

Mid-Michigan Library League

Weekly Update

June 25, 2008



First Lady Laura Bush Discusses Post-White House Agenda with *American Libraries*

In an exclusive interview at the White House March 19, First Lady Laura Bush told *American Libraries* that she would definitely play a role in the establishment of her husband's presidential library at Southern Methodist University in Dallas. "I'm really looking forward to being actively involved in the building of it," she said. "I think there will be a very good opportunity for me to continue all the things I've already done around libraries and literacy." The first librarian ever to be First Lady of the United States, Mrs. Bush also talked about how her profession influenced her own initiatives and will continue to do so when President George W. Bush's term ends next January 20.

"We have a very good architect," the First Lady said of the chosen design firm, Robert A.M. Stern Architects, pointing out that she would be working with the National Archives and Records Administration, which oversees presidential libraries, "to develop everything that surrounds the papers," including matters of conservation and access and "the ways that the papers are cataloged and put together."

The First Lady noted that she is particularly taken with President Bush's idea that the library serve as an "institute for freedom" and sees it as an opportunity to address the issues of "international global literacy and especially the gender differences that have kept many women from being educated." Her initiatives as First Lady have focused on helping America's youth, education, Gulf Coast school rebuilding, women's health and wellness, books and authors, and other issues central to librarianship.

Did her training and experience as a librarian help prepare her in any way for the role of First Lady? "It really did," Bush replied. "And I would have never really thought of it before, but both the experience I had of reading to children over and over and over, and storytelling, were really excellent training for giving speeches." She added that education and even economic power are issues associated with literacy. "All the advantages that a good reader has over a nonreader end up being very, very important issues in our country," and internationally, she noted, particularly with regard to the rights of women to go to school.

The First Lady also discussed the Laura Bush Foundation for America's Libraries, which she founded in 2002 largely to support school districts with inadequate funding for library materials. "We give to over a hundred schools a year," Bush said. "They're not big grants; they're \$5,000 to \$10,000, but in many cases they double the school library budget for books for that year. And the grants are written to ask for something specific,

whatever they might need that supports the curriculum or supports the school body population, maybe books in Spanish.”

In addition to providing materials for underfunded schools, aiding schools destroyed by Hurricane Katrina in 2005 has been the foundation accomplishment that she is most proud of. Over \$3.7 million has gone to 52 schools across the Gulf Coast, she said, “and these are big amounts of money, from \$50,000 to \$150,000 for whole collections, because people don’t realize how expensive a whole library collection is. And a basic elementary collection probably costs about \$50,000, a start-up collection. And of course a high school library could cost \$150,000 or more,” Bush said.

Throughout the interview, the First Lady emphasized the importance of books, reading, and school library media centers. “We should really do whatever we can to reach out to people and let them know that there are ways to learn to read,” she said, citing libraries and books as “important to a democracy and so important to our society that it just seems natural that we would try to promote books in any way we could.”

Asked if she had given any thought to running for public office when her stint as First Lady ends, she replied, “No, I won’t be running for public office. But I look forward to working in our new hometown—our old hometown that we’re going to go back to—on a lot of different issues.” Bush said she wanted “to thank librarians who work every single day to make sure people have access to every kind of information—for free. . . . It’s important for our country, and it’s important for democracy, and it’s just very personally important for individuals.”

An American Libraries Focus [videocast](#) as well as a [transcript](#) of the interview with Laura Bush are available on the *American Libraries* website. Editor in Chief Leonard Kniffel conducted the interview in the White House Library.

Source:

<http://www.ala.org/ala/online/currentnews/newsarchive/2008/march2008/firstladyinterview.cfm>

Customer Service or Servant: Building Effective Customer Service without Giving Up and Giving In:

The Mid-Michigan Library League, Superiorland, White Pine, and Woodlands Library Cooperatives will host the ground breaking presentation on “Customer Service or Customer Servant,” authored by William Schroer. This workshop is a compelling, entertaining and provocative day long experience that is valuable for all library staff members.

Mr. Schroer takes long held myths about customer service and turns them on their head, challenging conventional wisdom and demonstrating how the “Customer is King” philosophy actually hurts the library’s ability to deliver excellent customer service. He goes on to show how not only staff may be retrained to think about the expectations they will commit to deliver, but customers as well need training in what expectation they may legitimately expect.

This full day workshop will include reframing the concept of customer service, exercises,

discussion, and real world solutions to the customer service issues identified by most library staff as persistent and challenging. The workshop will be August 7, 2008 from 10:00 am – 3:00 p.m. The cost will be \$20.00 (lunch will be provided), .4 CEUs will be requested, and members can soon register online at <http://www.wplc.org/workshops.cfm>

The workshop will provide one Live Presentation and three other locations will provide a two-way interactive Videoconference. The Live Presentation site location is the Saginaw ISD; and the two-way Interactive Videoconference sites are the Calhoun ISD, Marshall; Northern Michigan University, Marquette; and Ferris State University Library, Big Rapids. Space will be limited so if you wish to attend register as soon as possible.

The conference will also be available online to view at your desktop both the day of the program and for 60 days after the program, .4 CEUs will be awarded to online attendees at the cost of \$10.00. You do need a fast Internet connection (384 kbps or better) at your desktop. More information to register for online attendance and how to get CEUs can be found at the conference web site which is not yet available. Member will be notified when this information can be accessed.

Member Library News:

Missaukee District Library- Director Deb Dudek has resigned as the Director of the library to take a position as the director of the Ionia Community Library. We wish Deb the best in her future endeavors.

Bug Jeopardy:

The Houghton Lake Public Library staff has created a fun, interactive game, BUG JEOPARDY! The file, Bug PowerPoint 1, is attached. It is a great summer reading program activity! It even includes the Jeopardy music at the beginning of the game and for the final jeopardy question! It works well for family events and adults are encouraged to participate (some questions are more likely to be known by adults than children).

For anyone not familiar with PowerPoint, BUG JEOPARDY is projected onto a screen. To navigate through the game, you open the presentation and go to SLIDE SHOW on the bar at the top, and select VIEW SHOW. To go to the Game Board, just click on the bug in the right-hand lower corner. Then select from the categories and by point value. Click on a particular box. When people have guessed, click on the word or phrase, to have the answer appear. Then just go back to the Game Board (bug in lower right-hand corner) to select the next category and points value. For Jeopardy, the Houghton Lake Public Library divides their audience into two teams and it works very well. They also stress that the answer must be in the form of a question, just like on the Jeopardy show. If the person running the game clicks and shows the answer by mistake, they just say, "That was just to see if you are paying attention, and you were!"

For the tried and true faithful Jeopardy players, a double jeopardy version (Bug PowerPoint 2) is also attached. If your audience is loving it and having a good time, you can use both versions.

Staying Legal for Michigan Nonprofits:

The new website – <http://www.stayinglegalmi.org> – has been launched to educate new and established charities on the federal and state regulations impacting how organizations operate and are governed.

At <http://www.stayinglegalmi.org> you will find and understand federal and state regulations, be able to take advantage of benefits provided by federal and state laws, and clear up common myths about the operation and regulation of charities. Forming and maintain a nonprofit is a complex venture. Log on often for updates that will help your nonprofit navigate the system and cut through red tape.

MMLL Schedule and Upcoming Events:

August 7, 2008: Customer Service or Customer Servant?: 10:00 – 3:00

Presenter: William Schroer

Location: Various location including the Ferris State University Library and online
.4 CEUs

Cost: MMLL Member: \$20.00 per person (includes lunch)

Registration: <http://www.wplc.org/workshops.cfm>

Current Number registered:

August 14, 2008: Advisory Council Meeting: 10:00

August 28, 2008: MMLL Board of Trustees Meeting: 10:00

Joint meeting of the Board of Trustees and Advisory Council:

September 18, 2008: 10:00 a.m.

Location: Cadillac-Wexford Public Library

September 12, 2008: Celebrating Childhood Through the Magic of Puppets, Nature and Books!: 9:30 – 12:30

Presenter: Joyce Davis, Puppet Lady

Location: Cadillac Wexford Public Library

.3 CEUs

Cost: MMLL Member: \$20.00 per person Non-Member: \$30.00 per person

Registration: <http://www.mml.org/puppets.htm>

Current Number registered: 1

October 7, 2008: Black Belt Librarian: 9:00 – 4:00

Presenter: Warren Graham, nationally renowned security, safety and customer service consultant recognized for his unique approach to personal and professional safety.

Location: Traverse Area District Library

.6 CEUs

Cost: MMLL Member: \$25.00 per person Non-Member: \$35.00 per person

Registration: <http://www.mml.org/blackbeltlibrarians.htm>

Current Number registered: 12

October 15, 2008: Stress is a Laughing Matter: 9:30 – 12:30

Presenter: Ben Spitzer, Comedian and corporate presenter

Location: Cadillac Wexford Public Library

.3 CEUs

Cost: MMLL Member: \$20.00 per person Non-Member: \$30.00 per person

Registration: <http://www.mml.org/stress.htm>

Video preview: <http://www.youtube.com/watch?v=1pOSjDTmgaQ>

Current Number registered: 8

November 5, 2008: MeL Databases Essentials Part A and B: 9:00 – 3:30

Location: Mid-Michigan Library League

.6 CEUs

Cost: MMLL Member: \$20.00 per person Non-Member: \$30.00 per person

Registration: <http://www.mml.org/melatabases.htm>

Current Number registered: 0

(Registration limited to 10)

November 11, 2008: A Lever and a Fulcrum: 9:00 – 4:30

Presenter, Charlaine Ezell of the Extra Edge

Location: Cadillac Wexford Public Library

.6 CEUs

Cost: MMLL Member: \$25.00 per person Non-Member: \$35.00 per person

Registration: <http://www.mml.org/leverfulcrum.htm>

Current Number registered: 1