

SHOW ME EXPRESS

State Library Newsletter

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Message from the State Librarian

Robin Westphal, State Librarian



Advocacy: broadly defined as publicly supporting a cause, entity or person. As a political science major, I remember one of my professors telling us that advocacy can be as simple as being brave enough to say aloud what we feel about something.

Being a library advocate is, I think, relatively straightforward and comes in many forms and honestly does not require much bravery.

My very first job in a library was a book sale coordinator for the Johnson County (KS) Public Library. At the time, JCPL was going for a large bond issue to build what is now the Central Resource Library. I had just graduated from college and was searching for my calling. A political science degree on its own, I'm sorry to say, doesn't automatically get you in the door of... well, anywhere, but it did help me secure a part time job as JCPL's coordinator of monthly book sales.

It was during these sales that I started to talk up all of the library services to book sale patrons. That was sort of like preaching to the choir, but occasionally I would find someone that did not

know that they could register to vote at JCPL or that one of the main goals of building the Central Resource Library was to have a business resource center that would help business owners and potential business owners in the county.

I loved talking about the library even then, and over the next 28 years, I've done what most of you have done; advocate everywhere from the grocery store aisle (yes, the Libby app is in the App Store and here's how you download it) to local Rotary clubs (you build that Head Start library and we will select titles AND add the names of donating Rotarians to the front of the book) to Jefferson City and Washington, D.C.

Advocacy needs to, of course, come from you, but also from your board of trustees, your patrons and honestly even those who may not personally use your facilities but see their value to our communities. Right now advocacy is critical with our surrogates in Jefferson City as we support maintaining State Aid, increasing Athletes and Entertainers allocations and get REAL funding back to \$3,109,250.

I encourage you to reach out directly and contact your state representatives and senators and tell them how you have continued to serve patrons during COVID. Tell them that you still held summer programs, that you provided curbside notary services and that you provided Wi-Fi →

access in your parking lots to accommodate students and job seekers.

Advocacy is not hard; it just takes time and energy, which are in short supply right now. Even if appropriations were not a consideration,

Missouri State Library News

New Trustee Resources

A new [Missouri Public Library Trustee Orientation](#) is now available. This online on-demand training provides an overview of public library service in Missouri and the roles and responsibilities of trustees. Additionally, there is a new section on [Trustee Resources](#) on the [Missouri Public Library](#)

everyone needs to know what you do, what you stand for and what you provide. We traditionally do not sing our own praises enough but we must—whether it is in the grocery store, your local Rotary Club or with your elected officials.

[Directors LibGuide](#). These resources, along with the [Missouri Public Library Trustee Manual](#), are designed to complement any training you already provide to your board of trustees and can be especially helpful to new trustees.

Webinar Presentation Skills 101, April 13, 10 a.m.

There is an ever-increasing need to connect with patrons virtually and webinars are the perfect solution! This session will examine the best tools and practices of webinar presentations to help you provide a satisfying experience for your

patrons. The presenter is Julie Cox, the Missouri State Library's Outreach and Training Librarian. Registration is required and can be completed at [Webinar Presentation Skills](#).

What They Didn't Teach in Library School: The Cycle of True Marketing, April 27, 10 a.m.

Have you been tasked with marketing library events or services without ever having a course that taught you how? If so, you're an "accidental marketer," and you're not alone! This webinar will give you a solid foundation in the tenets of library marketing, covering definitions, strategies, reasoning, and the steps in the Cycle of True Marketing.

With a dash of humor, marketing maven Kathy Dempsey, author of *The Accidental Library Marketer*, will answer these burning questions:

- Why didn't anyone come to the event that I worked so hard on?
- How can I get my message through when people are inundated with information and advertising?
- Why is library lingo evil?
- What mistakes am I making without realizing it?
- How can I make my marketing more effective?

Registration is required and can be completed at [Library Marketing 101](#).

Supporting Our Aging Community, March 18, 10 a.m.

Ten thousand people will turn 65 every day in the United States through 2029! After a person retires, their social circle often shrinks resulting in social isolation. Research has shown that loneliness is as detrimental to health as smoking 15 cigarettes daily. The pandemic has greatly increased the potential for isolation since it is unsafe to gather in person. This session will offer examples of how local

libraries can support the older adults in their own communities with engaging in-person and virtual programming ideas to keep them physically and mentally active and help prevent social isolation. Presented by The Oasis Institute staff, this webinar will take place in GoToTraining. Registration is required and can be completed at [Supporting Our Aging Community](#).

MALAPro Upcoming Webinars

***Mission Driven: Business Librarianship* with Hadiza Sa-Aadu, Small Business and Non-Profit Specialist, Kansas City Public Library Wednesday, March 17, 10 a.m.**

Even if your library is not new to the world of business librarianship, honing your mission for business services is necessary to maintain alignment between your activities, resources and outcomes. Find out all the aspects an organization needs to come together to deliver

on a stated mission. Join Kansas City Public Library's Small Business and Non-Profit Specialist Hadiza Sa-Aadu as we dive into key components of the Mission Model Canvas. For more information, click [here](#).

***A to T: Welcoming Trans Customers at the Library* with Bec Czarnecki, Executive Assistant to the City Librarian, Denver Public Library and Adrian Johnson, Library Program Associate, Denver Public Library Wednesday, March 31, 2 p.m.**

Denver Public Library strives to be a welcoming place. Join Bec and Adrian to learn how to provide outstanding internal and external customer service to individuals at your library. This one-hour session will provide participants

with the skills to reframe ideas around gender, give them best practices for serving trans customers and interacting with colleagues, and developing strategies to make your library gender inclusive. For more information, click [here](#).

Upcoming MALAPro Training

Copyright/Fair Use Webinar – April 7, 2021

Teen Programming Webinar – April 21, 2021

MOREnet Webinars

MOREnet is providing several training sessions about EBSCO online resources. Join EBSCO Training Specialist, Jason High, to learn more about Explora, LearningExpress, Science Reference Center, and other EBSCO resources available via MOREnet during these webinars. More information and registration is available at [MOREnet's Training Schedule](#).

- **EBSCO Online Resources for High School Students, Parents, and Educators**, Monday, March 8, 11 a.m.



- **EBSCO Online Resources for Elementary School Students, Parents, and Educators**, Wednesday, March 24, 3 p.m.
- **EBSCO Online Resources for Middle School Students, Parents, and Educators**, Wednesday, March 24, 3:45 p.m.
- **Tips and Tricks for Getting the Most Out of Your EBSCO Online Resources**, Tuesday, April 20, 2 p.m.
- **Introduction to EBSCO Academy, a New Learning Resource for Library Staff**, Thursday, May 13, 11:30 a.m.

Amigos Upcoming Webinars

Amigos provides webinars on a wide range of topics. In addition to trainings offered during a month, there is the Know & Go weekly series covering topics of current interest presented virtually on Monday afternoons, 1:30 p.m. A list of upcoming webinars is available at [Amigos' Continuing Education Services](#). Know & Go sessions offered in March are:

- **Know & Go: Always look a gift horse in the mouth: Donation and Gift Policy Best Practices for Libraries**, March 8
- **Know & Go: Using and Creating Infographics in Libraries**, March 15
- **Know & Go: How to Catalog Kits**, March 22
- **Know & Go: Library Improvements: How to Ensure Your Bond Goes the Distance**, March 29

Reference Services for YOU: Maps and More from MoDOT

Given the recent wintry weather, you may find yourself thinking about roads and their conditions more than usual. If you or your patrons have questions about roads in Missouri, check out publications and more from the Missouri Department of Transportation. MoDOT offers a variety of [publications](#) and tools to keep the public updated on road conditions, transportation spending, and construction projects around the state.

- [Traveler Information Map Website & App](#): Check road conditions before heading out! The app is available for iPhone and Android.
- [Express Lane](#): Get the latest transportation news and information via this biweekly newsletter. Includes a short video to get your news in a "MoDOT Minute".
- [Citizen's Guide to Transportation Funding](#): Information on the condition of Missouri roadways. Describes revenue, costs, and how we compare to other states.

- [Infographic Summary of Citizen's Guide and Results Report](#): A colorful two-page summary of funding, current transportation needs, and cost saving initiatives in Missouri.
- [Year in Review](#): An update on major construction projects and safety initiatives for the year, including the National Performance Report Card.

Need help? If you or a patron have questions about government information or resources available through the State Library, please contact Reference Services by phone, email, or chat. We are available Monday through Friday, 8 a.m. to 5 p.m., and are always happy to help!

Phone: (573) 751-3615

Email: libref@sos.mo.gov

Chat: visit mostate.libguides.com and click the "Ask Us" tab on the right

New Books From The Missouri State Library

[Embedded and Empowered](#)

[The Organization of Information 4th Ed.](#)

[Rights and Reproductions: The Handbook for Cultural Institutions](#)

[Digital Preservation in Libraries: Preparing for a Sustainable Future](#)

[Totally Tweens & Teens: Youth-Created and Youth-Led Library Programs](#)

[Terrific Makerspace Projects](#)

[Yoga and Meditation at the Library](#)

[Book Club Reboot: 71 Creative Twists](#)

[Beyond Banned Books: Defending Intellectual Freedom Throughout Your Library](#)

[Incubating Creativity at Your Library: A Sourcebook for Connecting with Communities](#)

We are pleased to offer direct borrowing from the Missouri State Library to Missouri public library directors and branch managers for continuing education and professional development.

State Library cards are issued in the name of the library director or branch manager. Directors and branch managers are encouraged to borrow items for any of their library's staff with this card by placing a request in our [catalog](#).

To sign up for a card, visit our [guide for Missouri public library directors](#). The guide also features new books, government publications, and other helpful resources.

For assistance with placing requests, obtaining a card, replacing a card, or for additional information, please contact Reference Services by phone, email, or chat. We are available Monday through Friday, 8 a.m. to 5 p.m., and are always happy to help!

Phone: (573) 751-3615

Email: libref@sos.mo.gov

Chat: visit mostate.libguides.com and click the "Ask Us" tab on the right

Around the State

Welcome New Directors!

Dana DeVore at Putnam County Library

Grant Opportunities

Bicentennial Program Grant

August 10, 2021, marks the 200th anniversary of Missouri statehood. To celebrate this milestone, the Bicentennial Program Grant is being offered to Missouri public libraries certified to receive State Aid, Missouri school libraries that are publicly supported and publicly controlled, and Missouri academic libraries, either publicly

supported or private to bring an educational presentation to their community. Collaboration between local academic, school and public libraries will be given high priority. Questions? Contact Matt Butler, Digitization Consultant, at matt.butler@sos.mo.gov or (573) 522-1477.

Author Visit Grant • **DEADLINE: Ongoing**

This grant is specifically designed for school or public libraries to bring an author to their community. Virtual events are also applicable. Grants range from \$500 up to \$5,000. All travel for the author must be included as part of a flat rate fee for the author. Other additional costs allowable: publicity and promotional items, up to \$500 towards library materials for collection development related to the project, additional

staff hours, and transportation for youth from school or licensed child care. These grants are supported by IMLS under the provision of the Library Services and Technology Act as administered by the Missouri State Library. Questions? Contact Lysha Thompson, Youth Services Consultant, at (573) 522-9564 or lysha.thompson@sos.mo.gov.

Show Me Steps to Continuing Education: Individual Training Events • **DEADLINE: Ongoing**

Interested in attending a professional development opportunity, but need additional funds? Show Me Steps to Continuing Education grants provide reimbursement for up to 75% of the costs of an eligible, non-credit continuing education event. These grants are supported by

IMLS under the provision of the Library Services and Technology Act as administered by the Missouri State Library. If you have questions about Show Me Steps grant opportunities, please contact Merideth Johnson at (573) 751-1822 or merideth.johnson@sos.mo.gov.

Show Me Steps to Continuing Education: Group Training Events • **DEADLINE: Ongoing**

Do you want to bring an expert to your library for training? This is a competitive grant program that provides funds for a host library or library consortium to plan and provide group training(s) on current, relevant, unique and/or in-demand topics at a local, regional or statewide level. Grants range from \$500 up to \$8,000. Virtual events are

also applicable. These grants are supported by IMLS under the provision of the Library Services and Technology Act as administered by the Missouri State Library. If you have questions about this Show Me Steps grant opportunity, please contact Merideth Johnson at (573) 751-1822 or merideth.johnson@sos.mo.gov.