



A bi-monthly newsletter for members of NOLA Regional Library System

Jan./Feb., 2000

New Director for the New Millennium... Introducing Jeannette Martin!

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NOLA Notes is a publication of:
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Mahoning Avenue, NW, Warren, Ohio

For more information, call
(330) 847-7744
or visit our website at:
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Susan Weaver, President,
NOLA Board of Trustees

Brad Stephens,
Interim Executive Director

NOLA will put out the welcome mat for our new Director, Jeannette Martin, in mid February.

Jeannette is currently the Director of the Marion County Public Library, in Fairmount, West Virginia.

Although originally from Pittsburgh, Jeannette has spent a good part of her career in Tampa, Florida. She is definitely not used to our winter weather here in Northeast Ohio!

Jeannette has her Bachelor's Degree from the University of South Florida in Elementary Education, and taught for one year, where she became interested in her school's library. During the summer, she took a summer job at the Tampa Hillsborough Public Library... and stayed for 25 years! That's some summer job!

Jeannette earned her MLS from Florida State University (yes, she is a BIG Seminole fan)! Six years ago, she made the decision to move north into the hills of West Virginia to her current position as Director of the Marion County Public Library.

Jeannette is very enthusiastic about her future with us at NOLA Regional Library System, and is excited about meeting and getting to know all of our members in the coming months.

Jeannette has a son, Erik, also a graduate of Florida State, who still lives in Florida. She visits as often as she can! She is a real "travel bug", and looks forward to traveling throughout Ohio for her new position at NOLA. She's already visited one of my favorite places in

Northeast Ohio...the Cleveland Rock and Roll Hall of Fame.

Of course, Jeannette loves to read, mostly mysteries and non-fiction lately. She says she'd love to meet...Bill Gates! Wouldn't we all! Her personal heroes, in reflecting back on the last century are...women. "That they have gone from fighting for their rights to vote to becoming the business leaders of today and tomorrow-this has been an astonishing process," she says. I'd have to say I agree with her!

Please join us in welcoming Jeannette Martin during the month of February; many of you will have an opportunity to meet her at the NOLA February Quarterly Membership Meeting.

*By: Lori Putt,
NOLA CE Consultant*

NOLA... preserving the past... enriching the present... reaching the future

Autoholds...A New Take on an Old Service

Your customers' favorite author has written a new book, but by the time they hear about it, there are so many holds on it that it will be weeks before they can get a hold of it. Does this sound familiar? The Geauga County Public Library is taking steps to correct that situation by offering a new program called Autoholds. All the patrons have to do is to sign up at their local library on an Autoholds form and designate their favorite authors from the list of best sellers that have been selected.

When that author announces a new book, Autoholds patrons will have their holds placed immediately, thus gaining priority status. The list will be rotated with each new book so that the first person to receive a hold once will move farther down the list with the next book, and so on.

"This is a wonderful convenience for the patrons in our community," stated Ellen Leavitt, Assistant Director. "It will enable the readers in Geauga County to read their favorite authors just as soon as the titles are available. We are always delighted to find a new way to better serve the community."

There are thirty four authors on the Best Selling List, including favorites such as Tom Clancy, Michael Crichton, Sue Grafton and Danielle Steel. Registrants are urged to review their choices yearly in order to see if authors have been added or subtracted from the list or if the patron wishes to modify his or her original choices.

Other patrons will be able to place holds of course. They will just be farther down the list to receive the book.

"The benefit to the Library is that the book selectors will have a more accurate fix on just what the demand for a given book will be," said Mrs. Leavitt. "They do a pretty accurate job now because they know their communities and what books will be popular, but it is still a guessing game. This approach will give them some hard numbers to work with. It is ever our goal to put books into the hands of people who want them in the most convenient and efficient way. This program serves both purposes."

All libraries in the Geauga County Public Library System are participating in the Autoholds program. Mary Jane Santos at Delaware County District Library developed the original idea for the program.

Once a patron signs up for the Autohold, a library volunteer enters their information into an Access database. When the book is ordered, the volunteer then sorts all people who have signed up for that author and places the holds in their name. The library plans to provide an e-mail message to alert the patron that their hold has been placed. In the future, the library plans to offer this service for Teens, Inspirational, Mystery, Romance and Sci-Fi/Fantasy lists as well.

By: Anne B. Prusha
Gauga Co. PL

Continuing Education Transcripts

Reports are now available online to review your personal 1999 CE transcript or to track the progress of your staff's attendance to any NOLA CE workshops.

Throughout 1999, NOLA staff tracked each person who attended a NOLA Continuing Education workshop. This data, entered into our tracking database, will now allow our members instant access to their continuing education records.

This information will also be provided to each of our Library Directors as a Total Training Investment figure to assist in the library's budgeting process.

**To view your personal CE transcript,
Go to:
<http://www.nolanet.org/cfdocs/AttendeeTranscript.cfm>**

Directors can also access the information quarterly to determine the workshops that have been attended by all staff as well as the total dollars expended each quarter.

Please call the NOLA office at Ext. 10 or 19 to access this information.

Reading Aloud to Children

Excerpt from:
FAMILY Networking

**Congratulations
goes out to the
Geauga County
Public Library!**

They will serve as a demonstration site for the ParenTech project through a grant from the ALSC division of ALA.

ParenTech is a unique technology information initiative that educates families of middle school children (grades 6-8) about the ways that technology is changing how we learn, work and live.

This program is a unique partnership between Ameritech and the non-profit organization, North Central Regional Educational Laboratory, who created the program.

The American Library Association, as a part of the ParenTech program, developed "The Librarian's Guide to Cyberspace for Parents & Kids". This resource provides a listing of 50+ Great Web Sites, which would be a good resource to add to your library's web page!

Check it out at:

<http://www.ala.org/parents/greatsites/guide.html>

Why Read Aloud to Children?

Studies show that the most important factor in predicting children's future success in school is whether or not they have been read to regularly in their early years.

Reading aloud to children helps them:

- ◆ Learn to read
- ◆ Acquire language and vocabulary skills
- ◆ Develop their imaginations
- ◆ Discover and learn about the world
- ◆ Realize that reading is fun and entertaining
- ◆ Understand and appreciate moral concepts
- ◆ Achieve greater success in school
- ◆ Understand some of their own feelings
- ◆ Grasp difficult or new concepts
- ◆ Enjoy books too difficult for them to read on their own



Encourage parents who bring their children to your libraries to read aloud to their children – and demonstrate to them how to do it! Here's some tips to pass on to parents:

- ◆ Choose a book that is interesting to you and your child
- ◆ Know the book – read it to yourself before you read it aloud
- ◆ For young children, choose books that have large pictures and simple story lines
- ◆ Select a wide variety of literature; include poems, riddles, stories and non-fiction books
- ◆ Be animated – use expression. Let your voice be the sound track for the story
- ◆ Most of all, have fun!!!

Tuesday, February 15, 2000

The Catering Company

(Adjacent to the NOLA Regional Library Office)

Winter Quarterly Membership Meeting

Join us for an informative presentation and discussion on the proposed Ohio Public Librarian Certification program, presented by
Roger Verney, Deputy State Librarian, State Library of Ohio.

Mr. Verney will discuss the proposed legislation for Public Library Director Certification, and will review the requirements for initial certification, renewals, re-certifications, and limited certification, as well as the appeals process.

Register early...this one is sure to fill up quickly!

Person to Person on the Web

By: Brad Stephens
Technology Coordinator

A new, and likely very important, trend on the web has been the development of live online customer service. Sites like LandsEnd, QVC, and Intuit are currently using live online one to one customer service to enhance the value of their web sites for shoppers. Many users have reported very positive experiences from these interactions – imagine being able to shop online and get personalized customer service.

There are a number of questions for libraries raised by the development of this service - how can web-based customer service work for libraries and how will patrons respond?

The how can this technology be used question is limited only by imagination – ready reference, genealogy, public relations, readers advisory, and more are all readily apparent uses of the technology.

Does live customer service make sense for libraries, would library patrons make use of such a service and would they be satisfied with the results? The research in this area is generally focused on e-commerce sites, but the results indicate such a strong preference for interactive customer service on the web that they are worth mentioning in this article.



One survey of net users found that 35% of web users would make more online purchases if interactive customer service were available. Another survey found that over 90% of Internet connected consumers who did not currently make online purchases said that they don't buy online due to a lack of interactive customer service.

Imagine being able to provide needed information for users of your catalog or for library patrons remotely using databases licensed by the library.

If you would like to know more visit some of the following sites:

One article in favor of web-based customer service:

<http://www.zdnet.com/pccomp/stories/all/0,6605,2401503,00.html>

One article arguing against the development of such service:

http://andovernews.com/cgi-bin/news_column.pl?462

Don't Miss These Upcoming Technology Training Classes at NOLA!

Tuesday, Feb. 1st
*Visual Basic & Libraries:
Programming for the
Next Generation*

**Thursday-Friday,
Feb. 17-18th**
*Microsoft Windows NT
Server Administration*

Thursday, March 23rd
Microsoft Windows 2000

**Thursday-Friday,
April 6-7th**
*Advanced Windows NT
Server Administration*

**Wednesday-Friday,
June 14-16th**
Active Server Pages

*"Once a new technology
rolls over you,
if you're not part of
the steamroller,
you're part of the road"*

Stewart Brand

*"More than 80% of
innovations in
high-performing
companies come from
customer's ideas"*

**Sheila Kessler, Pres.
Competitive Edge**

NOLA welcomes your
ideas for future
programs and
workshops...
Call us!

Tech Connections 2

This year's Technology Conference for Ohio's Libraries will be held from May 23-25th in Columbus.

The conference, sponsored by the Regional Libraries of Ohio, the State Library of Ohio, OPLIN, and the Ohio Library Council, will offer two tracks – one for Administrators and one for Technology staff.

A survey was recently conducted to determine the educational interests in a variety of technology related subjects. Conference sessions will be developed based on the responses received.

Stay tuned for further information on this year's conference, sure to be a huge success!

Check out continued updates on the Tech Connections website at:

<http://www.rls.lib.oh.us/tc2index.htm>

Information on registration will be mailed out to all NOLA members in early Spring, 2000.

By: Brad Stephens, Interim Director

Is it Time to Add DVDs to Your Collection?

Dust off that collection development policy, it is time to consider a new format, DVD. Many libraries have been waiting to begin buying DVD's – the wait is over. Brisk holiday sales of DVD players indicate that consumers are accepting the new format in significant numbers. Conservative estimates predict that more than 10% of households will have DVD players in 2000 and with continued growth over 40% of homes could own a DVD player by 2002.

What is a DVD? Physically DVD's are very similar to CD's (same color, same size, etc.) the only major difference is that DVD's lack a label side, both sides are shiny aluminum. The major difference between CD's and DVD's is the way in which DVD's store data – by storing data differently DVD's hold more than twenty-eight times the data of CD's. This incredible data storage allows a single DVD to hold over 130 minutes of high quality video along with CD-quality audio tracks and more.

Why do DVD's work for libraries?

- More durable than VHS tapes and don't wear out, making them ideal for libraries
- Video quality of DVD's is much better than VHS
- Require less shelf space, but they use the same shelving – finally a new format that doesn't require specialized library furniture!
- DVD titles are typically less expensive than VHS

The future –

- DVD will continue to erode the VHS marketshare
- Expect more titles (including many educational, training, and classical releases)
- The last major objection to DVD's raised by consumers, the lack of inexpensive DVD recorders, will soon be overcome. Recordable DVD's will debut in late 2000 (possibly for the holiday season) or early 2001.

NOLA will offer a continuing education workshop on **DVDs and Books on CD: Acquisition, Cataloging & Processing** on **Thursday, March 16th**. In order to make these formats available to your patrons, you need to know where to find them, how to select the items most suitable to your patrons, how to catalog, process, barcode, and input them.

This workshop, which will be held at the Ashtabula County District Library, Geneva Branch, will feature two Audio/Visual and Cataloging professionals, who will lead you through the process of developing a DVD/Book on CD program for your library.

Continuing Education

January/February, 2000

Microsoft Word Basic

Thursday, January 27, 2000 9:00 a.m. – 4:00 p.m.

Registration begins at 8:30 a.m.

Be confident in using Microsoft Word - great for any library staff who creates letters, forms or documents on a computer!

Visual Basic and Libraries..

Programming for the Next Generation

Tuesday, February 1, 2000 9:00 a.m. – 4:00 p.m.

Registration begins at 8:30 a.m.

A great introduction to Visual Basic, a straight-forward programming application that will allow library technology professionals to customize web-based and locally mounted forms for patron input and library public relations.

Director's Roundtable

Thursday, February 3, 2000 10:00 a.m. – 12:00 noon

Get together with your peers to discuss the latest topics of interest to Library Directors at NOLA's newest Interest Group.

Book Look

Friday, February 4, 2000 and Monday, February 7, 2000

9:00 a.m. – 4:30 p.m.

Get a chance to take a look at the latest published children's books at this winter preview session.

Everything You Wanted to Know About Networking.. But Were Afraid to Ask!

Tuesday, February 8, 2000 9:00 a.m. – 3:00 p.m.

Registration begins at 8:30 a.m.

Get answers to all of those "unasked" questions you've been saving up regarding how computer networking happens, the concepts, issues, terminology, and trends, plus hardware and software basics.

Microsoft Access Intermediate

Wednesday, February 9, 2000 9:00 a.m. – 4:00 p.m.

Registration begins at 8:30 a.m.

Expand your knowledge of Access, and learn how to create more complex forms, queries, and reports in this Intermediate level class.

How-To's of Developing An Adult Summer Reading Program

Thursday, February 10, 2000 10:00 am. – 12:00 noon

Registration begins at 9:30 a.m.

Those hazy, lazy days of summer will be upon us before we know it...with extra time for many of your patrons to read their favorite books. Learn what it takes to put together a Summer Reading Program, from start to finish.

School/Library Cooperation –

Become Proficient on the Proficiency Tests!

Wednesday, February 16, 2000 9:30 a.m. – 3:00 p.m.

Registration begins at 9:00 a.m.

Now that the state-mandated proficiency tests are probably here to stay, learn how public and school libraries can best work together to serve the families of children who are taking these tests. Learn the history behind why the testing was initiated, how the tests are developed, administered, graded, and evaluated.

Microsoft Windows NT Server Administration

Thursday/Friday, February 17-18, 2000 9:00 a.m. – 4:00 p.m.

Registration begins at 8:30 a.m.

Learn the basics of configuring, administering, and managing a Windows NT 4 Server, as well as information on monitoring and troubleshooting your server.

Microsoft Office 2000 Overview

Wednesday, February 23, 2000 9:00 a.m. – 12:00 noon

Registration begins at 8:30 a.m.

Check out the latest edition of Microsoft Office in this hands-on presentation provided to us by Microsoft Corporation.

Ohio Capitol Connection

Thursday, February 24, 2000

Offered two times! 9:30 a.m.-11:30 a.m. OR 1:00 p.m. – 3:00 p.m.

Get a review of the Ohio legislative process, find out how to access legislation from previous sessions, and receive key ideas on promoting the use of the Ohio Capitol Connection to your patrons.

Clerk-Treasurer's Interest Group

Friday, February 25, 2000 1:00 p.m. – 3:00 p.m.

Come and relax and enjoy yourself with your peers and celebrate the "end of the financial year" with us!

Microsoft Outlook

Tuesday, February 29, 2000 9:30 a.m. – 3:30 a.m.

Registration begins at 9:00 a.m.

Learn how to maintain an electronic contact plan to ensure that your marketing and public relations contacts are organized and complete...save time and energy on follow up contacts with key people in your community!

Library Boot Camp

Wednesday-Thursday, March 1-2, 2000

9:00 a.m. – 4:00 p.m.

Registration begins at 8:30 a.m. both days

Get your new library staff to march on over to NOLA for this 2-day introduction to basic library skills or for your current staff who may need an update on basic reference, OPLIN databases, cataloging and classification, and customer service skills.

NEW!

NEW!

NEW!

NEW!

NEW!

NEW!

NEW!

NEW!

Board Members' Bill of Rights

Board Members have rights.

*Beyond those rights of being volunteers,
these rights must be upheld by the Board
as well as observed by the Staff*

The Right:

- **To understand the role of a board member.** A board member's role is to represent the community in the work of their organization, and to ensure conformity to mission and the availability of resources necessary to continue doing that work and fulfilling the mission;
- **To be informed about the work of the group.** Ask for regular reports on activities, emphasizing how the library is serving its patrons;
- **To be heard.** A silent board member is an unhappy board member. Members must welcome each other's opinions and feel that their opinions are welcomed by the staff;
- **To participate in the work of the group.** Board members who are given nothing to do are more likely to quit than those that have too much to do. Every board member should serve on at least one committee and/or task force;
- **To staff support.** The staff should spell out specific expectations, write schedules for project completion, provide administrative and research support, recruit other volunteers, follow-up and communicate;
- **To try something different.** Some individuals serve on boards to explore other interests and learn new skills. Don't automatically put the stockbroker on the finance committee. Offer bankers the chance to talk about employee training or marketing people the chance to do fundraising;
- **To equal treatment.** All board members should be held to the same standard. Everyone can afford to contribute..either in time or money;
- **To relief.** Board terms are the only non-lethal way to remove non-active board members. After years of service, a board member may have exhausted his or her capacity to give. Term limits allow for a natural way to bring new blood onto the board.
- **To be protected from liability.** Directors' and Officers' liability insurance is a must. Use special care and skill to ensure proper handling of finances and taxes;
- **Know where the organization has been, where it's going, what they're trying to do, and for whom.** Create a culture and maintain an esprit de corps by frequently reiterating your mission. Conduct planning sessions each and every year. Re-evaluate. Change is not a tragedy; it's what keeps libraries alive!

NOLA Regional Library System
4445 Mahoning Avenue NW
Warren, Ohio 44483



Calendar of Upcoming Events

For a listing of all NOLA events, workshops and continuing education, see our full calendar on the desktop at:

<http://www.nolanet.org/calendar.htm>

To receive your copy of NOLA's Winter/Spring 2000 Continuing Education Catalog, call Lori Putt, NOLA's CE Consultant At (330) 847-7744 Extension 12 or 14

JANUARY, 2000

Tuesday,
January 18, 2000
10:00 a.m.-12:30 p.m.
Microsoft Statewide Purchasing Meeting

Tuesday,
January 25, 2000
9:30 a.m. - 11:30 a.m.
NOLA Board Meeting

Wednesday,
January 26, 2000
Begins at 9:00 a.m.
Collection Agency Meeting

FEBRUARY, 2000

Thursday,
February 3, 2000
10:00 a.m. – 12:00 noon
Director's Roundtable
Girard Free Library

Tuesday,
February 15, 2000
9:30 a.m. – 11:30 a.m.
NOLA Board Meeting

Tuesday,
February 15, 2000
12:00 noon – 3:30 p.m.
NOLA Winter Quarterly Meeting

MARCH, 2000

Tuesday,
March 14, 2000
2:30 p.m. – 4:15 p.m.
School Tea – Statewide Resource Sharing

Tuesday,
March 21, 2000
9:30 a.m. – 11:30 a.m.
NOLA Board Meeting