, worn stuff is deleted. In fact I would volunteer to be the "system weeder", if they gave me the chance (and continue to pay me the same)!

-Ruby Cheesman

When I think of weeding in a library setting I am inspired to find materials that have given their all and are in need of retirement, but also that wonderful sense of discovery in finding what my patrons are using. Weeding to me is an essential and fun part of maintaining a collection that is usable and valued by my patrons.

-Daniel Sorenson

"Circ is going to go UP!"

-Peter Bromberg

"Clean Up, Clean up, everybody everywhere..."

-Davie Bird (Also a children's librarian)

Do remember the musical "Little Shop of Horrors" ? Well, I see books being tossed into the carnivorous plant's mouth of Audrey 2 and she is singing WEED ME instead of feed me..... please no psychoanalysis

-Paula Burgon

Giant flowering weeds that have grown up around the shelves in the library until they obscure all the book spines and you can see nothing but a wild wall of vegetation.

-Tina Bartholoma

It was a brain toss-up! The words "books that aren't circulating" was followed in a nanosecond with "darn dandelions!"

-Susan Jeppesen

My crowded bookshelves superimposed on my front lawn

-Holly Whistler

Librarian fingers dragging through the soil of the shelves....

It's a weird image but it is a confluence of gardening and books...

-Liesl Seborg

After years of gardening I still briefly think of weeding in the garden, but then my library trained mind snaps out of nightmares of grass and dirt, and back to books. :)

-Katrina Yarrington

I get two images: One: a cart full of yucky books: yellowed edges, curly paperback covers, broken spines, and books in good condition with terrible covers that no one ever wanted.

And two: what's left behind: pretty shelves looking much shinier and spiffier with all the clutter gone. So happy!

-Laura Renshaw

I love weeding. I think I'm the only librarian that does. I like having a nice clean collection that isn't overstuffed!

-Natalie Giauque

A clean and fresh collection with all the books wasting space or grungy and worn gone. Shelves with lots of space

-Trish Hull

Everything is Awesome....at the American Fork Library

By Lori Bonner, American Fork Library

Everything is awesome...at American Fork Library's family event on May 2nd: An interactive experience with The Lego Movie. Participants will receive a tool box filled with props to use during the show. Instructions will be given prior to starting the movie so that guests will know how their items are designed to be used. The audience will also be cued as the movie progresses. Of course, improvisation will be welcomed!

We've designed this event to introduce our Summer Reading Program theme, Every Hero Has a Story, and to "build" anticipation for "constructing their own stories" during this year's SRP.



Photo courtesy of the American Fork Library



Photo of the building brick wall constructed to highlight the event. Photo courtesy of American Fork Library

Upcoming ULA Conference Program

It's full steam ahead with American Fork Library's Teen Summer Reading Program. We've put a steampunk spin on this year's Unmasked theme for our incentive based program designed to recognize and motivate youth 13-18.

We invite you to garner new ideas (and avoid the mistakes we've made) for your own summer reading programs at our conference session, "Engaging Readers with Creative Encouragement," on Friday from 11:00 a.m. – Noon.

Diving in Head-First! (Shirtless, holding a damsel-in-distress, and clinching a knife between your teeth)

By Paul Daybell, North Logan City Library

A few months ago I approached my Director about the possibility of submitting a proposal for the upcoming 2015 ULA Annual Conference.

The previous year I had been tasked with building up our teen programming and I wanted to highlight many of the successes we had experienced. I also wanted to include multiple members of our paraprofessional staff who helped build this successful program as a part of the proposal.

We are a small rural library in northern Utah with only two full-time librarians, and it would be a big task to have 3 additional staff members make the trek down to St. George for the conference.

Our director is very supportive, and I was confident that if I made a strong case I could get approval to submit the proposal with the additional staff included.

What happened next was a snowball effect like nothing I had ever seen. Not only was the director on board with my proposal, he wanted to highlight the entire library. By the time the dust settled, we went from a single proposal on building a teen library program, to 17 different proposals for programs, workshops, and poster sessions. I can only imagine what the selection committee thought of all our submissions. Who does this little library think it is?

Thankfully, only (Only!) 8 submissions were accepted for the conference (my original one on teen programming NOT among them), and we are busily working together to highlight many of

our programs and methodology for running our spunky little library. Instead of 2-3 staff members, we have 8 individuals who are not only attending the conference,

but presenting on their amazing work over the last year.

I am not sharing this story to prove how awesome the North Logan City Library is (ok, maybe a little), but rather to show how beneficial it can be to think bigger and actively get involved. Participation in ULA is a great way for libraries across the state to learn and grow together. As we all know the library world is a small world, but a world filled with great ideas that need to be shared.

Don't hide your lights under a bushel, or in the Reference section where no one will see them! Don't wade into the kiddie pool of life, but rather dive off a cliff into the ocean with a knife clenched between your teeth like the inner 80's action stars you all have lurking inside!



NORTH LOGAN CITY

LIBRARY

Where SHHH! Happens...

ABOUT THE UTAH LIBRARY ASSOCIATION

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.



Utah Library
Association

www.ula.org

ULA PRESIDENT

Pamela Martin
pamela.martin@usu.edu

GENERAL EDITORS

Paul Daybell
paul@northloganlibrary.org

Zachary Allred
zachary.allred@snow.edu

SECTION EDITORS

Academic Libraries:
Brian Peters
brianpeters2@gmail.com

Public Libraries:
Stacy Vincent
svincent@slcolibrary.org

Special Libraries:
Dona M. Christensen-Guinn
Dona.m.christensen@gmail.com

COLUMNISTS

Flora Shrode
flora.shrode@usu.edu

Natalie Gregory
natalie.gregory@loganutah.org