

MISSISSIPPI LIBRARIES

Volume 67, No. 2

Summer 2003



Mississippi Library Association

P.O. Box 20448 • Jackson, MS 39289-1448
 PHONE: 601-352-3917 • FAX: 601-352-4240
 Office Hours: 9-1 M, T, Th, F
 Email: mla@meta3.net
 Executive Secretary: Mary Julia Anderson
 MLA Web site: <http://www.misslib.org>
 Web Master: Steven.Turner@usm.edu

President

Prima Plauché, *Director*
 Hancock County Library System
 312 Hwy. 90 • Bay St. Louis, MS 39520
 228-467-6836 (w) • 228-452-0022 (f)
 pplauche@hancock.lib.ms.us

Vice-President

Juanita Flanders
District Dean of Learning Resources
 Hinds Community College • McLendon Library
 P.O. Box 1100 • Raymond, MS 39154-1100
 601-857-3380 (w) • 601-857-3293 (f)
 hjflanders@hinds.cc.ms.us

Secretary

Sara Morris, *Reference Librarian*
 Mitchell Memorial Library
 P.O. Box 5408 • Mississippi State, MS 39762
 662-325-9347 (w) • 662-325-9131 (f)
 smorris@library.msstate.edu

Treasurer

Jennifer Smith, *Assistant Director*
 Warren County-Vicksburg Public Library
 700 Veto Street • Vicksburg, MS 39180
 601-636-6411 (w) • 601-634-4809 (f)
 jensmith@warren.lib.ms.us

Immediate Past President

Terry Latour, *Director of Library Services*
 W. B. Roberts Library • Delta State University
 Cleveland, MS 38733
 662-846-4440 (w) • 662-846-4443 (f)
 tlatour@deltastate.edu

ALA Councilor

Billy Beal, *Dean of Learning Resources*
 Meridian Community College
 601-484-8760 (w) • 601-482-3936 (f)
 bbeal@mcc.cc.ms.us

SELA Councilor

Glenda Segars, *Director of Learning Resources*
 Itawamba Community College
 662-862-8383 (w) • 662-620-5095 (f)
 grsegars@icc.cc.ms.us

Parliamentarian

Randy Sherard

2003 SECTIONS**ACRL Section**

Chair, Gretchen Cook
 gcook@belhaven.edu

Public Section

Chair, Linda Tufaro
 itufaro@pearlriver.lib.ms.us

School Libraries

Chair, Otha Keys
 orkeys@hotmail.com

Special Section

Chair, Sandy Hayes
 lrmalibrary@c-gate.net

Trustee Section

Chair, Randy Sherard
 sherard@magnolia.net

2003 ROUNDTABLES

ANRT (Automation and Networking)
 BLACK CAUCUS
 ECRT (Educational Communication and Tech)
 GODORT (Government Documents)
 LIRT (Library Instruction)
 NMRT (New Members)
 SCRT (Special Collections)
 TSRT (Technical Services)
 2YCRT (2 Year College)
 YPSRT (Young People's Services)

PRESIDENT'S PAGE

MLA: SETTING THE STAGE FOR LIBRARY ADVOCACY

The Mississippi Library Association supports a network of library advocates who are ready and willing to speak out on behalf of libraries in our state. Membership in MLA is the basis for that network.

In February, more than three hundred librarians, library staff, friends, trustees, library supporters and Mississippi legislators participated in MLA's Library Legislative Day activities and legislative reception.

In May, an MLA delegation traveled to our nation's capitol to join other library advocates for National Library Legislative Day on Capitol Hill.

MLA members plan and participate in these events because we believe that libraries and the people who work in them are important and essential to Mississippi's future. As MLA members, we have a responsibility to affect library policy and funding legislation at the local, state, and national levels so that our elected officials make the right decisions about library issues.

Strong grassroots advocacy assures that excellent library and information services are available, affordable, and accessible to all Mississippians through our school, public, special, community college and university libraries. Library advocates promote libraries year-round with excellent service to library customers. They provide traditional and innovative programming that reaches across geopolitical and socioeconomic lines. Advocates support awareness campaigns that emphasize how libraries make a difference in the cultural, educational, recreational, and economic development of our communities and our



Prima Plauché

state. They believe that libraries are part of the solution to society's problems; that libraries are essential services; and that libraries and the people who work in them do make a difference in Mississippi. The most crucial advocacy activity, however, is one on one contact with local, state, and national decision makers throughout the year and at Library Legislative Day in

Jackson and Washington, D.C.

As members of a professional library association, we are a special interest group dedicated to providing access to library and information services for all our state's citizens. Just as other special interest groups advocate forcefully in the media, in city halls, courthouses and legislative chambers across this nation, so must the library community speak out loudly, clearly, with a unified voice and in numbers that count.

Check the MLA web site membership list at www.misslib.org. If you are not a member, then join or renew your membership. Encourage others to join our Association. Use the 2004 committee preference form in this issue to volunteer your time and talent as a member or chair of an MLA committee. MLA standing committees and conference committees build relationships and bring awareness to Mississippi's libraries.

Plan now to attend MLA's 2004 Legislative Day in Jackson and National Library Legislative Day in Washington D.C.

The Mississippi Library Association can only set the stage for library advocacy. Your membership and active participation are essential for the success of our Association's advocacy activities on behalf of libraries and information services in Mississippi.

A Quarterly Publication of the
Mississippi Library Association

©2003

ISSN 0194-388X

EDITORIAL STAFF

CO-EDITORS.....Kathryn R. Davis
Box 5128, USMGC Library
The University of Southern Mississippi, Gulf Coast
Long Beach, MS 39560-2699
(W) 228-867-8760
FAX: 228-867-2650
email: kathy.davis@usm.edu

Donnelle Scott
Box 5128, USMGC Library
The University of Southern Mississippi, Gulf Coast
Long Beach, MS 39560-2699
(W) 228-867-8767
FAX: 228-867-2650
email: donnelle.scott@usm.edu

COPY EDITOR.....Kathleen L. Wells
The University of Southern Mississippi
email: kathleen.wells@usm.edu

ADVERTISING EDITOR.....Suzanne R. Graham
The University of Southern Mississippi
email: suzanne.graham@usm.edu

REPORTER.....Mary Hamilton
The University of Southern Mississippi
email: mary.hamilton@usm.edu

COLUMN EDITORS.....Rick Torgerson
Delta State University
email: rick@merlin.deltast.edu

Peggy Price
The University of Southern Mississippi
email: peggy.price@usm.edu

Steven Turner
The University of Southern Mississippi
email: steven.turner@usm.edu

BOOK REVIEW EDITOR.....Sarah Spencer
The University of Southern Mississippi
email: sarah.spencer@usm.edu

CHILDREN'S BOOK
REVIEW EDITOR.....Rosemary Chance
The University of Southern Mississippi
email: rosemary.chance@usm.edu

MLA PUBLICITY
COMMITTEE, CHAIR.....Mary Perkins
Hancock County Library System
Email: mperkins@hancock.lib.ms.us

INDEXER.....Shirlene Stogner
The University of Southern Mississippi
email: shirlene.stogner@usm.edu

WEBMASTERS.....Diane DeCesare Ross
The University of Southern Mississippi
email: diane.ross@usm.edu

Tracy Koch Englert
The University of Southern Mississippi
email: tracy.englert@usm.edu

Contents

President's Page31

What *Is* in a Name? Three Approaches to Branding for the Public Library
Prima Plauché, Stella Wheat, and Dorothy Vance.....33

"Where's That Book I Requested?" Managing Acquisitions for Good Customer Service
June Schmidt.....38

Information Access, Libraries, and Filtering: Philosophical Considerations
Malachi Martin.....41

MLA Officers for 200444

In the Public Eye46

The Web in Review48

What's So Special About.....51

Call for Nominations for the Peggy May and Outstanding Achievement Awards54

People in the News55

News Briefs57

About Books.....59

About Children's Books.....60

MLA 2004 Committee Preference Form61

MLA Executive Board Meeting Minutes.....62

MLA 2003 Conference Hotel Accommodations65

MLA 2003 Conference Preview66

MLA Treasurer's Report.....67

On the Cover: The cover artwork is "Hot Fish," Pit Fired Clay, Height – 7", by Jackson artist Ron Lindsey. In the collection of Malcolm White. Mr. Lindsey's work will be featured on the covers of *Mississippi Libraries* for Volume 67.



MISSISSIPPI
LIBRARIES

Mississippi Libraries is a publication of the Mississippi Library Association, and is indexed in Library Literature. The articles, reports and features herein represent the viewpoints of their respective authors and are not necessarily the official opinions of the Association. Printed with soy ink on recycled paper.

Subscription Rate: \$16.00 per year (\$4.00 per issue), \$24.00 per year outside the U.S., free to MLA members. Back issues available from University Microfilms International. Advertising rates on request to Advertising Editor. Deadline for advertising copy is the tenth of the month preceding month of publication.

Manuscripts must be typescripts produced as a computer file document, Times New Roman font, 12 pt., in MSWord 95 or greater, WordPerfect or ASCII text. Send file as an attachment or submit the file on a floppy disk via surface mail. Manuscripts must be received by the editor by the following deadlines: Spring, February 2nd; Summer, May 2nd; Fall, August 2nd; and Winter, November 2nd. Photographs must be black and white, glossy finish.

NOTICE: Dues must be paid by March 1 in order to vote in election of officers and to receive the Spring issue of *Mississippi Libraries*.

What Is in a Name? Three Approaches to Branding for the Public Library

Attempting to develop a marketing plan and “brand” a library system with fresh publicity campaigns and new slogans, logos, and mascots is a time-consuming process. Does the effort pay off in visibility and increased numbers of library users? In 2002, Central Mississippi Regional Library System, Hancock County Library System, and Lamar County Library System attempted to find out. All three systems developed new marketing plans funded in part by LSTA grants through the Mississippi Library Commission. Each library system counts their initial efforts a success. The results have gone beyond just increasing the number of users. As one funding authority for Central Mississippi Regional asked, “What is going on at the library?”

CENTRAL MISSISSIPPI REGIONAL LIBRARY SYSTEM: MEETING THE CHALLENGE OF RAPID COUNTY GROWTH

*By Dorothy Vance
Public Relations, Central Mississippi
Regional Library System
dvance@cmrls.lib.ms.us*

Central Mississippi Regional Library System is comprised of twenty-one diverse locations ranging from urban to rural in Rankin, Scott, Simpson, and Smith counties. Rankin County is experiencing unprecedented economic growth and a 32.3% increase in population. Scott, Simpson, and Smith counties are predominantly rural counties that face economic hardships from decreasing job markets. Educational levels of the adult population vary from postgraduate degrees to high school dropouts. Each of the counties is experiencing a rapid growth in its Hispanic population. This diversity was presenting a unique identity

crisis for Central Mississippi Regional Library System.

This identity crisis and the fact that less than 25% of the 187,571 citizens in the Central Mississippi Regional Library System service area were registered borrowers was the impetus needed to undertake a project that would provide a new image for CMRLS. A grant application was submitted to the Mississippi Library Commission for an LSTA Marketing Grant. CMRLS was awarded a \$25,000 grant to launch the project. The goal was to increase public awareness of library services and available programs in the CMRLS service area by developing a marketing plan and publicity campaign that presented a unified message regardless of the size or location of the libraries.

The original grant proposal provided for the development of a marketing plan and publicity campaign, development of a new logo, design of a mascot, and the development of a coloring book. CMRLS soon learned that our expectations were too high when no proposals were received in response to our Request for Proposal. Central Mississippi Regional Library System negotiated a contract with The Cirlot Agency for the development of the logo and letterhead package, the design of the mascot, and the development of a coloring book. The development of a marketing plan and publicity campaign was eliminated from the project due to lack of funds and time. However, the strong visual components of the project remained and became the cornerstone of a very successful project. The creative and professional team from The Cirlot Agency were enthusiastic about the project, and very responsive to the needs of CMRLS.

The total cost for all components of the project was approximately \$35,000.00. Of this total amount, \$22,752.00 was funded through a LSTA Marketing Grant. The remaining \$12,248.00 was funded by the library system's public relations budget. The

final results of the project show that the monies were wisely invested in the future of the Central Mississippi Regional Library System.



New mascot A. Cornelius “Acorn” promotes Central Mississippi Regional Library System’s Got One? Get One. Use It @ your library campaign.

The most popular aspect of the project was a delightful squirrel named A. Cornelius who goes by the nickname Acorn. Acorn played a major role in the *Got One? Get One. Use It @ your library* campaign for Library Card Sign-Up month. Since his debut, Acorn has visited numerous Open House events at school districts in the four counties, visited individual classrooms, and participated in Homecoming and Christmas parades. The public appearances, a television appearance, and publicity in the *Clarion-Ledger* and other local newspapers have dramatically increased the visibility of Central Mississippi Regional Library System. Digitally created stickers and coloring books featuring Acorn are distributed during school and daycare visits. Visors featuring Acorn will be distributed to all

participants in the Summer Library program. Bean Bag Pal squirrels created to resemble Acorn will be used as prizes for system wide reading contests.

The new logo features the outlines of the counties in the library system and is easily recognizable by the citizens of the service area. The logo is featured on the system letterhead and all public relations materials produced by the system. Name badges featuring the logo have been purchased for all staff members. While no measurable statistics can be attributed to the badges, the badges present a unified and professional appearance among the staff. A change in demeanor has been recognized in their interaction with patrons and members of the community.

In September 2002, the CMRLS public relations department produced a publicity campaign entitled *Got One? Get One. Use It! @ your library.* While a professional publicity campaign may have been easier and more polished, it could not have generated the energy and enthusiasm seen in the branch libraries of CMRLS. *Got One? Get One. Use It! @ your library* created a sense of pride and determination among the staff.



The new logo features the outlines of the counties in the library system and is easily recognizable by the citizens of the CMRLS service area.

The major goal of the campaign was to register 2,000 new borrowers. Far surpassing its goal, CMRLS issued 2,792 new cards during this one month period. Between September 1, 2002 and March 3, 2003, CMRLS has realized a 28.3% increase in new borrowers.

Community involvement by library staff has increased. Branch Managers from ten libraries throughout the system are now members of the local Chamber of Commerce groups. The level of print

publicity has increased dramatically. CMRLS branch libraries have been featured on the front page of the Southern Style section of the *Clarion-Ledger*. Weekly columns are now found in local and county papers. Everywhere you turn, a CMRLS library is being publicized. The level of outreach services and programming has increased dramatically. Representatives from the funding authorities have asked, "What is going on at the library? The libraries are in the news every week." While the statistical results of the campaign met the goals initially established by CMRLS, the true success is that CMRLS branch libraries are no longer just buildings filled with books. They are now being readily recognized as an important and vital part of the community.

HANCOCK COUNTY LIBRARY SYSTEM'S VISION 2002: MARKETING FOR THE FUTURE

By Prima Plauché

*Library System Director,
Hancock County Library System
pplauche@hancock.lib.ms.us*

OUR SERVICE IS UNSURPASSED

Binding **periodicals** and rebinding **books** in **quality** bindings is our **business**, and has been since 1912.

Less expensive Adhesive Type Bindings available upon request.

100 Hembree Park Drive
P. O. Box 428
Roswell, GA 30077-9998
Telephone 770-442-5490 FAX 770-442-0183

An Equal Opportunity Employer

National Library Bindery Co. of Ga., Inc.

A CERTIFIED LIBRARY BINDERY

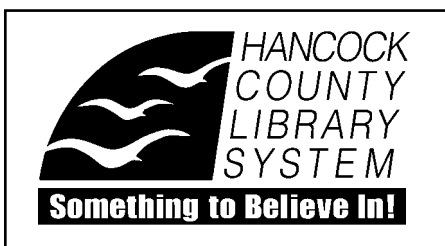
We take pride that our workmanship, materials and service are among the best in the industry.



The Vision 2002 Project used a corporate marketing process to reinvent the Hancock County Library System (HCLS) following a decade of unprecedented growth and community support.

Like Rankin County, Hancock County, located on the Mississippi Gulf Coast, is also one of Mississippi's fastest-growing counties. According to the 2000 census, Hancock County ranks third statewide in population growth and leads the three coastal counties of Mississippi with a phenomenal 35.3% increase since the 1990 Census. Based on population projections by Gulf Regional Planning Commission, 65% of the county's population will reside in unincorporated areas by the year 2010.

The Hancock County Library System administration launched a long-range plan in 1992 to provide new and expanded services and facilities to the county's future population. The plan included the establishment of a centralized administration unit; renovation and expansion of two branches; and construction of two new library facilities in unincorporated communities of Hancock County. A series of successful funding campaigns provided funding for implementation of this aggressive capital program. Library administration then turned to development of *Vision 2002: Marketing the Hancock County Library System for the Future* to determine the future direction of the library system.



In the marketing survey, the public recognized Hancock County Library System's logo developed in 1990. The logo is comprised of three seagulls representing geographic location and the library system's three funding authorities. The logo was updated adding "Something to Believe In!" as part of the new campaign.

The basis for the marketing plan was the design of a survey instrument to determine the perception of library system services in the community. HCLS staff conducted the survey in all four branches during National Library Week 2001. The survey was repeated during at the Hancock County Chamber of Commerce's 2001 Business and Industry Expo.

Results of branch library surveys indicated 97% of survey participants had library cards, were aware of many services of the library, and were very satisfied with their service. In contrast, results of surveys taken at the Business and Industry Expo found that only 60% of survey participants had library cards and were aware of many of the library system's services. The survey did not take into consideration survey respondents' resident county or state.

Survey statistics of users and non-users, however, were in line with registration statistics for the library system at that time, which indicated that a high number of residents (25,780, or 60% of Hancock County's population) were cardholders. Although sixty percent of the market share of potential customers is a comfortable margin of library users, especially when they are very satisfied with library service, both users and non-users are stakeholders in the library system's future. Moreover, emerging population centers in Hancock County are important new markets for library services. *The Vision 2002 Project: Marketing the Hancock County Library System for the Future* sought to create a broader base of library users in Hancock County who identify the library system as an innovative and essential government agency.

To implement *Vision 2002*, HCLS applied for and received a Library Services and Technology (LSTA) marketing grant for \$15,000 from the Mississippi Library Commission. The library matched the grant with \$5,000.

HCLS retained The Prime Time Group, Inc., a professional marketing and public relations firm, to implement the

branding process. Prime Time conducted "visioning" sessions with the library board, staff and the Library Foundation of Hancock County to elicit their expectations of the marketing campaign. The agency held a "branding" session with the library board and administration to develop a "brand identity" as the centerpiece for the campaign.

The survey conducted at HCLS branch libraries and at the Hancock County Business and Industry Expo provided the public's perception or image of the library system. The entire process led to several findings by the agency.

Prime Time found that the public recognized the library's logo, developed in 1990. The logo, comprised of three seagulls representing geographic location and the library system's three funding authorities, had therefore successfully established the HCLS "corporate identity."

The public relations firm also found that the public identifies the library system as an entity with characteristics of a brand: integrity, credibility, consistency, and likeability. Library customer perceptions included the following:

- Library personnel are knowledgeable and care about their responsibility to the community.
- All facilities are state-of-the-art, well maintained and architecturally pleasing.
- The library has a high level of credibility with government officials, the business community, and the public.
- The HCLS staff and board serves their mission statement: "...providing the right information at the right time in the right form while insuring cost-effective use of its resources and serving as a conduit to and from other information resources."
- The library system is the recipient of numerous local and state awards and the National Award for Museum and Library Service from the Institute of Museum and Library Services. This

is in large part due to the many constituencies the library develops through good customer service and interaction within the county's government, civic and business communities.

"In these changing times," said Ted Reimann, President of the Prime Time Group, "the public believes they can trust the Hancock County Library System to provide services that keep pace with changing technology while remaining user-friendly. We believe the HCLS recognizes this mission and is dedicated to the customers it serves. In turn, these customers feel that the Hancock County Library System is truly '*Something to Believe In*'."

Prime Time recommended adapting the library system's established "visual look" to reflect these findings. The firm translated the HCLS brand identity into a new logo for use on business cards, stationary and collateral public relations materials.

Public relations officer Mary Perkins produced a newspaper insert to introduce the library's updated brand identity and long-range plan to the public. Grant funds provided for the distribution of the insert in the September 1, 2002 edition of the *Sea Coast Echo* newspaper. Staff members distributed the publication to customers of each branch library and at community functions throughout Hancock County. The timing of the insert coincided with the final budget deliberations by the library system's funding authorities and with National Library Card Sign-Up Month.

Prime Time designed a brochure cover adaptable to a variety of informational pamphlets and service brochures. Perkins used the design on the HCLS annual report. Library administration presented the report at the annual luncheon for government officials held during National Library Week 2002.

Results of *Vision 2002* have been dramatic. New cardholders increased by 22% to 36,413 or 82% of the county's

population. Funding for the library system also increased, up by 9% to \$31.42 per capita, the highest reported in 2002 by Mississippi public library systems where the average per capita funding is \$13.75. Private donations to the Library Foundation for the library system's most recent construction project exceeded the campaign goal by 35%. Visits to the HCLS Web site, library visits and general use of services have increased proportionately.

The branding process for the Hancock County Library System continues. HCLS administration and staff are writing a new long-range plan for the library system that incorporates "something to believe in" as an integral part of customer service and programming. Adequate funding for the library system requires that HCLS customers view the library as essential to their lives and the library's "market share" of customers increases in proportion with future population projections for Hancock County.

HCLS views this process as an ongoing mission within their strategic plan for the future. This daunting task would be easier if everyone in Hancock County held the viewpoint of one library user who responded to a repeat survey in 2003: "The word is out," he said. "In Hancock County, the library is a cult!"

MARKETING PUBLIC LIBRARIES: THE LAMAR COUNTY LIBRARY SYSTEM EXPERIENCE

*By Stella Wheat
Library Director,
Lamar County Library System
swheat@lamar.lib.ms.us*

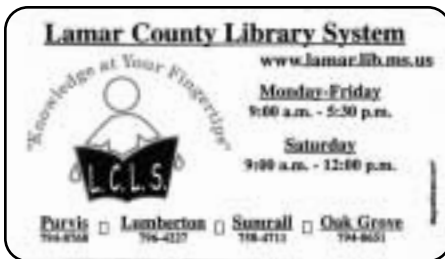
In 2001-2002, the Lamar County Library System teamed with The University of Southern Mississippi's Department of Marketing and Management for an LSTA grant of \$10,000 to increase the visibility of the library system in its service area. Whether the mission is successful or not won't be entirely known until a

new phone survey in the spring of 2004; however, the tangible results are listed below. The intangible results were the ability of the administration, staff and trustees to see the library system and its services with fresh eyes.

Why was it important that the library system do a marketing program? The library system already knew that only about 11% of the service population had Lamar County Library System patron cards. The low visibility of library service was further confirmed by the phone survey done by one of the classes in the Department of Marketing and Management. Calling phone numbers in the service area of the upcoming new branch, the students determined that only 4% of those surveyed indicated they knew of the library system. The new branch library is going into a heavily-populated area of the county, and it was felt that the interest generated by the new library branch would be a prime time to market the library system. Fortunately an LSTA grant was available to help do just this.

The process involving the students lasted one semester; however, the library system continues to use ideas and materials gained with this experience. The library system gained the following through the project:

- A marketing student assigned by the USM department, paid as contract labor through the grant, acted as a liaison between the library system and three classes. Those classes were: Marketing Management (which came up with the marketing plans), Marketing Research (which did the survey) and Creative Marketing (which produced creative marketing logos, graphics, etc.)
- A new logo to be used on stationary, envelopes, and other printed materials.
- New colors.
- A motto, "Knowledge at your fingertips," which is used in conjunction with the new logo and colors.



Lamar County Library System's new logo and slogan "Knowledge at Your Fingertips" (shown above on a magnet) is used on stationery and a variety of promotional materials.

- Miss Page as a mascot for children's programs.



Lamar County Library System featured their new mascot "Miss Page" in the design for their 2002 summer reading program t-shirts.

- T-shirts with the design for summer reading programs which carry the Lamar County Library System mascot, logo, motto and colors.
- Welcome packages for new patrons full of information including a tri-fold listing services offered; a colorful calendar of this month's events to be held in each branch; a refrigerator magnet (to hold up the calendar) printed with library logo, hours, phone numbers and Web page address; a bi-fold of instructions on the use of the online catalog from home; and a sheet about the branch's Friends' group. All of the printing for these packages (plus the printing of stationery and envelopes) is done by the library system using the computer, software, printer, and training received previously through the Public Relations grant from MLC. The refrigerator magnets are purchased.
- Signage, including directional signs for walls and doors; call number signs for end-of-range panels and shelves; and counter-top and wall-mounted display units. Badges for staff, colorful posters for walls, and coloring sheets for children all carry the name of the library system.
- Increased development of the library system's Web pages.
- The simple idea that "repetition, repetition, repetition" is needed to help "brand" the corporate image onto the public's mind.

The process began with the library director sitting down in the fall of 2001 with Dr. Bill Smith, Assistant Dean in the College of Business Administration, and mapping out the boundaries of what would be done in the spring. In early spring semester, the library director met with the students to explain public library services and materials and to answer questions. The liaison student began working 20 hours a week at the library system's headquarters and branches learning the "customer" in order to help the five student groups come up with their marketing plans. At the end of the semester, the library director met again with the student groups to hear their marketing plans as though she were hiring their company.

The library system learned and enjoyed many things in this experience. Perhaps the most valuable was how marketing professionals go about their work. Staff members of the library system are now able to take this knowledge and apply it. Working with enthusiastic students, especially the liaison, was very enjoyable. It was also daunting to judge creative marketing designs and plans.

"Do it now" is the marketing advice of the Lamar County Library System.

REFERENCES

- Branding: Brand Development, Naming, Strategic Marketing, Positioning...* retrieved March 5, 2002 from <http://www.cintara.com/index.html>
- BrandSolutions – A Short Introduction to Branding* retrieved May 28, 2002 from <http://www.brand.com/intro.htm>
- Mississippi Library Commission. *Mississippi Public Library Statistics*. Jackson: The Commission, 2002.
- Reed, Sally Gardner. *Making the Case for Your Library: A How-to-do-it Manual*. New York: Neal-Schuman Publishers, Inc., 2001.
- Ries, Al and Ries, Laura. *The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand*. New York: HarperCollins, 1998.
- Rosenzweig, Stan. *Smart Marketing: What Big Companies Practice and You Should Learn About Marketing, Branding and Business Development*. Stamford Ct.: Emery Publishing, 2001.
- Schoell, William and Guiltinan, Joseph. *Marketing Contemporary Concepts and Practices*. New York: Allyn and Bacon, 1990.
- United States. Bureau of the Census. *2000 Census*.

“Where’s That Book I Requested?” Managing Acquisitions for Good Customer Service

By June Schmidt

*Interim Associate Dean for
Technical Services*

*Mississippi State University Libraries
jschmidt@library.msstate.edu*

How does an acquisitions department assess and improve its performance in striving for excellence in customer service? An appropriate forum for addressing questions like this one can be staged via periodic meetings with client groups. At Mississippi State University (MSU), the Library Administrative Council annually holds meetings with academic department heads, academic department library representatives, and library faculty assigned as liaisons to academic departments.

Meetings held in the summer of 2001 revealed that while the faculty were well pleased with Library services and programs overall, there was dissatisfaction with the following acquisitions issues: 1) orders were not placed in a timely way; 2) not enough effort was made to locate copies of out-of-print but still valuable titles; and 3) communication regarding the status of requests for library materials and the balances remaining in departmental funds was inadequate. What were the conditions that led to this state of dissatisfaction? What procedures could be implemented to streamline work flows? What methods could be established to measure efficiency that would not require major time commitments?

CONDITIONS LEADING TO DISSATISFACTION

MSU Libraries' materials fund includes a portion allocated by formula to the University's forty-six academic departments. Each academic department appoints or elects a library representative, and a member of the library faculty is assigned to work with each representative to coordi-

nate selection activities for the department.

At the time the faculty concerns were voiced, the Libraries' Acquisitions Department included two staff positions and two FTE student workers. Assistance and problem solving were provided by the Associate Dean for Technical Services. In addition to ordering and invoicing the monographic materials purchased by the Libraries, the Acquisitions Department was also responsible for format review of print and electronic theses and dissertations submitted by MSU graduate students as a requirement for graduation. During periods when few requests for orders were being submitted, this responsibility was easily managed and allowed for optimal utilization of staff time. However, the spring peak of ordering and invoicing coincided with deadlines for review and approval of theses and dissertations. Although the copy catalogers assisted during this peak time by importing bibliographic records, the Acquisitions staff was unable to place all orders before the end of the fiscal year on June 30. As a result, a portion of almost every department's fund was being carried forward from one fiscal year to the next. At times, many months elapsed between the time materials were requested and orders were actually placed.

All orders had to be submitted to the Acquisitions Department on printed request cards with sign-off required by both the representative and the liaison for the department. Cards for materials waiting to be ordered were filed by department. Although cards were stamped with a receipt date before they were filed, there was no system in place to assure that cards were stamped the same day they were received or that the titles on the oldest cards were ordered first.

Because of time constraints during the spring, book requests appearing to be problematic were often skipped in prefer-

ence for those that could be quickly ordered from the Libraries' major jobber. The Libraries' profile with the major jobber instructed that books found to be out-of-print (OP) or out-of-stock (OS) were automatically referred to their OP search service. Books that the Acquisitions staff identified as being OP or OS were not ordered, and the request cards were returned to the representatives with suggestions that other titles be selected. Sometimes delays in returning cards occurred, and the information was not shared in a timely way. Representatives were to notify the faculty selectors that their requests were unavailable, but the Acquisitions staff had no way of knowing if the messages were actually delivered. After the departmental funds were fully encumbered, request cards were retained as a working file from which to place additional orders in the event that some material ordered proved to be unavailable. The cards in the working file were retained until the beginning of the next fiscal year. At that time, request cards were returned to the representatives with notes explaining that funds were insufficient to order the materials during the previous fiscal year and that the requests could be resubmitted.

CHANGES AND ASSESSMENT: UNTIMELY ORDERS

A reorganization in August 2001, combining the collection development unit with the Acquisitions Department and relocating theses and dissertations review to a separate office, provided an opportunity to evaluate workflow and procedures, establish departmental standards, and consider possible methods for assessing departmental performance. The faculty positions of Collection Development Officer (CDO) and Assistant Collection Development Officer (ACDO) were

assigned oversight of the acquisitions functions in addition to their previous duties. Evaluation and planning sessions held with the Acquisitions staff resulted in changes to workflows and procedures as outlined in the following paragraphs.

In the absence of statistics on the time required to place orders, fifteen working days was set as the standard period of time within which new orders would be placed. To determine the percentage of time the standard was met, a simple record keeping system was implemented. The first step was to ensure that the order request cards were actually stamped the same day they were received in the department. A standard was written that student workers would date all new requests on the same day they were received. A simple yes/no checklist was maintained by a staff member to measure how many days the standard was met. The standard has been met 94% of the time since this assessment began. Cards received late in the day after student workers departed were logged in and stamped by the staff member.

Since the standard dictated that the Acquisitions staff would place orders for the requests within fifteen working days, they needed easily discernible clues of the age of the requests waiting in the "To Be Ordered" file. The second step, then, involved a calendar that was marked with a rotation of three colors that were repeated every three weeks. As the students dated the request cards, they also placed a 3 in. x 5 in. slip of paper of the appropriate color over that week's cards. At the end of each week, the CDO checked the "To Be Ordered" file to be sure all cards from the oldest week of the rotation had been processed. This simple color-coding insured that no card was skipped just because it had an older imprint date, was for foreign language materials, required direct order or prepayment, or seemed otherwise problematic.

The third step of the system was for the Acquisitions staff to begin recording on the request card the date the title was ordered before they placed the cards in a "To Be

Filed" drawer. As student workers prepared to file these requests into the "Outstanding Orders" file, they recorded on a simple form the number of orders that met the fifteen-working-days standard and those that did not. During the time the fifteen-working-days standard was in place, the standard was met 99% of the time.

As workflows improved and procedures were streamlined, the Acquisitions staff agreed that the standard needed to be reduced from fifteen days. A new standard of ten working days was set, but the unit's goal was to place most orders within five working days. The assessment form was refined to record the actual number of orders placed in specific time periods, up to twenty-nine working days. The new assessment form has been in place since November 2002. Since that time, the average length of time required to place an order has been 2.7 days, but the greatest number of orders is placed the next day after the requests are received. Within five working days, 89% of the orders have been placed: within ten working days, 96% of the orders have been placed. Of the 4,653 titles ordered since November 2002, all but one were ordered within twenty days. One troublesome title required twenty-nine working days.

This procedure worked satisfactorily for routine orders, but a tracking system was needed for non-routine orders. Acquisitions staff agreed to set a standard of one week in which to initiate queries for information needed to process vague, ambiguous or incomplete requests. The queries were emailed to the selectors with copies to the appropriate representatives and liaisons. A form was developed to record the title, question, name of the selector, date of query, emails addressed, and the response of the selector. A similar form was developed to send queries to publishers regarding release date, price, acceptable forms of payment, and other types of information needed before the order could be placed. These forms helped the staff track the progress of non-routine orders and seek follow-up as they sought to meet the ordering standards.

CHANGES AND ASSESSMENT: OUT-OF-PRINT MATERIALS

To address the faculty's concern that not enough effort was made to acquire OP and OS materials, the CDO established corporate accounts with Amazon and AbeLibrary. The limited use of Alibris book service was expanded, and Barnes and Noble was also added as a supplier. The automatic OP search service with the Libraries' major jobber was cancelled so that the Acquisitions staff could aggressively seek copies themselves through the various web-based OP services. This change resulted in a larger number of OP and OS books being located more quickly and with better control and knowledge of the status of orders.

CHANGES AND ASSESSMENT: COMMUNICATION REGARDING ORDERS AND FUNDS

The third concern was that communication regarding pending requests and the remaining balance in the departmental funds was inadequate. The Acquisitions Department abandoned the former method of returning to the representatives the request cards for materials that were: 1) found to be OP or OS, 2) duplicates of materials already held or on-order, or 3) lacking sufficient funding. Instead, email messages were sent directly to the selector with copies to the representatives and liaisons explaining any problems with the requests.

In addition, with input from the Acquisitions staff, collection development officers, and liaisons, the Libraries' systems office developed *Book Orders Online (BOO)*. BOO is a Web-based request system designed to allow faculty members in academic departments to submit and track their book orders via the Libraries' web site. The requests go through the same review process as orders submitted in writing. After the Acquisitions staff approves the requests for ordering, they print 3 in. x 5 in. order slips which are used: 1) by Acquisitions to track and assess the order process, and 2) by the Cataloging Department for statistical pur-

poses. The order date, receipt date, cataloging date and call number are recorded in *BOO* by student workers for any material received that was requested through *BOO*. Reasons are provided for all materials not ordered or later found to be unavailable. Eighteen departments accepted the Libraries' invitation to experiment with the beta version of *Book Orders Online* during the 2002-2003 fiscal year, and the reception has been very positive.

To improve communication regarding fund balances, weekly reports were made available, and liaisons received instructions on accessing the integrated library system (ILS) fund records. The Libraries' systems office runs a program on a weekly basis that extracts and downloads information from the ILS fund records into a spreadsheet. The information includes

the amount of the allocations, encumbrances, expenditures, working balances, and percentages of the funds expended. Prior to the summer 2001 meetings, this information had not been distributed on a regular basis.

The CDO created a fund report template into which the ILS extracted data is copied. The template features simplified headings and includes the total costs of requests not yet entered into the ILS, as well as the extracted data. Discounts and shipping costs are projected for the unprocessed requests so that the "Balance against which new orders can be placed" is as accurate as possible. Since October 2001, the CDO has attached an update of this refined spreadsheet to a weekly email sent to all liaisons. Liaisons are reminded to notify appropriate representatives of approaching order deadlines and of any

fund changes that require their attention. Each week's spreadsheet is also saved on a shared drive which can be accessed by anyone employed by the Libraries.

PLANNED FOLLOW-UP

Many procedural changes have been implemented within the Acquisitions Department of the MSU Libraries to improve performance and address the above concerns raised in summer 2001 by departmental representatives and library faculty assigned as liaisons to the academic departments. To measure whether perceptions have changed regarding these concerns, the CDO plans to develop a survey to be distributed during the 2003 annual meetings which the MSU Library Administrative Council will hold with academic department heads, representatives and liaisons.



Which Would You Rather Base Your Decision on...the Actual Book or a Catalog Description?

Davidson Titles still provides the personal touch. Their sales representatives sit down with you and show the actual books you may be considering for purchase. This makes it much easier for you to be sure you are getting your money's worth.

Davidson Titles carries a very wide selection of the newest K-12 fiction, non-fiction and reference titles, as well as Spanish and bilingual titles from many of the best-known educational publishers. The majority of the titles they offer are library bound and are supported by computerized reading programs.

Davidson Titles offers numerous exclusively published and distributed titles, as well as a large selection of videos and DVDs. They also offer excellent, diverse opening day collections, plus a wide variety of customized processing options to best suit your cataloging needs.

Contact Davidson Titles today to set up your personal appointment with one of their experienced sales representatives.

Supplying Libraries With Books & Other Media for Over Twenty Years!

Davidson Titles, Inc.

Sales Rep: Wendy Feild (205) 488-1570

2345 Dr. F. E. Wright Drive · P.O. Box 3538 · Jackson, TN 38303-3538 · 1-800-433-3903 · Fax: 1-800-787-7935
Catalogs available upon request via phone or e-mail! · Visit our website: www.davidsontitles.com · E-mail us: info@davidsontitles.com

Information Access, Libraries, and Filtering: Philosophical Considerations

By Malachi Martin

Acquisitions Ordering Technician
The University of Southern Mississippi
Malachi.Martin@usm.edu

Intellectual freedom may be defined as unhindered and unrestricted access to information and informational enrichment. Censorship, therefore, could be defined as any action that limits this access. Because filtering software may censor certain types of information, it is a form of censorship, regardless of its rationale or underlying premises. It follows that librarians determined to oppose censorship must oppose filtering. This position has been advanced by the American Library Association (ALA) and the American Civil Liberties Union (ACLU), and is encoded in ALA's Library Bill of Rights. It represents the most radical viewpoint of the side opposing the use of filtering software (ALA, online; ACLU, online). The position taken by those advocating filtering in libraries, as advanced by conservative groups such as the American Family Association (AFA) and epitomized in the Children's Internet Protection Act (CIPA), is that unrestricted Internet access exposes users, particularly minors, to harmful and degrading material (AFA, online). Consequently, some form of filtering should be sought to minimize this harm. Both positions maintain several philosophical points of interest, and both are grounded in differing perceptions of the library's role and function in society (Marshall, 109; Turner 71-72). While the impact of filtering on intellectual freedom and information access is of concern to all libraries, it is most acutely problematic in the public and school library setting.

LOCAL PRESSURES, LOCAL RESPONSIBILITIES

Consider a model in which a library opposes filtering in any form. Such a library immediately sets the stage for the inevitable emergence of conflict. A public

library with unrestricted access to the Internet is bound to disconcert parents and other members of the community concerned with children accessing sexually explicit or other objectionable material. Instituting an acceptable use policy can define access limits, but may not impede patrons determined to skirt etiquette (Turner, 72). Librarians and staff may react with appeals for policy alteration if subjected to offensive information or images.

Although policies clearly dictate procedure where display of pornographic material or graphic violence is concerned, it may be less obvious with controversial, but legitimate sources of information. Defining "legitimate" information need in extreme cases is not that difficult; most would concede that displays of graphic sexual images to satisfy erotic impulses do not fit the bill. The difficulty comes on those occasions where *something* offensive is displayed or otherwise imposed on others through happenstance as a result of the vast array of "legitimate" pursuits, beliefs and opinions that library users maintain.

INFORMATION, PRIVACY, & PUBLIC SAFETY

Impetus for monitoring the flow of information in libraries need not be confined to the local community. The Patriot Act has created a flurry of concerns in the library community. With minimal expenditure of legal energy, federal agents can compel librarians and libraries to reveal the information behaviors of their patrons (ALA, online). Similarly, businesses and corporations continue to draw upon the information behaviors of consumers to formulate marketing strategies tailored to an individual's wants and desires. Personal information is viewed as a commodity in the new electronic environment. There is also the ever-pervasive concern that social deviants may exploit the Internet to prey upon the unwary or the

unprotected – especially children (Shuman, 103). One could argue that unmediated use of library resources increases a child's risk of falling prey. The safest route in protecting children from such dangers is direct parental involvement in their activities. Where safety in these matters is concerned, the library cannot substitute for the authority and jurisdiction of the parent.

THE HEART OF THE CONFLICT

Both sides of the controversy over filtering have philosophical positions illuminated by legitimate concerns and interests. From the perspective of parents and community officials, access to inappropriate material by children should impact considerations of Internet access in school and public libraries. Tensions emerge when the intellectual freedom rights of one patron are compromised due to the inadvertent filtering of otherwise legitimate sources of information (Shuman, 98-102). Problems caused by either too much or too little access are at the heart of the conflict. Patrons suffer when the attempt to acquire legitimate information is hampered by ineffectual filters, or when they are subjected to the display of offensive material. Administrative attempts to remedy such problems must be tempered by consideration for patron rights and the librarian's responsibility to those rights. For most librarians, deference to the Library Bill of Rights is sufficient. Most librarians intuitively understand and respect that intellectual freedom rights are on equal footing with the right to operate in a relatively accommodating and inoffensive information environment. In a library environment, of course, the "offensive" can emanate just as easily from the insensitive conversationalist as from the glare of a computer screen.

INFORMATION AND INFORMATION NEED

The information needs of patrons are

of utmost importance. Some patrons have very acute personal and professional reasons for accessing library resources. Inadvertent stifling of information access is not a matter to be trifled with, *and not simply as a matter of the library's image*. Filtering policies may negatively impact some users more than others, so greater sensitivity towards the possibility of hampering legitimate information access is required. To the librarian sincere in his or her commitment to principles of intellectual freedom and the ALA Library Bill of Rights, there is no excuse for hampering access to legitimate and useful information. Patrons who find themselves unable to access their email accounts due to filtering software are as morally justified in demanding rectification as the parent who discovers that his or her child has been viewing pornographic material at the library. At times, this problem may be instantly rectifiable, or it may require a procedure. In either case, the patron's information needs should be addressed in

the most timely and expedient manner possible.

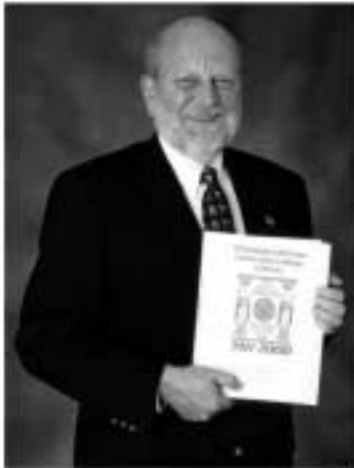
THE ESSENCE OF THE LIBRARY

The controversy is equally as concerned with what a library *is*, what librarians *do*, and how both relate to the needs of the community (Shuman, 80-86). The library is no more a disseminator of pornography than a mechanism of conformity, no more of a storehouse of blatantly offensive icons and imagery than a clumsy vehicle of restricted information access (Cronin, 47). The irony in the controversy over filtering is that those opposing filtering have certain philosophical beliefs in common with those who seek greater controls in access. The library is a meeting ground of ideas, where information can be extracted and utilized by the community. Perceptions on both sides of the issue seem to be concerned with the impact on users, with the curious similarities of their positions glossed over. Both sides recognize that

the library is an institution that feeds the legitimate information needs of its community's citizenry. Just as schools and health facilities cater to specific needs, the library serves certain needs and interests as well. It does not exist to gratify the sexual appetites of patrons, any more than it exists to provide a day care facility for parents. Just as the needs of a citizen are explicit in the utilizing of a public health facility, utilization of library resources should be with all due consideration and respect of the library's role and purpose as an institution.

The library is a domain where the information needs of the community are fulfilled. One way librarians can assist their communities in understanding the library's role is by developing a clear mission statement that has the support of its governing body. If the mission of the library is articulated, then it will be easier to determine some uses of the library as simply inappropriate and contrary to the integrity of the library as an institution.

Mississippi Gulf Coast Community College: A History, 1911-2000



By Charles L. Sullivan

Cloth, 608 pages, 1,235 photographs. Easily the nation's most comprehensive history of a community/junior college, this work contains much of historical interest at the state and regional level.

If your library serves the Meridian Eagles, Hinds Eagles, Itawamba Indians, East Central Warriors, Delta Trojans, Northeast Tigers, Jones County Bobcats, Co-Lin Wolves, Coahoma Tigers, Northwest Rangers, East Mississippi Lions, Southwest Bears, Holmes County Bulldogs or the Pearl River Wildcats, your patrons will want to know what the Gulf Coast Bulldogs said about them in this book. For best service your library needs at least two copies — one for circulation and one for your Mississippi Collection.

Take advantage of this one-time special offer to obtain multiple copies of this unique work. Signed first editions \$34 each; two or more \$30 each (all prices include shipping). Make checks or purchase orders to:

**MGCCC Foundation, P. O. Box 99,
Perkinston, MS 39573.
For credit card orders call 601-928-6288.**

This entails more than mere social etiquette; there are acceptable norms that apply to information behavior in the library environment as in other areas of society. Such a position neither rationalizes filtering nor does it condone unrestricted access by minors. Academic and archival libraries serve specific needs, and public and school libraries are concerned with specific needs, as well. So, in attempting to find an acceptable solution to the problems posed by filtering and censorship in libraries, it may be best to first identify the library's role and then extrapolate to what may be deemed legitimate information needs of the library's users. Invoking the ALA Library Bill of Rights does not mean that any library environment should entertain any and every conceivable information need. Because much information activity in a library involves outward exposure of that information, there are some information behaviors that are better entertained in the privacy of one's own domicile.

EMPOWERING THE LIBRARIAN

The task of the librarian, therefore, is to find some acceptable means and justification for mediating divergent information needs among his or her patrons while

preserving the integrity of the library as information provider to its specified constituency. Resolving problems of equitable access due to filtering may amount to less stringent filtering levels for adults or established researchers. Employing filtering software for the greater good is of little consolation to the disaffected patron. Filtering does not absolve the librarian of striving towards the positive informational enrichment of each patron.

More personalized, private access to computers, even unfiltered computers, may be necessary. One possibility is the use of either "filtered" or "unfiltered" access, with only the former option available to minors and no explicit reference in either case made to the nature of information needs or access (Turner, 72-73). "Unfiltered" computers would thus be segregated from patrons using "filtered" terminals. Coupled with a sustained acceptable use policy, the approach may actually be workable.

The implications of filtering in a particular library will vary with the information needs of the community. Because filtering software is not always effective, either in avoiding controversial but "legitimate" sources of information or in filtering pornographic material, the information

needs of all the community's citizenry will not be equally satisfied. Of course, the library is not the only source of information fulfillment for the community, but it is most certainly a fundamental one. As it maintains open access to its community, possibilities and problems in information access remain forever anchored to the library. Because of the imperfect nature of filters, minors will continue to be able to access pornographic material and some adults will continue to be restricted from accessing legitimate, useful information. The magnitude of the problem will vary with the exact filtering software employed (Campbell, 107-108). Perhaps segregated computer access by adults, greater parental supervision and involvement, and responsible, self-conscious application of traditional library values and ideals by the library administration can generate better and more effective library service to all users. As information technology developments continue to offer possibilities and impose constraints on the library, and as these developments further radicalize information's various modes of transfer, the nature of the controversy will also change, and hopefully will be resolved.

REFERENCES

- American Civil Liberties Union. Cyber-Liberties. Retrieved May 16, 2003 from <http://www.aclu.org/Cyber-Liberties/Cyber-Libertieslist.cfm?c=16>
- American Family Association. Library Internet Filtering. Retrieved May 15, 2003 from <http://www.afa.net/lif/>
- American Library Association. Library Bill of Rights. Retrieved May 15, 2003 from www.ala.org/work/freedom/lbr.htm
- American Library Association. Office of Intellectual Freedom. Retrieved May 4, 2003 from <http://www.ala.org/oif.html>
- Campbell, Shugana., et al. (2001). "Politics, Religion, Images, and Abortion: Do Internet Filters Block Controversial Sources of Information?" *Mississippi Libraries*, 65 (4), 107-108.
- Cronin, Blaise. (2002). "What a Library Is Not." *Library Journal*, 127 (19), 46.
- Marshall, Richard. (2001). "The Polarizing Effect of Internet Filters: Should ALA Take a Position?" *Mississippi Libraries*, 65 (4), 109-110.
- Shuman, Bruce A. (2001). *Issues for Libraries and Information Science in the Internet Age*. Englewood, CO: Libraries Unlimited, Inc.
- Turner, Steven. (2001). "The Current Status of Internet Filtering." *Mississippi Libraries*, 65 (3)

MLA Officers for 2004



Kaileen R. Thieling

MLA Vice-President/ President-Elect

KAILEEN R. THIELING

Education: M.A. in Library Science, University of Iowa, 1971; B.A. in English, University of Iowa, 1970; A.A. Degree in Liberal Arts, Iowa Lakes Community College, 1968

Professional Experience: Director, Central Mississippi Regional Library System, 2001 to present; Branch Manager – Pearl Public Library, Central Mississippi Regional Library System, 1997 – 2001; Children's Services Consultant, Mississippi Library Commission, 1995 – 1997; Head of Branch Services, Central Mississippi Regional Library System, 1986 – 1995; Circulation Desk Supervisor, Jackson Metropolitan Library System, 1986; Reference Librarian, Jackson Metropolitan Library System, 1986; Assistant Reference Librarian, Jefferson Parish Library System, Metairie, LA, 1974 – 1975; Children's Librarian, Bettendorf Public Library, Bettendorf, IA, 1971-1973. **Other:** Multicultural Children's Literature Resources Development Institute, Louisiana State University, Baton Rouge, LA; Creating Effective Youth Services & Programs University of Wisconsin, Madison, WI.

Professional Activities: ALA: Member 1987 to present. YALSA: Member 2002 to present. **MLA:** Member 1988 to present; YPSRT, chair, 1997-1998,



Allison P. Mays

Committees: Legislative, member; and National Library Week, chair, 2003.

MLA Secretary

ALLISON P. MAYS

Education: M.L.S., Indiana University, 1981; B.A. Music History, Rhodes College, IN, 1980.

Professional Experience: Acquisitions/ Serials Librarian, Millsaps-Wilson Library, 1999 to present; Acquisitions/ Collection Development Librarian, The Ohio State University College of Law, 1997-1998; Reference Librarian, The Ohio State University College of Law, 1997; Assistant Librarian, Sutin Thayer & Browne (law firm), Albuquerque, NM, 1992-1994; Branch Librarian, U.S. Courts Branch Library, Little Rock, AR, 1983 – 1989; Reference librarian, Memphis/Shelby County Public Library, Memphis, TN, 1982 – 1983.

Professional Activities: MLA: Member, 2000 to present; Mississippi Authors Awards Committee, Co-Chair, 2001-02, Chair, 2002-03; MLA Conference Hospitality Committee, member, 2001-02; **NASIG** (North American Serials Interest Group), member, 2001-present; Column editor for *Against the Grain*, 2000 to present; **Other:** SACS Self-Study Sub-Committee Chair for Library & Instructional Support & Computer Resources Commit-



Robert M. Lipscomb

tee, 2000-01; Institutional Advancement Committee, member, 2001-present, Chair, 2002-03.

Publications: "Random Rantings and Ravings: My Thoughts on E-journals, Embargoes, Etc." (op-ed), *Against the Grain*, Vol. 14, No. 3, June 2002; "Euromonitor International: Company Profile," *Against the Grain*, Vol. 14, No. 1, February 2002; "Innovations Affecting Us – Free Books and a Party: What a Concept!," *Against the Grain*, Vol. 13, No. 2, April 2001; "Library Profile – Millsaps-Wilson Library: On the Brink of Change," *Against the Grain*, Vol. 12, No. 3, June 2000.

Presentations: MINITEX (Minnesota Library Consortium), Speaker, May 2002; "Aggregator Gripes," Panel member of plenary session Charleston Conference, October 2002.

ALA Representative

ROBERT LIPSCOMB

Education: M.S. in Library and Information Studies, Florida State University, 1973; B.A., Florida Atlantic University, 1972; A.A., Broward Community College, 1970; **Other:** Leeds University, Leeds England, 1965-1966; United States Army Security Agency Training Center and School, Ft. Devens, Massachusetts, 1964; Advanced Administra-

tion Certificate (Computer Networking) College of the Mainland, Texas City, Texas. 1994; Novell Network Administration (Novell Computer Network Systems) Center for Professional Education Inc. Houston, Texas. 1994.

Work Experience: Director, Harrison County Library System, Gulfport, Mississippi, 1997 to present; Head, Adult Services Department, Rosenberg Library, Galveston, Texas, 1994-1997; Director of the Central Florida Regional Library System, Ocala, Florida, 1987-1993; Director of the Clay County Public Library System, Clay County Florida, 1982-1987; Adjunct Professor of English at Flagler College, St. Augustine, Florida, 1982; Library Development Consultant for the Mandrin Farm Day School, Mandrin, Florida, 178-1979; Director, St. Johns County Library System, St. Augustine, Florida, 1977-1982; Head of the Reference Department, Flagler College Library, St. Augustine, Florida, 1973-1977.

Professional Activities: **ALA:** Member, 1975 to present; **MLA:** Member, 1997 to present; Public Library Section, 1997 to present; Chair, 1999, Vice Chair, 1998 & Secretary, 1997; Automation and Networking Roundtable, Chair, 1998-2001; New Members Roundtable, Chair, 1998-2000; Continuing Education Task Force, member, 2000. **SELA:** Member, 1984-1994; **Other:** Harrison County Wildlife Rehabilitation and Nature Preservation Society, member, 1998 to present; Gulfport ROTARY Club, member, 1997 to present; Mississippi Coast Audubon Society, member, 1997 to present.

Publications: More than 250 book reviews and library information columns for four different newspapers.

Honors: 1980's Outstanding Young Men of America by Board of Advisors of "OYM."

SELA Representative

MARY BETH APPLIN

Education: M.L.I.S., Louisiana State University, 1997; B.A. in Special Educa-



Mary Beth Applin

tion/Elementary Education, Southeastern Louisiana University, 1987; **Other:** graduate studies in history, Southeastern Louisiana University, 1994 – 1996.

Professional Experience: Information Services Librarian; The University of Southern Mississippi, June 1998-present; Reference Librarian/Instructor, Southeastern Louisiana University, 1997 – 1998.

Professional Activities: **ALA:** Member; ACRL, Member; **MLA:** Member; Committees: Committee on Information Literacy, member; Committee on Intellectual Freedom, member; Guest Editor, *Mississippi Libraries* 66.1 (Spring 2002); **SELA:** Member; **Other:** USM Libraries, Distance Education Committee, member; Advisory Council for the Mississippi Postsecondary Training and Technical Assistance Project (Services for Students with Disabilities), member.

Publications: "Survey of the Influence of Mississippi School Media Programs on Academic Achievement: Implications for Teacher/Administrator Preparation Programs." with Thelma Roberson. Accepted as article in *Behavioral and Social Sciences Librarian* (Oct. 2003) and a monograph chapter in *Information Literacy in Teacher Education*, edited by Scott Walter and Dawn Shinew; "Instructional Program/Services," in *Mississippi School Library Media Programs: A Guide for Management*. Mississippi Dept. of Education, In press; "Sharing the Responsibility of Teaching Information Literacy: Educating the Educators." with Thelma Roberson. *Mississippi Libraries* 66.1 (Spring 2002); "E-Struction: E-Mail Instruction Reaches

Out," with Kathy Davis. *Mississippi Libraries* 66.1 (Spring 2002); "Preparing Future Principals to Effectively Supervise Quality Library Media Programs in the K-12 Setting." with Thelma Roberson. ERIC Clearinghouse, 2001, In press; "Eagle E-Struction Debuts: E-Mail Tutorials Bring Information to You." *Library Focus* (Fall 2001); "Information Literacy." *Mississippi Libraries* (Fall 2000); "Instructional Services for Students with Disabilities." *Journal of Academic Librarianship* (March 1999); "Document Delivery." *Library Focus* (Fall 1998).

Presentations: "Information Literacy for Educators: Models for Integrating Information Literacy Instruction into Pre-Service Education for K-12 Teachers and Administrators." Panel presentation at the 11th Meeting of the Association of College and Research Libraries, April 2003; "Preparing Future Principals to Effectively Supervise Quality Media Programs," with Dr. Thelma Roberson. Presentation at the Annual Conference of the Southern Regional Council on Educational Administration, November 2001; "E-struction." Presentation for USM Libraries' Personnel Development Committee program, October 12, 2001; "Working with Students with Special Needs," with Glenn Bond. Presentation made to USM Psychology class, November 2001; "Using Magnolia Databases to Help Teach Information Literacy Skills," Workshop for Rowan Jr. High Faculty, October 2001; "Services for Students with Disabilities." Invited Speaker, LACUNY Institute's Information Literacy: Reaching Diverse Populations, May 2001; "Library Services for Patrons with Special Needs," with Glenn Bond. Presentation made to USM Libraries, April 2001; "Information Literacy." Presentation at Mississippi Library Association Annual Conference, Hattiesburg, MS. October 1999.

Honors: The University of Southern Mississippi Excellency in Librarianship Award, 2001; University Libraries' HEADWAE Award, 2000; LIRT's National Top Twenty library instructional articles, "Instructional Services for Students with Disabilities." *Journal of Academic Librarianship* (March 1999).

In the Public Eye

Column Editor: Paulette Entrekin
 Laurel-Jones County Public Library

Annual Reports: A Powerful Public Relations Tool

By David Brown
 Public Relations Specialist
 First Regional Library
dbrown@first.lib.ms.us

Of the many types of publications public libraries create each year, the annual report is often the most expensive and time-consuming. Many hours are spent by everyone – the library director, the business manager, the editor – to get the annual report ready for publication. First Regional Library has long held the belief that our report is a fundamental part of our public relations mission, and worth all the effort.

WHY AN ANNUAL REPORT?

While all public libraries in Mississippi must supply the Mississippi Library Commission with a yearly financial statement, libraries are not required to actually distribute a report to the public. So why put all the time, money and effort into publishing a report? Even if your library promotes services throughout the year with a Web site, press releases, or a newsletter, the annual report provides the chance for something “bigger.” Maybe your library had a record attendance for Summer Library Program activities, received some important grants, or was recognized in a special way. Even in a tough budget year, every library has something to brag about. Gather several staff members together and reflect over the past year. After one or two good brainstorming sessions, a theme for an annual report will begin to be quite clear.

AUDIENCE AND DISTRIBUTION

Before you settle on a theme, decide

who the audience will be. The content and style will be very different if you are only planning to distribute to your previous donors. If you will be doing a mass mailing, as well as passing them out at the front desk, those factors will impact the final report. The best ideas sometimes have to be scaled down. A large number of printed reports will greatly impact the quality of paper and number of colors and photos you can afford. If you don't already have one, begin constructing a database of mailing addresses for the people you want to receive your annual report.

COST AND CONTENT

Not even the largest libraries have an unlimited printing budget. It's true that the more “slick” reports are often more eye-catching, but ultimately, it's the information and content that are the most important. A simple, one- or two-color tri-fold brochure format can be just as effective as anything else, if the layout and design are done correctly. A common mistake in annual report design is putting too much effort into making the front cover “exciting” and neglecting to make the inside just as pleasing to the eye. A library user may pick up a report because the cover is eye-catching, but they will stop reading if the inside is dull and drab, no matter how well written and researched it is. If there isn't a graphic designer on staff, or the cost of an outside artistic source is prohibitive, search for examples of other simple, successful reports. You can look online, in journals, or request some samples from other libraries.

ANNUAL REPORTS: ONE LIBRARY'S PERSPECTIVE

The First Regional Library always makes our annual report the most important printed publicity tool each year. At the least, each year we produce a tri-fold brochure.

The themes of these have encompassed everything from construction to technology to “the future.” Some years the more simple brochures might even use only one color, but are no less effective. Whatever the theme, however, the basic premises are always there: a statement from the trustees, a chart or graph detailing library growth, circulation statistics, and of course, a synopsis of the budget.

THREE ANNUAL REPORT SUCCESS STORIES

REGGIE'S Y2K CALENDAR

Every other year or so, First Regional Library decides to go a few steps beyond the conventional brochure format for our annual report. In our brainstorming session for the 1998-1999 annual report, we tried to come up with a way to make the report useful to the reader in some way. The final product was “Reggie's Y2K Calendar.” Featuring First Regional Library's lovable mascot, Reggie the Reading Raccoon, this was a standard size (8-1/2 x 11) calendar for the year 2000. The only color in the report is on the front cover, but the graphics inside are vibrant and attractive enough that one color (black) was enough.

Each month included birthdays of important writers, major holidays, and literary quotes from famous people. Throughout the calendar, Reggie was fea-



The month of July showcased First Regional's programming, birthdates of authors, and a quote by Monty Python guaranteed to counteract the librarian stereotype.

tured on the page for each month highlighting an aspect of library service and specific annual report information. For example, April's calendar page highlighted the budget for the previous year, with Reggie furiously working away at an adding machine. For November, the month First Regional turned fifty, Reggie and his animal friends were huddled around a giant birthday cake. Creating this annual report calendar was hard work, but also a lot of fun. The response was gratifying as well. FRL's thirteen branches reported instances of patrons reporting how much they had enjoyed having "Reggie's Y2K Calendar" hanging in their homes or offices all year. In the February 2000 issue of *Library Administrator's Digest*, editor Charles Robinson singled out "Reggie's Y2K Calendar" as one of the best he'd seen that year, citing its "utility" and "good taste in graphics."

WHY I LOVE MY LIBRARY

First Regional Library celebrated fifty years of service in 2000, so the annual report had to reflect that special milestone. For this report, we wanted to do something to involve the community, and in particular, the children served by our

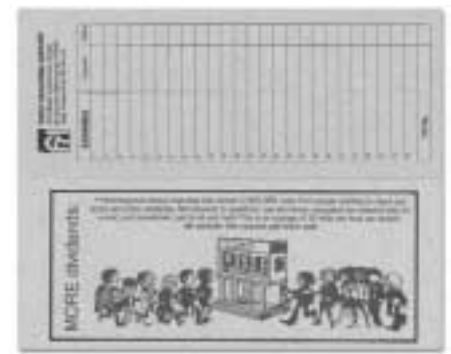


"Why I Love My Library" featured the art work of contest winner Amber Reaves, age 11.

five counties. In order to achieve this, the "Why I Love My Library" contest was implemented. Every child in the area was encouraged to create a work of art depicting why they loved coming to the library. A representative from First Regional approached a local bank to secure a \$100 savings bond for the overall winner. That winner was 11-year old Amber Reaves of Hernando, and her colorful rendition of a busy library graced the cover of the final annual report. The inside of the report had full color photographs of the Board of Trustees, and a timeline of major events in First Regional Library's history. Newspapers don't usually do press on library annual reports, but tying the report into the community gave it that extra something, and the contest and annual report were featured in several local papers. More press for the annual report came when the American Library Association honored First Regional Library with the 2001 "Best in Show" Public Relations Competition Award.

YOUR LIBRARY SAVINGS ACCOUNT

For the FY 2002 annual report, we again wanted to do something with a unique look and size, while still focusing on the important financial issues. We always highlight how much we stretch our budget, but this year we expanded on that concept and created "Your Library Savings Account." Trying to visualize a way to make the report actually look like a real savings account booklet wasn't easy. This is a prime example of why a good working relationship with your local print-



"Your Library Savings Acct" posts First Regional's attendance statistics as "MORE dividends."

ing company is critical. An experienced printer can save you from spending a lot of time on ideas that may not be feasible and can steer you to the best results. The final product has a sturdy dark blue cover with gold lettering that actually looks like a savings account passbook. Inside, the annual report is laid out on separate sheets (with lots of illustrations) that are bound together much like a checkbook or savings account book. Again, the concept of having an eye-catching "exterior" as well as an engaging "interior" is very important to overall success. This annual report design has been great to pass out to politicians and other librarians in particular because of its unique "money" theme.

Annual report time doesn't have to be stressful. By following some simple design concepts, having good communication between the pertinent staff, and maintaining a clear focus on your audience and theme, you too can make an annual report a powerful public relations tool.

REFERENCES

Wolfe, Lisa A. *Library Public Relations, Promotions, and Communications*. New York: Neal-Schuman Publishers, 1997.

Field, Edwin and Selma. *Publicity Manual for Libraries*. New York: Knowledge Network Press, 1993.

Robinson, Charles. *Library Administrator's Digest*. February 2000.

The Web in Review

Edited by Steven Turner, The University of Southern Mississippi

Safari Tech Books Online: A Valuable Resource

By Steven Turner

Information Services Librarian

The University of Southern Mississippi

Steven.Turner@usm.edu

INTRODUCTION

Created in July 2002, Safari Tech Books Online is a relatively new e-book resource from Bell & Howell's Proquest division, and is a joint effort between the O'Reilly & Associates publishing company (well known for their technical book business) and the Pearson Technology Group.

Safari touts a simple premise – "Take the best IT books from the best authors and publishers. Put them into an online, searchable database. Offer it to IT professionals as a means of addressing their never-ending need to quickly pinpoint reliable code examples and technical information." But does it deliver? Let's see.

BACKGROUND

Safari was created through the joint effort of a major technical- and computer-book publisher; although the large number of O'Reilly titles could threaten to make the database too homogeneous, bear in mind that O'Reilly is one of the most reputable extant publishers for items of this nature, and there are quite a few other publisher titles available. ProQuest also claims that they are striving to provide more titles from more varied publishers. Safari titles are 'refreshed' with the newest editions every three months.

LICENSING

The database offers a choice of around 1200 titles, which are licensed, to end-users on a typical 'user' agreement method that operates via 'point' values.

This method, however, can be a little tricky; titles are assigned point values (most titles are in the 1 to 2 point range), and prices are set based on the amount of users and the number of points. For instance, if your organization wants about 500 titles for five concurrent users, you have to (a) first figure out the exact point total for these titles and then (b) reference the Safari pricing matrix to determine the estimated pricing. Exact pricing is then relayed to you via your ProQuest sales contact.

One funding option to consider: according to my ProQuest source, many academic libraries that license Safari often do so through a joint funding agreement with their campus IT department.

HOW SAFARI WORKS – FUNCTIONALITY

FINDING ITEMS

Safari allows the user to access items in a variety of methods: browsing the title list by subject area; searching on key words in all the typical fields (author, ISBN, publishers, etc.). Safari also offers the neat (for technical geeks, that is) and somewhat useful function of allowing users to search the database by code fragment; that is, the user can enter a specific bit of programming code, etc., and receive relevant hits based on that code. This is a great feature when quickly searching for code examples, or information on a particular language or product feature from within disparate titles/subject areas.

However, the preferred method is still title browsing – in a library this small and concise, title browsing by subject area is still the best method for quickly viewing

and accessing a wide variety of titles. The expandable list responds quickly, and is easy to use and manipulate, providing the user with a quick list of all titles available under that particular subject heading.

An advanced search is also available, and provides additional options for searching in other fields as well as adding Boolean logic to your searches.

OTHER FEATURES

Unfortunately, this is where Safari begins to suffer a little. Safari offers several "extra" features or sections: "Desktop," "Bookshelf," "Recent Pages," "Recent Searches," "Notes," and "Bookmarks." The "Desktop" section simply aggregates all of the extra features into one place for easy perusal. The "Bookshelf" section is essentially an enhanced title browse, which seemed to be of limited additional use – in fact, the section had the distinct feel of an add-on. The other subsequent sections ("Recent Pages," "Recent Searches," "Notes" and "Bookmarks") all exhibited strange behavior for an academic multi-user resource; the "Recent Searches" section seemed to show the recent searches of all users, not just of those performed by the current user. Further investigation showed that all of the remaining sections exhibited the same behavior – "Bookmarks" showed all bookmarks made by all users, "Recent Pages" showed the recently viewed pages of all users, etc., etc. A conversation with our ProQuest representative determined that Safari was initially intended to be used in corporate IT continuing education areas, and that users were normally given individual logins. Therefore, the program treated each login as an individual user – a sharp

contrast to the institutional, IP address-authenticated setting. I was assured that this fact in no way alters the program's basic functionality (true) and that Pro-Quest was working hard to alter these features to work within the institutional setting. I look forward to the day this fix will actually occur; giving users the ability to view recent searches by other (albeit anonymous) users leaves me a bit unnerved, and makes these features, for the time being, useless.

INTERFACE AND PROGRAM DESIGN

I found searching for and locating needed titles as well as returning needed content in Safari to be a breeze, no doubt enhanced by its small list of titles, and the specificity of my needs. Keyword search worked great, and returned mostly relevant results across a variety of books that were categorized across disparate subject areas – a distinct advantage over a simple title browse. However, when keyword searching, one still needs to be as judicious as usual: a search for the encryption algorithm (a commonly available function across many programming languages and databases) returned nearly half the shelf list. “And”-ing a particular language (PHP) to the search produced a much more precise result.

Another pleasant advantage to Safari's search results screen is the presentation of hits with a relevance indicator – one to four stars, with four being the most relevant. However, no mention is made of the techniques or programming used to determine this relevancy ranking.

The results are also returned with a “most relevant sections” field, which lists HTTP links to the three most relevant sections in that particular title – a nice and convenient touch. Publication date is also returned, since much of the material

is date-sensitive, and knowing the publication date of a title can sometimes immediately clue the user into knowing which resource is useful and which title is guide to a two-years-out-of-date version of the language or resource.

Code fragment searching was mostly accurate and useful. A search on a particular PHP function name (`mysql_pconnect`) produced very specific results, and pointed towards the exact resources and titles that I needed. However, a search for the omnipresent C++ code fragment `#include <iostream.h>`, which is present in probably 80% of C++ programs written, resulted in no hits. Hmmmm. Further investigation showed that the angle brackets were the culprit, and that somehow they prevented the search from taking place correctly. I assumed that this could certainly present a problem when searching on HTML code fragments, so I performed a simple search on the `` tag – again, no results! To my dismay, it seems that Safari is, for some reason, preventing the use of angle brackets in code searches. Most programming languages use a variety of odd characters to delimit and enclose code, so this error leaves me wondering what other code fragments Safari might mysteriously disallow.

LOOK AND FEEL

Safari looks great. The layout (a typical “tabbed” section variety similar to Amazon.com) and colors are attractive while not interfering with functionality or fundamental use of the database. The layout elements are cleanly dispersed across the interface, and like-functioning elements are grouped together. Interface conventions are generally adhered to and many common HCI (Human-Computer Interaction) guidelines seemed to have been heeded; error messages are always in the same place, objects and widgets

perform like you expect them to, and are in the “right” (expected) places in relation to other objects. Interface widgets that need names are named (such as links to section headers). Essential and typical Web-application functions such as page printing or the emailing of a page to an email address are also available, logically placed and labeled, and use typical iconographic elements.

USABILITY

When a desired resource is located, Safari allows the user access to the material in a threefold manner: (a) via a “Start Reading” button, (b) through a table of contents link or (c) through an Index link. The “Start Reading” button drops the user immediately into the first page of the item, and continues linearly from that point until the user's eyes fall out of their head from too much on-screen text reading, or until the user simply decides to access content in a different fashion. Users can also narrow down to a particular section or “page” (sometimes Safari's “pages” are actually aggregates of several pages) using the TOC (Table of Contents) link or the Index link. The TOC link drops the user into a linked, expandable/collapsible contents list. The “index” choice places the user into an A-Z list that emulates the back-of-the-book index sections. Since most tech users will be searching for solutions to specific needs or problems, it seemed that the TOC and index links were most useful, while the “Start Reading” link was of dubious utility at best. In fact, I did find the TOC and Index navigational methods very useful, allowing me to skim the contents of a book to find the most interesting or relevant sections or narrow down to a specific index term.

Another nice feature of the TOC search: when the TOC navigational

structure is used and an individual page is being viewed, the TOC “shifts” over to the left-hand navigation section, and the title browse list shifts downward. This is an elegant and functional solution to the problem of allowing user access to a title’s complete table of contents while still providing suitable space in the rest of the window for content text. Safari also allows the user to “hide” or collapse the entire left-hand navigational bar, opening the entire browser window for content viewing when desired.

Safari provides no easy method for users to print whole texts or large quantities of text in one fell swoop. This action would defeat the purpose of the whole database enterprise, so Safari only allows the printing of one page or ‘page’ section at a time.

COMPATIBILITY

Safari seemed to work fine in a variety of modern browsers and platforms (which is more than I can say for many products). I reviewed the product in Internet Explorer 6.0, Netscape Navigator 7.1, Mozilla 1.0, Safari (a non-ProQuest-related browser from Apple Computers) and Konqueror. I also reviewed Safari on Windows XP, 98 and 2000 as well as Mac OS 9, OSX and Linux Redhat 8.0 – all without a hitch. Safari demonstrates excellent apparent programming, and all in an .asp environment no less (Ebsco uses Microsoft’s asp technology system as well).

CONCLUSIONS

Conclusion? I believe Safari does deliver on its PR promise – for the most part. Yes, Safari has technical glitches that render some features pointless. And the cost of Safari rises sharply as you approach more than two concurrent users. However, trying to keep pace with print versions of current tech books can

become a “black hole” where money disappears, never to be recouped. Technical e-book resources such as Safari offer large collections of quality books that represent the majority of titles in these areas. They are always current, they do not take up shelf space, they allow printing of sections for off-line review and use, and they address 80-90% of the needs of support staff and patrons who need access to these types of books.

If your institution serves a large enough constituency, or has a particular concentration of technical subjects, you should seriously consider purchasing a license for Safari. The concept is great, essential functionality is superb, and technical/IT departments, once they discover it, will probably use Safari until the wheels fall off.



LIBRARY INTERIORS, INC.
THE LIBRARY INTERIORS GROUP

Since 1979 Library Interiors, Inc. has been helping Mississippi libraries prepare for the future...

- Americans w/Disabilities Act
- Budget projections
- Building program analysis
- Delivery, storage & installation
- Multi-circuit power & data distribution
- Retrofit & reconfiguration
- Space planning & AutoCAD drawings

Kiln Public Library - Kiln, MS

800.982.9909
info@libraryinteriors.com
www.libraryinteriors.com

What's So Special About...

Column Editor: Peggy Price, The University of Southern Mississippi

Archival Finding Aids in the Electronic Age

By Diane DeCesare Ross
Digitization Librarian
McCain Library and Archives
The University of Southern Mississippi
Diane.Ross@usm.edu

ROLE OF FINDING AIDS

Electronic access to special collections materials differs from that of general library collections. Librarians and archivists working with the manuscripts, photographs, 3-dimensional objects, and other items that make up special collections realize that creating records according to USMARC (hereafter referred to as MARC) bibliographic standards may only offer starting points for electronic description and access. MARC records for

archival materials typically provide top-level access and do not address the full contents of the collections.

In the archival world, "finding aids" incorporate some of the same descriptive data elements as the MARC format, but often provide additional detail as to the content and organization of the papers. One might compare MARC bibliographic records and archival finding aids to maps. State maps guide travelers to specific cities. Detailed city maps help drivers avoid fruitless searches and wasted time. Similarly, MARC records illustrate the larger picture and direct patrons to primary source collections. Archival finding aids elaborate on the nature of the materials, often including detailed lists of materi-

als to be found in each box and folder.

ELECTRONIC FINDING AIDS – AN EXAMPLE

For example, one significant civil rights collection at The University of Southern Mississippi's McCain Library and Archives is the Zoya Zeman Papers. A search for "Zoya Zeman" in USM's online catalog yields a MARC record in public display format (see Table 1). The record reveals the collection number, location, cubic feet or size, applicable Library of Congress subject headings, a brief listing of formats represented in the collection, a biographical note, and a hyperlink to the electronic finding aid. The record would occupy less than one printed page. (See Table 1: *Sample public catalog record.*)

The corresponding finding aid for the Zoya Zeman Papers includes information about the provenance or source of the donation, copyright restrictions, an extensive biographical sketch of Zoya Zeman, a list of related collections and books housed at USM Libraries, details regarding the collection's organizational structure, and an inventory of each box (see abridged finding aid in Table 2). While some of this information is available to the OPAC user in an optional expanded view of the full MARC record, the print version of the finding aid is nearly fourteen pages long, and the catalog record serves as a "pointer" to this more extensive source of information. Many finding aids are much larger, some hundreds of pages long. (See Table 2: *Abridged Finding Aid.*)

ADVANTAGES

Print finding aids are commonly housed in reading rooms at the institution where the primary source materials are held. Researchers visit repositories and browse finding aids in hopes of identifying

TABLE 1: SAMPLE PUBLIC CATALOG RECORD

Manuscript M320

Freedom Summer collection, 1890-1999, 1964-1999 [manuscript].
Zeman, Zoya, 1943-

Personal Author: Zeman, Zoya, 1943-

Title: Freedom Summer collection, 1890-1999, 1964-1999 [manuscript].

Physical descrip: 1.5 cu. ft.

Electronic access: Finding aid available at: <http://www.lib.usm.edu/~archives/m320.htm>

Abstract: Correspondence, training session information, copies of The student voice, photographs, diaries, notes, magazine articles, news clippings documenting Mississippi Freedom Summer, 1964.

Biographical note: Freedom Summer volunteer in community center in Clarksdale, Mississippi.

Personal subject: Zeman, Zoya, 1943-

Subject term: Civil rights workers – Mississippi.

Subject term: Civil rights movements – Mississippi – History.

Call Numbers for: MCCAIN

	Copy	Material	Location
1) Manuscript M320	1	ARCHIVES	McCain Library Reading Room (nocirc)

Table 1: Sample Public Catalog Record

TABLE 2: ABRIDGED FINDING AID(Full finding aid available at <http://www.lib.usm.edu/~archives/m320.htm>.)**Collection Title:** Zeman (Zoya) Freedom Summer Collection**Collection Number:** M320**Dates:** ca. 1962 - 2002**Volume:** 2 cu.ft.**Provenance:** Materials in this collection were donated by Zoya Zeman in several increments between 1999 and 2003.**Copyright:** This collection may be protected from unauthorized copying by the Copyright Law of the United States (Title 17, United States Code).**Biographical/Historical Sketch:** Zoya Zeman was born on June 27, 1943, in Charlottesville, Virginia, to Dr. Erwin D. and Inez M. Hansen Zeman... In February 1964, Zeman attended a conference at Pomona College and learned of plans for the Mississippi Summer Project. She made the decision to volunteer her time and services in Mississippi for the summer... She was assigned to Clarksdale, and her role there was to inspire community members and help set up various programs that would enable the community to provide for itself after the summer workers had gone. She was in Clarksdale from June 28 to July 11, and August 11 through early September...**Scope and Content:** This collection consists primarily of materials that document Zoya Zeman's activities as a student volunteer in Clarksdale, Mississippi, during Freedom Summer. The majority of the items in the collection date from 1964 and after.

Box 1:...

Folders 16-29 are comprised of various documents related to Freedom Summer, including photographs and Zeman's personal notes. While most of the items document the Clarksdale area, there are some from Hattiesburg and Meridian. Of particular interest is Zeman's senior thesis entitled "Mississippi Summer Project - 1964: Report by a Student Volunteer," written for Scripps College in 1965. Also of interest are Zeman's diary of the Clarksdale project, and the diary of Hattiesburg/Palmer's Crossing student volunteer Jinny Glass...

Related Collections: Zoya Zeman Oral History Interview, transcript call number F341.5.M57 vol. 626 (McCain Library).**Box and Folder List:**

Box 1...

Folder 17 Freedom Summer Posters (ca. 1964)

Digitized materials from this folder include: COFO poster

Folder 19 Freedom Summer: Zeman's Diary (June 24 - August 31, 1964)

A transcript of this item is available online.

Folder 27 Freedom Summer: Jinny Glass (June 18, 1964 - February 13, 1965)

Digitized materials from this folder include: Letter to Zoya, August 3, 1964

Letter to Zoya, August 15 & 16, 1964

Table 2: Abridged Finding Aid

relevant documents. Technological advances increase the number of potential patrons and allow researchers to make more efficient use of their time. Increasing numbers of special collections personnel are putting finding aids online, allowing researchers with Internet-accessible computers to narrow their search before they ever leave home. The convenience goes beyond geography to the advantage of electronically searching the full text of the finding aids. Some online finding aids even have hyperlinks to digital surrogates of individual items, further expanding the research options for those unable to travel.

While older print finding aids created on a typewriter would need to be re-keyed or scanned with optical character recogni-

tion (OCR), those created in some word processing programs can be made available online by simply saving the document as HTML and uploading it to a server. However, textual content is easily transferred from word processing to web development programs, and the use of a good Web development program (such as Dreamweaver or Frontpage) and/or a little knowledge of HTML encoding can greatly improve a finding aid's appearance and navigability.

HTML is a far-reaching standard for encoding electronic text, but since it was primarily developed to control appearance and provide navigational aids, it is significantly limited in its ability to adequately delineate the informational relationships inherent in finding aids, particularly as data

is migrated over time. This problem is being addressed with Encoded Archival Description (EAD), the developing international standard for encoding electronic finding aids. EAD preserves the hierarchical nature of finding aids by focusing on data structure and content. It is flexible enough to accommodate existing variations in finding aids, yet it supports greater standardization of descriptive practices in the archival community. In addition, its interoperability across platforms and among repositories increases the potential of creating union finding aid databases. Electronic finding aids may have begun as a convenient way for repositories to improve access to their own collections, but future collaborative projects will lead the way to truly global access.

For more information, see the following online resources:

ARCHIVAL DESCRIPTIVE PRACTICES

Fox, Michael J., and Peter L. Wilkerson. *Introduction to Archival Organization and Description: Access to Cultural Heritage*. Getty Information Institute, 1998. Downloaded on April 29, 2003, from <http://schistory.org/getty/>.

Miller, Leon C. *Ready, Net, Go! Archival Internet Resources*. Tulane University, 2002. Downloaded on April 29, 2003, from <http://www.tulane.edu/~lmiller/ArchivesResources.html>.

EAD

Library of Congress and the Society for American Archivists. *Encoded Archival Description (EAD): Official EAD Version 2002 Web Site*. Library of Congress, 2003. Downloaded on April 29, 2003, from <http://www.loc.gov/ead/>.

Pitti, Daniel P. "Encoded Archival Description: An Introduction and Overview." *D-Lib Magazine* 5 (no. 11, November 1999). Downloaded on April 29, 2003, from <http://www.dlib.org/dlib/november99/11pitti.html>.

ONLINE FINDING AIDS

Duke University (Rare Book, Manuscript, and Special Collections Library). Archival Finding Aids. <http://scriptorium.lib.duke.edu/findaids/>

Library of Congress. Library of Congress Finding Aids. <http://memory.loc.gov/finding/>

Library of Congress (American Folklife Center). Finding Aids for Collections in the Archive of Folk Culture. <http://www.loc.gov/folklife/guides/findingaid.html>

Louisiana State University Libraries Special Collections. Louisiana and Lower Mississippi Valley Collections Finding Aids. <http://www.lib.lsu.edu/special/findingaid/>

Mississippi Department of Archives and History. Finding Aids Online. <http://www.mdah.state.ms.us/arlib/finding.html>

University of Mississippi Libraries (Department of Archives and Special Collections). Visual Collections and the Southern Media Archive: Collection Inventories. http://www.olemiss.edu/depts/general_library/files/archives/viscoll/inventories/index.htm

University of Southern Mississippi Libraries (De Grummond Children's Literature Collection). Manuscripts and Illustrations: Contributor Index & Finding Aid Index. <http://www.lib.usm.edu/~degrum/html/research/re-manuillust.shtml>

University of Southern Mississippi Libraries (McCain Library & Archives). Manuscript Collections: Subjects. <http://www.lib.usm.edu/~archives/subjects.htm>

CALL FOR POSTER SESSIONS

Poster Session applications for the
2003 MLA Conference are now being accepted.

Apply by

July 25, 2003

Send an abstract of no more than 250 words to:

Diane DeCesare Ross

Box 5148 • Hattiesburg, MS 39406

Email: diane.ross@usm.edu

In a separate paragraph, please note any equipment or special set-up requirements.

Nominations Needed

The MLA Awards Committee is calling for nominations for the Peggy May Award and for the Outstanding Achievement Award to be awarded at this year's MLA conference. The deadline is October 1, 2003. Nomination forms are in this issue of *Mississippi Libraries*.

The Peggy May Award recipient must be:

1. A person in the field of endeavor who has made **special contributions in the area of library development**, such as:
 - a. Outstanding work on any statewide committee whose activities lead to specific accomplishment in library development.
 - b. The organization of local and/or statewide groups for this purpose.
 - c. Leadership at the local level that results in accomplishments which have statewide application.
2. A person who has made **substantial efforts in recruiting new personnel to the profession**.

The Outstanding Achievement Award recipient is:

1. A **librarian** who is recognized for contributions in one or more of the following areas:
 - a. Library promotion resulting in permanent library service improvement
 - b. Contributions to professional literature
 - c. Outstanding service in one individual library unit
2. A **library trustee** who has planned and executed a program of library promotion that resulted in permanent library improvement in the development of public libraries.
3. Any **citizen** who has been instrumental in bettering public knowledge and understanding of library and professional resources, needs and uses.

MISSISSIPPI LIBRARY ASSOCIATION

PEGGY MAY AWARD

I hereby nominate the following person for the Peggy May Award:

Nominee: _____

Library: _____

Address: _____

Nominee's Position: _____

Awards, accomplishments and contributions to library development in Mississippi. Attached additional sheet if necessary.

Remarks: _____

Nomination submitted by: _____

Address: _____

Deadline: October 1, 2003

Please mail completed nomination form to:

Stella Wheat, MLA Awards Committee, P. O. Box 289, Purvis, MS 39475

OUTSTANDING ACHIEVEMENT AWARD

I hereby nominate the following person for the Outstanding Achievement Award:

Nominee: _____

Library: _____

Address: _____

Nominee's Position: _____

Awards, accomplishments and contributions to library service in Mississippi. Attach additional sheet if necessary.

Remarks: _____

Nomination submitted by: _____

Address: _____

Deadline: October 1, 2003

Please mail completed nomination form to:

Stella Wheat, MLA Awards Committee, P. O. Box 289, Purvis, MS 39475

People in the News

Joan McLemore recently retired from her position as director of the Natchez Campus Library/Copiah-Lincoln Community College. McLemore began her close association with Mississippi libraries in 1962, when she was appointed trustee for the Franklin County Library. She served fourteen years in that capacity and also as trustee for the Lincoln-Lawrence-Franklin Regional Library. Encouraged by the late Iola Magee, director of Lincoln-Lawrence-Franklin Regional Library, McLemore majored in library science. She became branch librarian at the Franklin County Public Library in Meadville when it opened in November 1976. She worked there for fifteen years and was very active in MLA. McLemore received her MLS from USM, and in 1990, she accepted the position of director of the Natchez Campus Library/Copiah-Lincoln Community College following the retirement of Willie Mae Dunn. McLemore is now living in Natchez, and she has plans to continue enjoying life to the fullest.

Nancy McLemore (no relation) is the new director of the Willie Mae Dunn Library at the Natchez Campus/Copiah-Lincoln Community College. McLemore did her graduate work at LSU and had previously worked in the Natchez Public School system.



Nancy McLemore, pictured left, is now the director of the Willie Mae Dunn Library at the Natchez Campus/Copiah-Lincoln Community College. Former director Joan McLemore, no relation, is shown with her.

Paula Lenor Webb recently joined Roberts-LaForge Library of Delta State University as the new serials/interlibrary loan librarian. Webb received her Master of Library and Information Studies degree from the University of Alabama and brings more than five years' experience working in the law library of Balch & Bingham in Birmingham.

Jerrie Hall recently joined the University of Southern Mississippi Gulf Coast Library as the new public services librarian. Hall has experience as both a corporate and an academic librarian. She received her Master of Library and Information Studies from The University of Oklahoma and her Master of Science in Communication from Northwestern University.

Dr. Jay Norton has been appointed director of USM's School of Library and Information Science. Former SLIS director **Dr. Thomas Walker** is now serving as Interim Dean of Library Science at the University of Wisconsin, Milwaukee. The School of Library and Information Science also announces the hiring of **Dr. Teresa S. Welsh** and **Dr. Catharine Bomhold**. Dr. Welsh earned her Ph.D. at the University of Tennessee Knoxville. Her primary concentration was information sciences, with a secondary concentration in telemedicine/visualization of information. She has teaching experience in the areas of web development, information technologies, reference, organization of information, abstracting and indexing, advanced information retrieval among others. Dr. Bomhold earned her Ph.D. at the University of Alabama. She has been employed by the Public Library in Birmingham, AL providing outreach services, story times and public after school programming. She has worked extensively with teachers and student teachers to identify and provide access to materials to enhance all levels of curriculum. Bomhold was also the director of the Clarence B. Hanson Jr. Birmingham Museum of Art for three years and continues to have interests in museum issues and art services.

Prima Plauché, director of the Hancock County Library System and president of the Mississippi Library Association, was recently recognized as one of ten outstanding Hancock County citizens by the Hancock County Chamber of Commerce at its annual Salute to Business & Industry Awards Gala. Plauché was recognized by the Chamber for her commitment to excellence, her extraordinary public service and her dedication to education and economic development in Hancock County. She has been director of the Hancock County Library System since 1975.



Hancock County Library System director Prima Plauché was recognized as one of ten outstanding citizens of Hancock County by the Hancock County Chamber of Commerce.

IN MEMORIAM

J. B. Howell, former library director at Mississippi College, died Tuesday, March 25, 2003, at University Medical Center, Jackson, Mississippi. J. B. was the embodiment of the phrase "So many books, so little time!"

A 1945 graduate of Furman University, he received a B.A. in library science from Emory University in 1946 and a Master of Science in library science from the University of Illinois in 1954.

Before coming to Clinton in 1960, he served as Acquisitions Librarian at Emory University, 1946-1951; Assistant Librarian at Furman University, 1951-1952; Reference Librarian at Virginia Polytech-

nic Institute, 1952-53; Assistant Librarian at Clemson University, 1954-58; and Circulation Librarian at the University of Georgia, 1958-59.

J.B. brought this diverse background in academic libraries to Mississippi College in 1960, when he assumed the duties of Library Director at Speed Library. During his 30 years at M.C., he developed a library collection of fewer than 100,000 volumes to one of over 224,000 at the time of his retirement and sought and established seven endowments.

Striving to serve the M.C. students and faculty better, J. B. extended library hours, expanded library instruction, added special collections, prepared the library for full automation, and offered exhibits. His devotion to helping the library user was well-known. Some of his students still refer to him as "my librarian."

With the formation of the Mississippi College Library Associates in 1975, J. B. developed a support and advocacy group for Speed Library that continues to this day. One of the first such organizations in the Southeast, Library Associates still helps supplement the library budget with generous gifts for books, equipment, and special needs.

As a professional librarian, he was active in the American Library Association, serving as State Membership Chairman. In 1990, J. B. was awarded an honorary membership in the Southeastern Library Association where he had served two-year terms as treasurer, vice-president, and president. As a member of the Mississippi Library Association, he served as treasurer, 1966-67; vice-president, 1969; and president, 1970. He earned the Association's Outstanding Achievement Award in 1983 and a life membership in 1990.

J. B. wrote many articles and book reviews that appeared in numerous publications, including *ALA Yearbook* (1977-1979), *Mississippi Libraries*, *Southeastern Librarian*, and *Baptist Record*. Over the years he applied this talent as editor of *The South Carolina Librarian*, 1956-58;

Mississippi Library News, 1972-76; and *Special Collections in Libraries of the Southeast*, 1978. Moreover, he was contributing editor of *Southeastern Librarian*, 1979-82; joint editor of *A History of Libraries in Mississippi*, 1975; and compiler of *History of the Southeastern Library Association, 1920-1980*, 1980.

Upon his retirement from Mississippi College in 1991, J. B. was named Librarian Emeritus. He then had time to travel and pursue his passion for reading. Lending his support and love of libraries to Clinton Public Library, J. B. was active on the Board of the Friends and served as President.



J. B. Howell



gnassociates

Library Furniture and Shelving

GN Associates is a full service library furniture and shelving vendor. We offer products for public, university, K-12 and specialty libraries.

With over a decade of experience, we can assist in all phases of your project, from beginning budget projections to installation.

- MS State Contract
- Project Management
- Space Planning
- CAD Drawings
- Installation
- Computer Lab Furniture



University of Southern Mississippi
Gulf Park Campus
Palmieri—Ambassador Series

Call us today for a consultation on your next project.
1-888-828-0850.

GN Associates, Inc.
1549 Lakeshore Drive
Metairie, LA 70005
glen@glenmorton.com









News Briefs

DELTA STATE UNIVERSITY REDEDICATES LIBRARY

On May 2, Delta State University rededicated its library building and changed the name to Roberts-LaForge Library. The building was originally named W.B. Roberts Library, in honor of the late Senator William Beauregard Roberts of Rosedale, in recognition of his service to the State and University. LaForge was added to the name in memory of Dr. William F. LaForge, a history professor for 35 years and dean of the College of Arts and Sciences for 23 years. LaForge was highly regarded as a scholar with diverse interests as well as a gentleman who engaged in a wide range of civic activities.

— ❖ —

FIRST REGIONAL OPENS NEW HEADQUARTERS

First Regional Library Director celebrated their grand opening and dedication of the newly expanded FRL Headquarters in Hernando on April 27th. MLC Director Sharman Smith was the guest speaker at the event, which was attended by over 400 people who enjoyed live music, food, and tours of the building, which was doubled in size in the construction project.

— ❖ —

LOCAL LIBRARY SUPPORTERS VISIT CONGRESS

Seven members of the Mississippi Library Association represented Mississippi in urging Capitol Hill legislation to support libraries as part of the 29th National Library Legislative Day held May 12 and

13 in Washington, D.C. They included Prima Plauché, director of the Hancock County Library System and president of the Mississippi Library Association; Robert Lipscomb, director, Harrison County Library System; Sharman Smith, executive director, Mississippi Library Commission; Jim Anderson, director, First Regional Library System; Randy Sherard, trustee, Warren County/Vicksburg Public Library; Jo Anne Reid, commissioner, Mississippi Library Commission; and Deb Mitchell, director, Warren County/Vicksburg Public Library.



First Regional Library Director Jim Anderson welcomed Sharman Smith, Director of the Mississippi Library Commission, to the Grand Opening and Dedication of the newly expanded FRL Headquarters in Hernando.

The group met with members of the Mississippi Congressional delegation to seek support for legislation now pending in Congress. They visited U. S. Senators Thad Cochran and Trent Lott; Brian Martin, aide to Congressman Gene Taylor; Chris Espy, aide to Congressman Bennie Thompson; and Congressmen Chip Pickering and Roger Wicker.

The event is sponsored by the Ameri-

can Library Association, the District of Columbia Library Association and other concerned organizations to raise awareness about the importance to local communities of federal funding and programs such as E-rate discounts on telecommunications services for libraries.



LOCAL LIBRARY SUPPORTERS VISIT CONGRESS – Members of the Mississippi Library Association met with members of the Mississippi Congressional delegation recently to seek support for library legislation now pending in Congress. Those attending were, from left standing, Robert Lipscomb, director, Harrison County Library System; Prima Plauché, director, Hancock County Library System and Mississippi Library Association president; Sharman Smith, executive director, Mississippi Library Commission; Randy Sherard, trustee, Warren County/Vicksburg Public Library; and Jim Anderson, director, First Regional Library System; seated from left, Jo Anne Reid, commissioner, Mississippi Library Commission; and Deb Mitchell, director, Warren County/Vicksburg Public Library.

Visit our Website: www.misslib.org

News From SLIS

By Dr. Jay Norton, Director
School of Library and
Information Science

Jay.Norton@usm.edu

<http://www-dept.usm.edu/~slis>

The School of Library and Information Science at the University of Southern Mississippi has received conditional *continuing* accreditation by the ALA Committee on Accreditation. SLIS has already begun to address two of the Committee's major concerns: lack of evidence of SLIS interactions with constituencies, and insufficient fiscal resources. We have *not* lost, nor will we lose, our accreditation. We ask all library professionals, employers, and interested parties to assist us in establishing evidence of our interactions. We will invite you to participate in surveys, focus groups, and Web-based discussions, and to be active on a list server we are constructing.

As for improving fiscal resources, USM President Dr. Shelby Thames has assured the school of his support. SLIS has been allowed to make fee changes that will improve our fiscal situation and we have recently hired two new faculty, Dr. Teresa S. Welsh and Dr. Catharine A. Bomhold.

— ❖ —

NEW TECHNOLOGY AND THE CLASSROOM

The School of Library and Information Science has pursued its interest in reaching the far corners of the state and expanding implementation of current technologies. The school has made the 18-hour School Library Media Specialist supplemental endorsement program available online. This will help to increase the number of school library

media specialists available in the state by making the endorsement more accessible.

The entire program to obtain the Master's of Library and Information Science is also available online; it is possible to complete the MLIS without ever coming to Hattiesburg. Pursuing the master's entirely online will take longer than the traditional method because the program was designed for part-time enrollment. SLIS will continue to offer courses face to face, via interactive video, and in a combination of formats. Courses are offered using The University of Southern Mississippi's regular semester system. Not all courses are online every semester, nor are all the courses offered every semester.

To replace the traditional classroom interaction, faculty have real-time chats, employ discussion boards, email and other methods to maintain contact with and among the students. The School will invite interested professionals from throughout the state to participate in online training to enable them to visit our online classes as guest speakers and to present special interest online forums.

— ❖ —

SOUTHERNMISS@ THELIBRARYSCHOOL

We are building a space in our coursesites.blackboard.com that will provide the students, alumni and library professionals in our region with another point of contact and resources. The site should be ready for full implementation before August 2003. This "Web community" will provide a site for information exchanges among students, alumni and professionals. Job notices will be posted to this site and, with the permission of participants, an alumni and student direc-

tory will be available. Faculty of the school and professionals from the field will be able to offer informal meetings, discussion boards, and chat conferences on topics of interest to the community. We invite participation and suggestions from the community to help design the site to serve all of us.

— ❖ —

IN THE WORKS

The School of Library and Information Science and the Mississippi Library Commission are partnering on an Institute of Museums and Libraries (IMLS) grant under the recruitment initiative of the White House. The grant is only in the first phase of evaluation by the IMLS and has not yet been funded. If funded, professionals in the state will be asked to identify from among their staff or communities, persons who would be candidates to enter the Master's of Library and Information Science program. The professional would agree to mentor the individual if accepted into the master's program. The practitioners would help design goals and activities to complement the student's academic training.

The grant, as requested, would cover tuition, books and some travel for the students. The students would enroll in two online courses and a practicum each semester for two and one-half years. The students and practitioners would participate in topical workshops offered by the Mississippi Library Commission. The students would complete the MLIS, have the advantage of being mentored by a working professional, and the opportunity to become part of an ongoing recruitment system. We should hear in October 2003 whether we will receive the grant or not. We will keep you informed.

About Books

Smith, Bobby J. *Unearned Suffering*. Atlanta: Black Voices Black Visions Press, 2002. 619 pp. \$27.95 hardcover.

On May 17, 1955, Bernice Gayden, a Negro teacher at Carver High School in Linden County, Alabama, is the victim of a hate crime when she is shot and left for dead by her assailants. Carver High School principal Stephen Dexter and others take her to Denham County Hospital, the only hospital in the area that takes Negro patients. Denham County Hospital's Chief of Staff, Dr. Rodney Stinson, has successfully opened the hospital doors to all patients, regardless of race. Unfortunately, Stinson's success is short-lived, and May 17, 1955, proves to be his last official night as Chief of Staff.

Circumstances change the fate of Bernice Gayden. Due to disapproval of Dr. Stinson's previous choices for the hospital, medical staff refuse to come to work until he is gone. An angry white mob forms outside the hospital entrances when Bernice's presence is discovered. Nurses Lou Ann Riley and Margie Sumner pour out all the containers of Bernice's blood type, which were to be used during her surgery. Without the surgery, Bernice Gayden dies.

Carverdale Gayden is a lawyer for the NAACP who helped achieve the success of *Brown v. Board of Education*, a decision disallowing segregation in public schools, which was passed by the Supreme Court on May 17, 1954. He and Stephen Dexter believe that the anniversary date of this decision contributed to the death of Carverdale's wife. They begin placing pressure on local law enforcement to pursue the perpetrators of the crimes surrounding Bernice's death.

Two white men are arrested and tried for the murder of Bernice Gayden. Dr. Stinson presses charges against the two nurses from the Denham County Hospital for their actions concerning the blood destruction, thus causing their arrest and

trial. As a result, the White Citizens Council and the Ku Klux Klan of both counties join forces to prevent "injustice" being carried out in the courts of law. Many lives are in danger; many ideals are at risk.

Told in the voice of the victims of the time, *Unearned Suffering* brings to life a time of extreme prejudice and injustice in the history of the South. A theme of white against black runs through the veins of this tragic story of an innocent woman made victim to her times. This book is not easy to read with its setting in a time of turmoil and fear, yet Smith tells an intriguing tale that could have come from the pages of history. His descriptions are lengthy, tedious at times, but thought-provoking.

Though some of his characters seem unrealistic, Smith provides a substantial character in the Rev. D. V. Townsend. Townsend appears to be based on the late Rev. Martin Luther King, Jr., whose intelligence and charisma moved the black community to action. The sermons and prayers offered by this character are well-written and express the hope for a better future for all people.

Unearned Suffering by Bobby J. Smith finds its place in the history of the Black American community. Libraries that promote Black History and fiction are encouraged to purchase this book.

Donna Phelps Fite

*Purvis Branch Librarian
Lamar County Library System*

Temple, Davis L., Jr. *Two Letters Then Booger Den*. Tuscon, Arizona: Hats Off Books, 2002. \$16.95 paperback.

Author and biomedical researcher Davis L. Temple, Jr. grew up in Tupelo, Mississippi. Set in Mississippi, Temple's *Two Letters Then Booger Den* encom-

passes certain universal truths which will appeal to a wide variety of readers – ambition, fall from power, evil, greed, and an unrelenting search for happiness.

Temple portrays the main character, Lee Sample, as a complex, ambitious Wall Street type who suddenly finds himself in the direst of circumstances brought about by his undaunted efforts to find and protect a long lost love.

This book is definitely a page turner as Lee's adventures lead him back to Mississippi, his boyhood home. From the confines of Parchman prison, as a result of a kidnapping conviction, to the deep recesses of a mysterious swamp, Lee's quixotic actions to find and save his Jenny are enthralling.

Thrown into this mix are other intriguing characters such as Big John Henry, who is Lee's confidant and protector in prison; a greedy southern sheriff; and a diabolical preacher. These characters come alive through well written, realistic dialogue. Temple should be lauded also for his authentic depiction of civil rights tension during the desegregation of the University of Mississippi – drawn from the author's experiences as a student at the University in the 1960's.

Certain elements of Stephen King-like surrealism are cleverly accomplished by Temple with his description of the swamp Booger Den, haunted by Indian spirits. Other beautifully written descriptive passages are the author's remembrances of the South of his youth, such as the encampment of National Guard troops on the Ole Miss campus and the smothering kudzu permeating the countryside.

These elements of adventure, romance, and mystery, combined with the author's talent for creating imagery and his lyrical style using figurative language, make this book a must read.

J. S. Williams

*Bookmobile Librarian
Lee-Itawamba Library Services*

About Children's Books

RANDOLPH CALDECOTT AWARDS, 2003

"The Caldecott Medal is awarded annually to the artist of the most distinguished American picture book for children published in the United States during the preceding year. There are no limitations as to the character of the picture book except that the illustrations be original work. Honor Books may be named. These shall be books that are also truly distinguished" (<http://www.ala.org/alsc/> Available April 29, 2003).

The awards are chosen by a committee of fifteen members of the Association for Library Service to Children (ALSC), a division of the American Library Association.

In 1971 ALSC changed the term "runners-up" to Honor Books to denote books worthy of attention. The Caldecott Committee does not have to name any Honor Books. In the past, when Honor Books have been named, they have not exceeded five titles although a number is not spelled out in the terms and criteria for the Honor Books.

According to the ALSC web site's definition of "distinguished," this year's Caldecott Medal and three Honor Books are each "noted for significant achievement, marked by excellence in quality, marked by conspicuous excellence or eminence," and are "individually distinct."

CALDECOTT MEDAL

Rohmann, Eric. *My Friend Rabbit*. Brookfield, Conn.: Roaring Brook Press, 2002. [32p.] \$15.95.

In *My Friend Rabbit*, Rohmann perfectly captures the interaction between minimal text and bold illustrations to tell a simple story of friendship between a rabbit who has great ideas and a mouse who tolerates those ideas. When Rabbit's toy plane lands in a tree, he enlists a reluctant team of animals to form a living ladder to

rescue the plane. An elephant, a rhinoceros, a hippopotamus, a deer, an alligator, a bear, a squirrel, and a duck and her ducklings fall into Rabbit's plan. Minimal text complements hand-colored relief prints depicting close-ups of animals contrasting with empty space to create humor and tension. Thick lines bordering the illustrations and outlining the animals firmly ground the unwilling players in an unfolding drama. The optimistic Rabbit remains optimistic despite the chaotic results and the threats from the toppled animals. The white Rabbit contrasts with boldly colored animals, including a blue rhinoceros, a lavender hippopotamus, and a green alligator, adding to the tension of the story. Mouse's friend Rabbit will delight young readers with his antics since "wherever he goes, trouble follows."

CALDECOTT HONOR BOOKS

DiTerlizzi, Tony. *The Spider and the Fly*. New York: Simon and Schuster Books for Young Readers, 2002. [32p.] \$16.95.

Mary Howitt's 1829 cautionary tale of the spider and the fly comes to life in DiTerlizzi's haunting rendition. A wicked spider invites a fly into his parlor. The pretty, but foolish fly demurs, then returns and is captured just as the scary spider knew she would be. Taking inspiration from the silent movies, DiTerlizzi's illustrations of the teasing, rhythmical poem include the ghostly images of bugs caught and killed by the grinning spider. One ghostly bug holds a copy of *The Joy of Killing Bugs*, as a warning to the fly. Black, grey, and white illustrations with "ghosts" created in graphite create dramatic moments. Details add to the charming horror of the tale: the spider lives in a Victorian mansion, the pretty fly wears a flapper dress, the spider sports a luxuriant robe, and the "sweet creature" admires herself in her reflection on a bot-

tle cap. The inevitable ending is capped with a tombstone bearing the epitaph, "Unto an evil counselor,/close heart and ear and eye./And take a lesson from this tale,/of the spider and the Fly."

McCarty, Peter. *Hondo & Fabian*. New York: Henry Holt and Company, 2002. [32p.] \$16.95.

Fabian, the cat, and Hondo, the dog, have a day of parallel adventures. Hondo rides in a car to meet his friend and play on the beach. Fabian stays at home and plays with the baby. Readers see Hondo cavorting in the surf with his dog friend, Fred. Meanwhile, Fabian has fun unrolling the toilet paper in the bathroom. Hondo returns and the two pets have dinner together side by side. McCarty's illustrations are softly rendered in pencil in muted browns accented with a blue chair and a red wall. This is a gentle book with quiet humor and minimal text. The endpapers are whimsically decorated with images of Hondo and Fabian.

Pinkney, Jerry. *Noah's Ark*. New York: Sea Star Books, 2002. [32p.] \$15.95.

Beautifully decorated endpapers with the familiar words, "In the beginning God created the heaven and the earth," propel the reader into this timeless biblical story. Using pencil and watercolor, Pinkney's illustrations reflect the blues of the sea, the earth tones of the ark and baskets holding food, the organized jumble of the animal couples, and the joy of the dove returning to the ark with an olive branch in its beak. Through Pinkney's fluid, richly colored illustrations, readers experience the joy of Noah's story as never before.

Rosemary Chance

Assistant Professor

The University of Southern Mississippi



Get involved in MLA by joining a committee!

Mississippi Library Association

2004 Committee Preference Form

Active participation by the membership is critical to the success of our Association.

Name _____

Address _____ City _____ Zip _____

Library _____ Position _____

Work Phone _____ Home Phone _____

Email Address _____

Section: ACRL Public School Special Trustee Friend

2004 MLA COMMITTEES

Current membership in MLA is required for committee assignments. Please rank, in order of preference, the committee(s) on which you would like to serve. Indicate whether you have previous experience. Please use the back to explain your experience and what you would bring to the committee. Committees are defined in the MLA Handbook, Chapter Four, at www.misslib.org. Additional information can be placed on the back or a separate sheet.

	Committee	Experience/Expertise Willing to Chair		Committee	Experience/Expertise Willing to Chair
<input type="checkbox"/>	Archives & History		<input type="checkbox"/>	Intellectual Freedom	
<input type="checkbox"/>	MLA Awards		<input type="checkbox"/>	Legislative	
<input type="checkbox"/>	Mississippi Author Awards		<input type="checkbox"/>	Constitution Bylaws & Organizational Review	
<input type="checkbox"/>	Membership		<input type="checkbox"/>	Handbook	
<input type="checkbox"/>	Continuing Education		<input type="checkbox"/>	Long Range Planning	
<input type="checkbox"/>	Copyright Review		<input type="checkbox"/>	National Library Week	
<input type="checkbox"/>	Nominating		<input type="checkbox"/>	Conservation	
<input type="checkbox"/>	Election		<input type="checkbox"/>	Publications	
<input type="checkbox"/>	Information Literacy		<input type="checkbox"/>	Publicity	
<input type="checkbox"/>	Fiscal Management		<input type="checkbox"/>	Scholarship	
<input type="checkbox"/>	Internal Audit		<input type="checkbox"/>	Web Page	
<input type="checkbox"/>	Insurance				

2004 MLA Annual Conference Committees

The MLA annual conference will be held October, 2004 in Natchez. Kaileen Thieling, 2004 Vice President/President Elect, will coordinate the conference. If you are interested in serving on a conference committee in addition to or instead of the above MLA Committees, please indicate.

	Committee	Experience/Expertise		Committee	Experience/Expertise
<input type="checkbox"/>	Local Arrangements		<input type="checkbox"/>	Poster Sessions	
<input type="checkbox"/>	Registration		<input type="checkbox"/>	Exhibits	
<input type="checkbox"/>	Hospitality		<input type="checkbox"/>	General Volunteer	

Return completed form to: Juanita Flanders, Hinds Community College, P.O. Box 1100, Raymond, MS 39154-1100, or fax to (601) 857-3293, or email to hjflanders@hinds.cc.ms.us.

MLA Executive Board Meeting Minutes

JANUARY 31, 2003

Board Members Attending

Prima Plauché, *President*
 Helen J. Flanders, *Vice-President/President-elect*
 Jennifer Smith, *Treasurer*
 Sara Morris, *Secretary*
 Terry Latour, *Past President*
 Otha Keys, *School Libraries Chair*
 Sandy Hayes, *Special Libraries Chair*

Others in Attendance

Mary Julia Anderson, *Executive Secretary*
 Ann Branton, *Nominating Committee*
 Kathy Davis, *ML Co-editor*
 Freda Hartness, *President, Friends of Mississippi Libraries*
 Ruby Licon, *Information Literacy Committee Chair*
 Pat Matthes, *2002 Fiscal Management Committee Chair*
 June Schmidt, *Scholarship Committee Chair*
 Donnelle Scott, *ML Co-editor*
 Sharman Smith, *Executive Director, Mississippi Library Commission*
 Elizabeth Turner, *2003 Fiscal Management Committee*
 Elizabeth Urbanik, *New Members Roundtable*
 Kathleen Wells, *Handbook Committee Chair*

President Plauché called the meeting to order at 10:05 and the agenda was presented.

I. Officers' and Staff Reports

- A. Secretary** – Minutes of the previous Board meeting were distributed and reviewed. T. Latour moved to accept the minutes. J. Smith seconded. The motion passed unanimously.
- B. Treasurer** – Treasurer Smith submitted the Mississippi Library Association Balance Sheet as of December 31, 2002. The Balance Sheet showed \$75,4743.44 as liabilities and equity with a net income for the year of \$7,432.12. J. Smith commented that there are still some expenses and incomes not yet reported for 2002. The treasurer's report presented at the next board meeting will include all transactions for 2002.
- C. President** – P. Plauché reported that she is making the transition from conference planning to that of President of the Association. In 2003 she plans to continue many of the goals established by T. Latour in 2002 and build on the strengths of the Association with new goals that include:
- Establish a communication and marketing plan for the Association. She is also working with the MS Authors Award Chair, Allison Mays to better market the Authors Awards. Plauché noted that the event in Hattiesburg was taped and there is a copy available at the Mississippi Library Commission for loan to libraries.

The other two copies will be placed in the MLA archives. An Ad Hoc committee chaired by Melissa Wright has been established to examine the possibility of MLA creating a children's/young adult book award. The committee will present a report at the March meeting.

- Increase year-round programming activities of the Association. Rebecca Campbell is chairing the continuing education committee that will examine year-round programming ideas in addition to programs and workshops presented at the annual conference.
 - Establish a mentoring program. Bob Wolverton and the NMRT began the process for a program during 2002.
 - Create opportunities to develop leadership within the organization. P. Plauché would like to see the establishment of a retreat for new committee chairs and officers to encourage more individuals to become involved in MLA. This retreat could eventually become a leadership institute similar to the Tall Texans program sponsored by the Texas Library Association.
 - Strengthen Partnerships. Work with the Mississippi Library Commission and Friends of Mississippi Libraries and the University of Southern Mississippi's School of Library Science to better serve the libraries and librarians of the state. Also work with MLC to determine how MLA can help with the Center for the Book.
 - Create a strong infrastructure to assure accountability to the membership. Madonna Green is Chair of the Constitution, By-Laws and Organizational Review committee, which will conduct an organizational audit. This audit will be done every three years.
 - Increase membership. All members of the organization need to work to increasing the current number of members.
- D. Vice President** – J. Flanders reported that she has begun making plans for Conference 2003 conference. She along with a number of others visited Casino Magic and is very impressed with the facility. She asked for formal approval of the following:
- I. Theme – Discover Mississippi @ your library
 - II. Invitations to be issued
 1. First Lady Laura Bush for an event on Tuesday Night
 2. 2003-2004 ALA President Carla Hayden to deliver the address at the first general session on Wednesday afternoon
 - III. Committee Chairs
 1. Local Arrangements – Linda McKay
 2. Exhibits – Carol Green

3. Registration – Jane Stauble
4. Hospitality – Pam Ladner
5. Poster Sessions – Diane Ross

J. Smith moved to formally approve the conference planning requests S. Hayes seconded. The motion passed unanimously.

E. Past President – No Report

F. ALA Councilor – No Report. P. Plauché reminded those in attendance that B. Beal would be conducting the second part of the Campaign for America's Libraries, Pay Equity program at Legislative Day on February 4.

G. SELA Representative – No Report

H. Executive Secretary – M. Anderson reported that she has been busy working on registration for Legislative Day and 2003 membership applications. As of Friday, January 31st there were 223 individuals registered for legislative day and 247 MLA members for 2003.

I. ML Co-Editors – K. Davis and D. Scott reported that the deadline for the spring issue of ML has arrived. Please notify them with the names of potential authors so they might solicit articles.

II. Section Reports

A. ACRL – No Report

B. Public Libraries – No Report

C. School Libraries – O. Keys reported on the section's plans for the year. School Librarians are concerned about the change in the funding formula for libraries and media centers. The new Department of Education Bulletin for school libraries and media centers provides for \$20.00 per pupil for each school with the school principal having discretion over the amount allotted to the library. A membership survey is planned to determine how to best serve Mississippi's school librarians. Additionally the section is examining the possibilities of making it possible for non-MLA members to nominate school librarians for MLA awards. A possible topic for the section's conference program is the National Board Certified Teachers program as applies to school librarians.

D. Special Libraries – No Report

E. Trustees – No Report

III. Old Business

A. Special Committee Report – 2002 Fiscal Management Committee Chair Pat Matthes reported for both herself and Linda McKay, Chair of the 2003 Fiscal Management Committee. P. Matthes presented the proposed 2003 budget and thanked all members of the 2002 and 2003 committees. Travel money in 2003 would be provided to ALA Councilor, SELA Councilor, MLA Vice-President, and MLA President. Section budgets were increased from \$500

to \$750 in an effort to better support the sections. The 2003 budget includes a small contingency fund in the miscellaneous section. At the meetings of the Fiscal Management Committees there was also discussion about building a reserve fund that would guarantee the Association has three months of operating funds in contingency. The 2003 committee will investigate how this can be done.

B. 2003 Budget-Consideration for Approval – J. Smith moved to adopt the 2003 budget as presented. J. Flanders seconded. The motion passed unanimously.

C. 2003 Committee Assignments Consideration for Approval – P. Plauché presented the 2003 Committee Assignments for the board's approval. She commented that assignments were based on the committee preference forms she received. J. Smith moved to accept the 2003 committee assignments. S. Morris seconded. The motion passed unanimously.

D. Resolution – P. Plauché presented a resolution in appreciation for the work of Pat Matthes as Chair of the Fiscal Management Committee for many years. J. Smith moved to adopt the resolution. J. Flanders Seconded. The motion passed unanimously. A copy of the resolution is made part of these minutes as an addendum.

E. Ratification of e-mail polls – Since the last board meeting on December 6, 2002 three items were voted on electronically.

- December 18, 2002 an e-mail poll was passed unanimously to accept a \$7,300 grant from MLC to help print marketing material for National Library Week.
- December 30, 2002 an e-mail poll was passed unanimously to increase Legislative Day Registration from \$25.00 to \$27.50
- January 22, 2003 an e-mail poll was passed unanimously to keep the March 1, 2003 membership deadline. The membership committee will conduct research to determine how the date for the membership deadline is established and under what process it can be changed.

J. Smith moved to ratify the three e-mail polls. S. Hayes seconded. The motion passed unanimously.

IV. New Business

A. Nominating Committee – Ann Branton

submitted the following names for the 2003 elections

- Vice-President/President-Elect – No report at this time
- Secretary
 - a. Allison Mays, Millsaps College
 - b. Margaret Jane Stauble, Hinds Community College
- ALA Representative
 - a. Robert Lipscomb, Harrison County Library System
- SELA Representative
 - a. Mary Beth Applin, University of Southern Mississippi
 - b. Lona Hoover, Mississippi State University

The committee was unable to provide candidates for the vice president/president-elect position at this time. There was a question about the length of the term of the ALA councilor position. K. Wells, chair of the Handbook committee will check on the correct term length. A number of suggestions for possible candidates were presented. A. Branton will contact those individuals and hopefully have a completed slate by the next week.

P. Plauché also notified the Board that MLA would have to recommend an appointee for a commission to the Mississippi Library Commission. The name of an ALA Accredited Masters Librarian will need to be submitted to the Governor in May. P. Plauché will seek advice for a procedure for this process and to make a recommendation to the board.

B. Legislative Committee Update – Sharman Smith gave an overview of the legislation affecting libraries. She commented that this year there was an unusually high amount of activity. Last Thursday the Commission had been at the capitol talking to legislators and handing out treats. The legislators were looking forward to the MLA Legislative Day reception. One bill that is currently in conference committee affects the MLC budget as well as staff positions. This bill included an MLC budget cut of 1.5% and 8 MLC positions. There is also legislation affecting Boards and Commissions and their representation from all congressional districts. Another bill affecting libraries deals with Associations reporting how dues paid by public entities are spent. Also an

Omnibus bond bill for capital improvements is still in committee. This bill will supply the 3 million dollars necessary for the furniture and equipment of the new MLC building. Smith asked for the library community's support for this bill. An update of the current legislation affecting libraries and librarians will be given at Legislative Day.

C. Legislative Day Activities Update – Legislative Day Activities Committee Chair J. Smith thanked everyone for their help. Co-Chair R. Campbell reported that the materials are all assembled. There will be a special insert informing attendees who serves as their legislators. The Friends of Mississippi Libraries have provided a pin in the shape of Mississippi that will be given to each legislator. J. Smith stated that parking at the hotel was free and that due to a limited number of spaces at the Eudora Welty, carpooling was encouraged. Anyone who wants to volunteer on Tuesday was asked to contact J. Smith or R. Campbell.

D. Friends of Mississippi Libraries – President F. Hartness thanked MLA for allowing Friends to participate in Legislative Day Activities. She also wanted MLA members to feel free to contact Friends if they need volunteers at conference or at any other time of the year.

P. Plauché thanked the Legislative Day Committee for their hard work as well as Carolyn McCallum and others at the Jackson-Hinds Library System, Deb Mitchell at Vicksburg-Warren County Library, Kaylene Thieling and the Central Mississippi Library System and the Friends of Mississippi Libraries. Plauché also expressed MLA's appreciation to Constance Lawson, Emma Ainsworth, Sharman Smith and the MLC staff for their assistance with Legislative Day.

E. 2004 Conference

I. Proposals – P. Plauché contacted the Natchez Convention Center as a potential site for an upcoming MLA conference. There had been high interest in a previous survey. The convention center has agreed to serve as a corporate sponsor and waive the fees for the convention facilities. Three hotels have already made bids for lodging. The convention center has also offered their shuttle for services to the Baton Rouge Airport. J. Flanders has also talked to the Convention Center

Renew your MLA membership online with PayPal.
www.misslib.org/buy/join.html

in Vicksburg. They have a new convention center there. She had not yet requested a bid, but can do so if the Site Committee decides that is necessary.

II. Approve Site Committee – K. Wells reported that the handbook states that the required members for the site committee are: President, President-elect, Treasure, and Past-President.

III. Set Dates for Site Visit – P. Plauché will contact committee members and appoint any other necessary members. The handbook suggests locations be booked for four years in advance. P. Plauché also noted that a new facility would be opening in Jackson in 2004.

V. Committee Reports

A. Archives & History – No Report

B. MLA Awards – No Report

C. Conservation – No Report

D. Constitution, By-Laws & Organizational Review – No Report

E. Continuing Education – No Report

F. Copyright – No Report

G. Election – No Report

H. Handbook – K. Wells reported that she was happy to have new members. The committee will be asking for reviews of the handbook by all sections and committees. One suggestion from P. Plauché was for the creation of an index.

I. Insurance – P. Plauché will ask the committee to investigate event cancellation insurance.

J. Membership – K. Wells reported for Tracy Englert. Pay-pal has been used twice since it went live. The membership committee will have a booth at the Children's Book Festival at USM in April. The committee is currently working on the Lifetime Membership drive and updating the membership form.

K. Intellectual Freedom – John Batson reported for Shelia Cork. The committee would like to do a program at conference on the Patriot Act. Dr. Norton, of USM's library school has already agreed to serve as moderator. The panel will have two SLIS students, one public librarian, one academic librarian and one special librarian.

L. Information Literacy – Chair Ruby Licona asked about the status of the committee. Mary Beth Applin the former chair had indicated to R. Licona that all paper work to have the committee be made a standing committee had been completed. P. Plauché had researched this and found that the committee had not been officially approved as an MLA standing committee. M. Anderson will check the minutes from past years to make sure that the committee is in fact still ad hoc. There will be a report on the status of the committee at the March meeting. R. Licona reported that she is in the processes of welcoming her members and starting to work

on a program for conference.

M. Credentials – No Report

N. Mississippi Authors Award – P. Plauché reported for Allison Mays. At the request of Mays, there has been an increase in the number of committee members. There are plans to better market the awards and possibly allow the public to attend the dinner. The committee is also investigating asking authors if they are interested in being considered before the committee reads and evaluates the book. T. Latour suggested working through publishers for nominations. P. Plauché recommended Susan Daigre of Bookends bookstore as a possible contact.

O. MLA Children's/Young Adult Awards – No Report

P. Publications – P. Plauché reported for Shelia Peters who plans to produce a brochure about MLA and also to help with the handbook revisions.

Q. Publicity – P. Plauché reported for Mary Perkins. The first electronic newsletter was distributed earlier that week. Perkins suggests that committees and sections use this service to promote events. She reminded all members to subscribe to the MLA listserv so they would receive this and other important MLA information.

R. Scholarship – June Schmidt reported that last year the committee raised \$2,000 dollars. It was also announced that the Fiscal Management Committee had increased the scholarship from \$600 to \$1,000. The Scholarship Committee is still seeking donations and is always looking for possible fundraisers. The first committee meeting will take place on legislative day.

S. Web Page – No Report.

VIII. Round Table Reports

A. Black Caucus – No Report

B. ECTRT – No Report

C. GODORT – No Report

D. LIRT – No Report

E. NMRT – Elizabeth Urbanik asked how she could find out who made up the membership of the NMRT Roundtable. M. Anderson will run a report of last years members and give that to E. Urbanik.

F. TSRT – No Report

G. SPRT – No Report

H. 2YCRT – No Report

I. YPSRT – No Report

IX. Other Business and Announcements – None

X. Adjournment

There being no further business by the board, a motion was duly made, seconded and unanimously passed to adjourn. The Board adjourned at 12:25.

Respectfully Submitted
Sara E. Morris, Secretary

Join MLA!

Fill out and
return the
membership
card located
on the inside
back cover of
*Mississippi
Libraries*
and be a part
of the ever
continuing
promotion of
libraries
throughout
Mississippi.

Mississippi Library Association 2003 Annual Conference Hotel Accommodations October 21 - 24, 2003



CASINO MAGIC CASINO & GOLF RESORT

711 Casino Magic Drive
Bay St. Louis, MS 39520
Phone (800) 562-4425
Press 1 for Bay St. Louis and 1 for reservations
Fax (228) 463-4085



BAY TOWER HOTEL

- 14 story luxury hotel offering 291 beautifully appointed rooms and suites
- Complete room service menu
- Expansive pool deck, spa, salon and fitness center

DINING CHOICES

- Bienville's Bay Buffet
- Jourdan River Grille
- Jackpot Java Coffee Shop

CASINO MAGIC INN

- Offers 201 comfortable rooms
- Outdoor pool and Jacuzzi
- Located within walking distance of the conference complex
- 24 hour shuttle service

- Tuscany Steaks and Seafood
- The Bridges Clubhouse Grill

RESERVATION INFORMATION 800-562-4425

When you make your reservations, be sure to tell the reservation clerk that you are with the "Mississippi Library Association Conference."

(On-line reservations do not qualify for the negotiated conference rates.)

BAY TOWER HOTEL RATE: \$69 (+7% State & 2% Local Tax) Two Queen or One King Bed
CASINO MAGIC INN RATE: \$49 (+7% State & 2% Local Tax) Two Queen or One King Bed

These charges apply up to double occupancy. There is a \$15 per person charge for more than two occupants. Specify smoking or non-smoking.

PAYMENT OPTIONS:

- Cash or major credit card accepted. Only government related checks. No personal checks.
- Direct bill requires agency purchase order and credit pre-approval. Credit application must be pre-approved by Accounts Receivable at 1-800-562-4425, ext. 8082. Fax 228-466-6663.

DEADLINE: Make your reservations early!! Reservations received after **Tuesday, October 10, 2003**, will be provided on a space available basis. If you require special assistance, please advise the reservations clerk.

Check-In Time: 3:00 p.m. • Check-Out Time: 11:00 a.m.
All late check-outs must be requested and pre-approved.

For more information, contact your Local Arrangement Chair
Linda McKay @ Hancock County Library System
(228) 467-6836 Email: lmckay@hancock.lib.ms.us

MLA 2003 CONFERENCE PREVIEW

DISCOVER MISSISSIPPI BY MAGIC @ YOUR LIBRARY™
CASINO MAGIC CONVENTION CENTER
OCTOBER 21-24, 2003

Discover something magical every day at MLA! Tuesday, October 21, 2003, the Friends of Mississippi Libraries will dedicate a Stephen Ambrose Literary Landmark at the Bay St. Louis-Hancock County Library. Ambrose, his wife, and their five children made their seasonal home in Mississippi's Bay St. Louis. The American biographer and historian believed that *chance* changes history. He was the founder of the Eisenhower Center and president of the National D-day Museum in New Orleans, Louisiana. Ambrose's widow, Moira Buckley Ambrose, shared her husband's passion for writing and will accept the award on his behalf.

Wednesday, October 22, 2003, Dr. Maurice J. Freedman, 2002-2003 ALA President and editor of *The Unabashed Librarian*, will speak at the first general session. Freedman will address issues affecting libraries and librarians, focusing on his campaign to save America's libraries. An opportunity to visit with Dr. Freedman and Prima Plauché, MLA's 2002-2003 president, will be provided Wednesday evening at the President's Reception. Don't miss the afternoon tea with authors, sponsored by the Friends of Mississippi Libraries.

Thursday, October 23, 2003, will begin with speaker Rick Bragg, Pulitzer Prize-winning national correspondent for the *New York Times*. Bragg is the author of best sellers *All Over but the Shoutin'* and *Ava's Man*. This event is sponsored by MLA's Two-Year College Round Table. Tickets for purchase will be available for all conference attendees. Opportunities for school librarians include: learning about the National Board Certification process; listening to guest Freddi Williams Evans, author of *A Bus of Our Own*; and, learning to tell stories with Nan and Denise. Professional organizer Tammy Bridenbeck will provide organizational tips to participants. The day will wind down with the 2003 Mississippi Authors' Awards Banquet. Dress is casual chic.

Friday, October 24, 2003, will be a special day of recognition for those who have made significant contributions to the library profession. Pat Pinson, curator of the Walter Anderson Museum of Art, will speak at the Special Libraries breakfast, followed by the awards luncheon.

For more information, a preliminary program is posted on the Mississippi Library Association's Web site at www.misslib.org. Mention the MLA Conference when making hotel reservations. Check the Web for lodging details before making reservations.

Treasurer's Report

MLA – Fund Balances as of February 28, 2003

ASSETS

Account	Description	Amount
1001	AmSouth Checking	29,456.90
1002	AmSouth 5yr CD	15,569.49
1003	TNB P May Brokerage Account	16,560.33
1004	2yr CD 2/01	6,105.08
1005	Peggy May 2yr CD	6,143.76
1007	B Stearns/ P May Mutual Fund	4,224.00
1008	A/R NSF Checks	162.25
	2003's Fixed Assets (less depreciation)	<u>2,671.00</u>
Total Assets		\$ 80,892.81

LIABILITIES

Account	Description	Amount
	2003's Taxes Payable	561.05

EQUITY

Account	Description	Amount
3010	General Fund	36,963.00
2120	Peggy May Fund	24,399.72
2130	ANRT Fund	2,601.52
2140	2YCRT Fund	863.57
2150	GODORT Fund	447.05
2160	LIRT Fund	703.91
2170	YPSRT Fund	330.14
2180	ECTRT Fund	380.56
2190	TSRT Fund	878.47
2210	SCRT Fund	297.25
2220	NMRT Fund	94.84
2250	Black Caucus Fund	572.37
2260	Past President's Fund	146.16
2270	Property, Furniture & Fixtures	137.68
2280	Property, Equipment & Computers	1,424.26
3900	Retained Earnings	4,440.26
	Net Income	<u>5,651.00</u>
Total Equity		\$ 80,331.76
Total Liabilities and Equity		\$ 80,892.81

MLA – Income as of February 28, 2003

Account	Description	2003 Budget	YTD (Feb 03)
General Income			
5200	Membership Dues	20,000.00	11,821.00
5202	Interest-General Fund	1,000.00	87.62
5205	Other Income	0.00	12.00
Mississippi Libraries Income			
5221	ML Advertising	2,000.00	
5222	ML Subscriptions	500.00	16.00
NLW Income			
5301	NLW Registration	5,000.00	6,265.00
Peggy May Income			
5351	Interest Income-Peggy May		76.08
5352	Peggy May Donations	1,000.00	171.00
Section Income			
5403	School		72.00
5404	Special		30.00
5405	Trustee		12.00
5406	ACRL		54.00
5407	Public		42.00
Roundtable Income			
5610	ANRT Membership Income		63.00
5620	2YCRT Membership Income		41.00
5630	GODORT Membership Income		30.00
5640	LIRT Membership Income		51.00
5650	ECTRT Membership Income		15.00
5660	NMRT Membership Income		33.00

Roundtable Income (cont.)

5670	YPSRT Membership Income		72.00
5680	TSRT Membership Income		81.00
5690	SCRT Membership Income		18.00
5695	Black Caucus Membership Income		71.00
5697	Black Caucus Other Income		15.50

Convention Income

5510	Convention Registration	12,000.00	
5515	Convention Reg. (2002)		105.00
5520	Convention Exhibit Fees	17,000.00	
5530	Convention Donations	10,000.00	
5535	Convention Inc.-Donat. (2002)		107.78
5540	Convention Gen. Sess. Income	5,000.00	
5541	Convention-Gen. Sess. (2002)		<u>16.00</u>
5550	MS Author's Award Income	5,000.00	

Total Income

19,377.98

MLA – Income as of February 28, 2003

Account	Description	2003 Budget	YTD (Feb 03)
Operating Expenses			
6001	Executive Secretary Salary	12,730.00	1,980.00
6004	Executive Secretary FICA	1,157.00	186.08
6100	Accounting Fees	2,700.00	400.00
6210	Bank Charges	250.00	27.30
6220	Bank Credit Card Fees	250.00	51.74
6230	PayPal Fee		11.21
6320	Postage	1,000.00	505.46
6330	Miscellaneous Expense	1,198.00	
6340	Office Expense	1,700.00	17.05
6350	Telephone	2,200.00	219.89
6360	Dues – ALA & SELA	240.00	
6410	Travel – President	2,750.00	
6420	Travel – Vice President	2,250.00	
6430	Travel – ALA Councilor	2,000.00	674.79
6440	Travel – SELA Representative	750.00	
6460	Travel – Executive Secretary	325.00	40.00
Section Expense			
6510	ACRL	750.00	
6520	Public	750.00	
6530	School	750.00	
6540	Special	750.00	
6550	Trustee	750.00	
Committee Expense			
6610	Awards	150.00	
6630	Legislative	1,500.00	169.39
6640	Membership	200.00	
6650	NLW	5,000.00	4,590.24
6660	Scholarship	1,000.00	
Convention Expense			
6710	Convention Exp – Exhibits	5,000.00	
6720	Convention Exp – Gen. Session	5,000.00	
6730	Convention Exp – Printing	200.00	
6750	Convention Exp – Local Arrange.	4,000.00	
6755	Convention Exp – Local Arr. (2002)		-584.61
6760	Convention Exp – Registration	200.00	
6770	MS Author's Award Expense	5,000.00	
Roundtable Expense			
6820	2YCRT		1,000.00
Mississippi Libraries Expense			
	ML – Total	16,000.00	
6910	ML – Mailing		653.44
6920	ML – Miscellaneous Expense		
6930	ML – Printing		<u>3,785.00</u>
Total Expenses			\$ 13,726.98

MISSISSIPPI LIBRARY ASSOCIATION MEMBERSHIP FORM

MEMBERSHIP YEAR

2003 (January-December 2003)

Name _____
 Library _____
 Position _____
 Mailing address _____

 City _____ State _____
 Zip _____
 Home Phone _____
 Business Phone _____
 Fax _____
 E-mail _____
 Type of Library _____

New Membership **Renewal**

A. MEMBERSHIP TYPES

Membership (Any person currently working in a library or information center or those who provide support for its many services. Mark by salary range or current library affiliation)

\$0 to \$9,999	\$15 per year	\$ _____
\$10,000 to \$19,999	\$25 per year	\$ _____
\$20,000 to \$29,999	\$35 per year	\$ _____
\$30,000 to \$39,999	\$45 per year	\$ _____
\$40,000 to \$49,999	\$50 per year	\$ _____
\$50,000 to \$59,999	\$55 per year	\$ _____
\$60,000 or above	\$60 per year	\$ _____
Student <i>Full or Part-time</i> (2 Year Limit)	\$10 per year	\$ _____
Retired	\$15 per year	\$ _____
Trustee	\$15 per year	\$ _____
Friend of Library	\$15 per year	\$ _____
Institutional Membership	\$45 per year	\$ _____
Vendor	\$40 per year	\$ _____

Lifetime membership

One-time payment \$1000 \$ _____
 Installment Plan

Payable up to 5 years \$1500-\$300/year \$ _____

A. MEMBERSHIP TYPES SUBTOTAL \$ _____



<http://www.misslib.org/>

B. SECTIONS

All memberships include membership in **one** section (Additional Section Membership **\$6.00**)

Academic (ACRL)	\$ _____
Public	\$ _____
School	\$ _____
Special	\$ _____
Trustee	\$ _____
B. SECTIONS SUBTOTAL	\$ _____

C. ROUNDTABLES

Join one or more roundtables for opportunities in professional growth **\$3.00 EACH**.

ANRT (Automation and Networking)	\$ _____
BLACK CAUCUS	\$ _____
ECTRT (Educational Communication and Tech)	\$ _____
GODORT (Government Documents)	\$ _____
LIRT (Library Instruction)	\$ _____
NMRT (New Members)	\$ _____
SCRT (Special Collections)	\$ _____
TSRT (Technical Services)	\$ _____
2YCRT (2 Year College)	\$ _____
YPSRT (Young People's Services)	\$ _____
C. ROUNDTABLES SUBTOTAL	\$ _____

D. SCHOLARSHIP

Donation to Peggy May Scholarship \$ _____
D. SCHOLARSHIP SUBTOTAL \$ _____

GRAND MLA TOTAL

(DUES GRAND TOTAL (A + B + C) AND SCHOLARSHIP D) \$ _____

Check enclosed (Make payable to Mississippi Library Association) and mail to MLA, P.O. Box 20448, Jackson MS 39289-1448. All dues include subscription to **Mississippi Libraries**. Please charge my MLA dues to my:

VISA **MasterCard**

Account Number _____

Expiration Date _____

Signature _____

Dues must be paid by **January 15** in order to receive the March issue of **Mississippi Libraries** and for annual election of officers. MLA may at times supply its membership list to professional organizations or library vendors.

Check the box if you do not want your name included.

Must-Have Titles for Mississippi Libraries

Order your copies today!

ORDERS: Call 1-800-737-7788,
fax to 601-432-6217, or visit our website at
www.upress.state.ms.us



Mississippi

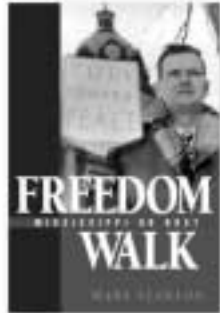
A Documentary History

EDITED BY BRADLEY G. BOND
The unfolding story of the Magnolia State as told in a striking collection of its historical documents
\$45 cloth

Freedom Walk

Mississippi or Bust

BY MARY STANTON
The historic account of how a determined white postal worker became one of the earliest martyrs in the civil rights movement
\$28 cloth



Sonny Montgomery

The Veteran's Champion

BY G.V. "SONNY" MONTGOMERY
WITH MICHAEL B. BALLARD AND
CRAIG S. PIFER
The autobiography of the Mississippi Congressman who spearheaded the drive for the revamped G.I. Bill
\$25 cloth

Robert G. Clark's Journey to the House

A Black Politician's Story

BY WILL D. CAMPBELL

The story of a black man's unprecedented rise to power and political prominence in the formerly segregationist state of Mississippi as told by one of the South's most notable authors
\$22 cloth



UNIVERSITY PRESS OF MISSISSIPPI

3825 Ridgewood Road • Jackson, MS 39211 • press@ihl.state.ms.us

Mississippi

Mississippi Library Association

Post Office Box 20448

Jackson, Mississippi 39289-1448

NON-PROFIT
ORGANIZATION
U. S. POSTAGE
PAID
PERMIT NO. 312
HATTIESBURG, MISSISSIPPI

