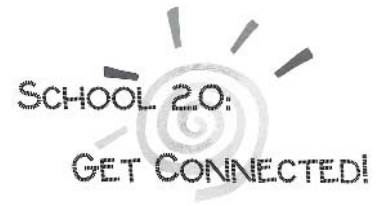




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a monthly newsletter of the **Minnesota Educational Media Organization**

MEMO Fall Conference, October 1-3

President's Message

Leslie Yoder

"It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us, we were all going direct to heaven, we were all going direct the other way..." Charles Dickens, A Tale of Two Cities

This is not the best time for school library professionals here in Minnesota. Between a widespread lack of understanding of the role of the LMS in 21st century education, a profound lack of leadership and support for the area, and, oh yes, the budget crisis, many in our profession are feeling anxious, unappreciated, and... endangered.

A few years back, when I decided to become certified as a school librarian, I truly thought I was on the road to a bright professional future. Contrary to the popular response, I did not become a school library media specialist (LMS) because of books. Yes, I like books and yes, I've always been a reader. What brought me into this profession however, were two things: 1. A very fine and passionate LMS, who modeled for me how teaching and learning could be enriched and supported by a good school library program, and, 2. Observing in my classroom, troubling evidence of the digital divide, before I had ever really heard the term. When, for class projects, some students began to show up in my classroom with projectors from home to show glitzy presentations they called PowerPoint, while others barely know how to use an encyclopedia, I experienced a vague uneasiness about how new technologies and the ever-present economic inequities were playing out among the students of my urban district. I could imagine, down the road, that this gap

I was observing would only increase. I could imagine, that in a distant future, not all students would have access to available information. I determined to be part of the solution, for this problem that I did not really yet even understand and library school emerged as the best path. This, before I'd ever heard of the notion of *information literacy*.

Ten years later, I still believe that school library programs staffed by certified school library professionals are fundamental to good schools and equity for students. Libraries, and the access that they provide to information and ideas, are vital to our democracy and it's engaged, informed citizenry. School libraries play a crucial role in the preparation of future citizens, by providing students, *all* students, with not only access to information and ideas, but, also the skills to find, evaluate, and use the available information. Teacher librarians make this imparting of skills happen. The challenge is that not everyone sees it this way; too many decision-makers still think it's all about the books, or, worse, believe that Internet access alone is sufficient. It is disheartening to have to continually make a case for your professional existence.

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"There is no plan" and other Bunko career advice

"There is no plan" and other Bunko career advice

I am a Daniel Pink fan. So I was excited when I got my very own copy of his latest book, *The Adventures of Johnny Bunko: The Last Career Guide You'll Ever Need*. It's great. Period.

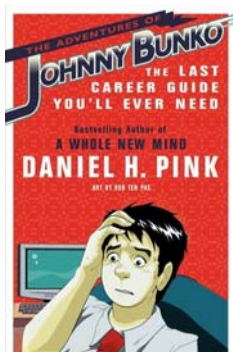
Published in manga format (and supported by a blog/website), the short book takes about 30 minutes to read and offers six simple lessons about achieving satisfaction at work and life. The first lesson is "There is no plan." You'll need to buy the book or find another source to learn the other five lessons. Don't expect a lot of depth, but a parable along the lines of *Who Moved My Cheese*.

Bunko would make an interesting discussion book for any high school career planning effort. I wonder what guidance counselors will make of it? More than a few mid-career adults will stop and ponder their choices if they think about Pink's advice as well.

This is the "review" from my son who graduated from college last August and who is more in the target market for the book. As a manga fan, he even read it

I thought Johnny Bunko was fantastic, it was a very relevant kind of motivation for young adults today. The art style and the characters are a fantastic way to get a message across that kids normally wouldn't even be receptive to. It almost works as kind of a gateway to this kind of thinking, and makes me want to read more of these kinds of books. I wish I had something like this before I started college to put me in the right mindset for the real world. I'm keeping this book and these lessons on hand for a long time as a reminder of what I really want to get out of life. Get a copy for your school's library - or the Johnny Bunkos in your life.

Doug Johnson,
Media Technology Director,
Mankato Area Public Schools



MEMO Calendar

Library Legislative Day, March 25, St. Paul.

NECC Annual Conference, June 28-July 1, Washington D.C

ALA Annual Conference, July 9 -15, Chicago

MEMO Fall Conference October 2-4, Rochester

AASL, Nov 5-8, Charlotte, NC

President's column, continued

It is even more disheartening to be viewed as easily replaced. It's hard not to wonder: "Where is the love?" What gives me hope is that in many parts of the country, the pendulum is swinging back. States are beginning to understand the value of school library programs and teacher librarians. Parents are protesting the demise of our programs, in the process becoming fierce and powerful advocates. I am confident that at some point, Minnesota, with its long tradition of good schools and good education, will come around.

In the meantime, we need to continue doing what we know to be the right thing. We must select the best materials to support curriculum and inspire free reading. We must assist our teachers and students in their quests for information. We must help them help themselves by teaching information skills. And, we must support one another. There may not be much love for school library media specialists these days, but we must not lose heart. We know that we do important work and that our efforts are fundamental to preparing Minnesota students for a successful future. For the sake our students, we must help our school leaders and state legislators come to understand this as well, sooner rather than later.

"Libraries are not really about books or information. They are about connecting people to ideas - often against their will."

From The Warrior Librarian

The fall 2009 MEMO Conference will be held
Oct 1-3 in Rochester, MN
at the Rochester Conference Center.



Plans are underway for this fall's MEMO conference - and you won't want to miss the event! Keynote speakers include school technology expert Dr. Scott MacLeod and Reading 2.0 authors Anita Beaman and Amy Oberts.



Scott McLeod, J.D., Ph.D., is an Associate Professor and Coordinator of the Educational Administration Program at Iowa State University. He also is the Director of the UCEA Center for the Advanced Study of Technology Leadership in Education (CASTLE), the nation's only center dedicated to the technology needs of school administrators, and was a co-creator of the wildly popular video, *Did You Know? (Shift Happens)*. Dr. McLeod blogs regularly about technology leadership issues at www.dangerouslyirrelevant.org.

Anita Beaman is the Librarian at University High School at Illinois State University. Amy Oberts is Media Specialist at Oakland Elementary School in Bloomington Illinois. In the past, the book and the computer might have been in competition with one another...that's a "Reading 1.0" mindset. The technological tools media specialists are beginning to use, however, promote reading *without* diminishing the importance or value of written text. Harnessing technology to *excite* and *empower* your students' literary development is our mission for Reading 2.0! View readingtech.wikispaces.com on the web to read more and to try out some of these great tools! Check them out on the web...and mark the dates in your calendar now!



Invitation to Present! We need you to share your School, 2.0 Best Practices

The application to present at **School 2.0** will be announced on the MEMO listservs and mailing lists. Be watching for availability of the online proposal form. MEMO members and others are invited to submit proposals before May 1.

Breakout session strands are:

*Reading and Literature - Technology and Web 2.0 - Ethics and Online Safety
Leadership, Advocacy, Budgeting and Job Survival in Lean Times*

Questions? Contact Mary Alice Anderson, Program Co-Chair; maryalicea@mac.com

MEMO at the ALA Midwinter Conference January 23-26 in Denver, CO



While the weather in MN was 0 and below in January, MEMO President Leslie Yoder and President-Elect Dawn Nelson were in balmy (30°) Denver at the ALA Midwinter Conference, held at the Colorado

Convention Center.

Advocacy was a prominent theme throughout the conference and the first event we attended was the School Library Advocacy Institute presented on Friday, Jan. 23, by Deborah Levitov. She stressed the importance of knowing and communicating with our stakeholders and understanding the differences between PR, marketing, and advocacy. When we develop relationships with our stakeholders in which they are engaged and become partners in what we do in our school libraries, they then become advocates for us and our programs. Also addressed was the wide variety of resources available on the AASL website, resources such as the School Library Media Program Health and Wellness Toolkit and the @ Your Library Toolkit.

After that event, a trip to the exhibit hall was on the agenda. As a first time attendee to ALA, I now understood the large bag we were given at registration. Publishers' tables were full of Advanced Readers' copies going into people bags as fast as they could put them there. One title predominantly displayed was Crows and Cards by Joseph Helgerson. This is his second book after Horns & Wrinkles, which received a starred review from School Library Journal. It caught my eye as the author is the parent of one of my students. An author visit will be in the works soon as Crows and Cards will be released in April.

On Sunday we attended the AASL Affiliate Assembly. There they presented more of the resources available to media specialists. Sponsored by Verizon, the Thinkfinity Project (www.thinkfinity.org) was presented and

brings free resources to teachers, parents, and students. The launch of the Learning for Life project, based on the new "Standards for 21-st Century Learners," was also discussed. More information on that can be found at www.ala.org/aasl/learning4life. Next on the agenda was a presentation by Roberta Stevens, candidate for ALA President. Her website at <http://www.robertastevens.com/> contains her platform where she states, "As a former school librarian, I will work to bring recognition to the essential role of school libraries and school librarians in educating young people...through the SKILLS Act or whatever legislation can be used for this purpose." Her enthusiasm and commitment to education were evident as she spoke to the Assembly. Her presentation was followed by that of the candidates for AASL president. There are two strong candidates. Nancy Everhart is director of the School Library Media Program and Partnerships Advancing Library Media (PALM) Center at the College of Information, Florida State University, Tallahassee, FL. The second is Terri Kirk. She is the library media specialist at Reidland High School, Paducah, KY. and says, "As a high school librarian, I am in touch with the concerns and issues that affect another school librarians and, as the leader of AASL, I will use my professional relationships throughout ALA to enhance collaborative ventures that will benefit our members and our students." Her enthusiasm was obvious, even in a short presentation and she will be the one I will support.

The event continued with a presentation entitled "How to Talk to Your Legislator" by Stephanie Vance, the Advocacy Guru



(<http://www.advocacyguru.com/>). The experience gained from her time working in Washington, D.C., was obvious and her insights were valuable. She was followed by Deb Logan's presentation on "Leading Your State Advocacy: Saving School Libraries." Her information can be found at <http://www.deblogan.com/>.

The event concluded with a short caucus with media specialists in Region III, which includes Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio and Wisconsin.

More information, including that on speakers, authors, initiatives, and pictures can be found at <http://www.ala.org/ala/conferencesevents/upcoming/midwinter/2009/cognotes.cfm> . The Cognotes published daily during the conference and contain the latest news and information about the events. It was truly an interesting event, leading to information overload at times, but a time for re-energizing and learning. The ALA Annual Conference will be held in Chicago July 9 – 15 and the AASL Conference will be in Charlotte, NC, November 5 – 8, 2009.



Blue bear outside the convention center

MEMO at Education Minnesota, January 29, 2009

On Thursday, January 29, MEMO was represented by Leslie Yoder and Dawn Nelson at a meeting hosted by Tom Dooher, president of Education Minnesota, at his office in St. Paul. This meeting included the leaders of a wide variety of state education organizations such as social studies, math and science, school nurses, kindergarten, art, and nurses working in the medical field. The focus of the meeting was group support and advocacy and trying to develop cooperation among the groups, realizing the strength we can develop as we work together. Some valuable connections were made and it allowed an opportunity to include the MEMO Information Literacy Standards in the discussion. One member of the group brought up the fact that he subscribes to the MEMO listserv for our legislative updates, as he told the group that in his opinion they were the best ones related to education issues. MEMO was invited to have a display and possibly present at the statewide Social Studies conference in March. Doug Johnson will be representing MEMO at that event.

These were just a couple of the positive developments as conversation began and will be continued under the leadership of Mr. Dooher, hopefully leading to greater communication with these groups and the opportunity to develop relationships with stakeholders who can advocate for the importance of school library media centers and their role in strengthening achievement in our students.



MEMO Fall Conference, October 1-3

Registration Open for 2009 Library Technology Conference

By Mary Parker, Associate Director, Minitex

Arrangements have been finalized for the second annual Library Technology Conference to be held on the campus of Macalester College in St. Paul, MN, on March 18-19, 2009. To register, go to:

<https://www.minitex.umn.edu/events/conferences/libTech2009.aspx>

The deadline for registering is Wednesday, March 11th. A number of sessions have limited space so register soon to ensure your spot!

The Library Technology Conference grew out of the very successful Midwest Library Technology conference held in May 2008. That event attracted participants from academic, public, special, and K-12 school libraries from five upper midwest states. This year's conference again is intended to provide an opportunity for librarians from around the region and the country to discuss the technologies that are affecting library services, to see examples of what libraries are doing with these technologies, and to provide a venue where participants can learn specific skills or knowledge they can take back and adapt for use within their own libraries.

In addition to more than 40 sessions and hands-on workshops on a wide variety of technology-related topics impacting libraries, Eric Lease Morgan and Stacey Greenwell will be joining us as keynote speakers. Eric, a frequent contributor to ALA/LITA technology trends and Head of Digital Access and Information Architecture at University of Notre Dame, is a well known leader on library technology issues. Stacey helped to plan and is head of "The Hub," the University of Kentucky's Information Commons, and will speak on how all types of libraries can incorporate 'information commons' concepts into their service offerings and will share her experiences around planning technology/learning 'spaces' in libraries.

For more information, visit the conference web site at: <http://www.macalester.edu/library/libtechconference/>

RFP Issued for Licensing Electronic Resources

By Mary Parker, Associate Director, Minitex

On Jan. 28, the University of Minnesota, acting on behalf of Minitex, issued a Request for Proposals (RFP) for licensing access to electronic information databases (with an emphasis on full text and images), which cover a wide variety of type and format of materials and subject categories. These statewide resources are available to users through libraries, school media centers, and remotely for Minnesota, North Dakota, and South Dakota residents from home, dormitories, offices, and other locations. The resources are appropriate to users from those in K-12 grades to adults and include a wide range of subjects, such as humanities, social sciences, sciences, business, health, technology, and general interest subjects that would appeal to public library users.

In Minnesota, the service that currently provides access to general and scholarly information databases is known as the Electronic Library for Minnesota (ELM), www.elm4you.org. The purpose of licensing access to content-rich, full-text electronic resources for the three states is:

- To provide the residents of Minnesota, North Dakota, and South Dakota with equitable access to electronic information resources for study and research, work and business, interest and pleasure, or other information-related needs.
- To ensure access by residents of all ages, regardless of geographic area or residence, through Internet-connected computers in homes, businesses, schools, and libraries.
- To maximize benefits of the use of public funds through the cooperative licensing of these databases.

Proposals are due Feb. 20. The Minitex Electronic Information Resources (MEIR) Task Force will review proposals. Vendors are required to provide trial access to the products they propose. Watch for announcements regarding these trials! You will have an opportunity to provide feedback.

Your Media Center, Minitex, and the U

(Matt Lee, Reference Librarian, Minitex)

History Day projects are in full swing at schools throughout the country, and a new partnership between some area schools, Minitex Reference, and the U of MN Libraries is helping some Minnesota students find new inspiration for their entries. Over the last month, Minitex librarians have visited classrooms and media centers at schools across the Metro Area, prepping students for a visit to the U of MN's Wilson Library and promoting the use of ELM databases at each school's library.

I had the good fortune of speaking with two great groups of students at Oak Grove Middle School in Bloomington and Salk Middle School in Elk River. At Salk, I spoke with four packed classes in a row; 150 students in all. Speaking in front of so many middle schoolers is a unique experience for one not accustomed to such a thing, but the students were kind and laughed politely at my jokes. The classes became momentarily competitive when the children were pitted against each other for a library trivia competition, but it was one of those competitions where everybody wins. So grudges were not held for long. In the end, we all had a good time and learned a little more about library research at the U of MN and the school media center.

Media specialists need no help promoting databases to students, but sometimes having a different voice and a different face articulating the benefits of library research can be helpful – in reaching students and teachers alike. Minitex Reference is happy to help in this regard. Drop us a line (mtxref@umn.edu) for a copy of our library trivia competition PowerPoint, to chat about having one of our librarians come out for a visit, or to learn more about setting up a visit to the U of MN Libraries for one (or more) of your teacher's classes.

Membership Dues Increase

As of April 1st, MEMO dues will increase from \$55 to \$60.

Renew your membership now to receive the lower rate!

Minitex Reference Services ELM Webinars

Here is the list of upcoming Minitex Reference Services ELM Webinars. Register now because they fill up fast! For more information on these and other webinars, or to register, go to <http://www.minitex.umn.edu/events/training/webinars.asp>

EBooks & NetLibrary

March 2: 9:00 a.m. - 10:00 a.m.
March 2: 3:00 p.m. – 4:00 p.m.
March 4: 9:00 a.m. – 10:00 a.m.
April 6: 3:00 p.m. – 4:00 p.m.
April 28: 10:00 a.m. – 11:00 a.m.

Academic Search Premier Basics

March 5: 12:00 p.m. – 1:00 p.m.

Academic Search Premier Advanced

March 23: 10:00 a.m. – 11:00 a.m.
April 10: 11:30 a.m. – 12:30 p.m.
May 5: 1:00 p.m. – 2:00 p.m.

ELM Overview

March 10: 10:00 a.m. – 11:00 a.m.

Web Page Creators Free of Cost and Code

March 12: 9:00 a.m. – 10:00 a.m.
April 23: 12:30 p.m. – 1:30 p.m.

WorldCat

March 13: 11:30 a.m. – 12:30 p.m.
April 14: 10:00 a.m. – 11:00 a.m.

ProQuest Newsstand Complete

March 16: 1:00 p.m. – 2:00 p.m.
April 13: 9:30 a.m. – 10:30 a.m.

Business Source Premier

March 24: 11:00 a.m. – 12:00 p.m.
April 20: 3:00 p.m. – 4:00 p.m.

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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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