Message From the President

Dear ILA Members:

I write this as we are digging out from the recent snow storm that hit much of the state. This storm makes for a good metaphor, as each year we never know what type of winter we will have, just as we are unsure how the economy will impact the work of the Iowa Legislature and our various library programs. The opening and early days of the 2011 Iowa Legislature have brought a great deal of discussion on funding issues that have the potential to dramatically impact our library programs. Whether we are public librarians, academic librarians — especially in Regents institutions — school librarians, special librarians, or state-funded library staff, the year 2011 will be a memorable one. Inside this electronic issue of the Catalyst you will find numerous articles outlining how we can better advocate for ourselves, our libraries, and our profession — always helpful information when it concerns our own livelihood.

The old adage, “change is the only constant,” is quite true. While we usually cannot control the forces that cause these changes in our lives and profession, we can control how we respond to them. Being a member of ILA is a positive way to gain some control over our professional lives because we, as a professional association, hire our excellent lobbyists, Craig Patterson and Amy Campbell, to look out for us on Capitol Hill. They give us a heads up on bills that do not promote our best interests so we can let our legislators know our feelings on these measures. You will hear more information from our GAC Chair, Sarah Willeford, in the coming weeks and months, as well as updates from Amy and Craig. When the call goes out to contact your legislators, please take a minute to make a connection to them and let them know what you think.

Get to Know ILA’s 2011 Vice President - President Elect

Lorraine Borowski has worked at the Decorah Public Library (DPL) for 20 years and has been the director for the past nine. She’s held a number of positions there, working her way up from library aid. She graduated from Luther College and is certified by the State Library.

Borowski is obviously proud of the DPL, and for good reason. The library is the information center for Decorah and the area, and the Decorah Public Library Board enthusiastically promotes projects that support and broaden that mission. These include the Vera Harris Large Print Library which circulates large print books to over 160 Iowa libraries; the Northeast Iowa Retired Senior Volunteer Program which covers three counties with over 200 volunteers; the Toys Go Round toy lending library; the Decorah Genealogy and Winneshiek County Historical Archive Library; and programming and outreach for patrons of all ages.

When asked why she chose to run for ILA office Borowski mentioned that she was a member of the ILA Reorganization Committee which created the report requested by the legislature. Borowski stated, “I feel that the Iowa library community is at the threshold of change. This, coupled with difficult economic conditions, make the current atmosphere a challenge. I believe in Iowa libraries, the people who serve in those libraries, as well as the people being served. I felt it was a good time for me to consider having a voice and gathering others’ voices for the cause.”

Borowski feels that the State Library and the LSAs have done an excellent job in funding technology for all libraries, and that the ‘technology life-line’ is vital as it is the means for transmitting information and communication, and carrying on training between libraries.

Said Borowski, “I see ILA assisting in creating and maintaining that technology life-line so that all librarians can interact with their fellow partners. I am calling for assistance from all to join in with their broad base of talents and enthusiasm.”
Iowa Association of School Librarians
Spring Conference

En-CORE: Teaching and Learning
Our CORE Mission

April 10 & 11, 2011
Holiday Inn Airport, Des Moines, Iowa

Kristin Fontichiaro, Clinical Assistant Professor, University of Michigan School of Information, will be the featured speaker. The title of her keynote presentation is: *Nudging Toward Inquiry: Instructional Strategies to Deepen Learning*. She is the author of *21st Century Learning in School Libraries* (2009), *Story Starters and Science Notebooking: Developing Student Thinking Through Literacy and Inquiry* (2009) and is a frequent contributor to school library journals. Her series *Nudging Toward Inquiry*, found in *School Library Monthly*, is a pragmatic approach to reframing existing assignments to include better questioning and products to move students to higher level thinking. She will also present a concurrent session: *Rigorous Learning with 21st Century Technology*.

Rita Martens from the Iowa Department of Education will be the Sunday evening speaker, addressing the new national *Common Core* education standards, how the *Common Core* correlates to the *Iowa Core*, and where library curriculum emerges in these initiatives.

Joel Shoemaker, a long-time junior high teacher-librarian, will be the luncheon speaker. Joel will draw on his experience as a long-time reader, reviewer, book selection committee member and judge (for prizes such as the LA Times Young Adult Book Award), to entertain us with a retrospective, *The Modern Age of Young Adult Literature*.

Additionally, there will be a full slate of concurrent sessions from which participants may select to attend. The sessions will address one of these four strands: *Inquiry* (including the Iowa Core); *Literature/Literacy*; *Technology*; and *Library Management*. To submit a proposal for a presentation, go to [www.tinyurl.com/IASLProposal-2011](http://www.tinyurl.com/IASLProposal-2011). Proposals will be accepted until Friday, February 25, 2011.

For more information about the conference, or to register, visit the IASL website at: [www.iasl-ia.org/id4.html](http://www.iasl-ia.org/id4.html).
Spotlight on Iowa Libraries

Name: Milford Memorial Library

Age of the Library: 87 years

Library Director: Tena Hanson

Number on Staff: 6 (2 FT, 4 PT)

Volunteers: 70 on our current list. We completely re-create the list every year to ensure that it’s current. Our volunteers sign up for areas of interest, such as: Book Sale, Children’s Program Aides, Display Case, Folding Publications, Refreshments Provider & Host/Hostess, Shelf Elves, etc. We don’t allow volunteers to do the work of paid staff.

Programs: Regular programming in a given month includes about 14 story times (many are outreach), 2 after school programs, 5 computer classes, one or two teen events (usually Wii or movies), a book club meeting, a movie and special program for adults.

Special Programs: Special programs for adults and/or families this year have included a Ladies’ Tea, Man Cave Night and Holiday Fantasy (pictures with Santa, festival of trees, stories with Mrs. Claus, etc.). Upcoming programs scheduled for winter/spring include: Electricity Explained in January (with our local utility General Manager); chocolate in February (catchy title TBD, the founder of local business “Goodies” will talk about the making of fancy chocolates); garden planning in March (another local business owner gives advice on planning your garden, be it floral or vegetable); storm chasers in April; and organ donation in May (speaker found via the Iowa Donor’s Network).

Interesting Story: Two of our program ideas this year arose out of book club discussions. We read The Unit by Ninni Holmqvist and it brought about questions concerning government services and why we know so little about them. The book deals with organ donation, so of course there was lengthy discussion about that topic, but it also got the group thinking about all the wind farms cropping up around us. Rumors circulate that the power is sent to California or Texas, and does not reduce our costs locally. How are these decisions made? Why do some towns have a municipal utility while others use Alliant? Why the (sometimes drastic) variation in rates? Inquiring minds found out all these answers in January during “Electricity Explained.”

Hours Open: 46 per week (Mon, Tues, Thurs, Fri: 9:30-5:30; Wed: 9:30-8:00; Sat: 10:00-1:30)

Where Located: Milford is in the NW region, just north of Spencer, and is considered the “Southern Gateway to the Iowa Great Lakes.” Its population is 2,474 (size C).

Special Collections / Features: We are a “cake pan” library, and our pans do show up when searching our online catalog. We have a literacy program called “Tales with Tails” that features Grant the Library Dog www.milford.lib.ia.us/library-information/grant.

Other Good Stuff: We support several local book clubs, making their current selection available to anyone interested in reading along on our “book club shelf.” We offer members their choice of notification method for overdues and reserves (text message, email, phone call) thanks to our new automation software (Apollo by Biblionix). We enjoy keeping our over 200 Facebook fans updated as to what we are doing, and have recently become a geocache site! Those searching for our cache must use the OPAC to find it.

Tina Hanson
Director, Milford Public Library

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Has Your School Library been Impacted by a Natural Disaster?

APPLY TODAY

Has your school library incurred substantial damage or hardship due to a natural disaster such as a tornado, earthquake, hurricane, flood, avalanche, mudslide or fire?

We can help you. Apply today.

Beyond Words™
the Dollar General school library relief fund

A collaboration among

For more information, please visit
www.ala.org/aasl/disasterrelief
### IOWA LIBRARY ASSOCIATION 2011 CALENDAR

#### JANUARY
- 21 Executive Board Meeting - Pleasant Hill P.L.
- 3 Conference Planning Committee
- 10 ILA Foundation Meeting
- 18 Catalyst deadline for March issue
- 23-29 ALA Conference - New Orleans

#### FEBRUARY
- 11 Conference Planning Committee Meeting
- 18 ILA Lobby from Home Day
- 25 Executive Board Meeting

#### MARCH
- 2 ILA Legislative Day
- 4 Conference Planning Committee Meeting
- 6-12 Teen Tech Week
- 11 ILA Foundation Meeting
- 18 ILA/ACRL Spring Conference
- 25 Executive Board Meeting

#### APRIL
- 1 Health Sciences Lib Assoc Spring Meeting
- 10-11 IASL Spring Conference
- 19 Catalyst deadline for May issue

#### MAY
- 2-8 Children’s Book Week
- 6 Executive Board Meeting
- 9-10 National Library Legislative Day - Washington, D.C.
- 13 Conference Planning Committee

#### JUNE
- 8 ILA/GODORT Summer Workshop

#### JULY
- 5 Executive Board Meeting
- 16 Catalyst deadline for September issue

#### AUGUST
- 16 ILA Foundation Meeting
- 8-9 State Library Town Meetings
- 14-15 State Library Town Meetings
- 20-21 State Library Town Meetings
- 24-10/1 Banned Books Week

#### SEPTEMBER
- ILA ANNUAL CONFERENCE - Council Bluffs
- 12-14 Catalyst deadline for November issue

#### OCTOBER
- 29 Annual Planning Meeting

#### NOVEMBER
- 2 ILA Foundation Meeting
- 9 Executive Board Meeting

#### DECEMBER
- ILA Foundation Meeting
- Executive Board Meeting

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**Dear ILA Membership, Iowa Librarians, and Friends of Libraries,**

I encourage all members of ILA to renew your membership when you receive your renewal form (coming soon in the mail). If you are not a member of the Iowa Library Association, now is the time to join. If you have been a member in the past but are not currently, please come back.

There are exciting times ahead for ILA. Lots of changes are in our near future and we need everyone’s input and ideas on how to move forward with our association.

Your active participation in ILA will create a stronger association that will better serve Iowans and you. The membership application lists the committees and subdivisions of the association. This is your opportunity to select your area/s of interest. Please consider selecting one or more areas where you can make a difference to your Library Association.

Today’s technology allows us the advantage of communicating ideas and issues using e-mail and online meeting software, alleviating the time spent in traveling or away from our work. An energized current, past, and new membership will move our association forward and will provide us with a means to face the challenges ahead.

A survey will be conducted after January 1, 2011 to determine the effectiveness of ILA’s organization and services. The survey will be sent to current members and will also be made available through the IOWALIB mail list for non-members.

**ILA is only as good as the sum of its parts - YOU.** Renew your membership or consider becoming a member of the Iowa Library Association. We need your help to be a viable, active and reinvigorated organization.

*Dee Crowner*
*Membership Committee Chair*
EXECUTIVE BOARD MINUTES
August 6, 2010 • Reported by Louise Alcorn

The ILA Executive Board met on August 6, 2010 at 10:00 a.m. at the ILA office in West Des Moines. Members present were: President Dale Vande Haar; Vice President Sarah Willeford; Past President Ellen Neuhaus; Board Members Alison Ames Galstad, Jeff Pilz, Mary Heinzman, Karen Davidson, Tenia Hanson, Louise Alcorn; and ALA Councilor Susan Henricks. Also present was Executive Director Laurie Hews. Absent was Secretary Marilyn Murphy.

CALL TO ORDER
Alcorn agreed to take minutes from today’s meeting. Sarah Willeford was congratulated on her new position as Director at Kirkendall Public Library.

AMENDMENTS TO/APPROVAL OF AGENDA
Approved with the following additions: item 6d, ALA Councilor term limits discussion; item 7K, special award.

APPROVAL OF MINUTES
June 4, 2010 Board meeting – Neuhaus moved, Pilz seconded. Motion carried.

EXECUTIVE DIRECTOR/TREASURER’S REPORT
FINANCIAL REPORT – The market is volatile, but it is doing better and we are starting to earn interest on our accounts. The profit/loss statement showed that ad revenue is up. We’ve had some extra ad purchases beyond in-person vendors at the conference. Leadership Institute monies are still coming in. The State Library has paid Maureen Sullivan’s honorarium. Costs are lower on food than expected. Annual conference expenses are coming in. Miscellaneous income amount is from the Friends Subdivision which disbanded. Subdivision accounts: dues are up to date through the end of July. Vande Haar asked what a realistic projection of profit from the annual conference might be. Hews and Galstad answered that projections were somewhere between the Des Moines conference in 2009 (approx. $29,000) and the last Coralville conference (approx. $47,000). The latter conference included many registrations paid for by the State Library under a program to bring rural librarians to the conference and also some school librarians paid by school districts. This year’s projection: approximately $30,000. Hews added that it’s too early to tell where we are on registrations/money intake compared to last year. Galstad asked if we had a sense of what effect the conflicting Rural Libraries conference in CO might have on ILA conference attendance. Hanson said her sense was that ILA was the preferred conference this year.

MEMBERSHIP COUNT – 150 more than in 2003. 10 down from 2009 numbers. Could be due to lack of new hires at libraries and corporate dues rising – this was raised as a concern at the June meeting. Special Libraries and Video Roundtables are under the 15 minimum for viability. The Trustees group is also down in membership – there was a problem with the membership form, which has now been fixed. The State Library has a list of trustees – can we get this list, to help Membership do some directed mailings? Willeford suggested that we should talk to library directors – they often fill out their trustees membership forms.

CREDIT CARD COMPLIANCE – we are now PCI compliant, so we won’t get fees charged for non-compliance.

PRESIDENTS REPORT
CORRESPONDENCE – The Freedom to Read Foundation newsletter was passed around. Neuhaus thanked the Ad Hoc Committee on Review of Online Library Programs for their work. Their report was reviewed. Action: put link on ILA website to ALA-accredited online program list. Action: pass on to ILAIF the scholarship portion of the committee’s recommendations. Action: invite librarians with online degrees to write a Catalyst article. Also create a contact list of these individuals. There is a conference session on this already in the works – no additional action needed. Alcorn moved, Heinzman seconded. Motion carried.

CONFERENCE PLANNING COMMITTEE
Neuhaus moved that one free conference registration be provided to the Local Arrangements Committee members. Heinzman seconded. Motion carried. Hews recommended that booth fees be raised for 2011. $500 if registered on-site at the 2010 Conference (this year’s fee). $525 if registered after October 2010 Conference. Galstad moved to accept this recommendation, Heinzman seconded. Motion carried. Hews noted that we’ve received about 20 registrations so far. She is also using social media to promote the conference.

REORIENTATION COMMITTEE FOR LIBRARY SERVICES
STRATEGIC PLANNING COMMITTEE 2010 REPORT – Alcorn went over the proposed changes, as reported by Dan Boice and the committee. Hews had questions about item 2a – Henricks may have answers for the questioners. The Executive Board gives its thanks to Dan Boice and the Committee for all their hard work. A Resolution of Courtesy at the conference was suggested. Galstad moved that the Strategic Plan as offered be presented to the membership. Neuhaus seconded. Motion carried.

CATALYST SURVEY – The survey (not yet completed) should stay on the radar for the Editorial Committee after the first online version goes out in September. Discussion of how we want to proceed with Catalyst publication. The next Catalyst will be electronic, so we could make it longer. The September issue is usually candidate focus – can we give them more space for their statements? Potentially the longer statements could go on the website, then have the paper ballots be a single page, without the attendant statements. Dale will talk to Sheryl McGovern from Nominations about this.

ELECTRONIC VOTING – The question was raised on whether we can do electronic voting for this next election? Per Hews, we cannot do this yet, as we do not have individual email accounts for every member – some are on library-wide emails, others have not provided one.

AD HOC CONFERENCE SITE SELECTION COMMITTEE – this committee will determine future sites for 5 years ahead (2013 – 2017). Vande Haar and Willeford met to discuss appointments. Ellen Neuhaus, Mary Jo Langhorne, Jody Warren and Jean Dunham (latter two are exhibits co-chairs) will be asked to be part of this. Susan Kling is the chair.

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ALA COUNCILOR POSITION – Galstad recommended that the Executive Board ask the Bylaws committee to review and clarify language about the ALA Councilor position. Currently language seems to imply that Councilors cannot be elected to succeed themselves. Henricks noted that the ALA Councilor does not have to be a voting Executive Board member (ad hoc?), but can instead receive direction from the Executive Board and the membership to take to ALA. Also, the learning curve is very long for Council – a two-term limit might make more sense, so that the person in the position can have more impact once they’re up to speed. We currently only pay ½ of the ALA Councilor’s trips to Midwinter and Annual – can we support more? We might get more candidates willing and able. Questions/Comments: Bylaws will need to note that such a change will make Executive Board an even number, so would need to review in that light. Vande Haar noted that the compensation is discussed in the Organizational Manual – this will also need to be reviewed and discussed, as it relates to the budget. Davidson moved that Bylaws Committee explore making the ALA Councilor position a non-voting member of the Executive Board, to have a maximum of two terms. Heinzman seconded. Motion carried.

NEW BUSINESS

COMMITTEE APPOINTMENTS – Willeford and Vande Haar are working on appointments where there are vacancies. The co-chair issue re: the PR Committee is allowed within ALA. Vande Haar suggested we might create a volunteer form on the website so that members can indicate if they’re interested in serving on a committee. Hews will create this form. Neuhaus reminded Vande Haar and Willeford that the list needs to be sent to Executive Board for approval, via email is fine, so it’s ready for invitations to the November planning meeting (11/5).

MEMBERSHIP BUSINESS MEETING AGENDA – small changes were made to the agenda. The Reorganization Plan will be in the President’s report and final remarks from President will be moved to the end. Alcorn moved to approve with changes, Galstad seconded. Motion carried.

CREDENTIALS COMMITTEE – Roy Kenagy handled this last year due to Ken Davenport’s death. Karen Davidson and Mary Heinzman will handle this year, as co-chairs. They need to create a committee to help them – they will do this. Neuhaus moved to approve Davidson and Heinzman as co-chairs of the Credentials Committee. Alcorn seconded. Motion carried.

NATIONAL LIBRARY OF MEDICINE GRANT APPLICATION - A confirmation of the e-vote was read into the minutes.

MEMBERSHIP COMMITTEE REQUEST – A letter from the Membership Committee was presented:

“This proposal would be offered as an incentive to get new members and retain current members.

We would like to offer new members at each Conference Breakfast the opportunity to bring in new members. Anyone joining ILA during the year would be challenged to bring in one new member during their first year as a member. If they do bring in a new member they then would be able to have a year’s free membership. If they join in 2010 and bring in a new member by Conference of 2011 they would then get a free year’s membership for 2012. It is a “pay it forward” kind of idea to continue each year.

The Membership Committee does not think there will be a financial loss and it is an opportunity to see our organization grow and for members to have a vested interest in ILA.”

Susan Kling from the finance committee expressed concerns about the financial consequences. Discussion ensued. Some alternative ideas: maybe ½ price (like we offer at July 1) rather than free; change salary ranges, especially support staff salaries, to bring more library staff in at more levels. Pilz noted that the original proposal has the potential to bring more people in, which is the goal we sent the Membership Committee. The Executive Board thanks the Membership Committee and sends this back for more ideas. We will also ask the Bylaws Committee to explore change options to support these sorts of membership-boosting ideas.

PUBLIC LIBRARY FORUM BYLAWS – Section IX, 3, PLA Affiliate Representative – this is hard to keep up, because of the cost of sending someone to ALA and PLA. Susan Henricks suggested the representative do the work electronically as they can, and not be required to go to conferences. Pilz moved, Heinzman seconded the proposed change. Motion carried.

GODORT BYLAWS – there is no liaison between ALA and ILA, so deleted mention of this position. Galstad moved, Davidson seconded. Motion carried.

ALA RESOLUTION – Equitable Access. Henricks gave background, re: Google announcement in June in Library Journal pertaining to digital documents. An open letter was created indicating that libraries should be included. Does ILA want to create an open letter on this topic? Henricks will send sample letter via email. Galstad moved, Neuhaus seconded. Motion carried.

ISLA PROPOSAL – ARSL CONFERENCE - Discussed the proposal from ISLA seeking permission from ILA to pursue ISLA’s association with America’s Rural and Small Library Association conference in 2013. Only committee from ISLA is a local arrangements committee – no money. A great opportunity for Iowa to host a national conference. Council Bluffs location (on IA/NE border) does not conflict with ILA location for 2013 (Coralville or DSM). Alcorn moved to approve proposal. Willeford seconded. Motion carried.

ORGANIZATIONAL TRANSPARENCY – discussion ensued on transparency issues. Some comments: Need to use website and other tools for better promotion. Photos of events, etc. Minutes, as well as Catalyst, need to be made more available to members. Hews noted that other state library association websites have items behind member-only walls. No resolutions or actions determined at this time – some Board members asked that this be re-visited at another meeting.

SPECIAL AWARD (ELLEN NEUHAUS) – The Awards Committee met via phone recently. They wanted to give Dale Vande Haar an Extraordinary Leadership Award for stepping up and having ILA broker the reorganization planning. Neuhaus presented the Board with a handout of the organizational chart from ISLA is a local arrangements committee – no money. A great opportunity for Iowa to host a national conference. Council Bluffs location (on IA/NE border) does not conflict with ILA location for 2013 (Coralville or DSM). Alcorn moved to approve proposal. Willeford seconded. Motion carried.

VICE PRESIDENT’S REPORT

IOWA LIBRARY ASSOCIATION FOUNDATION – Mike Wright has been appointed to replace Sue Lerdal on the ILAF Board. They are seeking auction donations. An iPad and a quilt from Karen Burns will be offered as prizes. There is an online donation form on the ILAF site. The Distribution Committee is reviewing scholarship applications.

LEADERSHIP DEVELOPMENT COMMITTEE - Hews reported that the Leadership Institute is ready for a Tuesday start.

2010 ANNUAL PLANNING MEETING – changes are being worked on. Getting the financials to each subdivision/committee before the meeting. Neuhaus: Annual Planning
section of the website has forms to fill out ahead.

PAST PRESIDENT’S REPORT

AWARDS COMMITTEE – Awards received three nominations for Member of the Year. Four people were identified for Lifetime Award. Working on Resolutions of Courtesy.
FINANCE COMMITTEE – The report posted on the website. They will be reviewing policies and rates and will give recommendations.
PERSONNEL COMMITTEE – Problems with the office assistant have been reported and they will be resolved by time of the conference.

ALA COUNCILOR

ALA – The report was reviewed.
PLF – Has been working on the bylaws changes as noted above.
RSSF – Ready for conference.

EXECUTIVE BOARD REPORTS

BYLAWS AND ORGANIZATION MANUAL COMMITTEE – Galstad noted the items previously reported.
IASL – Galstad reported that they are pursuing using social networking tools.
LLAMA – Galstad reported that they are working on getting session managers for conference, etc.
MEMBERSHIP COMMITTEE – Pliz noted the items previously reported.
GODORT – Pliz noted the items previously reported.
ILA/ACRL – Pliz reported that they now have a Facebook page. Their electronic directory is updated. Three of their members are attending the Leadership Institute. The call for applications for Fall Conference Scholarship have gone out.

IOWA LIBRARY TRUSTEES ASSOCIATION – Pliz reported that they are planning to have a booth at the conference and are considering hosting a City of Literature preconference. They also have a Facebook page. Idea: the conference might get more attendance if an online classroom is used. Will look into viability.
PR – Alcorn reported that Neuhaus secured a gift certificate from Gaylord for the Extravaganza prize. They have exciting plans to add regular content to the Catalyst.

STRATEGIC PLANNING COMMITTEE – Alcorn noted the items previously reported.
HEALTH SCIENCES SUBDIVISION – Alcorn reported that the spring meeting in April was a great success. A grant writing workshop was held with a guest speaker. Three new awards were approved: Midwest Chapter Conference Scholarship Award, Health Science Librarian Memorial Award, Citation of Merit Award. Sponsoring or co-sponsoring several sessions at the conference.

SPECIAL LIBRARIES ROUND TABLE – Alcorn reported that it is not clear where this group is headed, as membership has dropped. She will continue to communicate with current members.

GAC – Hanson reported that, once again, this group is without a chair, as Mike Dargan has been ill. Three names were suggested – Mike Wright, Dawn Work Makinne and Joyce Godwin. Dale Vande Haar will look into placing someone in this position, and making sure the Legislative Agenda gets created for the Annual Business Meeting approval. It was agreed that it is allowable for GAC to meet online to create a Legislative Agenda.

INTELLECTUAL FREEDOM COMMITTEE – Hanson reported that there is nothing currently on the horizon. They would still like to promote the idea of a session at the state school board/state administrators meetings on school libraries and intellectual freedom issues, but will wait until they are a more stable organization.

STORYTELLERS’ ROUND TABLE – Hanson reported that they have a Facebook page with 50+ connections. Looking at changes to their bylaws – they will vote soon. First Power of Story award nominations sent to Awards Committee.

COMMUNITY COLLEGE LIBRARIANS ROUND TABLE – None

LOCAL HISTORY AND GENEALOGY – None

INFORMATION TECHNOLOGY – None

VIDEO ROUND TABLE – Heinzman reported that it is down to 11 members, below viability. Mary will talk to folks at the conference about whether they want to continue.

EDITORIAL COMMITTEE – Davidson reported that Laurie Hewes will be going to the Affiniscape meeting in December. They are supposed to be releasing an update that will give greater control.

ISLA – Davidson noted the items previously reported.

SUPPORT PERSONNEL – Davidson reported concerns about low membership (20-30) and no leadership. The previous leader, Lori Peterson, is too overwhelmed at present. No other leads on possible chairs.

YOUTH SERVICES SUBDIVISION – None.

ADJOURNMENT – The meeting was adjourned at 2:25 p.m.

President continued from page 1

Another opportunity that comes with change is to look at how the ILA office itself will be managed. As your Executive Board considers solid ideas for reorganizing, be assured that, no matter what type of plan is implemented, it will best meet the needs of our Association, will be fiscally sound, and will strengthen how we operate and communicate with everyone.

Finally, I want to thank the Editorial Committee for putting this edition of the Catalyst together during this interim time, especially, Barb Corson, chair, and also Roy Kenagy, our interim Executive Director, for his daily work in the ILA office.

Enjoy this electronic edition of the Catalyst!

Dale Vande Haar, Ph.D., MLS
ILA President
School Librarian Focus

Disrupting Class


Citing a number of historical precedents, these authors make the case that online learning has already found markets with underserved populations like homeschooled students, those who need high school credit recovery, advanced placement students and small rural schools. Just as the Apple IIE was originally created as an entertaining toy for children, and went on to radically change the existing mini-computer market, online learning will transform American education. Contrasting today’s “monolithic” industrial-age educational model’s ineffectiveness with online learning’s accessibility, convenience, affordability and student-focused approaches, the authors contend that by 2019 fully 50 percent of high school instruction in the United States will be online.

Four factors will drive this instructional transformation: computer-based learning will continue to improve; students, staff and parents will select learning paths that fit their own styles; a looming teacher shortage will emerge as boomers retire; and online learning systems’ costs will decline as the market scales up. Of necessity, the instructor role will change to that of “learning coach.”

In the Urbandale schools, this online learning trend has affected nearly every course and grade. Under the tutelage of physics teacher Marc Hermon, our district has opted to use the virtual learning environment Moodle (Modular Object-Oriented Dynamic Learning Environment) and to house it on a district server. In our environment, it is called MyCyberSchool.org. Teachers have incorporated the Australian-based courseware to varying degrees in their classes. Moodle embodies a constructivist and social constructionist approach to education, emphasizing that learners (and not just teachers) can contribute to the educational experience. Most of our teachers have developed and continue to develop some sort of hybrid approach—a combination of online and in-person instruction and practice.

So what does this mean, especially for school librarians? While it may be challenging, I think we need to figure out ways to be deeply engaged in this online instruction model. Since Disrupting Class came out nearly three years ago, we have seen many of its predictions come to pass. I am not sure what it will ultimately look like, but we (teacher-librarians) need to be fully engaged in learning how to utilize this open source tool in creative ways. To that end, I have migrated all of the Urbandale High School library resources to a Moodle page in which students and staff may enroll.

http://moodle.urbandale.k12.ia.us/course/view.php?id=9

The focus of this page is the end user’s needs. It places all the school’s resources on one page, easily accessible from anywhere, which students can then add to their course page. Passing a mouse over the icon takes one directly to that resource. Library staff issue the passwords.

One huge advantage of Moodle is the ease with which teachers can practice formative assessment. Instructors can easily assess student progress at any time of the day from anywhere, give suggestions, and have students submit products until they get them right. No one need fail.

“Within a few years, after a long period of incubation, the world is likely to begin flipping rapidly to student-centric online technology...the ‘flip’ in the substitution curve [computer-based learning] will begin in 2012. Given the current trajectory of substitution, about 80 percent of courses taken in 2024 will have been taught online in a student-centric way.” (Christensen et al., p. 98, 100, 102)

Teacher librarians need to be on the forefront of the development of student-centric, computer based learning. We need to be deeply and personally involved—both with direct instruction, in collaborative instruction with other staff, and with online instruction and sharing of resources. Waiting for someone to tell us what to do is not going to work. While this change is going to be unnerving (exciting?) in many ways, we don’t have a choice if we want to be relevant.

Katherine Housare
Urbandale High School Library

Grade level interest groups met during the “Birds of a Feather” session at the April 2010 Iowa Association of School Librarians Spring Conference. See page two for details regarding the 2011 Spring Conference.
Scholarship for ILA/ACRL Spring Conference available:

The Awards Committee of ILA/ACRL announces the availability of a scholarship to attend the ILA-ACRL Spring Conference, March 18, 2011, at Central College in Pella, Iowa. The scholarship will cover the registration fee and up to $100 in travel, hotel, and meal expenses. Applications are due on February 22.

Applicants must be either:

- Paid members of ILA/ACRL, working full-time in an Iowa academic or research library, and either:
  - Attending their first ILA/ACRL Spring Conference, or
  - Have worked in an Iowa academic or research library for fewer than three years.

OR

- Library science students and/or support staff working in an Iowa academic or research library. Student and support personnel applicants do not have to be paid members of ILA/ACRL.

Previous Iowa ACRL Spring Conference scholarship recipients are NOT eligible.

Application form and details about the essay are available at: www.iowaacrl.org
Or email Awards Committee Chair, Mary Iber

ILA/ACRL Spring Conference

The Essentials: Rethinking, Refining, Reviving

Friday, March 18, 2011
Central College in Pella, Iowa

Kenning Arlitsch, LJ Mover & Shaker in 2009, will be our keynote speaker. The topic of his keynote address is What to Do With the Time That is Given Us.

Described as a “Digital adventurer” by Library Journal, Kenning Arlitsch has led the development of digital initiatives at the University of Utah’s Marriott Library for more than ten years. He has been instrumental in developing digital libraries related to the history and changing natural environment of the American West, including the Western Waters Digital Library www.westernwaters.org, the Utah Digital Newspapers project www.digitalnewspapers.org and the University of Utah’s Western Soundscape Archive (WSA) www.westernsoundscape.org. The Mountain West Digital Library www.mwdl.org, founded in 2002 as a project of the Utah Academic Library Consortium, brings together digital collections from fifty-six universities, colleges, historical societies, and other libraries & archives in Utah, Nevada, Idaho, and Hawaii. Kenning’s work with consortia had a first milestone in 1997-98 when he was one of only twelve librarians selected to participate in the American Library Association/U.S. Information Agency’s International Fellows program. While teaching in Cyprus as an ALA/USIA Fellow and working with the Cyprus Library Network, Kenning negotiated that country’s first-ever consortial database purchase.

Kenning is also interested in organizational culture in libraries. His co-authored article, Future Leaders’ Views on Organizational Culture, appeared in College & Research Libraries in July, 2010.

Kenning continues to shape the future of digital libraries and resource sharing as Associate Director for IT Services at the University of Utah’s J. Willard Marriott Library. He holds a BA in English from Alfred University, an MLIS from the University of Wisconsin-Milwaukee, and is a 2005 graduate of the Frye Leadership Institute.

Registration information for the conference is on the Iowa ACRL website: www.iowaacrl.org
Executive Board Examines ILA Management Alternatives

This report by the ILA Personnel Committee updates the ILA membership about the transition at the ILA Office. Laurie Hews, the ILA Executive Director, recently retired and her last day of work was Friday, December 10, 2010.

The Executive Board is conducting a thorough evaluation of the office operations rather than automatically continuing the same administrative and office model. The recent economic downturn and other fiscal considerations have provided the Board with challenges and opportunities to move forward into the 21st century. As we are all aware, technology continues to rapidly evolve and what was the best administrative arrangement for the Association ten years ago is different from what is needed today.

The Executive Board has planned for a three month transition period through the end of March to gather information and make decisions, which may be extended if needed. Roy Kenagy, recently retired CILSA Administrator, has been hired as interim office manager. An outside association management firm, Diversified Management Services (DMS) www.assoc-mgmt.com, has been hired to take care of day-to-day financial tasks to insure that ILA continues to be fiscally responsible. Many library and other associations use such companies to handle administrative details. John Lerdal, past chair of the Finance Committee, has agreed to serve as the interim ILA treasurer. His appointment was approved by the ILA Executive Board on January 21.

The Board is evaluating Association expenditures for administrative and office functions, as compared to services and programs that directly benefit members. In 2009, ILA spent $82,771 in total for the combination of administrative and office expenses (Salaries/Benefits, Personnel Expenses, Staff Dues, and Office Expenses). The two main income streams for the Association are membership dues and the ILA Annual Conference. In 2009 the Association brought in $75,206 in membership dues and had a net Annual Conference profit of $43,305.

In early December, a number of office files were inadvertently deleted, causing gaps in the membership database. This has been an unexpected challenge that Roy has had to deal with as he assumed operation of the office. Most of the files have been recovered by an IT firm that ILA has contracted with before. We have lost some 2010 information and data from the membership database but are working to update the information, and will be able to send out 2011 renewal forms soon. **When you send in your 2011 renewal, please provide us with all of your current information, especially a primary email address, so we can verify the accuracy of the database.** If you prefer, the 2011 ILA Membership Form can be found under the “Join ILA” section at www.iowalibraryassociation.org. Members can also pay with a credit card via the website.

The Executive Board is gathering information about how other library associations and professional organizations handle their administrative and office functions. As the Board compares the effectiveness and cost of possible administrative and office models, here are some of the questions we are asking:

1. Should the Association hire a full-time Executive Director to run the ILA office? If so, what will the position’s duties and responsibilities be?
2. Should the Association contract with an outside management firm to do some administrative duties, and hire office staff to do the remaining duties?
3. If the Association contracts with an outside association management firm, what functions will we hire them to do, and at what cost?

The Executive Board is committed to fashioning a model that will maintain a known, friendly voice in the office – someone who knows Iowa libraries and can carry forward ILA’s heritage of personal and effective service to the libraries and citizens of Iowa.

The Personnel Committee and the full Executive Board are carefully considering all options and will ensure that the chosen route both covers the needs of ILA and its membership and also makes the most efficient use of available funds. We appreciate your patience as we work through this process and welcome your comments via email. Send your comments to any Personnel Committee or Executive Board member. A complete list of Executive Board members can be found on the ILA website under the “About ILA” tab.

*Personnel Committee*
*Chair, Ellen Neuhaus*
*Ex Officio, Dale Vande Haar*

*Personnel Committee*
*Ellen Neuhaus*
*Louise Alcorn*
*Tena Hanson*

January/February 2011 Catalyst - 11
EXECUTIVE BOARD MINUTES
December 10, 2010 - Reported by Marilyn Murphy

The Iowa Library Executive Board met December 10, 2010 at 10:00 a.m. Members present were President Dale Vande Haar; Vice-President Sarah Willeford; incoming Vice-President Lorraine Borowski; Past-President Ellen Neuhaus; Board Members Louise Alcorn, Karen Davidson, Alison Ames Galstad, Tena Hanson, Mary Heinzman, and Jeffrey Pilz; in-coming Board Member Duncan Stewart; ALA Councilor Susan Henricks; and incoming Councilor Kathy Parsons. Also in attendance were Executive Director Laurie Hews, incoming Interim Office Manager Roy Kenagy, Finance Committee Chair Susan Kling, and Secretary Marilyn Murphy.

CALL TO ORDER
Vande Haar welcomed everyone and recognized the new Board members, the retiring Board members, Member of the Year Susan Kling, and the retiring Executive Director.

AGENDA
The agenda was amended to include the following under New Business: (h) Legislative Agenda, (i) 2010 Elections, (j) Transition, (1) Contract for Roy Kenagy, (2) Brainstorm, (3) Treasurer. Under the Finance Committee Report was added: (f) Vision Care. “Ad Hoc Conference Site Selection Committee” was moved from Unfinished Business to the Finance Committee Report. Galstad moved approval of the agenda, as amended. Motion carried.

APPROVAL OF MINUTES
Due to computer problems, the August Board Meeting Minutes will be approved at the next Board meeting. Neuhaus moved approval of the minutes of the October 11, 2010 special Board meeting. Motion carried. Galstad moved approval of the minutes of the Nov. 1, 2010 special Board meeting. Motion carried. Heinzman moved approval of the minutes of the Nov. 15 special Board meeting. Motion carried. Alcorn moved approval of the minutes of the November 6, 2010 special Board meeting. Motion carried. Galstad moved approval of the Oct. 14, 2010 Annual Business meeting minutes. Motion carried. Vande Haar thanked Neuhaus and her committee for the Resolutions of Courtesy and thanked Murphy for taking all of the minutes.

FINANCE COMMITTEE REPORT
ANNUAL FINANCE POLICY REVIEWED – Kling reported that the Finance Policy was reviewed by the Finance Committee on Oct. 18 & 19, 2010.
APPROVE 2011 BUDGET – Kling distributed a comparison of the ILA budget for the years 1999-2009. She stated that it looks like there will be about $4000 to spare in the 2010 budget, with no use of carryover funds. The proposed budget includes cuts in the Catalyst budget, cuts for Payroll, and cuts for the Conference program. The Finance Committee recommends holding down fees for Conference speakers and limiting the total of Payroll and Contractual Services to $58,000. Pilz moved approval of the proposed 2011 Budget, as presented. Motion carried.
APPROVE 2011 ILAF CONTRACT – The Iowa Library Association Foundation offered $2500, which is the amount that was budgeted. Galstad moved approval of the ILAF contract. Motion carried.
APPROVE CORPORATE MEMBER DUES – The Finance Committee recommended increasing the corporate member dues to the following: Patron Member - $1100; Supporting Member - $550; Associate Member - $300; Affiliate Member - $140 (eliminating the ad in Catalyst and increasing the ad in the conference program to one-quarter page). Galstad moved approval of the revised corporate member dues. Motion carried.
MOTION TO PAY LINE ITEMS – Galstad moved approval for the Treasurer or contracted agent to write checks and pay routine bills without Board authorization, as long as expenses do not exceed the 2011 budget line. Motion carried.
VISION CARE – The Board decided to ask the Finance Committee to investigate adding Vision Care as a membership benefit and report back to the Board.
AD HOC CONFERENCE SITE SELECTION COMMITTEE – Kling reported that the RFP had been updated and distributed to the Quad Cities, Des Moines, Council Bluffs, Dubuque, Coralville, and Cedar Rapids. The RFPs are due back on February 1, 2011.

EXECUTIVE DIRECTOR / TREASURER’S REPORT
FINANCIAL REPORT - The Balance Sheet for November 30, 2010, the Balance Sheet for December 10, 2010, the Budget vs. Actual sheet for January through November 2010, the Budget vs. Actual sheet for January through November 2010, the Profit & Loss sheet for November 2010, and the Profit & Loss sheet for December 10, 2010 were distributed. Hews reported that the auditor had started working on the exit audit.
MEMBERSHIP COUNT – The membership count as of November 30, 2010 was distributed. The total number is down 27 members from last year at this time. The Board discussed the two subdivisions that are short on members and ways to increase trustee membership.

PRESIDENT’S REPORT
ANNOUNCEMENTS – Vande Haar distributed certificates to members of the Reorganization Committee and a plaque to Pilz. He thanked Parsons for the opportunity to speak to the Iowa State University Library staff.
CORRESPONDENCE – Vande Haar reported that the office had received the Freedom to Read Foundation News and a thank-you for the Association’s membership in the Freedom to Read Foundation. The Association received a request from Iowa Safe Schools for a contribution toward the Governor’s Conference on LGBT Youth. Galstad moved that the Iowa Safe Schools request for funds be referred to the ILA Foundation. The motion passed with a vote of 6 to 4. Alcorn moved that the Association send Iowa Safe Schools a letter of support. The motion carried with a vote of 9 to 1. Vande Haar and Neuhaus will write the letter.
CONFERENCE PLANNING COMMITTEE – Vande Haar thanked Galstad for her work on the 2010 Conference. The final registration numbers for the 2010 Conference were distributed. The total number of registrations was 711.

UNFINISHED BUSINESS
STRATEGIC PLANNING COMMITTEE 2010 REPORT – Willeford stated that Dan Boice, the chair of the Strategic Planning Committee, came to the November planning meeting and explained the work of the Committee. Vande Haar thanked Willeford for revamping the planning meeting.

CATALYST SURVEY – The Catalyst survey has not yet been conducted. Liaisons were asked to gather potential survey questions from the committees they represent and bring the questions to the next Board meeting. The Board discussed the possibility of sending a postcard to the members who have not yet provided an email address,
telling them that a survey has been linked to the Association website and asking them to provide an email address.

**NEW BUSINESS**

**COMMITTEE APPOINTMENTS** – A list of potential 2011 committee appointments was distributed. It was noted that Louise Alcorn, Tena Hanson, and Lorraine Borowski should be added to the Personnel Committee; Neuhaus will chair that committee. Alison Ames Galstad should be added to GAC; she will be the President’s designee for National Legislative Day. Alcorn moved to appoint Emily Weaver to the ILAF Board; motion carried. Davidson moved acceptance of the committee appointments, as distributed and revised. Motion carried. See attached list of committee appointments.

**EXECUTIVE BOARD LIAISONS** – A list of liaisons was distributed.

**MEMBERSHIP RENEWAL FORM** – The Board decided to insert the word “online” before “Catalyst subscription only” and before “Subscription out of country” on the renewal form. Galstad moved that the Bylaws Committee be asked to review having the Catalyst subscription on the membership form and bring a proposed change back to the Board. Motion carried. The Board decided to replace Amy and Craig’s names in the President’s letter with the name of their firm. Alcorn moved approval of the membership form, with the changes discussed. Motion carried.

**2011 CALENDAR** – Davidson moved approval of the 2011 Calendar, as printed. Motion carried.

**SUBDIVISION ANNUAL REPORTS RECEIVED** – Hews reported that the following subdivisions had submitted their annual reports: ISASL, ACRL, ISLA, Local History and Genealogy, Public Library Forum, Resources and Technical Services Forum, Storytellers Roundtable, and Video Roundtable. Liaisons were asked to contact the remaining subdivisions. Vande Haar asked liaisons to try to get written subdivision reports for Board meetings. The Board discussed the need to post Executive Board documents well in advance of Board meetings.

**ISLOC PROPOSAL** – Alcorn moved approval of the Iowa Small Libraries Online Conference proposal. Motion carried.

**ILA REORGANIZATION PLAN** – No discussion.

**LEGISLATIVE AGENDA** – The Board discussed the possibility of revising the 2011 Legislative Agenda, to include a plank about teacher-librarians. Alcorn moved that the Association instead create an “issue of special concern” regarding teacher-librarians. Motion carried.

**2010 ELECTIONS** – The election results: Lorraine Borowski 280 votes; Nancy Medema 225 votes; Kathy Bottero 233 votes; Maeve Clark 300 votes; Dorothy DeGroot 178 votes; Duncan Stewart 249 votes; and Kathy Parsons 491 votes. It was confirmed that Kathy Parsons’ term was three years.

**TRANSITION**

2. Brainstorm – The Board discussed possible alternatives for filling the Executive Director position. Board members volunteered to research associations in other states.
3. Treasurer – Vande Haar will sign checks for now. Alcorn volunteered to help, also.

**VICE-PRESIDENT’S REPORT**

**IOWA LIBRARY ASSOCIATION FOUNDATION** – Willeford reported that Barbara Corson is the ILAF president.

**LEADERSHIP DEVELOPMENT COMMITTEE** – None.

**2010 ANNUAL PLANNING MEETING** – Willeford reported the meeting went well. Alcorn posted the forms online.

**PAST PRESIDENT’S REPORT**

**AWARDS COMMITTEE** – Neuhaus reminded everyone that forms need to be completed for new awards.

**FINANCE COMMITTEE** – Neuhaus reported that the Committee had looked at all of the subdivision forms. A list of Spring Meetings was distributed. A script for liaisons was distributed.

**PERSONNEL COMMITTEE** – No additional business.

**ALA COUNCILOR’S REPORT**

**PUBLIC LIBRARY FORUM** – Henricks reported that they contributed $500.00 toward the book talks on the ICN. They have several ideas for the Conference.

**RESOURCES AND TECHNICAL SERVICES FORUM** – Henricks reported that they have turned in their annual report.

**ALA** – Henricks reported that ALA is ending the year in the black. They are discussing WikiLeaks. They have approved their priorities for 2012.

**EXECUTIVE BOARD REPORTS**

**BYLAWS AND ORGANIZATION MANUAL COMMITTEE** – None.

**IOWA ASSOCIATION OF SCHOOL LIBRARIANS** – Davidson reported for Galstad. They are planning a conference in Des Moines on April 10–11, 2011. Alcorn moved approval of the budget for this conference. Motion carried.

**LAMA** – None.

**MEMBERSHIP COMMITTEE** – None.

**GOVERNMENT DOCUMENTS ROUNDTABLE** – None.

**IOWA ACRL** – None.

**IOWA LIBRARY TRUSTEES ASSOCIATION** – None.

**PUBLIC RELATIONS COMMITTEE** – Alcorn reported that they are working on articles for the Catalyst.

**STRATEGIC PLANNING COMMITTEE** – None.

**HEALTH SCIENCES SUBDIVISION** – None.

**SPECIAL LIBRARIES ROUNDTABLE** – This subdivision has been fairly inactive; Heinzman will follow up with them.

**GOVERNMENTAL AFFAIRS COMMITTEE (GAC)** – Hanson reported that they are planning for next year.

**INTELLECTUAL FREEDOM COMMITTEE** – Hanson reported that there have been three book challenges. They are developing a program that can be delivered at various locations; the Board just needs a report on it.

**STORYTELLERS ROUNDTABLE** – Hanson reported that they are working on the Conference.

**COMMUNITY COLLEGE LIBRARIANS ROUNDTABLE** – Aaron Wings is chairing. They will meet during the ILA/ACRL Conference.

**LOCAL HISTORY AND GENEALOGY** – Heinzman reported that they will be co-sponsoring a Conference session.

**INFORMATION TECHNOLOGY** – Heinzman reported that they plan on offering a scholarship to a technology conference.

**VIDEO ROUNDTABLE** – Heinzman reported that they have lots of ideas.

**EDITORIAL COMMITTEE** – None.

**IOWA SMALL LIBRARY ASSOCIATION** – Davidson reported that they will be having a planning meeting on Feb. 18, 2011.

**SUPPORT PERSONNEL** – None.

**YOUTH SERVICES SUBDIVISION** – None.

**ADJOURNMENT** – Vande Haar presented a plaque to Hews and thanked her for her service. The meeting adjourned at 2:30.
2011 ILA COMMITTEE APPOINTMENTS

AWARDS
Ellen Neuhaus, Univ of Northern Iowa, Cedar Falls ‘13; Chair ‘11
Barbara Peterson, Council Bluffs Public Library, ‘12
Sheryl Bissen, Grinnell College Libraries, ‘11

JOHN BRIGHAM PLAQUE
Karen Lampe, Green Valley AEA, Creston ‘11
Ed Goedeken, Iowa State Univ, Ames ‘11

BYLAWS AND ORGANIZATION MANUAL
Sarah Willeford, Kirkendall Public Library, Ankeny ‘13; Chair ‘11
Mary Jo Langhorne, Iowa City CSD, Retired ‘13
Carmen Epstein, Urbandale Public Library ‘13
Louise Alcorn, West Des Moines Public Library ‘11
Rachel Fleming, Central College, Pella ’11

CONFERENCE PLANNING
Dale Vande Haar, Des Moines Public Schools ‘11; Chair ‘11
Pat Means, Villisca Public Library ‘13
Sara Doyle, Sioux City Public Library ‘12
Jennie Garner, North Liberty Comm Library ‘12
Mary McInroy, Univ of Iowa, Iowa City ‘12
Jerri Heid, Ames Public Library ‘11
Carol Kirsch, State Historical Society, Iowa City ‘11
Denise Rehmke, Iowa City CSD, Iowa City ‘11
Denny Sharp, FEH, Des Moines (exhibitor rep) ‘11
Barbara Peterson, Council Bluffs Public Library, Local Arrangements; Chair ‘11

EDITORIAL
Barbara Corson, State Library, Des Moines ‘11; Chair ‘11
Cheryl Carruthers, AEA, Marshalltown ‘13
Cynthia Dyer, Simpson College ‘13
Ryan Gjerde, Luther College, Decorah ’12

FINANCE
Susan Kling, Marion Public Library ‘11; Chair ‘11
John Lerdal, Pleasant Hill Public Library ‘13
Susan Knippel, Iowa State University, Ames ‘12
Ellen Neuhaus, Univ of Northern Iowa, Cedar Falls ‘11
David Gregory, Iowa State Univ, Ames ‘11
Dale Vande Haar, Des Moines Public Schools, ex-officio
Executive Director, ILA Office, ex-officio

GOVERNMENTAL AFFAIRS
Sarah Willeford, Kirkendall Public Library, Ankeny ‘13; Chair ‘11
Jill Hofmockel, Iowa City CSD ‘13
Ann Coulter, Southwestern Comm College ‘13
Lorraine Borowski, Decorah Public Library ‘12
Mary Wegner, State Library (liaison)
Dale Vande Haar, Des Moines Public Schools, ex-officio

INTELLECTUAL FREEDOM
Kelly Fischbach, Carroll Public Library ‘13
Misty Grey, Storm Lake Public Library ‘13
Monica Gohlinghorst, Council Bluffs Public Library ‘13
Kathy Bottaro, Sioux City School District ‘12
Dan Chibnall, Grand View Univ ‘12
Jim Cross, Riceville Public Library ‘11

LEADERSHIP DEVELOPMENT
Sandy Long, Whitemore Public Library ’14
Nancy Medema, Bettendorf Public Library ’14
Emily Weaver, Library Consultant, Perry ‘14
Devon Murphy-Petersen, Waukee Public Library ’13
Kathy A. Parsons, Iowa State Univ, Ames ‘13
LaWanda Roudebush, Davenport Public Library ‘11
Duncan Stewart, Univ of Iowa, Iowa City ‘11
Sandy Dixon, State Library, Des Moines, ex-officio
Executive Director, ILA Office, ex-officio

MEMBERSHIP
Dee Crowner, North Liberty Comm Library ’12; Chair ‘11
Emily O’Sheridan Tabor, North Liberty Comm Library ’13
Kristi Sorensen, Belle Plaine Comm Library ’13
Kyle Neugebauer, Algona Public Library ’12
Sarah Latcham, Hills Elementary ICCSD, Wellman ’11
Ann Coulter, Southwestern Comm College ’11
Dale Vande Haar, Des Moines Public Schools, ex-officio

NOMINATING
Heidi Lauritzen, Iowa City Public Library ’12
Mary Jo Langhorne, Univ of Iowa, Iowa City ’11
Betsy Thompson, Sioux City Public Library ’11

PERSONNEL COMMITTEE
Ellen Neuhaus, Univ of Northern Iowa, Cedar Falls ’11
Louise Alcorn, West Des Moines Public Library ’11
Tena Hanson, Milford Public Library ’11
Dale Vande Haar, Des Moines Public Schools, ex-officio

PUBLIC RELATIONS
Katherine Howsare, Urbandale High School ’11; Chair ‘11
Glenda Davis-Driggs, Cornell College, Mt. Vernon ’13
Melanie Stewart, North Liberty Comm Library ’13
Lois Blythe, Burlington Public Library ’13
Dee Crowner, North Liberty Comm Library ’12
Angela Campbell, Davenport Public Library ’12
Holly Youngquist, Newton Public Library ’12
Annette Wetteland, State Library (advisor)

STRATEGIC PLANNING
Dan Boice, Divine Word College, Epworth ’11; Chair ’11
Jet Kofoot, Central IA Library Service Area, Ankeny ’13
Lynne Carey, Ames Public Library ’12
Vicki Hibbert, Clive Public Library ’11
Emily Weaver, Library Consultant, Perry ’11
Dale Vande Haar, Des Moines Public Schools, ex-officio
Executive Director, ILA Office, ex-officio

January/February 2011 Catalyst - 14
COMMUNITY COLLEGE LIBRARIANS ROUNDTABLE
Chair, Aaron Wings, Kirkwood Comm College, Cedar Rapids
Vice Chair, Candace Havely, Hawkeye Comm College, Waterloo
Secretary/Treasurer, Linda Nelson, Scott Comm College, Bettendorf

GOVERNMENT DOCUMENTS ROUNDTABLE
Chair, Suzanne Araas Vesely, Maharishi Univ, Fairfield
Vice Chair, Brett Cloyd, Univ of Iowa, Iowa City
Secretary, Marianne Mason, Univ of Iowa, Iowa City

IOWA HEALTH SCIENCES LIBRARY ASSOCIATION
Chair, Jen DeBerg, Univ of Iowa, Iowa City
Vice Chair, Brett Cloyd, Univ of Iowa, Iowa City
Secretary, Eileen Hansen, Mercy College, Des Moines

INFORMATION TECHNOLOGY FORUM
Chair, Louise Alcorn, West Des Moines Public Library
Vice Chair, Holly Youngquist, Newton Public Library
Secretary, Brian Thompson, Univ of Iowa, Iowa City

IOWA ASSOCIATION OF SCHOOL LIBRARIANS
Chair, Erin Feingold, Marshalltown Comm Schools
Vice Chair, Becky Johnson, Jefferson High School, Norway
Secretary, Tiffany Cooper, Creston Comm Schools

ILA/ACRL
President, Ryan Gjerde, Luther College, Decorah
Vice President, Rebecca Funke, DMACC, Ankeny
Secretary, Dan Chibnall, Grandview Univ, Des Moines

IOWA LIBRARY TRUSTEES ASSOCIATION
President, Ann Coulter, Southwestern Comm College, Creston
Vice President, TBA
Secretary, Mary Kay Hudspeth, Storm Lake Public Library
Treasurer, Hank Zaletel, Nevada Public Library

IOWA SMALL LIBRARY ASSOCIATION
Chair, Linda K. Adams, Fayette Public Library
Vice Chair, Sue Kroesche, Le Mars Public Library
Secretary, Jill Sanders, Elkader Public Library
Treasurer, Shirley Vonderhaar, Dyersville Public Library

LIBRARY ADMIN & MANAGEMENT ASSOCIATION
Chair, Lynne Carey, Ames Public Library
Vice Chair, TBA
Secretary, TBA

LOCAL HISTORY AND GENEALOGY
Chair, Marci Behm, Des Moines Public Library
Vice Chair, Hank Zaletel, IA Dept of Transportation, Ames
Secretary, TBA

PUBLIC LIBRARY FORUM
Chair, Mary Markwalter, Mason City Public Library
Vice Chair, Shirley Vonderhaar, Dyersville Public Library
Secretary, Kyle Neugebauer, Algona Public Library

RESOURCES AND TECHNICAL SERVICES FORUM
Chair, Gregory Wool, Iowa State Univ, Ames
Vice Chair, TBA

SPECIAL LIBRARIES ROUNDTABLE
Chair, TBA
Vice Chair, TBA

STORYTELLERS’ ROUNDTABLE
Chair, Kolleen Taylor-Berven, Story City Public Library
Vice Chair, Cathy Van Brocklin, Ames Public Library
Secretary, Erin Sehorn, Kalona Public Library

SUPPORT PERSONNEL
Chair, TBA
Vice Chair, TBA
Secretary/Treasurer, TBA

VIDEO ROUNDTABLE
Chair, Michael May, Dubuque Public Library
Vice Chair, TBA
Secretary/Treasurer, TBA

YOUTH SERVICES SUBDIVISION
Chair, Audrey Jones, Des Moines Public Library
Vice Chair, Zachary Stier, Bondurant Public Library
Secretary, Anna Hartmann, Council Bluffs Public Library

Please visit: [www.iowalibraryassociation.org](http://www.iowalibraryassociation.org) for more information about subdivisions.

2011 ILA FOUNDATION BOARD

APPOINTED BY ILA EXECUTIVE BOARD
Emily Weaver, Library Consultant, Perry ‘13
Wendy Street, Pella Public Library ‘12
Barbara Corson, State Library, Des Moines ‘11

ELECTED BY ILA MEMBERSHIP
Mike Wright, Univ of Iowa, Iowa City ‘13
Linda Adams, Fayette Public Library ‘12
Kay Runge, Library Consultant, Des Moines ‘11

ELECTED BY IA LIBRARY TRUSTEES ASSOCIATION
Karen Davidson, Northeast Iowa Comm College, Calmar ‘13
Lois Blythe, Burlington Public Library ‘12
John Teget, Southwest IA Library Service Area, Shenandoah ‘11

ILA VICE PRESIDENT
Lorraine Borowski, Decorah Public Library ‘11

ILA EXECUTIVE DIRECTOR
TBA

EXHIBITORS’ GROUP
Ken Jones, Jones Library Sales ‘13

APPOINTED BY IOWA COMMISSION ON LIBRARIES
Barbara Corson, State Library, Des Moines ‘11

MEMBERS AT LARGE
Sarah Clendineng, Fort Madison Public Library ‘13
Susan Moore, Univ of Northern Iowa, Cedar Falls ‘12
Tom Kessler, Univ of Northern Iowa, Cedar Falls ‘12
Amy Paulus, Univ of Iowa, Iowa City ‘12
Tim Jones, Cedar Falls ‘12
Marlys Lien, Council Bluffs Public Library ‘11

January/February 2011 Catalyst - 15
The Davenport Public Library (DPL) has undergone a branding facelift over the past few years. One of the most cherished additions to our branding efforts has been our mascot, **Libby the Library Dog**. Securing the costume was the easy part; the planning and implementation took a lot of thought and help from all staff.

Our story begins more than two years ago. We had always wanted a mascot, but what type of critter could represent the DPL (and how could we afford it?!). Turns out that eBay has a seller of inexpensive mascot costumes. We decided on the Bloodhound – it makes sense, as they are known for sniffing out information. With costume in hand (less than $200!), we were ready to figure out a name. We took the question to a staff in-service – what could we name our mascot? Everyone brainstormed, and we voted. “Libby the Library Dog” won.

Now we had a costume and a name. But what was Libby’s story? One of our talented youth services staff came up with a terrific story about Libby’s life, and how she ended up at the DPL. (You can read the story on DPL’s website – [www.davenportlibrary.com](http://www.davenportlibrary.com) underneath the “Programs & Publicity” link found on the left-hand navigation bar).

It felt like we needed something else. If we were really going to brand her, we needed a cartoon image. So we had a local company come up with numerous cartoon images – Libby on a computer, Libby reading, Libby playing a videogame, and several others.

Next question – how and when were we going to introduce her to the community? National Library Week was fast approaching at this time. Someone on our internal marketing committee came up with the idea of having her birthday be on the kickoff to National Library Week, which was perfect.

Finally, we needed something for her to wear. We created t-shirts with the DPL logo on the front and Libby’s image on the back for her, and different t-shirts with Libby’s image for staff to wear at programs and out in the community. In addition, we purchased temporary tattoos and plastic cups with Libby’s image. When Libby is out and about, she gives away the tattoos and/or bookmarks, so people know how to contact DPL.

After a little over two years with our mascot, we have used her in many ways. She is often a guest at baseball games for our minor league team, the Quad City River Bandits. She also makes appearances in the community at schools, family festivals, and even the grocery stores. We also use her in the Library at special programs. For her birthday last year we had a mascot party. Fourteen different mascots came, including Herky the Hawkeye, to help us celebrate. She’s become the “face” of all our kids and family programming. Most of the time, our pages get to wear the costume, and they love that part of the job.

Libby has been a great addition to the DPL team. We can’t imagine life without her, and hopefully our community feels the same way. If you have any questions about our mascot, please don’t hesitate to contact me at acampbell@davenportlibrary.com.

Angela Campbell
Davenport Public Library
Governmental Affairs Committee Update

This legislative session has already proven to be a busy one. The Governmental Affairs Committee (GAC) and the ILA lobbyists, Amy Campbell and Craig Patterson, will continue to keep you informed throughout the session.

The Iowa Library Association Legislative Agenda 2011, approved by the membership this fall, asks the legislature to:

- Enact the model of streamlined state-funded library operations and services developed by the Iowa library community and described in the report submitted to the General Assembly on November 1, 2010, as a requirement of House amendment 8516.
- Provide state funding to fully implement the streamlined service delivery model, which will provide high-quality library services for all Iowans.
- Increase funding for Enrich Iowa to support the rise in Iowans’ use of libraries. Enrich Iowa enables library resource sharing and interlibrary loan services, which makes Iowa’s library system an efficient network accessible to all Iowans.
- Preserve hometown governance in Iowa’s public libraries by maintaining support for the policy-making autonomy of public library boards of trustees.

Currently, the ILA Reorganization Bill, HF103, and the governor’s budget recommendations are important issues that need our attention.

The ILA Reorganization Bill, HF103, was introduced and now needs our support. We need to advocate for the bill, as well as ensure that state funding is provided to fully implement the new model. Contact your legislators NOW to ask them to pass this bill. Tell them that the proposed reorganization model provides locally delivered, hands-on support services for libraries, along with streamlined organization, consistent delivery of services for libraries across the state, greater transparency of state funds, and a more sustainable funding model. Here are additional talking points:

- the reorganization plan was developed last summer and fall in an open and collaborative process facilitated by ILA
- the plan was overwhelming approved by the ILA membership at the annual conference in October
- 427 libraries voted in an online poll open to all Iowa libraries (not just ILA members) in October with 87.8% expressing support
- the model for reorganization preserves locally delivered, hands-on support services for Iowa libraries, which will be delivered through a single agency and field offices
- a new statewide Advisory Panel, composed of librarians, will be set up to provide input to the agency and its governing board
- the new model is fiscally responsible and responsive to the diverse needs of Iowa libraries – and must be adequately funded to insure that Iowa’s libraries receive the high-quality services that they deserve

Information provided in January by State Librarian, Mary Wegner, reported that the governor’s budget recommendations do not include good news for libraries:

- State Library. The proposed funding level of $1,219,799 represents a cut of 6% ($77,859) from the State Library’s mid-FY11 level of $1,297,658. If enacted, the FY12 State Library budget will be 19% below the FY11 legislative appropriation; 22% down from FY10; and 36% down from FY09.
- Library Service Areas. The proposed funding level of $1,013,905 represents a cut of 10% ($114,717) from the Library Service Area mid-FY11 level of $1,128,622. If enacted, the FY12 LSA budget will be 12% below their original FY11 level, 30% down from FY10, and 37% down from FY09.
- Enrich Iowa program for libraries. The proposed funding level of $1,688,316 represents a cut of 25% ($557,765) from FY11. All Enrich Iowa funding from the Rebuild Iowa Infrastructure Fund (RIIF) is eliminated; RIIF funding was $450,000 in FY11 and $950,000 in FY10. If enacted, Enrich Iowa funding in FY12 will be down 39% from FY10.
- Total state funding for libraries. The proposed overall funding level of $3,922,020 represents a cut of 16% from the mid-FY11 level and a cut of 28% from the original FY11 level.

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As you know, the legislature does not necessarily adopt the governor’s recommended appropriations levels. The Iowa library community now has an opportunity to let the governor and the legislators know that library use is at an all-time high in Iowa, and that the proposed 16% budget cut will hurt libraries’ ability to help Iowans find jobs, complete their homework, pursue lifelong learning and use e-government resources.

Please contact the Governor and your legislator to let them know how important the Enrich Iowa funds are to libraries. Also, reinforce the importance of the Reorganization Bill and that adequate funding is crucial for the new State Library Agency.

More legislative information is available on the Iowa Library Association website: www.iowalibraryassociation.org

Remember our strength is the way we clearly and respectfully communicate the needs of our libraries.

Sarah Willeford
Chair, Governmental Affairs Committee

ILA CALL FOR NOMINATIONS

The ILA Nominating Committee invites your participation! We are seeking names of members who are qualified to run for the following ILA officer positions for the 2012 year:

- **Vice President/President Elect** of the Iowa Library Association. This year we are seeking candidates from our members who work in school or academic libraries. One person will be elected.

- **Executive Board**. Two Board members will be elected from a slate of four candidates.

In accordance with ILA Bylaws, the Nominating Committee’s selection of nominees "should be made with a view to achieving balanced representation of geographical areas and kinds of libraries. Commitment to the Association and to librarianship in general should outweigh all other considerations. A nominee must be a personal member in good standing of the Association."

Please take a moment to reflect on those ILA colleagues who will make great leaders for the Association and send us their names. Self-nominations are also invited. Forward names with brief qualifications no later than Sunday, March 27, 2011, to any member of the Committee.

Heidi Lauritzen, Mary Jo Langhorne, Betsy Thompson
Nominating Committee

2011 ILA LOBBY FROM HOME DAY

**Wednesday, February 16**

The ILA Government Affairs Committee encourages all Iowa librarians to contact their legislators about issues important to Iowa libraries on Lobby From Home Day. If every librarian in Iowa contacted their legislators all on the same day, what an impact we would make!

**Encourage your legislators to:**

- Support continued financial support for all Iowa libraries
- Support the ILA Reorganization Bill HF103

For more information and for talking points, visit the ILA website at: www.iowalibraryassociation.org

2011 ILA LEGISLATIVE DAY

**Wednesday, March 2**

Legislative Briefing
Grant Room
Jesse Parker Building
(West of the State Library)
2:30 p.m.–3:45 p.m.

Legislative Reception
State Law Library
Capitol Building
4:00 p.m.–6:00 p.m.

Your online registration allows the Governmental Affairs Committee to plan effectively based upon the number of pre-registrants.

Please visit the calendar section to pre-register at www.iowalibraryassociation.org