

AkLA-Juneau Minutes, amended
April 18, 2001
Dzantik'I Heeni Middle School

Called to order at 5:25 by Chair Tish Orr

Present: Tish Orr, Elise Tomlinson, Rebecca Moorman, Barbara Kreher, Lynn Shepherd, Cathy Boutin, and Freya Anderson

Minutes from last meeting: Tish Orr called for approval of the minutes. Some typos were pointed out and the revised minutes were approved by acclamation.

Treasurer's Report: There was no report, but it was decided that no news was good news.

Discussion of old business: Now is the time for intensive lobbying for the Databases for Alaskans and the University of Alaska budget. A handout with facts and legislative handouts was provided. Lynn provided information from the University side. Freya volunteered to send out a reminder email to the AkLA-J list from her personal email account. Lobbying should be done by fax or email to reach legislators in time.

Elise asked for an overview of the funding process for the Databases, which was provided jointly by Lynn, Rebecca, and others.

Lynn mentioned that a key phrase in the Databases discussion was "Information Dividend." It was suggested that the Permanent Fund Dividend might be a good connection to draw, and a good way to publicize the Databases. Perhaps a handout on the Databases could be included with the next PFD.

There is apparently no uniform, accepted, jazzy name for the Databases (although "Databases for Alaskans" and "Magazines, Newspapers, and More: Full Text Articles for Alaskans" have been used). A catchy name might be helpful, and acronyms for future discussion were suggested, including SNOW (Statewide News ??) and SKI (Statewide Knowledge Initiative perhaps?).

There was some discussion of what the University and libraries would do if the Databases weren't funded by the legislature. Lynn mentioned that one possibility was for libraries to contribute a percentage of their materials budgets to help keep the databases going. She said that Tracy would put a link asking for comment on the Databases home page.

Discussion of new business: Homer and Fairbanks schools have made it onto a list of the 100 most wired schools in the country. Way to go!

Tish suggested that readers' advisory might be a good topic for continuing education. She suggested that she present an introduction outside of the regular meeting time based on the preconference course she took at the AkLA conference in Sitka. This intro would be about three hours long, and could perhaps be held in conjunction with lunch or dinner-

either at a restaurant or potluck. After this introduction, different chapter members could present brief sessions on specific genres during regular chapter meetings.

Tish talked a little about the proposed content, including:

Resources, such as *A to Zoo*;

Philosophy, such as dividing by genre rather than format or age group (mixing children's books in with adult books of the same genre);

How to ask questions to learn the tone or feel of the type of book a patron wants, such as *Why* did they like a certain kind of book;

How to find out about a book from the back, cover, and first page.

Illinois State Library has continuing education videos covering their tele and audioconferences that we can request for free via interlibrary loan. Tish will email the list to determine what interest there is.

Tish reported back from the AkASL-J meeting she attended last week. Library advocacy seems to be an important topic right now. School librarians were cut in Juneau again. As a group, librarians need to raise consciousness about what we do and what we offer. It's too late to affect this year's school budget, but not too early to start working on next year's.

Tish suggested using ALA's @your library campaign. ALA has a five-year campaign planned, with press releases, public service announcements, graphics and more available for local libraries and groups. Because Juneau libraries are already so connected, with CCL and other connections, it's especially good for us to work together on publicity and advocacy. Tish provided a short handout from the ALA site. For more information, go to: <https://cs.ala.org/@yourlibrary/>

Suggestions include:

Adding a uniform banner--either the same color or the same design with different colors--to all of our handouts (for example: @Juneau Public Library, @Egan Library, all using the same fonts);

Set up an email list for the effort;

Recruit an honorary chair for the effort (perhaps ask Fran Ulmer);

Set up a steering committee with representatives from each library. Tish has agreed to Chair;

Focus on special days, such as International School Library Day;

Solicit advertising space in public places such as busses, the airport, movie screens, etc. (mention the goodwill and possible tax write-off);

Place notices on bulletin boards (with monthly changeover);

Make bumper stickers available;

Sponsor a stretch of highway;

Fundraising will be important to support the campaign.

Announcements: There were no announcements.

Next Meeting: The next AkLA-J meeting will be on May 16th, at 12 noon at Juneau Public Library.

Adjournment: The meeting was adjourned at approximately 6:30 p.m.

Respectfully submitted,

Freya Anderson
AkLA-J Secretary