

**Texas State Library and Archives Commission**  
**New Director Conference Community Notes**

Tuesday, May 25, 2021, 9:00 AM - 1:00 PM

TinyURL for shared folder with resources: <https://bit.ly/33MD8v8>

**Hello and welcome!**

We invite you to use this document to take notes throughout today's New Director Conference. After the conference, TSLAC will publish these notes as a PDF on our website. Contact Library Development and Networking with any questions or suggestions at [ld@tsl.texas.gov](mailto:ld@tsl.texas.gov).

**Community Agreement**

Texas State Library and Archives Commission's New Director Conference planning committee is committed to providing an inclusive and professionally engaging community experience free from all forms of exclusionary practice or oppression. We strive to foster an environment that is welcoming to all individuals and offers equitable learning opportunities where attendees and presenters are able to have open-minded, honest, and [brave](#) conversations.

We kindly ask and encourage all participants to contribute and engage in this document. All contributors should follow the following guidelines:

- **I like, I wish, and I wonder** - Be curious, open, and respectful when contributing to the discussion.
- **I learn, we learn** - Ask questions. No one knows everything, and together, we know a lot.
- **One mic** - one voice at a time
- **Take Space/Make Space** - if you are usually quiet, challenge yourself to take more space, and if you usually talk a lot be mindful to leave room for other voices.
- **We take care of ourselves** - stretch, eat, drink, use the restroom, rest, etc.

**Agenda**

Use this link to view the [New Director Conference Agenda](#)

For any questions about the resources shared within this document, please email [ld@tsl.texas.gov](mailto:ld@tsl.texas.gov).

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**Notes:**

Opening Session: Jennifer Peters

**Notes:**

## Impromptu networking

What big challenge do you bring to this gathering? What do you hope to get from and give this group or community?

- Reflect for one minute on your own
- Break into groups of 6 or 7
- Each person will take two minutes to briefly introduce themselves and share their responses to each question (What big challenge do you bring to this gathering? What do you hope to get from and give this group or community?)

### Notes:

### Challenges

- Getting the needed initial training / getting AR together
- Utilizing a small budget to provide service to the community with limited staff
- Building a professional network (experience in Texas libraries)
- “That’s not how we’ve always done it.” heard a lot (like fines)
- Coming from a background outside of libraries (legal, corporate)
- Thrown suddenly into directorship after previous director passed away suddenly
- COVID hit right when started, getting out of survival mode, actually learning to do my job
- Expansion requested at the tails of a pandemic
- Maintaining a community relationship / engagement
- Very different predecessors (reflected in the collection) so looking at more inclusive collection
- Getting patrons to come back to the library (advertising is a challenge on its own, use TikTok for teens?)
- 1 person library, started in the midst of a pandemic
- What will the library look like post-COVID? Managing competing expectations of the public, the city, etc.
- Planning building projects
- Library Boards (association and advisory)
- Don’t know what we don’t know
- Deciding what controversial books to hold in the library (donated volumes).
- Not knowing who to contact.
- Reopening procedures
- The large number of patrons who did not have any access to the internet
- The library’s wifi range is too short, only about 10 feet
- Started a week before the snowstorm
- Personnel issues/staff pushback
- Community needs assessment
- Succession planning/loss of institutional knowledge
- Weeding policies

Get:

- Fresh ideas (we're sort of in a rut), especially programming
- Maintain the library the best we can with what we have
- Looking for more inclusive collection
- United for Libraries Board training <http://www.ala.org/united/states>
- Building a professional network
- Connections with one another
- Training on managing budgets / basic non-profit accounting
- Marketing training / resources
- Solo librarian meet-up/interest group
- How to introduce change to my team that's not disruptive (not too much at once) that can be maintained by single director
- With group/community: we get solidarity, can say to each other, "is this just me?" especially dealing with board / community; Affirming, having "a shared hardship, which is more easily borne"
- Hope to have in-person F2F connections / networking with director community first once and a while, and then have online after to support that (as opposed to online introduction)
- How to deal with Council / how to ask regarding increasing budgets, tell library's story with data
- How to operate a library like a business: "I decided to get my MBA after library school, which helps with the parts that library school doesn't set you up for."
- Ideas for working with Friends groups and boards
- Build confidence
- New ideas

Give:

- Unconventional thinking from a different background (art museums/archivist/business)
- Helping make people aware that library is here to serve everybody
- More diverse voice
- Insight in what's going on
- Inclusive collection
- Offer experience
- Be an active participant
- Different perspective

## Session 1: What does TSLAC do? Resource Sharing Programs

- Interlibrary Loan
- TexShare Card Program
- TexShare Electronic resources
- E-read Texas

**Notes:**

Breakout sessions:

1. **Groups 1 & 2:** How can you (or do you currently) market and promote resource sharing programs to your community? Consider both online and in-person methods.

**Notes:**

**Group 1:**

- Promote eResources and TexShare and ILL out in library
- We do a lot of ILL lending in our library. TexShare and other resources on the website but would like to learn more about services so that the library can promote.
- Posters and flyers would be a good idea to promote TexShare databases by computer area.
- Section in library where they promote new resources using flyers.
- Something new to the group is TexShare Cards.
- Library just got setup with SimplyE - using social media to promote Overdrive integration.
- ILL Promotion: through word of mouth and participation in the courier system.
- Group wants to learn more about TexShare
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**Group 2:**

- Social Media -- Facebook, Instagram
- Write a weekly column in the local newspaper
- Post notices within library, as well as signage within the stacks
- Create posters in [Canva.com](https://www.canva.com)
- Posting on website
- Digital message board to add graphics
- Word of mouth
- Monthly library podcast, pick one or two topics and then also select books from E-reads app to cover

2. **Groups 3 & 4:** How can TSLAC's resource sharing programs support activities in your library including, but not limited to, book clubs, homeschooling patrons, programming for different groups?

**Notes:**

Contact lists for homeschooling groups

Advertising ILL resource to homeschooling programs

Book clubs are a challenge trying to get copies of books (or having too many or too few - forcing participants to buy the book (counter to the point), better to share the load

ILL works well for us

Homeschoolers want to review curriculum books (to consider it or change to another, expensive to dive into), use as "tasting library"; library can't host all of them (Is there a list out there?)

ERead Texas has helped us; we're in a small consortium, we just did a bunch of outreach to all the schools, low income families are afraid of having to pay for physical copies if they're lost so don't check them out for kids, so e-books have nice to reassure parents

No budget for ebooks, so we got a grant to bolster our collection for middle school/highschool

We push Credo a lot to students for research, started an unofficial program (research appointments with students to walk them through the databases & citation generator), especially helpful for homeschoolers but also regular traditional schoolkids

Gale LegalForms used every day

Reference section is supplemented with other forms (transfer title of car)

Challenge of TexShare card program: communicating to patrons that everything may be different at other library (people assume the rules will be the same, but TX ain't like that)

Book clubs - bring your own book ("Reader's Roundtable") and hosting it at local businesses (winery), so nice to use ERead since there are more checkouts (unlike Overdrive); easier for younger people; older may still prefer print book in hand

\*Homeschoolers, book clubs for ebooks, genealogy, training for genealogy, ILL's-making sure patrons return books on time, E-read Texas-user friendly-can adjust text size, ILL's-go to schools and do outreach to let teachers and students know about ILL and how we can get a book or video for them. ILL reimbursement as well.

3. **Groups 5 & 6:** What do you need to consider when creating local policies for the resource sharing programs you utilize in the library? Do you revisit policies once created?

**Notes:**

Revisit every couple years to see who is using the programs, how often they use, how many books the library loans, whether to increase or decrease limits.

Policies help to explain “why” to staff; staff like to have a reason for doing things a certain way.

Work in the ILS to check on how those settings reflect de facto policy; make sure they adhere to actual policy requirements.

Can be helpful to evaluate ILL requests for possible addition to collection before opting to send out for ILL.

4. **Groups 7 & 8:** How can you use resource sharing statistics to tell a story to your stakeholders or governing entities? Or to assist in collection development activities?

**Notes:**

- Using ILL stats to show stakeholders how high demand is, and how much the library is able to provide for the cost (the value)
- COVID helped make the case for ebooks (board, etc. was resistant, “no one will ever use this”), now can use statistics to make the case to add more, adds to the library story
- Promoting ebook platforms, making strategic choices about what to promote
- Patron card numbers: “library has more cardholders than the county judge got in the last election”, demonstrating support for the library
- Sharing the value of Gale courses, saved community over \$80,000
- Sharing Biblionix checkout data about how much patrons save by checking out books (also sharing with governing authority)
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## Session 2: Continuing Education and Consulting (CEC) - technology consulting, summer reading, training

- CEC in context
- Meet the team
- More about what we do and why

Breakout sessions:

Useful links: [CEC webpage](#), [service for libraries](#), [online training site](#)

1. **Groups 1 & 2:** You've just hired a new staff member or gotten a new volunteer that will be running your children's program. Find training and resources to help get them started.

### Notes:

- TSLAC Website to find resources for summer reading - <https://www.tsl.texas.gov/ldn/youthservices>
- Facebook Small Library Management group for ideas
- Youth Services Facebook group post ideas and get feedback
- Get on social media to look for programs and ideas.
- Searching for facebook groups who work in libraries.
- Collaborate with bigger libraries to get ideas. (Hidalgo County created a Youth Committee).
- Summer reading program that is sent by TSLAC.
- Connect with school districts to collaborate on summer reading and youth services.
- Attending meetings, training, and workshops - webinars through State.
- Resource - ALA website for calendar for things to celebrate. They also include links for programming or resources. <http://www.ala.org/conferenceevents/celebrationweeks>
- Always looking for new program ideas for middle school and high school students.
  - Robotic clubs
  - Teen book club and using funding to promote literacy at a coffee shop.
- Summer reading
  - Reading logs
  - Some using app to track reading log
  - Prizes for children (birth - 5th grade)
    - Read to me
    - Teens (by pages)
  - Program for 7 weeks
    - Weekly prizes
  - Grand prize ideas
    - Children - bicycles
    - Gift baskets for each reading level with \$50 gift card
    - Teens - \$200 gift card
    - Incentive prizes as they reach their goal.
    - Use google docs and keep logs using sheets

- One struggle is to change the way things have done in the past.
- Craft activity to send home instead of doing it in library.

2. **Groups 3 & 4:** A library in a neighboring town just hired a new director, and they called you in a panic because they just realized they need to earn 10 hours of CE by the end of June. They also expressed that their staff are asking about mental health first aid training. What specific training and resources would you recommend to them?

**Notes:**

Ask other local directors

Find asynchronous training

TSLAC Archived webinars

<https://hhs.texas.gov/about-hhs/process-improvement/improving-services-texans/behavioral-health-services/mental-health-first-aid>

Niche Academy

LinkedIn Learning : <https://www.linkedin.com/learning>

Paul Waak from CTLS sends out webinar info, mostly free

Lynda.com via Round Rock Public Library

<https://onlinetraining.tsl.texas.gov/enrol/index.php?id=347>

Library Journal and a lot of the book publishers have a lot of webinars on a consistent basis

WebJunction : Not just Texas but all over the country, which is still helpful to see what they're doing and seeing similarities

<https://www.slj.com/?event=slj-teen-live-whats-next>

<http://www.ala.org/educationcareers/elearning/management/friends>

If in time crunch: look outside library, e.g. local Chamber of Commerce, community college,

YALSA and other committees and round tables at TLA have training

CEC website: [Continuing Education for Library Staff in Texas](#)

Library Development blog <https://www.tsl.texas.gov/ld/librarydevelopments/>

Online course environment: <https://www.tsl.texas.gov/ld/onlinecourses/index.html>

Texas Library Association Annual Conference <https://txla.org/annual-conference/>

\*Web junction and tslac, working with fire department, local classes, American Psychological Association, free classes, red cross?, other directors to ask questions, TLA for courses for CE, CTLS offers CE.

Subscribe using your email address:

- [Library Developments Blog](#)
- [Public Libraries Newsletter](#)
- [Libraries in the News Around Texas](#)
- [TexShare Users List](#)

3. **Groups 5 & 6:** Your library building could be updated to better serve your community [not enough outlets, etc.]. Some members of the City Council are supportive, but some are not. You've been invited to make a presentation at the next City Council meeting, and you'd like to include data and stories that support your plans. What TSLAC resources could you use to get started, and where could you go from there? Who could you talk to?

**Notes:**

Inclusivity consultant--does the building need updates for equity, inclusion, and accessibility?  
EDGE program assessment/Library Technology Academy--helps to assess needs and seek upgrades.  
Some grant funding.  
Building usage studies and patron surveys--TSLAC consultants can help develop assessments to employ.  
Use the annual report data to do comparisons with other libraries of similar size, demographics, etc.  
Would be helpful for annual report to include info on staff salaries, so director can ensure pay is appropriate for the position, and advocate for higher pay if needed  
Having annual report data and other library stats (building usage, etc.) has been very helpful in conversations with city management

4. **Groups 7 & 8:** A section in your library is not accessible for patrons with limited mobility. You want to do a full review of your library space and website to ensure that you meet accessibility standards. Where can you go, or whom can you talk with to get resources or guidance?

**Notes:**

- Front door is really heavy, budget request to replace was denied. Library location isn't meant to be permanent, but no move on the horizon.
- Doors in between library areas are not accessible.
- I would start with my city mgr. as he is responsible for the building and see how my building compares to other city bldgs. then go from there.
- Renting the library building vs owning makes it much harder to make change. Curbside has helped mitigate.
- Patron requested sign language for programs, provided "accessibility realization." Now added into library budget.
- Three story building with no elevator, children/young adult non-fiction is upstairs, circ numbers reflect the lack of use.
- Used to copy images right from Canva onto website, didn't realize that screen readers wouldn't capture that. Now include text for the ad on the website. Texas Civics Plus did a training that included info on how to make website accessible.

## Session 3: Accreditation, annual report and how to use it

1. **Groups 1 & 2 - Grants:** Your library needs a (pick something) and you decide to apply for a grant to get this. Describe the procedure of what will need to happen as though you were presenting it to the Friends group.

### Notes:

- Grant: Tocker grant to purchase furniture and shelving
    - Had to go in front of commission group
  - Questions: how hard was it to apply for grants?
    - Process was smooth and easy to work with.
    - Grant is per library
    - Tocker is also by size (small libraries).
    - <https://tocker.org/library-grants/>
    - <https://www.tsl.texas.gov/ldn/grants>
  - ILL reimbursement - easy grant
  - Non-competitive grant.
  - Grant to digitize newspapers - on website with University of North Texas
  - Process for grant
    - Find grant and eligibility requirements
    - Write justification, budget - how much you will need
    - Pull data to describe community - connect with Cindy Fisher or Valicia Greenwood
    - Get letter of permission from governing authority
    - Apply for grant
  - [ld@tsl.texas.gov](mailto:ld@tsl.texas.gov) for general question
  - [ltadena@tsl.texas.gov](mailto:ltadena@tsl.texas.gov) to email Laura Tadena
2. **Groups 3 & 4 - Annual Report:** The local governing authority is going through some budget trimming and belt-tightening as a result of the pandemic. Outline how you will determine how this will impact your library in terms of accreditation, budget, activities, etc.

### Notes:

How will budget trimming impact your library in terms of - ?

- Accreditation
  - We rely on our E-rate dollars to maintain our Internet so must stay accredited.
- Budget

- Book budget took a big cut, \$25K to \$5K (“library is red-headed stepchild, irrelevant and less essential.”), had to put the call out for donations; only selected patron favorites
- Annual fear, have to be defensive, a bully, arguing the value of service vs. something that the community sees right away (EMS, roads police firefighter), attending rotary and academic development meetings and school districts
- No newsletters / newspapers to get the word out to the community
- Activities
  - Funny perpetual fund raiser at Driscoll PL (Devine) :they put out two jars labeled with two random things to collect pocket change for people to vote (e.g. “Hot Dogs vs. Hamburgers) and later library announces the winner (most \$) on Facebook
  - Use FoL / Friends to help you fundraise - how to best engage FoL?
  - Library director writes an article for the local paper
  - Met with school librarians in whole county and temporarily set up some school visits to get in front of the students with library application cards to get kids/teens in the door
  - Used NextDoor to do outreach, get community member to post it
  - Programming for summer has been virtual
- Other
  - Use network of community members or Board to advocate for library, direct them, don't let them cut it for you, negotiate more one-on-one
  - Point out North Dakota library has same pop but has million dollar budget (“Jousting for summer reading”), make them realize what can be provided on slim budget compared to fully funded libraries
  - Part of library's history there was flooding and there were zero dollars and staff were volunteer only, and as a result, Boards have built it into their policy, a good enough sized endowment, to have backup for “the next time” there's a decreased / no budget to still operate and have full-time staff (huge undertaking over many years with many high-stamina folks), partnerships were built, networks created (library made a dvd that shows community leaders endowment committee talking lib benefits, ROI, encouraging investment and help protect the library and ensuring everyone has ownership.)

\*Identify what is a priority and what resources we need for those priorities, raise funds and shopping around, reach out to community, moving funds around, trying to go to meetings in the community to build relationships-helps a lot, or even going out to each and communicating with them. getting volunteers involved.

3. **Groups 5 & 6 - Community Engagement:** Describe how and why you will form partnerships with several businesses in your community, such as banks, retailers,

restaurants, and entertainment venues. Detail how this will be advantageous to your library.

**Notes:**

- Partnership with local grocery store - includes library events in the weekly ad; asks businesses if they would like to be a library support, would be surprised how many 'yes' answers you get! Has asked business to chip in small amounts of money for events; giveaways
- Cooking demos and tastings from local restaurants, breweries
- Partnerships with local bookstores
- Working with Friends groups - book sales, etc., need a couple of active Friends to get things going and to recruit more people
- Friends group funding can help pay for items where there is no line item in the budget
- Library provides office services (printing/copy/scanning) for the community - for a fee
- Joined Rotary after presenting once, connections with Rotary members have led to some great opportunities (ex. Connection to performing arts center, they will host children's summer programs)
- Invited local stores to have a vendor table at summer reading opening/closing (required to provide children's activity, can't sell), led to donations and program sponsorship
- Family Place has led with partnerships with WIC and healthcare
- Plans to partner with Chamber of Commerce and senior center (very vocal, civically active)

4. **Groups 7 & 8 - Data-driven decisions:** Find the resources and create a compelling presentation that will demonstrate to the library's governing authority how much interest there is in electronic resources within the community, in order to obtain increased investment by that entity.

**Notes:**

## Reflection

Use this form to record your reflections for the day:

<https://forms.gle/xjLb9hPjLsjCp8i9>

Closing Remarks: Gloria Meraz

**Notes:**