



Suncoast Information Specialists



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SIS INFO
Vol. 18, No. 1
January 2004

In This Issue: Details of our upcoming meeting about Hillsborough County's "One Book, One City 2004" project ... pointers to fun reads ... news about your SIS board ... and a summary of November's meeting about the creative uses of poetry in any type of library.

Next Meeting: Wednesday, February 11, 2004

WHEN and WHERE. 6:00 to 8:00 PM
Jan Platt Regional Branch, Tampa Hillsborough County Public Library
3910 South Manhattan Avenue
Tampa FL 33611
(813)-272-6000

PROGRAM: The Hillsborough County community-wide reading project "One Book, One City" featuring Nilo Cruz's Pulitzer Prize-winning play, *Anna in the Tropics*, set in Tampa's Ybor City in 1929. Presenters will be Roberta Whipple and Patrice Koerper.

RSVP: to Paul Wetmore, e-mail pwetmore@scfn.net or phone (813) 273-3680. Please RSVP by Friday, February 6.

New SIS Board is Off and Running

Scroll down to the bottom of this issue for a moment and read the listing of the SIS Board of Officers for 2004. Notice the contact information provided. There's a good reason for this: we want to hear from you! The Board will be meeting very soon to hash out plans for the new year. Please contact any of us with your ideas for programs, activities, direction for the organization, etc.

-Alicia Ellison

A Fun e-Book

I suspect the Nigerian email scam goes back even further than most people suspect. A short story called "The Spanish Prisoner" by Arthur Train, was published in 1910 in *Cosmopolitan Magazine*, and

describes a similar swindle. In the story, a Spanish prisoner wrote to an American asking for help in obtaining a large amount of money he had hidden, but could not access from prison. I don't know if the term "Spanish Prisoner" predates Train's story, but it became popular in the 1920s. The legend was mentioned in passing in the 1997 movie "The Spanish Prisoner," written and directed by David Mamet.

This is a fun story, and a quick read. It is available on the Web at: <http://www.hidden-knowledge.com/funstuff/spanishprisoner/spanishprisoner.html>

-**Betsy King**

What's in an Image

A friend in another state turned me on to this funny and enlightening article from the Special Libraries Association, about the image of librarians in popular culture: "You Don't Look Like A Librarian: Librarians' Views of Public Perception in the Internet Age." It's been out for about a year - but maybe, like me, you hadn't had the pleasure of reading it already. It's available on the Web at: <http://atst.nso.edu/library/perception/perc.html>

-**Alicia Ellison**

Past Meeting: Dec. 8, 2003, at Pinellas Park Public Library

Topic: "**Read This Poem and Call Me in the Morning**" - led by President-Elect Robin Leigh.

Thirteen people (including President Anita Lindsay's granddaughter) attended the December 8, 2003 meeting of the Suncoast Information Specialists held at the Pinellas Park Public Library. We had four attendees from the Stetson Law Library. Participants gathered around 6:00 for food and fellowship. The meeting began at 6:30 PM. President **Anita Lindsay** of Eckerd College Library introduced the 2004 elected officers: Vice President **Robin Leigh** of Safety Harbor Public will become President; Secretary **Paul Wetmore** from Tampa/Hillsborough Public will be the Vice President; **Karen Wilber** of Tampa Bay Library Consortium will take the post of Secretary; and **Betsy King** of CAE, the current Treasurer, will remain at that position. An appointed officer - **Alicia Ellison** of Hillsborough Community College, Newsletter Editor - will remain in her position. There was no old business and, since Treasurer Betsy King was not present, no treasurer's report.

Vice President/President Elect **Robin Leigh**, who in addition to her MLS degree has a MFA in creative writing, then began the program entitled: "Read this poem and call me in the morning." The main focus was how librarians at various agencies can incorporate poetry into their service for customers. Libraries can provide poets with exposure and visibility and provide a place of honor for the arts and involve the community. She gave each member a handout which emphasized the major points of her presentation. She asked each participant their experience in using poems to serve clients. Various examples were given: HCC staff had a service called "Love Lines at your Library" for Valentine's Day; Stetson Law staff members found an obscure poem that was sought by administration; Tampa Public Library celebrated National Poetry Month in April with programs and staff members sharing their favorite odes.

Suggestions on how to make poetry available for patrons were given: displays and programs either

having a poet or people interested in poetry were mentioned, as well as creating bookmarks with staff's favorite poems. Try to make poetry a year-round project instead of just focusing on National Poetry Month in April; ways to do this are by art and posters as well as collection development (don't forget AV materials). Some good internet resources are: Academy of American Poets (www.poets.org/npm/fac.cfm), Poets House (www.poetshouse.org), and the Poetry Society of America (www.poetrysociety.org). Don't forget local and state resources, such as county arts councils, regional organizations, such as the Tampa Writers Alliance, bookstores, and the Florida Humanities Council.

Poetry's role in bibliotherapy was discussed. Bibliotherapy uses literature to bring about a therapeutic interaction. There is a National Association for Poetry Therapy (www.poetrytherapy.org). Robin ended the program by conducting a discussion of two poems: "Death Message" and "In the Library."

After a five minute break Assistant Director Gary Bogart of the Pinellas Park Public Library gave a tour of the agency. The group disbanded at 8:00 PM.

Respectfully submitted,
Paul Wetmore,
 Secretary

Get Published! If you would like to submit articles for future newsletters (a great way to communicate with local colleagues in all types of libraries!), please e-mail me at aliciae@tampabay.rr.com. Thanks!
 - Alicia Ellison, Editor

SIS Officers 2004

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SIS INFO
Vol. 18, No. 2
March 2004

Next Meeting: Thursday, April 8, 2004, at 6 p.m.
(Prior to Alice G. Smith Lecture at USF)

WHERE: University of South Florida - Tampa Campus
4202 East Fowler Avenue
College of Education - TECO Room

(All visitors to the campus must go through the visitor parking office which is at the main entrance to the campus, off of Fowler Avenue. The office will provide you with a map and directions.)

PROGRAM: SIS will have a business meeting during the reception, starting at 6 p.m., for the Alice G. Smith Lecture, which is sponsored by the USF School of Library and Information Science. The program will also include presentation of the Jean Key Gates Distinguished Alumni Award, and the induction of new members to Beta Phi Mu. The program begins at 7 p.m.

GUEST LECTURER: Samantha K. Hastings, Ph.D., Associate Professor at the University of North Texas, 2004 President of the American Society for Information Science and Technology, and Fellow of the Texas Center for Digital Knowledge.

****The SIS Board had identified digitalization as a topic for a program this year. Because such a notable expert is to address this topic on the date of our next scheduled members' meeting, we elected to postpone the Family Network on Disabilities of Florida (FNDFL) program. It will be rescheduled. Many thanks to Beverly DeStories of FNDFL for working with us.****

Positive Relationships for Productive Library Assignments

In a recent article, SIS Board member **Alicia Ellison**, Librarian at Hillsborough Community College/Ybor City Campus, advises non-library faculty on how to work with their librarian colleagues. The article appears in *Innovation Abstracts* Volume XXVI, No. 7:

http://dell4hied.com/nisod/pdf/pdf_150.pdf?PHPSESSID=a0f19a862512dafd3503c8b9cb647546

Innovation Abstracts (ISSN 0199106X) is published by the National Institute for Staff and Organizational Development (NISOD), Department of Educational Administration, College of Education, University of Texas at Austin.

Past Meeting: February 11, 2004, Jan Platt Regional Library (Tampa).

Topic: "One Community, One Book" Programs - with Roberta Whipple and Patrice Koerper

Our most recent meeting featured food, fellowship, and an overview of two community reading programs. Thirteen people gathered in the meeting room at the Jan Platt Regional Library at 6:00 p.m. on Wednesday, February 11, 2004. After a delicious dinner from JaVahz, with some partaking of their coffee or chai, Robin Leigh called the meeting to order at 6:30.

Old Business

Betsy King provided the Treasurer's report. It's past membership renewal time. If you haven't yet paid your \$5 dues, send them to:

Suncoast Information Specialists
c/o Betsy King
CAE, Library, MS-214
4908 Tampa West Blvd
Tampa, FL 33634

Karen Wilber reported on the SIS Officers' planning meeting on January 26th. We're working on providing programs on the Family Network Center in Pinellas County, digitization projects, libraries at museums, and career alternatives. Dates will be posted on the SIS website as they are confirmed.

New Business

Wanda Barrett submitted a request to the email list that SIS pass a resolution in support of funding county law libraries in our state. A sample resolution is available at the Miami-Dade County Law Library website: <http://www.mdcll.org/html/savemdcll.htm>. Wanda was asked to provide further information to the group.

One Community, One Book Programs

Patrice Koerper, Public Relations and Partnership Coordinator, Tampa-Hillsborough County Public Library, opened the program with the story of their One Community, One Book program. Last year's successful program featured *Where the Red Fern Grows* by Wilson Rawls. THPL promoted reading this classic YA book as a family activity.

This year, the March 2004 program will feature Nilo Cruz's Pulitzer Prize-winning play, *Anna in the Tropics*, set in Tampa's Ybor City in 1929. *Anna* is the story of a lector who reads *Anna Karenina* to cigar factory workers and how this great work of literature affects the lives of his listeners. Patrice shared the dramatic story of waiting for the script to be published in book form, of visiting New York to attend the play and bring gifts to the cast, and of meeting Nilo Cruz, who was not only flattered to have his play chosen, but also agreed to come to Tampa in March. His itinerary includes programs at USF Tampa and the Centro Asturiano (March 4th at 6 p.m.)

Roberta Whipple, Director, St. Pete Beach Public Library, followed with an account of her involvement with the *St. Petersburg Times* Festival of Reading and One Bay, One Book. Roberta had been involved with book discussions at the Times Festival of Reading since 1999. She, and Seminole Community Library Director Mike Bryan, examined bringing the One Community One Book concept to the Bay area. This program originated in Seattle and had been adopted by cities like Chicago. They worked with the

Times Book Editor, Margo Hammond, to develop and promote a program in 2002. Thus One Bay One Book was born. The selected work, *Killing Mr. Watson*, was the focus of book discussions and programming throughout the month of October. The culminating event was the appearance of Peter Matthiessen at the *Times* Festival where he spoke to a standing-room only crowd.

Last year's book, *The Right Stuff*, by Tom Wolfe, coincided with several space exploration anniversaries and was chosen in response to the Columbia disaster. Roberta obtained funds from the Florida Humanities Council to publish study guides for both books. This year's book and author is, as yet, unannounced, but will again be planned in conjunction with the Times Festival. Residents of St. Pete Beach will be invited to join a summer 2004 "beach read" program featuring John D. McDonald's *Condominium*.

Finally, ideas to reflect on ... from the panelists

- Promote what your product is – literature and reading. THPL's goal is to become the premier literary organization in the county.
- You have to have staff interest for a successful program – have contests and giveaways and communicate with staff about the program
- Cultivate contacts and allies – communicate, share, thank, and give them something in return
- Define your program so that you can easily explain it to the media and community

The group disbanded around 8:20 p.m. See you at the April 8 meeting.

Respectfully submitted,
Karen Wilber
SIS Secretary

An Invitation to Publish

If you would like to submit articles for future newsletters (a great way to communicate with local colleagues in all types of libraries!), please e-mail me at aliciae@tampabay.rr.com. Thanks! - Alicia Ellison, Editor

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SIS INFO
Vol. 18, No. 3/4
July 2004

If you would like to submit articles for future newsletters (a great way to communicate with local colleagues in all types of libraries!), please e-mail me at aliciae@tampabay.rr.com Thanks! - Alicia Ellison, Editor

Next Meeting

Our August meeting will be on Thursday, August 12, 2004, from 6:00 pm to 8:00 pm. It will be an informal dutch treat dinner (separate checks) at Dino's Grill & Bar in Pinellas Park (4300 Park Blvd., Pinellas Park, 727-541-6356.) This is a great opportunity to get to know one another, catch up on the latest news, and share in general discussion. Email Karen Wilber if at wilberk@tblc.org you plan to attend. An RSVP is not required, but the restaurant would like an approximate headcount.

What Else Can I Do With this Library Degree?

Have you ever asked yourself this question? If so, **mark your calendar** for the evening of **Wednesday, October 6** to hear from two librarians who have enjoyed quite diverse careers in librarianship, and who are now working "outside the box." Learn how you, too, can parlay all those "transferable skills" into new and exciting directions within or outside the field of library science.

Elizabeth A. Curry is currently in the doctoral program at the University of South Florida Communication Department. She is a trainer and consultant who specializes in leadership, collaboration, team development and strategic thinking. She has worked with all types of libraries in her roles as Executive Director of SEFLIN, Marketing Manager for SOLINET, State Library consultant and public librarian. Elizabeth has also served in a variety of roles with professional associations such as president of the Florida Library Association, Editor of Southeastern Library Association journal, Board member of ALA Interlibrary Cooperation and Networking Committee and others. She has been involved in community outreach, training, partnerships and collaborative projects for over twenty-five years. Elizabeth's research interests center on empowerment, appreciative inquiry, collegiality, compassion and narrative interpretation.

Robin Del Guidice spent 18 years as a Children's librarian in NJ before coming to Florida. Her last position there was Coordinator of Youth Services for the Somerset County Library, where she built the program into one of the busiest in the state. While in NJ, she was also an active member of the New Jersey Library Association, serving on the Executive Board, as President of the Children's Services Section, and as chairperson of numerous committees. Currently Robin is an independent consultant doing

several things that take advantage of skills developed during a career in libraries. One is with a global career services firm helping clients who have been downsized through their career transition. She also does special collection development projects for Brodart Books. "A strange mix," Robin says, "but one that works for me!"

*We are deeply grateful to these two outstanding professionals for their willingness to share their fascinating stories and real-world tips with SIS members. This panel discussion will take place in Hillsborough County. Stay tuned to **SIS-INFO**, the **SIS-L** discussion list, or our website (<http://www.tbhc.org/sis/>) for RSVP information, location, time, and cost.*

Alicia Ellison
October Program Planner

If You Missed Our Last Meeting, You Missed a Good One

Past Meeting: "Professional Publishing" - June 16, 2004

SIS's June meeting was held at CAE USA with an excellent turnout, a fantastic program, and (as always) fabulous food.

A group of 26 assembled in the cafeteria for a catered buffet and conversation. Robin Leigh called the meeting to order at 6:30.

Old Business. No minutes were taken at the last meeting, as the group meet in conjunction with the Alice Smith Lecture at USF.

The resolution to support funding county law libraries was written and approved but missed the deadline. We will keep this on file for use in the future.

SIS needs volunteers to serve on the nominating committee to select officers for next year. This is an opportunity to network with peers and provide continuing leadership to SIS.

New Business

Upcoming programs include: "What else can you do with an MLS degree?" which will be held at Berkeley Prep in Tampa and hosted by CD McLean. The program will feature panelists who have pursued alternative career paths. Stay tuned to the SIS e-mailing list and newsletter for details. A future program at the Dali Museum is still being discussed.

Positions Available

Safety Harbor Public Library will be hiring a part-time Reference Assistant. The Academy of Holy Names is looking for a Media Specialist to serve as an advisor to teachers implementing technology in their classrooms.

Professional Publishing

Our panel brought a wide variety of experiences and viewpoints to the group, covering everything from getting started, to writing for peer-reviewed journals, to publishing books, to publishing on the web. Each

panelist brought a unique perspective and background to the discussion. They shared helpful advice for getting started and practical lessons learned along the way.

Panelists included:

Alicia Ellison – Hillsborough Community College, Ybor City: Recently published an article in *Innovation Abstracts*, a newsletter of practical teaching tips for community college faculty, put out by the University of Texas-Austin College of Education (read the article here: http://dell4hied.com/nisod/pdf/pdf_150.pdf). An expanded version of this article will be appear in the peer-reviewed journal, *Community and Junior College Libraries*, Vol. 12, Issue 2.

Cheryl Dee – Professor at USF SLIS: Section Editor of *Medical Reference Services Quarterly*; Assistant Editor of *Biomedical Digital Libraries*, an **Open Access** peer-reviewed online journal; currently working on several articles for peer-reviewed journals.

George Morgan – Aha! Seminars, Inc.: Genealogy columnist and author of the recently published *How to Do Everything with Your Genealogy* (Osborne-McGraw Hill), which has sold over 51,000 copies through Amazon.com

Shirl Kennedy – MacDill AFB: a writer who became a librarian, she has written for several *Information Today* publications as is currently editing Gary Price's *Resource Shelf* (<http://resourceshelf.com>)

Each panelist presented practical advice for aspiring and experienced writers. Here are some of the selected tips:

- **Find journals that you really like.** Read them to find out how they are written. Study the style of writing, the type of articles published, the usual length of articles, the citation/bibliography style. Use this information to tailor your article for the publication. Write what they like to publish.
- **Consider your audience.** Are you writing for a practitioner publication? For a peer reviewed journal? An online column? This will affect your style.
- **Consider what you're writing.** As you read, consider the difference in structure between a column, a 2-page article, a chapter, and an entire book. Plan your work accordingly.
- **Create an outline.** Take a concept, consider the projected length and audience, and outline your project. Build your article from the outline with paragraphs and transitions. Put those lessons learned in English composition class to use. Have someone else read and edit your work. When proposing an article or book to a publisher – add additional details to each section of the outline so that they have an idea about the potential product.
- **Share what you know.** Cheryl Dee stated that everyone in SIS is good at something and has something exciting that they can publish. Write about what you know. You may just provide an interesting angle that a reader hadn't thought of before.
- **Don't worry about being perfect.** Shirl Kennedy shared her experience as a writer – sometimes just good enough is fine. They'll send it back to you if it needs work. Deadlines are a sure cure for endless revising. Don't be afraid of failure. Challenge yourself to learn from it.
- **Put your copyright statement on everything that you create.** Until you have a contract with a publisher all of the content belongs to you. Keep a copy of your work with © 2004 Your Name on the page.
- **Get published where you can.** Write for local and regional publications to gain experience and begin building a portfolio. George Morgan wrote his first genealogy columns as part of an online forum, for free. After he had established a reputation in this area he was able to leverage his proven success into a paid column.
- **Practical applications are appealing.** Share your experiences and lessons learned with others.

Your story of how you met a challenge in your library will appeal to others facing similar situations. Your article may be just the thing someone else is looking for.

- **For practitioner publications – write the way you talk.** Alicia Ellison said to imagine yourself writing to a friend to make your article more engaging. After all, you want your article to be read by others.
- **For peer-reviewed publications – be prepared to do some additional editing.** Certain reviewers will love your work, while others will offer pages of suggestions. Evaluate their criticism and use the suggestions to tailor your article.
- **For peer-reviewed publications – count something and write about it.** Do some research and compare your project or program against standards or against another similar program.
- **Aim for publishing in a journal that is indexed.** Your article will continue to reach an audience long after you've written it.
- **Content used in one article can be repurposed for another.** You may be able to write several articles from the same information. Ask the first publication if there are any restrictions on using the information in articles for other publications. You may want to negotiate this in advance.
- **Build a portfolio.** Ask for a copy of the final publication. Maintain a collection of your published pieces. Build a body of your work that may be shared with a publisher. Your portfolio may one day become the basis of a book or presentation.
- **Network with others.** Read what others have published. Offer to help edit their articles. Talk to publishers. Make connections now that you can use in the future.

Though the group could have continued talking with the panelists through the night, we disbanded at 8 p.m. See you at the next meeting.

Respectfully submitted,
Karen Wilber
2004 Secretary

Calling All Candidates

SIS Nominating Committee gears up to prepare a slate for the October elections.

SIS members **Wanda Barrett** and **Harriet Thompkins** have agreed to serve as the SIS Nominating Committee for 2005 officers. They are seeking nominations for the following positions (descriptions for elected positions are taken from the SIS By-Laws):

- Vice-President/President Elect
- Secretary
- Treasurer

If you are interested in running for office or know of someone who you'd like to nominate for office, please contact Wanda (wanda@everlove.net) or Harriet (hthompkins@pplc.us).

Further information about nominations and election of officers is found in the Suncoast Information Specialist Membership Directory. The By-Laws are at the beginning of the Directory, or you may click here: <http://www.tbic.org/sis/bylaws.htm>.

Feel free to write to any of the current officers if you have any questions.

-Robin Leigh
2004 President

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September-December
2004

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Suncoast Information Specialists



Next Meeting

When: December 9, 2004, 6-8 PM
Where: Stetson University College of Law
1401 61st Street South
Gulfport, FL 33707
<http://www.law.stetson.edu>

Directions:
<http://www.law.stetson.edu/general/directions.htm>

RSVP: Paul Wetmore, adltest_2000@yahoo.com
Please RSVP by Tuesday, December 7, 2004



What's Planned

Please join us for a roundtable discussion on Library Management issues. Bring your ideas, questions, and concerns. **Madison Mosley**, Stetson library director, will provide a short tour of the Law Library after the meeting.

An optional dinner meal will be available in the College Cafeteria from 6-6:45 PM.
For further information on meetings, please see the Meeting Schedule:

Minutes of Oct. 6, 2004, Meeting

The meeting was called to order and the slate of incoming officers was voted on by a show of hands.

Past-President **Wanda Barrett**, Elections Co-Chair (with **Harriet Thompkins**), presented the slate of officers. Wanda will take over as Treasurer from **Betsy King**. **Jean Andrews**, USF-SLIS student, was elected Secretary. **Steven Cannata**, Campus Librarian-Stetson Law School/Tampa, was elected Vice-President. They will serve with 2005 President-Elect **Paul Wetmore**.

One appointed position turned over, too. **Sandy Hawes**, Distance Learning Reference Librarian at Saint Leo University, will take over as Newsletter Editor from **Alicia Ellison**.

Following a delicious buffet dinner catered by the food services folk at Berkeley Preparatory Schools, our host for the evening, everyone settled in with coffee, sodas, and desserts to listen to guest speakers **Robin Del Guidice** and **Elizabeth A. Curry**. (For more information about their presentation, see "**What Else Can You Do With a Library Degree?**" in this issue.)

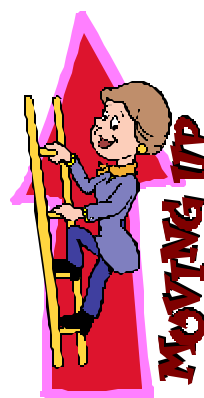
The meeting adjourned at 8 PM. Before leaving, happy participants chose either a 3-D puzzle or a metallic balance toy that the speakers provided as memory aides.

Toot Your Own Horn—Members on the Move



Have you moved to a new job...received some kind of recognition in your current job...or have some news to tell about your library or your life?

We want to help you toot your horn in ***SIS-INFO***, our online newsletter. Please submit your news items to Sandy Hawes, sandy.hawes@saintleo.edu




Suncoast Information Specialists Election News

New officers were elected at the October 6th meeting. Former **Vice President Paul A. Wetmore** assumes the position of 2005 President and will be working with newly elected Vice President **Steven Cannata**, Secretary **Jean Andrews**, and Treasurer **Wanda Barrett**.

The appointed Newsletter Editor is **Sandy Hawes**. **Betsy King** remains the appointed Webmaster, but she will get assistance from **Jacqueline Leskovec**. **CD McLean** remains the appointed List Administrator.


We extend warm thanks to outgoing officers and appointees: **Robin Leigh** (President), **Karen Wilber** (Secretary), **Betsy King** (Treasurer), and **Alicia Ellison** (Newsletter Editor).



Air Force Base Librarian Has the "Right Stuff"

Shirl Kennedy, Base Librarian at MacDill Air Force Base, Tampa, FL, writes that she has been doing some "neat stuff" as a contributing editor for Gary Price's ResourceShelf (<http://www.resourceshelf.com/>). "We recently launched a neat, new service that has caught on so quickly that we are amazed," Shirl says.

The service, ResourceShelf's DocuTicker (<http://www.docuticker.com/>), is a daily update of new reports from government agencies, NGOs, think-tanks, and other groups. "These organizations crank out a staggering amount of research, and we try to unearth and bring to light a good cross-section of what's available," says Shirl. "We post new material here daily. We were one of Yahoo!'s 'Picks of the Week' in early October (<http://picks.yahoo.com/picks/i/20041002.htm>), and we were a Scout Report selection on October 15 (<http://scout.wisc.edu/Reports/ScoutReport/2004/scout-041015-re.php#1>). In addition to Gary and myself, Steven Cohen of Library Stuff, is also a contributor (<http://www.librarystuff.net/>)."



Congratulations to **Alicia Ellison**, Librarian at Hillsborough Community College (HCC)'s Ybor City Campus, who was selected in October as an Excellence Through Leadership (EXCEL) Fellow for 2004-05. EXCEL is a competitive program designed to prepare women and minorities for leadership roles in Florida institutions of higher education. Alicia also recently published the article, "Positive Faculty/Librarian Relationships for Productive Library Assignments" in *Community & Junior College Libraries*, 12(2). Kudos for receiving tenure at the HCC Board of Trustees meeting in October.



Sandy Hawes published "Resources for Library Instruction to Native American College Students," an annotated bibliography located on the WebJunction.Org site (<http://webjunction.org/do/DisplayContent?id=6428>), and an article, "Maximizing

Access to Resources: A Distance Learning Librarian Joins Forces with Colleagues at Supporting (Proximal) Libraries," Journal of Access Services (2)2: 39-46.



Past-President **Anita Lindsay** announced publication of her ACRL CLIP Notes book Marketing and Public Relations Practice in College Libraries.

For more information, see:

- SIS-INFO Sept. '03: <http://www.tbic.org/sis/newsletters/info2003-09.htm>
- Amazon: http://www.amazon.com/exec/obidos/tg/detail/-/0838982956/qid=1097171291/sr=1-1/ref=sr_1_1/103-4799521-8679019?v=glance&s=books).

Interesting Research and Resources



As a follow-up to the presentations at the October meeting, **Alicia Ellison** shared an interesting mailing list of interest to academic librarians. It is called Tomorrow's Professor. Anyone can subscribe to the list by addressing an e-mail message to:

<Majordomo@lists.stanford.edu>. Do not put anything in the subject line but in the body of the message type: subscribe tomorrows-professor. Of particular interest is Message #599, Preparing for Promotion, Tenure, and Annual Review, which can be located in the list archive at:

<http://ctl.stanford.edu/Tomprof/postings.html>.



Our Special Guest Speakers from the Last Meeting



"What Else Can You Do With a Library Degree?"



Alicia Ellison, program organizer, introduced the speakers at 7 p.m. The speakers generously gave of their time and knowledge, speaking and taking questions for well over an hour. They also provided hand-outs and other "goodies" as memory aides. Here is what **Robin Del Guidice** and **Elizabeth A. Curry** shared with the members in attendance that evening.



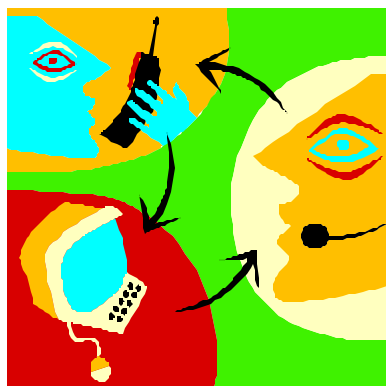
Robin Del Guidice spent 18 years as a Children's librarian in New Jersey before coming to Florida. Her last position there was Coordinator of Youth Services for the

Somerset County Library, where she built the program into one of the busiest in the state. While in New Jersey, she was also an active member of the New Jersey Library Association, serving on the Executive Board, as President of the Children's Services Section, and as chairperson of numerous committees. She thought it was "the perfect job."

But then, while visiting friends in Florida, she and her husband decided that it was time to make a change. Robin began job-hunting on arrival. She worked for a time at Tampa-Hillsborough Public Library (now Hillsborough County Public Library Cooperative), but found it difficult to transition down from top management. So, she started networking and left the public library for a job as a sales representative at Baker & Taylor.

Parts of the sales job were fun, particularly meeting with librarians and servicing their needs. But she didn't like working alone or making cold calls, and left the company after only six months.

So she began networking again. Serendipity combined with an open mind eventually led to the independent situation she enjoys today as a consultant with Lee Hecht Harrison, a global career services firm, where she helps clients who have been downsized work through their career transition. Robin also does special collection development projects for Brodart Books. "A strange mix," Robin says, "but one that works for me!"



Robin advises librarians to think about past activities and identify strengths, likes, dislikes, skills, and accomplishments. For example, Robin knew that her years as a librarian had developed exceptional skills in research, project management, budgeting, and large staff supervision. She also knew that she liked teaching technology to people. This helped her to position herself for work with the career services firm.

Here are some tips Robin offered to the meeting participants.

Network! "Organizational connections are the best way to find a job," Robin stated.

- Let people know what you're seeking, and what you're good at doing.
- Be active in professional organizations. It is a great way to network while you build experience.
- But, if you're more the shy type and not so good at "working a room," try to strike up even one conversation with someone new at a meeting or conference. Talk about what you do compared to what the other person does. Exchange contact information.
- Mentoring and being mentored is yet another way to network.

Work on your resume! "A resume can be rejected in five seconds," Robin explained. She offered some advice on how to make your resume work for you.

- Use good paper stock, white or off-white.

- Avoid exotic formats.
- There is no excuse for misspelling.
- There is zero tolerance for poor grammar.
- Provide evidence of “people” skills.
- Begin your statements with strong verbs.
- Know the prospective employer’s needs and how you can fill them.
- Write a clear summary statement that emphasizes what you can do for the potential employer, not what you hope to gain from employment.
- List your experience succinctly in terms of accomplishments, and generally stick to those no older than 10 years.
- Don’t over-write. Your reader should be able to understand quickly what you want them to know.
- Keep the format clean and simple. The resume is not an application!
- Tailor the resume for the employer or type of position you desire. Make it about accomplishments you’ve achieved, not tasks you’ve mastered.
- Mention committees you’ve worked on and volunteer work you’ve done.
- Choose your references from a broad enough pool that your potential employer, or someone on the selection committee, might know them.

Winning Ways with Resumés

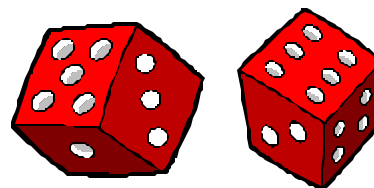
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- Avoid exotic formats.
- There is no excuse for misspelling.
- There is zero tolerance for poor grammar.
- Provide evidence of “people” skills.
- Begin your statements with strong verbs.
- Know your prospective employer’s needs.
- Know how you can fulfill those needs.
- Write a clear summary statement of what you have to offer.
- List your experience succinctly.
- Limit the list to the most recent 10 years.
- Don’t over-write.
- Keep the format clean and simple.
- Tailor the resume to the type of position.
- Mention committee work and volunteer positions.
- Choose a broad spectrum of references.



Elizabeth A. Curry is currently in the doctoral program of the Communication Department at the University of South Florida. She is a trainer and consultant, whose specialties are leadership, collaboration, team development, and strategic thinking.

Elizabeth has worked with all types of libraries in her roles as Executive Director of SEFLIN, Marketing Manager for SOLINET, State Library consultant, and frontline public librarian. She also served professional associations in capacities ranging from President of the Florida Library Association and Editor of the Southeastern Library Association journal to Board member of ALA's Interlibrary Cooperation and Networking Committee. She has been involved in community outreach, training, partnerships, and collaborative projects for more than 25 years. Elizabeth's research interests center on collegiality, compassion, empowerment, appreciative inquiry, and narrative interpretation.

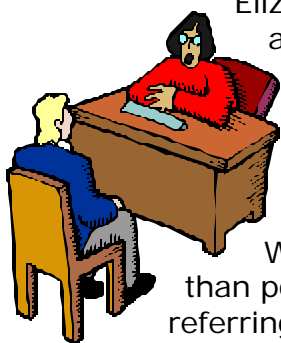
Elizabeth echoed some of Robin's themes. Although she recommends having clear goals, like Robin, she advises being open to serendipity, new ideas and opportunities. She described her career trajectory as directed by serendipity. The first time she went to a public library, someone told her that she would be "a great children's librarian," so she went to library school!



As she continued in her career, she identified skills and aptitudes that positioned her for subsequent career moves. For example, she realized that she was good at marketing, communication, facilitating teams, and project management, but not so good at technical and reference work and made her job changes accordingly.

Someone in the audience asked Elizabeth how she would answer an interviewer's question about why she changed jobs every couple of years. Elizabeth said that she would turn that question into a positive statement: "My colleagues will attest to the fact that I'm always looking for a challenge." In other words, she said, she likes to create things and get them going, but is not necessarily interested in maintenance, but presented this fact with a positive spin.

Elizabeth advises librarians to strike a balance among focus, aptitudes, and opportunities. Take pride in what you can do in your next position based on the skills you've gained from your library career. "Knowledge is power!"



Echoing her co-presenter, Elizabeth also recommends making your resume accomplishment-driven rather than task-driven.

When changing careers, she suggests that you focus on skills rather than positions. Think of yourself as a sum-total of skills, she said, referring to one of her handouts, "Look at the Pieces, Not Just the Big Picture." She added: "You are the pieces of the puzzle (skills), not the finished puzzle (a librarian)."

Elizabeth provided all attendees with either a small 3-D puzzle or a metal balance sculpture as a "memory anchor." "Please take one home as a reminder about 'balance' and the 'pieces' of your big picture!"

Here is a summary of Elizabeth's tips to anyone thinking about changing career.

- **Have a “learning buddy.”** Make friends with someone you can mentor and who can mentor you. It isn’t always easy to see yourself as other see you. But, your buddy can. Be honest and supportive of one another.
- **Network!** Meet new people at conferences, workshops, and online. Networking with professional groups can be your primary source of contacts.
- **Publish something.** Scour local group newsletters and bulletin boards for ideas. Don’t be afraid to be rejected. Keep sending material out for consideration and listen to the editorial suggestions you receive.
- **Cast relevant life experiences in terms of the job requirements.** Elizabeth cited an example of someone she hired who marketed her “stay-at-home mom of five children” activities as “management skills.” “Position yourself using non-librarian accomplishments (transferable skills) that reflect librarian skills or traits,” Elizabeth advised. “Always believe you’re worth their time because of your background.”
- **Know something about the place where you are applying to work.** Employers are impressed with such efforts. Incorporate your research into the resume you tailor for that specific job.

By: Sandy Hawes, Anita Lindsay, and Alicia Ellison

Opportunities to Help



Do you have an idea for a presentation? Do you know someone who would be perfect to speak at a meeting? Would you like to volunteer your services? If so, please contact us by calling 813.622.8252 or 352.588.8262, or by sending us an email message at sis@tblc.org.

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