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a monthly newsletter of the Minnesota Educational Media Organization

Navigating Our Future, MEMO Summer Leadership Conference, July 27-29

Questions to MEMO listserv, articles in professional magazines and discussions between professionals may seem to paint a disheartening picture for the library media field. Job losses, budget cuts, and loss of support staff seem to be foremost in the headlines. Can there be good news in the midst of that?

There can be - if a clear message reaches the right people. Our challenge – to develop the message of the value of library media programs and identify the stakeholders who need to hear it. That challenge will be the focus of this year’s Summer Leadership Conference which will take place July 27 – 29 at St. Ben’s University.

On Monday, July 27, George Welles, of [Imaging Futures, Inc](#), will address the importance of information literacy to learners today and in the future and understands the need to create and implement a vision for that future.

Mr. Welles comes from the business world but has a passion for education. He retired from U S WEST Communications, (now Qwest) where he served as Manager, Broadband Applications for the Enterprise Networking Services Group. Since then he has led seminars on future technologies and consulted with many companies. He is a member of the advisory committee to the computer science department at the University of Minnesota. His background in business as well as his interaction with a wide variety of clients today gives him an understanding of the needs of the future and the role of media centers and libraries in meeting those needs. As he states on his website:

A country's success is dependent on the level of education and the intellectual ability of its citizenry, not on its location and natural resources. We all need to engage in lifelong learning.

The gap between those who have access to information and those who do not, is more important than the gap between those who have financial resources and those who do not. Information is the currency of the 21st Century. Global stability will only occur when the Digital Divide falls!

http://www.imagingfutures.com/IFI_Change.html

This presentation will be of interest to school library media specialists and technology specialists, public librarians. Mr. Welles will be speaking on Monday, July 27. The main focus of this event is to define the role and importance of information literacy and personnel and create tools to share that message. All MEMO members are invited. Registration and housing information will follow. For more information contact Dawn Nelson – memodawnnelson@gmail.com

Dawn Nelson, MEMO President-Elect

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Fall MEMO Conference School 2.0: Get Connected October 1-3, 2009

This fall, more than ever, schools are facing challenging times. Many schools are losing their certified or non-certified media staff members. Budgets are shrinking. Funds seem to be limited all across the state - and principals begin to question the value in allowing attendance at state conferences. Just the other day I turned my request in to my principal and instead of happily signing it (as he has always done in the past), he asked for some justification for my attendance.

Fortunately I know exactly why I attend MEMO conferences - and why I won't miss this fall's conference in Rochester. The benefits far outweigh the costs! But just in case you're not so sure - here are a few reasons why you won't want to miss the conference...and a few additional ways you can make your attendance a little less costly.

Why you don't want to miss the conference:

- Local experts are providing breakout sessions on web 2.0 tools, top new books, library management, policy, motivating readers, book clubs, and more!
- Nationally known keynote speakers, including our MYRA winning author!
- Networking with media specialists & technology staff (how better to get input on all my current issues?)
- Local authors: great contacts for future author visits!
- Connections with technology & book vendors: with new items to preview!
- A chance to try out new tools with expert guidance!
- You are the leader in your district & school: attendance provides you the tools you need to lead!



How to save a few bucks along the way:

- Share a room.
- Share a ride - get a group from your region together for a road trip!
- Eat all of the great meals. (Unlike some conferences, all meals are included in the registration fee.)
- Register online today: your early registration is at a discounted price!

Yes, times are tough, but isn't that all the more reason to invest in valuable staff development training? I believe that in these hard times we need MEMO more than ever. I also believe that MEMO needs YOU! Please join me in Rochester!

~ Laurie Conzemius, Conference PR Chair

MEMO Calendar

NECC Annual Conference, June 28 – July 2
Washington, D.C.

ALA Annual Conference July 9 – 15 Chicago

MEMO Summer Leadership Conference, July 27-29, College of St. Benedict, St. Joseph

MEMO Fall Conference, October 1-3,
Rochester

AASL, Nov 5-8, Charlotte, NC

MEMO Information and Technology Literacy Standards: Refresh Project

This summer MEMO, with the support of the Minnesota Learning Innovations Council, will sponsor a process to update our standards. The original Information and Technology standards were approved by the MEMO membership in 2004, with an addition of a scope & sequence outline in 2007.

The new standards will reflect 21st century skills and provide a bridge between K-12 and higher education expectations for students. We will convene a K-12 and higher education advisory committee June 23rd. This group will advise a writing group who will draft a document that will be reviewed by a third group who will review and comment online. Members of these groups were invited to apply through an online survey. Participants represent MEMO members, school library media specialists, teachers who focus on integrating technology, librarians from academic and public libraries, school leaders and parents. The goal is to produce a document that can be shared with the MEMO membership for review and comment before the fall conference.

Anyone can comment on some of the themes of the standards by joining the Information and Technology Standards group on the MEMO Ning. Sign up at: <http://memotech.ning.com/>. Look for the link for the standards on the lower right-hand menu. Several discussion questions have been posted about research process, technical skills, and media literacy.

A little background....

The original standards were approved by the MEMO membership in 2004. Some of the sources for that version were the ISTE standards published in 1998, AASL standards published in 1998, various research process models, and suggestions from the MEMO membership from conference presentation in 2003.

In 2006, MEMO developed a scope & sequence that further developed those standards. To develop the grade level benchmarks, we used various scope and sequence documents that had been created by districts since the introduction of the 2004 standards. Other sources included curriculum work done by New York City schools and sites detailing information on responsible use. Working in grade level teams, a group of media and library leaders use this foundation to

create the benchmarks in a series of meetings and in online work.

The MEMO standards have been used as an information source in the refresh of Minnesota Content standards, as defined by law. "The commissioner of education must revise and appropriately embed technology and information literacy standards consistent with recommendations from school media specialists..." [120B.023, Minnesota Statutes 2007](#)

The first content standards to be approved that embed information and technology literacy are mathematics, followed by arts and science.

The MEMO standards also provided the basis for the development of the [Research Project Calculator](#) featured on the Electronic Library of Minnesota (ELM).

National standards movements have evolved since the development of the MEMO Standards for Information and Technology Literacy in 2004, which led to the necessity for the current Standards Refresh Project. In 2007, ISTE approved [new technology standards](#) for students that focus on learning with technology, including using technology creatively and collaboratively. They include both a problem solving and research process model. In 2007, AASL also approved new [Standards for the 21st Century Learner](#). Research process is an embedded theme in these standards. The national 21st Century Skills Partnership is also promoting a [Framework for 21st Century Learning](#) that include information, media and technology skills.

If you have any questions on the MEMO Information and Technology Standards Refresh Project, please feel free to contact Jane Prestebak at jane_prestebak@rdale.org or Mary Mehsikomer at mary@region1.k12.mn.us.

Great Stories Club

The Great Stories Club, a reading and discussion series is a grant initiative of the American Library Association's Public Programs Office (PPO) and Young Adult Library Service Association (YALSA). It fosters collaboration between libraries and organizations that serve troubled teens. Henry Sibley High School Media Center in Mendota Heights, Minnesota, was awarded one of 237 nationwide grants to libraries this year, four of which were located in Minnesota. Of the four Minnesota libraries, we were the only school library to be selected.

As the media specialist, I partnered with an English teacher in our SAIL (Sibley Alternative Innovative Learning) program, a "school within a school" designed to provide additional support and an alternative learning approach for struggling students. Students admitted to this program may be chemically dependent, have mental health issues, have experienced physical or sexual abuse, and some may have probation officers.

The Great Stories Club attempts to reach teens through theme-related books that are relevant to their lives. This year's theme was Breaking Boundaries. The grant provided eleven copies of each of the following books depicting teens that overcame boundaries in their lives:

- *The Absolutely True Diary of a Part-Time Indian* by Sherman Alexie
- *Black and White* by Paul Volponi
- *Luna* by Julie Ann Peters

I met with a sophomore English class approximately three weeks in each of the months of January, February, and March as we read and discussed the books. The students, teacher, and I took turns reading the books aloud. Students were provided a journal for each book and responded to prompts at intervals during the reading. With *The Absolutely True Diary of a Part-Time Indian*, one prompt asked students to draw pictures of themselves, of who they would be, if someone paid attention to their dreams. With *Black and White*, they wrote about loyalty between friends. With *Luna*, students responded to a CNN online article about the murder of a transgender woman. They also wrote about gender expectations.

It was a requirement of the Great Stories Club that the book club meet outside of class. We met one time for each book. Because this was a first hour class, the teacher and I prepared breakfasts of sausage and eggs, fruit pizza, bagels, and juice and served them a half hour before class began to entice students to

attend. We also invited guest speakers. A Native American educator visited with us for the Alexi book and discussed life on the reservation, why he left, and why he wanted to go back to help his people. Our speaker for the Volponi book was our African American assistant basketball coach who encouraged the students to discuss issues of right and wrong and doing the right thing.

Our most interesting and memorable speakers were the two young transsexual men who visited us as we read *Luna*. One of the main characters in this book is a high school boy wanting to transition to a female. The males in our class were resistant to the topic of this book, yet this was the book that engaged them most. Our visitors were very candid with the class and shared their experiences as "boys growing up in girls' bodies."

A culminating activity was for each student to vote for the Best Supporting Character, Best Main Character, and Best Book, much like the Academy Awards. As part of the grant, students were given a copy of each book and a certificate of completion.

While the students may not have changed their traditional ways of thinking through exposure to these books, they did express appreciation for the reading experience. In a local news article about our Great Stories Club, one student who claimed he hadn't read a book since the fourth grade stated, "These are books we can relate to and talk about." Another said, "I've never, ever read books."

Participating in this program was a valuable way for me to partner with a classroom teacher, and it helped me get to know a population of students that frequent the library, but not usually for academic purposes. It was an honor for our school to be selected for the grant, and I would like to apply for it again next year. However, due to budget reductions, our SAIL program will be discontinued. I encourage media specialists at high schools with alternative learning programs to apply for this grant. Applications for next year will be accepted from September 1 – November 1, 2009. Information about the Great Stories Club may be found on the ALA website. In addition, I would be happy to discuss my experience with you. I can be reached at hammondh@isd197.k12.mn.us.

~Heidi Hammond, Media Specialist
Henry Sibley High School

October Conference Registration Information

It is time to think about registration for Memo's Fall Conference in Rochester October 1-3, 2009!

You have three options for registering for this year's conference:

- Use the **registration form** in this issue of MEMOrandom (please send a membership application along with it if you are a new member) – fill it out and mail it in
- Print a copy of the registration form online at the **MEMO website** – www.memoweb.org – fill it out and mail it in
- Use the online registration form that is available @ **<http://app.formassembly.com/forms/view/74746>**. You can even use Paypals to pay by credit card with this third option only!

Just a couple of additional things to note about registration this year:

- **If you are a MEMO member and you register for the full conference by June 30, 2009, you will save 10% on the cost of full conference registration!**
- The Nonmembers Comprehensive rate for the full conference includes a year of MEMO membership, so be sure to send in a membership form. If your district is submitting your registration, the membership form can be sent directly to MEMO's Administrative Assistant, Deanna Sylte, with a note that your registration form is on its way.



2009 MEMO Fall Conference

School 2.0: Get Connected!

October 1-3, 2009
 Mayo Civic Center - Rochester MN

Name (as you want it on your name tag) _____

School/Business (as you want it on your name tag) _____

Mailing Address _____

Street

City

State

Zip

E-mail _____ Phone _____

Preregistration

(Must be postmarked by 9/20/09)

Late / On-site Registration

(Postmarked after 9/20/09 and on-site registration)

CHECK ONE:

	MEMO Members*	Nonmembers - Comprehensive	Student /Retired Members	Late / On-site Registration	
				Members	Nonmembers
Full Conference	<input type="checkbox"/> \$ 200.00*	<input type="checkbox"/> \$ 260.00	<input type="checkbox"/> \$ 135.00	<input type="checkbox"/> \$ 245.00	<input type="checkbox"/> \$ 300.00
Thursday Vendor Reception Only	<input type="checkbox"/> \$ 20.00	<input type="checkbox"/> \$ 30.00	<input type="checkbox"/> \$ 20.00	<input type="checkbox"/> \$ 30.00	<input type="checkbox"/> \$ 35.00
Friday Only	<input type="checkbox"/> \$ 140.00	<input type="checkbox"/> \$ 185.00	<input type="checkbox"/> \$ 90.00	<input type="checkbox"/> \$ 170.00	<input type="checkbox"/> \$ 200.00
Saturday Only	<input type="checkbox"/> \$ 85.00	<input type="checkbox"/> \$ 125.00	<input type="checkbox"/> \$ 60.00	<input type="checkbox"/> \$ 120.00	<input type="checkbox"/> \$ 165.00
Past Presidents' Dinner Thursday (not included in conference registration)	<input type="checkbox"/> Order off menu <input type="checkbox"/> Past President- Free	<input type="checkbox"/> Order off menu	<input type="checkbox"/> Order off menu		

Past Presidents' Dinner: This dinner, to be held this year at Michael's Restaurant, is open to all conference registrants and guests. This dinner is held in honor of all MEMO Presidents, past and present. Come for the opportunity to renew friendships and to begin your fall conference in a great way. **Please check the box if you plan to attend; reservations must be made in advance.**

*** Early Registration Bonus for MEMO Members:** If you register by June 30 your full conference cost will be \$180.00. Even if your district is slow in payment, get your registration form to Deanna Sylte by June 30 and you will qualify for the lower cost.

MEMO ANNUAL MEMBERSHIP – Complete/send membership form with registration

Individual (includes one free SID) - \$60/year-\$110/two years \$ _____
 Media/Technology - \$25/year (non-certified) \$ _____
 Retired - \$20/year or \$100 lifetime \$ _____
 Student - \$20/year (two year maximum) \$ _____
 Special Interest Division(s) - \$2 each (1 FREE to member) \$ _____

- Literature
- Technology
- Commercial



Minnesota Educational Media Organization

Please note: Meals are included with registration, with the exception of the Past Presidents' Dinner. To prevent food waste, please mark your selections below....

MEALS:

1. Meals are included with your registration fee (except the Past Presidents' Dinner), so **put a checkmark for the meals you will attend** in the left-hand column!

No meals will be prepared or ticketed for you if you have not marked them.

- These are the meals I will attend: **(Please check all that apply)**
 - Thursday hors d'oeuvres with vendors - Spinach Artichoke Dip and Breads, Spicy Tempura Chicken, Cheese and Veggie Display, Raspberry Lemonade
 - Friday breakfast – Continental Breakfast with Bagel and Danish Assortment, Fresh Fruit, Beverages
 - Friday lunch – Choose one of the following:
 - Healthy Chicken Pasta
 - Beef Stir Fry
 - Vegetarian Healthy Pasta
 - Friday Awards Banquet - Choose one of the following:
 - Housemade Chicken Kiev
 - Burgundy Pepper Steak
 - Vegetarian Lasagna
 - Saturday breakfast - Continental Breakfast with Bagel and Danish Assortment, Fresh Fruit, Beverages
 - Saturday author lunch - Meat filled Croissant, Au gratin Potato, Fresh Fruit, Pasta Salad, Assorted Pies

2. Guest meals can be purchased for any of the meals. Contact Deanna Sylte, MEMO Administrative Assistant, for prices and to make reservations for guests.

Payment Method

- | | |
|---|--------------------|
| <input type="checkbox"/> School / Personal Check (U.S. currency/check only) Enclosed: | Payable to
MEMO |
| <input type="checkbox"/> School Purchase Order Enclosed: | PO # |

Please include check(s) (U.S. currency/check only) or copy of School Purchase Order and send with this form to:

Deanna Sylte
MEMO Administrative Assistant
POB 130555
Roseville, MN 55113-0005
Fax/Phone: 651-771-8672
admin@memoweb.org

**** Please note: Final payment or school purchase order must be presented at registration for all attendees who have not submitted them in advance.**

Notify us of your cancellation on or before September 20, 2009. Personal substitutions via written notice are accepted for registrants unable to attend. After September 20, 2009, a \$25 handling fee will be assessed. Refunds cannot be granted after the conference begins.

Conference Schedule

Thursday		Friday, continued	
1:00 – 4:00 PM	Walking Tours of Rochester MEMO Board Meeting	11:45 AM – 12:45 PM	Luncheon
4:00 PM	Registration Opens	1:00 – 1:45 PM	Session 3
5:00 PM	Past Presidents' Dinner	1:45 – 2:45 PM	Vendors and Authors
5:30 – 9:00 PM	Vendor Exhibits	2:45 – 3:30 PM	Session 4
6:00 – 9:00 PM	Vendor Reception	3:45 – 5:00 PM	MEMO Membership Meeting Vendor/Door Prizes
		5:30 PM	Social Time
		6:00 PM	Banquet and Awards
Friday		Saturday	
7:00 AM	Registration Opens	7:00 AM – Noon	Registration
7:30 AM – 3:30 PM	Vendor Exhibits	7:30 – 9:30 AM	Breakfast and Keynote Speaker
7:00 – 7:30 AM	Continental Breakfast		
7:30 – 9:00 AM	Welcome and Opening Speaker: Scott McLeod <i>"Societal Shifts, Digital Learners, and Schools"</i>		Anita Beaman and Amy Oberts <i>"Reading 2.0!"</i>
9:15 – 10:00 AM	Session 1	9:45 – 10:30 AM	Session 5
10:00 – 11:00 AM	Vendors and Authors	10:45 – 11:30 AM	Session 6
11:00 – 11:45 AM	Session 2	11:45AM – 1:30 PM	Author Luncheon

Conference Hotel Information

Two Rochester hotels have offered a special MEMO rate and reserved blocks of rooms for our conference – The Kahler Grand Hotel and The Radisson Plaza Hotel. Room reservations must be made directly with the hotels; mention the MEMO conference when making reservations. Both hotels are connected to the Mayo Civic Center by the skyway system.

The Kahler Grand Hotel

20 2nd Ave SW
Rochester MN 55902
800-533-1655

Room rates: \$89.00 (single, double, triple, quad) + 11% tax per night – rates guaranteed until Sept. 3, 2009

Radisson Plaza Hotel

150 South Broadway
Rochester MN 55904
Radisson Worldwide Reservations: 800-333-3333
Radisson Plaza direct: 507-281-8000

Room rates: \$102.00 (single, double) + 11% tax per night – rates guaranteed until Sept. 10, 2009

General Conference Information

FULL CONFERENCE: Includes all meals (except Past Presidents' Dinner), keynotes, sessions and exhibits

FRIDAY ONLY: Includes all meals, keynotes, sessions and exhibits on Friday

SATURDAY ONLY: Includes all meals, keynotes, and sessions on Saturday

ON-SITE REGISTRATION: Meals are not guaranteed and will be provided on an availability basis only.



Minnesota Educational Media Organization

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Submissions to the newsletter may be sent to Mary Alice Anderson, MEMOrandom Editor. Send to Maryalicea@mac.com
Submissions in MS word processing are particularly welcome.

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MEMO

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