

Among Michigan Friends

INFORMATION • SUPPORT • ADVOCACY

Message from the President

Charles Hanson, Kettering University

No doubt all of us have received an invitation to join a social networking site. Facebook, MySpace, LinkedIn, Twitter—the number of sites continues to grow. With newer technology and the growing number of iPhones and Blackberries, one might conclude that social networking is all about connecting people electronically in virtual time.

We may need to be reminded that libraries and Friends have been social networking sites long before the advent of social networking technology. And this social pattern is repeated over and over again on a daily basis as Friends "reach out" through programs, events, and membership in real time in a real place, the library. And we should never forget the impact of social interaction with authors and writers at the library through books and the gift of reading.

Some have even asserted that removing the books from a library and replacing them with electronic media is the path to social networking and

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Volume 17, Issue # 2 January 2010

www.foml.org

Communication: The Art of Understanding

Now more than ever, Friends groups are faced with an exciting but sometimes confusing variety of ways to communicate with both current and potential supporters. Which options make the best use of our time and resources? What are the key components of effective communication? Please join FOML at the Ypsilanti District Library for a look at the many tools Friends have at their disposal to spread the word about the kinds of things they do to support and promote their libraries.

After registration and some early-bird networking, sit back and enjoy what promises to be an entertaining and informative keynote address by Charlaine Ezell of The Extra Edge, a public library training and consulting firm based in Lansing. In a talk entitled "Tin Cans, Twitters But No Naked Ladies," Ezell will discuss "communications that work—and some that don't." She also invites you to bring along five copies of a sample brochure, newsletter, bookmark or program flyer produced by your Friends group.

Later in the morning, a panel discussion led by FOML's Paul Snyder will address a far more sensitive aspect of library communication. "Great Expectations: Director-Trustees-Friends—How Do We Understand Each Other's Roles?" will focus on defining and analyzing those roles with an eye toward fostering a relationship marked by cooperation and mutual respect.

After the lunch break and tours of the facility, the afternoon session will begin with a brief FOML annual meeting and election of board officers for 2010. Then we'll take a look at another type of communication that is critical to the success of any Friends group—public relations. Patricia Mroczek, chief public relations officer of Kettering University, will talk about managing effective public relations in a presentation entitled, "Spreading the News."

Beginning at 2:30 p.m., attendees will have the opportunity for *a full hour* of networking among Friends! "Talk Tables"—FOML's casual, fast-paced, and informative small-group discussions—will allow you to discuss topics of interest to Friends groups at greater length and in more depth. Sign up today so that you don't miss a minute of this helpful workshop!

This Friends Linking Friends Workshop will be held on Wednesday, February 10, 2010, from 8:30 a.m. until 3:30 p.m.

See page 9 for registration and travel information.

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0	Deadline for applying for a grant from FOML (see page 7)—now up to \$400! March 31, 2010	"Greening" Your Library3, 6 News Around the State4
0	Friends Linking Friends Workshop Spring 2010 Exact Date and Location TBA (see next issue of <i>Among Michigan</i> <i>Friends</i> for more information)	Grant News7 Membership or Renewal Application8 Workshop Registration and Travel Information9

Getting to Know MeL

What the Michigan eLibrary Means to You and Your Library and What We All Stand to Lose If Cuts in State Aid Occur As Planned

Deb Biggs Thomas MeL Coordinator, Library of Michigan

In the September 2009 issue of *Among Michigan Friends*, FOML members read about how the Michigan eLibrary (MeL) could be affected due to cuts in state aid to public libraries. (See article "Dark Days Ahead for Michigan's Libraries?") Author Debbie Straub introduced readers to some of the content in MeL; what follows here is additional information on how the Michigan eLibrary is truly value-added to *all* Michigan libraries.

MeL (http://mel.org) has been a part of what the Library of Michigan offers to all Michigan libraries and Michigan residents since the early 1990s when it began as a collection of Internet resources selected by librarians. Since then it has grown to incorporate many features that are available at any brick and mortar library.

Many readers of *Among Michigan Friends* are probably familiar with MeLCat, which is the shared statewide catalog in the Michigan eLibrary. Currently there are over 350 participating libraries from all over the state, including public, academic, K-12, and special libraries. Michigan was one of the first in the United States to have a statewide multi-type library and an Integrated Library System (a system that includes an online catalog, acquisitions, circulation, etc.) with statewide delivery built in.

MeLCat requests can be made by library users from participating MeLCat libraries whether they are in their library or elsewhere via the Internet. Requested materials are then delivered to the individual's home library within 2-7 days—much more quickly than standard interloan services.

The Michigan eLibrary also contains a suite of over 40 subscription databases that

contain full-text information from magazines, journals, newspapers and other publications. Information of this kind cannot be found via Google or other popular search engines; the resources one finds in the MeL databases have been vetted for accuracy, authority, authenticity and coverage.

For instance, if you are interested in researching family history/ genealogy, consult HeritageQuest Online. If you have children or grandchildren, encourage them to use the Key Resources in MeL's Kids, found at http://mel.org/kids, or at Teens Gateway, http:// mel.org/teens. If you need access to automotive repair information, use Chilton's Online in MeL. Eager to find your next book to read? Check out NoveList. Looking to start or grow a business? Take a look at Business and Company Resource Center. Are you retooling into a different

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Message from the President continued

knowledge creation. I enjoyed a recent comment from a writer in *USA Today* (November 5, 2009): "For a headmaster—or anyone—to remove most of the books in a library and praise the extra room created is akin to a mad scientist removing a patient's brain and then admiring all the new space within the skull."

We need our Friends and our libraries for social networking and knowledge creation. After all, Friends are real people working together in a real place in real time!

Kalamazoo Friends Celebrate Milestone

On Tuesday, October 8, FOML President Charles Hanson attended the 50th Anniversary Reception of the Friends of the Kalamazoo Public Library. The program of events included welcome remarks by the mayor, an official state proclamation in recognition of the Friends' service to the Kalamazoo Public Library and the community, and a tribute to current Friends Board members and volunteers.

In the past ten years, the Friends have donated nearly \$400,000 for library programs, including general support, mini-grants for special projects, and scholarships for library staff members.

Among those in attendance at the Kalamazoo Friends' anniversary celebration were (from left to right) Valerie Wright, president of the library board; Ann Rohrbaugh, library director; Charles Hanson of FOML; and David Sheldon, Friends president.



The Friends' Role in Greening Libraries

FOML Workshop Focuses on What Friends Can Do to Make the Facilities They Support More Sensitive to Environmental Concerns

Ann Ingles Genesee District Library

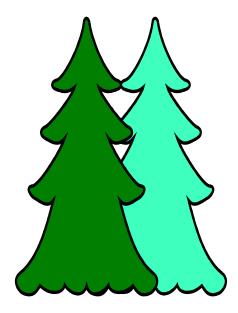
The Pittsfield Branch of the Ann Arbor District Library was an appropriate setting for an FOML Friends Linking Friends workshop with the theme "Adopt a Garden: The Friends' Role in Greening Libraries." Fifty Friends representing 22 different Michigan libraries gathered on Thursday, October 29, to learn about being "green" and to tour the host facility, one of three green buildings in the Ann Arbor system.

After welcoming remarks from FOML President Charles Hanson and Ann Arbor District Library Director Josie Parker, the group enjoyed a lively and informative session with keynote speaker Jacob Corvidae, Green Programs manager with WARM Training Center. This non-profit organization has been based in Detroit for 28 years and serves as an information source educating and consulting with residents, builders, and now local governments as well. "Green needs to be for everybody," stated Jacob at the outset.

Green building means making buildings that improve the health and economic vitality of people and protect the environment. Environment, Jacob reminded listeners, is not just out there in nature but also inside our buildings, where we spend more of our time. The four basic components of green building are energy, air and health, materials and waste, and water. For each of these categories the speaker offered practical suggestions, such as putting a timer on plug-in

water coolers, which could start the greening of our libraries. In response to audience queries he suggested starting with an energy audit and described some online resources, including energystar.gov, which offers free downloadable software.

After a break for refreshments provided by the Friends of the Ann Arbor District Library and served by Pat McDonald and Rae Ann Weymouth, Director Josie Parker



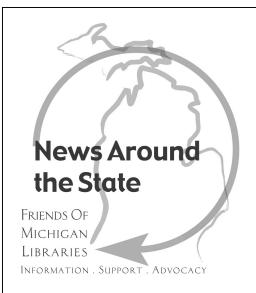
shared her adventure building three green library buildings in seven years. Each building is completely different, designed around different site issues. She counseled that things come up and you "can't be a purist" because the building must do its job as a library. Slides of the three green branches illustrated her words. The construction of the Traverwood Branch was the subject of a PBS documentary that can be accessed on the Ann Arbor library website. During the lunch

hour Josie provided the guided tour of the Pittsfield Branch, pointing out green highlights. Afternoon Delight catered the luncheon, and Friends enjoyed casual conversation and networking as they enjoyed the delicious sandwiches, salads, and desserts and tried out ecotainer paper cups for their beverages.

Focus shifted in the afternoon session to volunteer training. Tamara Rummel, director of the Huron Valley Area Service Center of the American Cancer Society, described that organization's successful relationship with thousands of volunteers and explained some of the techniques used to recruit and retain those volunteers: posting visual signs to engage people, being specific about your needs, rewarding and recognizing volunteers, and asking for feedback. "Think about how much you don't know about your volunteers," Tamara suggested. Learn to engage them by using their particular talents. Youth volunteers are a growing area to explore, according to Tamara.

Table discussions on green ideas, book sales, and volunteerism rounded out the afternoon and ended the workshop. Many thanks to FOML Linking Committee members Paul Snyder, Shelley Gach-Droz, and Charles Hanson for organizing a very worthwhile event and to Director Josie Parker and the Friends of the Ann Arbor District Library for their generous hospitality.

For some tips on how to "go green" in *your* library, please see Page 6.



Sterling Heights

Best Practices from Your Colleagues

Don't see news about your Friends group here? It might be because we haven't received a copy of your newsletter! If you publish a newsletter—or if your library publishes one containing information about the Friends—please send it to FOML, c/o Dr. Charles Hanson, Kettering University Library, 1700 West University Ave., Flint, MI 49504. Or send your newsletter or individual news items via e-mail to newslettereditor@foml.org. On behalf of FOML and Friends everywhere, thanks for sharing!

In partnership with the Michigan Humanities Council, the **Friends** of the Sterling Heights Public Library sponsored "Edgar Allan Poe Month @ at the Library" in October. The event featured showings of classic horror films based on Poe's works, a special book discussion comparing Poe's detective fiction with that of Arthur Conan Doyle, a lecture by a Michigan State University scholar on Poe's life and legacy, and a dramatic performance by a quintet that sets Poe's poetry and prose to music.

The Friends also provide funding for a new service at the Sterling Heights Public Library—weekly Wowbrary e-mail alerts that inform patrons about new items added to the library's collection. Sterling Heights is among the first communities in the country to offer Wowbrary e-mails. The service is free, and patrons do not need to have a library card to sign up.

In addition to the efforts outlined above, the Sterling Heights Friends underwrite the cost of special Book Club Kits offered by their library. Each kit contains ten copies of a title and a set of discussion questions pertaining just to that book. Beginning in January 2010, patrons can check out any of the library's half-dozen or so different kits, with new kits to be added every month.

Finally, the Sterling Heights Friends make the holidays just a little bit easier with the gift book sets they make available in their bookstore. They sell three similar paperbacks for \$5.00 and three similar hardcovers for \$10.00. But best of all, the Friends tie up the books in beautiful holiday ribbons and bows with a gift tag attached! How much easier could gift-giving be?

Sault Ste. Marie

The **Friends of the Bayliss Public Library** report that their participation in the local Farmer's Market during the summer of 2009 "turned out to be a huge success!" Friends volunteers as well as members of the library staff worked at a booth selling gently used cookbooks, gardening books, and a variety of bestsellers, all the while promoting library events, encouraging people to sign up for a library card, and asking them to join the Friends. Participant Ann Marie Smith declared that their efforts "surpassed all initial expectations and developed into a rousingly successful exercise in community outreach. In addition to the priceless good will engendered, new memberships and important community contacts

were developed.... We hope this will become an annual summer activity."

Looking for a fun and educational Michigan-themed program for your group? The **Friends of Lewiston Library** held a summertime concert by Michigan balladeer Carl Behrend that was free to all members of the community. Behrend specializes in songs about the Great Lakes, including tales of shipwrecks, lighthouses, heroic captains and dastardly pirates. He is also an author, having published two books: *Adventure Bound*, an autobiographical account of how he and his daughter circumnavigated Lake Superior, and *The Legend of the Christmas Ship*, a historical novel based on the true story of a Great Lakes captain who for many years ferried Christmas trees from upper Michigan to Chicago to sell until his ship was lost in a November gale in 1912.

Lewiston

Membership month for the **Friends of the Robert J. Parks Library** was celebrated in September with an open house featuring new events every two hours designed to appeal to a different segment of the community. On October 1, one lucky new Friend received a gift certificate to a local restaurant just for joining the group during the membership drive.

Oscoda

The **Friends of the Chelsea District Library** marked the McCune Memorial Library's fiftieth anniversary in September with—what else?—a 1950s-themed bash on the library lawn. Residents were invited to drop by in their "best prep or greaser clothes" and dance in the street to music from the '50s. The festivities also featured lots of free food, historical displays, and more.

Chelsea

To attract student and parent memberships, the **Friends of the Kettering University Library and Scharchburg Archives** extended an offer that was hard to refuse—for a limited time during the summer, any student or parent of a student who joined the Friends for \$10.00 received a \$15.00 copy card for use on the color printer or copiers in the library. As noted in the group's newsletter, "The Finance committee can 'do the math' and know that we are paying more than we receive, but if it gets students interested in using and supporting the library, we are all winners!" In the initial campaign, eight students and seven individual parents or families signed up.

Flint

The **Friends of the Cadillac Wexford Public Library** sponsored a Senior Spelling Bee open to "all comers of a certain age" (fifty and up). Individuals or teams of two people paid \$5.00 per person to participate upon registering for the event. First prize was a new dictionary.

Cadillac

The Cadillac Friends have also taken the lead in a new initiative in their library to ensure that "no adult in the area should go without being able to read if he or she want(s) to learn." The Adult Literacy Committee operates under the auspices of the Friends, making it possible for the group to solicit donations and write grants in support of their activities, which focus on recruiting and training adult tutors and then matching them up with another adult who would like to learn to read or improve his or her literacy skills. The committee also purchases the materials necessary to sustain the program, again with help from the Friends as well as donations from other organizations in the community.

MeL continued

career or completing your education? Use LearningExpress Library in MeL to access GED and ACT test preparation, job search and workplace skills courses, and more.

These are but a few of the databases you'll find in MeL. (Visit http://mel.org/camtasia/databases/DatabasesV2.htm to watch a short video on the MeL databases.) Making these core databases available from MeL enables Michigan libraries to purchase other database resources of particular interest to their own clientele.

MeL Michigana (http://mel.org/michigana) contains digital collections and best Web sites that detail the history of our state. In Michigana you will find photographs, diaries, oral histories, maps, county histories and much more. These are primary resources in digital format and excellent for local historians, students/teachers, and those interested in Michigan history. You can watch a short video on Michigana at http://

streaming.msu.edu/storemedia/ packages/jonesr/4a89a35fl2e7e/ melmovie2.html.

In MeL's Featured Resources section (http://mel.org/ featuredresources) you can find topics of particular interest to Michigan residents and Michigan libraries that contain best Web sites providing quality information. Some current examples include influenza information, the 2010 census, broadband for libraries, green jobs and business, and others. Areas included in this section may rotate off and be replaced with new topics.

The Michigan Online Resources for Educators, or MORE (http://more.mel.org) is a fairly recent addition to MeL. It began a few years ago as a joint project between the Library of Michigan, the Michigan Department of Education, and Wayne State University.

Since then the MORE portal has grown to become a resource that every Michigan educator will use as it contains tens of thousands of curricular-based materials that are aligned to the Michigan Content Expectations—the state standards that teachers need to use in their classrooms. Parents will be interested in the content found in MORE as well as they work with their children to excel academically. We are excited to continue to build out the resources in this critical K-12 resource.

The Michigan eLibrary comes to all of us **at no cost**; it is a sterling example of our federal tax dollars at work. MeL resources are available 24/7 from **all** Michigan libraries or wherever one has Internet access. Tell your friends and family about MeL and join us on Facebook (http://facebook.com/mel.org), Twitter (http://twitter.com/meldotorg), or LinkedIn.

(Editor's note: For a quick and easy way to let representatives in Lansing know how you feel about supporting libraries, plus learn about the Michigan Library Association's ongoing efforts to preserve library funding, please visit their special advocacy website at http://www.milibrariesforthefuture.org.)

Some Practical Tips on "Going Green" in Your Library

Jacob Corvidae of WARM Training Center has the following suggestions:

There are some immediate cost savings to be had by looking at your building shell, systems (heat, light, etc.) and occupant behavior and then making some changes. But first be sure to measure how much energy you use so that you will know how much you have saved.

Energy

- Establish clear building hours and turn off systems when the building is closed
 Use energy-saving settings on computers
- 3) Use the new fluorescent tubes in EXIT lights
- 4) Buy Energy Star and Energy Guide appliances and office machines
- 5) Add timers to plug-in water coolers6) Use Vendor Miser for vending machines
- and turn off advertising lighting
 7) Rely more on natural daylight by installing daylighting tubes
- 8) Use solar water heating

Air and Health

- 1) Prevent pollution at the entrance with walk-off mats
- 2) Remove existing pollutants (such as cleaning products)
- 3) Use plants to remove common toxins
- 4) Use low-odor paint
- 5) Reduce carpeting

Water

- 1) Fix leaks
- 2) Use waterless urinals
- 3) Reduce use (look for the "water sense" logo that indicates higher efficiency)
- 4) Re-use (rain barrels, for example)

Materials and Waste

- 1) Re-use whenever possible and buy local
- 2) Reclaim a building that already exists rather than build new
- 3) Consider how you dispose of waste
- 4) Use native plants in landscaping that

don't require extra water or fertilizer

And what can Friends do? Workshop attendees came up with these ideas:

- Host community educational programs
- and/or discussion groups on green issues
- 2) Buy a Kill-a-Watt watt meter for the
- public to borrow to assess energy use 5) Give away booksale leftovers to other
- 3) (live away booksale leftovers to other libraries or organizations that redistribute 4) Provide a drop-off site to recycle batteries
- 5) Partner with others who recycle paper
- 6) Use recycled, compostable paper goods for Friends events
- 7) Stop using plastic bags for book sales or recycle others' plastic bags, or advertise that customers should bring their own bags to the book sale
- 8) Sell or give away tote bags at your book sale (perhaps free for purchase of \$x?)
- 9) Give fluorescent light bulbs as gifts or prizes at an event (get a sponsor to fund the purchase)

Could Your Group Use Some Free Money?

Apply Now for an FOML Grant and Receive Up to \$400

Just when you need it most, FOML stands ready to help! Deserving Friends organizations can now apply for *up to \$400* in grant money to use for projects aimed at getting your group noticed.

Now FOML will offer grants of up to \$400 twice a year to Friends groups whose applications meet the necessary criteria and the deadline requirement. (See below for details.) The grants are intended to help new or revived become more effective. This typically who the Friends are and what they do.

Past recipients have used their grant create new logos, purchase banners to mailings to potential members, design newspaper advertisements, launch drives. Our goal is to help you thrive your community. The possibilities for imagination!

money to design and print brochures, display at Friends events, underwrite and distribute bookmarks, pay for newsletters, and fund membership and grow to become vital members of outreach are limited only by your

Hassle-Free Application Process

Applying for your FOML grant is easy. There are two different ways to obtain the necessary form: you can download it from the FOML website (www.foml.org), or you can request a copy by mail by contacting Betty Newton, FOML Grants Coordinator, 31272 Kendall, Livonia, MI 48154.

Once you have filled out your grant application, submit it along with a brief explanation of how you intend to make use of any money you might receive. Be sure to keep in mind that the purpose of an FOML grant is to assist new or revived Friends groups become more effective.

Also, please note that applicants must agree to join FOML prior to receiving the grant if selected and to report on their grant-related activities periodically following receipt of a grant. (Please see next page for a membership application form, or go to www.foml.org to download one.)

Applications received by September 30 will be considered for the fall grant cycle, and those received by March 31 will be considered for the spring cycle.

So what are you waiting for? Don't delay—get that application in *today!*

FOML Awards First \$400 Grant

Congratulations to the Friends of the Pickford Community Library, winners of FOML's first \$400 grant!

The Pickford Friends formed in 2008 with the goal of creating a public library in their township, which is currently served by the Bayliss Public Library. Their dream is to build a true community center, a place where young and old will be able to gather to learn and grow. But until that dream can become a reality, the Friends have launched a campaign to open up a smaller interim facility in partnership with the Bayliss Public Library. They have already chosen a storefront in Pickford as the temporary location, which is tentatively scheduled to open for twenty hours per week in the spring of 2010.

The Pickford Friends plan to use their FOML grant to create a logo, bookmark, banner, and newsletter.

Please Send Us Your Newsletters!!!

If your Friends group publishes a newsletter—or if your library publishes one containing information about the Friends—please send it to FOML, c/o Dr. Charles Hanson, Kettering University Library, 1700 West University Ave., Flint, MI 48504-4898. **You can also send your newsletter or individual news items via e-mail to newslettereditor@foml.org.** Thanks for sharing!

FRIENDS OF MICHIGAN LIBRARIES

A non-profit 501(c)3 organization **(FOML)**

MEMBERSHIP FORM FOR FRIENDS GROUPS

January 1, 2010 through December 31, 2010

	•	o .	
	ds Group is NEW to FOML nts received by first-time memb	ers after August 30 will cover 2010 an	d 2011 dues.
□ Our Frien	ds Group would like to RE	ENEW our membership	
	Membership Fee Patron Life Time Member	\$30.00 \$100.00 \$500.00	
		Forms can be found at our web you, please call Laura at 810-	
The Library your gr	oup is associated with		
A branch of the			System
Number of Board M	1embers in your group	County	
Contact Person's N	ame		
Library Address Of	R		
Contact Person's A	ddress		
Phone #		E-Mail address	
□ Please co	ontact our group as we wa	nt to get more involved as boa	rd members or volunteers.
Make check paya	ble to: Friends of Michig	jan Libraries	
	application form and chec Hanson rsity Library ersity Ave.		
-		Dr. Hanson at: chanson@ket	terina.edu

Friends Linking Friends Workshop Registration

COMMUNICATION: The Art of Understanding

DATE: Wednesday, February 10, 2010 TIME: 8:30 a.m. until 3:30 p.m. WHERE: Ypsilanti District Library 5577 Whittaker Road Ypsilanti, MI 48197-9752 Directions: I-94 exit 183 (Bus. U.S.12) south on Huron St. becomes Whittaker Rd. to library (1.4 miles to library).

NOTE: Workshop attendees are invited to bring 5 copies of a sample brochure, newsletter, bookmark or program flyer produced by their Friends Group.

BAD WEATHER? Go to www.ypsilibrary.org for cancellation notice.

FEATURED SPEAKER: Dr. Charlaine Ezell "Tin Cans, Twitters But No Naked Ladies: Communications That Work and Some That Don't"

- -Registration Deadline: February 4, 2010
- -Registration fee includes lunch
- -Make checks payable to: Friends of Michigan Libraries (FOML)
- -Send your check and the completed registration form below to:

FOML c/o Laura DiFilippo Kettering University 1700 University Ave. Flint, MI 48504

COMPLETE AND RETURN BOTTOM HALF OF THE REGISTRATION FORM

FRIENDS LINKING FRIENDS WORKSHOP REGISTRATION FORM FEBRUARY 10, 2010 Name:

Name.		
E-mail address:		Phone:
Address:		
Library Affiliation:		
Names of those attending (other than you):	
		ntion of members, etc.) would you like discussed
at this workshop?		
	e a discussion leader at a Talk Ta	
-		
Questions? Telephone: (81	0) 762-9840; e-mail: ldifilip@k	ettering.edu

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TO: Friends of the Library

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The mission of the Friends of Michigan Libraries (FOML) is to support Friends working on behalf of Michigan libraries, to serve as an information resource for Friends groups, and to be advocates for libraries at the state level.

Among Michigan Friends is published three times a year as part of membership in the Friends of Michigan Libraries. FOML would like to thank Gale/Cengage Learning for its support in helping to print and mail copies of this newsletter.

Editorial contributions to the publication are welcome and should be sent to:

c/o Dr. Charles Hanson **Kettering University Library** 1700 West University Ave.

Flint, MI 48504

Or, e-mail information directly to newslettereditor@foml.org

WE NEED YOUR E-MAIL ADDRESS!!!



The FOML organization is moving forward with the process of adding electronic records of **FOML** memberships and future electronic delivery of the FOML newsletter. In order to accomplish this, we need your individual or Friends Group email address.

Please send your e-mail address with the subject FOML EMAIL to ldifilip@kettering.edu.

Thanks for your help!