



Friends of Libraries in Oklahoma

Newsletter Vol. XXXVI No. 2—Fall 2014

www.okfriends.net

Strengthening libraries in Oklahoma through Friends of Libraries

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The Power of Oklahoma Public Libraries By the Numbers

Public Libraries throughout the state provide such a great reservoir of information. The Oklahoma Department of Libraries in a spring report, based on the *FY2013 Annual Report of Oklahoma Public Libraries*, shows the great resources and usage of libraries.

- 22.8 million books and other materials were checked out annually from public libraries. (That's six items for every Oklahoman.) Almost eight million of these items were checked out for use by children. The state's public libraries house more than eight million books, CDs and DVDs.
- 14.3 million visits were made to Oklahoma's public libraries. (That's almost 4 visits for every person in the state.)
- 2.8 million reference questions were handled by Oklahoma public libraries in a year—almost 53,000 each week.
- 4.2 million public Internet sessions were conducted annually at public libraries, providing more than 3,100 public access computers and WiFi to serve their communities.
- 2.1 million Oklahomans have public library cards.
- 1.1 million people attended programs offered by the state's public libraries.
- 2,011 people are employed by Oklahoma public libraries.

Creating Powerful Partnerships

Partnerships can be powerful. But like any relationship, partnerships can be complicated, and not always successful. Libraries have long sought and practiced collaboration with partners.

Kate Anderson, an award-winning communications expert, observes that leveraging best talents with others can be a "powerful way to scale their efforts for the greater good... To do well together requires a mutuality mindset" with a focus on "us" in collaborative efforts "working with partners, on strong sweet spots of shared interest." An organization that seeks a partnership with the intent to exploit without contributing equitably will soon fail.

The State Advisory Council on Libraries in Nebraska had testimony supporting the value of collaborations. A training company offered technology-related classes. Partnerships were reported with a local food bank, chamber of commerce, college, movie theater, and others. All of these ventures enhanced the image of the partner organizations and furthered their individual and shared purposes.

Successful partnerships begin with organizations sharing a mutual interest. The organizations explore those interests and determine how they will collaborate. They find what each can best contribute, and they reach a common understanding of the purposes and goals for their collaborative efforts. Those understandings should be documented and reviewed periodically.

Partnerships must be entered into in good faith and with each contributing more than expected.

Rod Wagner. "Creating Powerful Partnerships." *The Voice for America's Libraries* 15.3 (May/June 2014): 2.



A Message from the President

No one can disagree with Henry Ward Beecher's statement, "A library is not a luxury but one of the necessities of life." A library is, indeed, essential to a community. A library offers practical information which people need—information about education, business, health, child care, technology, the environment, job opportunities, etc. In addition, a library offers programs in the arts and humanities which enhance understanding and appreciation among citizens.

In recognition of the library as a necessity for any community, FOLIO's mission is to strengthen libraries across the state through Friends groups. Therefore, FOLIO is going to adapt the American Library Association's program, "Turning Outward." This program emphasizes a shift in orientation from an internal (organization) focus to an external (community) focus.

"FOLIO is reaching out to offer programs for your Friends group. The presentations are available to your Friends at no charge."

FOLIO is going to reach out to libraries, particularly those in small rural communities, to offer greater support through presentations and programs. Although FOLIO has always strived to strengthen libraries in Oklahoma through Friends' seed grants and scholarships to future librarians, FOLIO is going to embark on another form of support. FOLIO board members will be available to come to your community to talk about forming a Friends group, increasing membership in an established group, or to discuss an issue such as fundraising or cultivating relationships. If your library would like a program other than information related to Friends, we will try to accommodate. At this time FOLIO board members are putting together a list of "areas of expertise" or topics which we can share. A FOLIO presentation to your Friends or to a future Friends group will be at no charge to your library. So, email me, judyn@cameron.edu or judy.neale@yahoo.com, and ask us to present to your library. We will consider it an honor to support you!

Dr. Judy Neal

Seed Grants



FOLIO has been making Seed Grants available to help get Friends groups started or reinvigorated since 1993. The application and details are available on the FOLIO website –<http://www.okfriends.net>.

Seed grants are available to help local Friends of the Library groups organize. Libraries, non-profit organizations, or individuals can serve as fiscal agents of the grant. All grant funds shall be used exclusively for the purpose stated by the applicant in the application. These funds can be used for any of the following:

- Legal expenses of incorporation, obtaining 501 (c) (3) tax exempt status from the IRS.
- Promotional materials such as flyers, brochures, posters, letters of invitation, or other as indicated by applicant.
- Office supplies such as stationery, mailing labels, long distance telephone calls, or other as indicated by applicant.
- Postage.

FOLIO Seed Grants are awarded on the basis of need and available funds, and are accepted at any time. There is no specific deadline. The grant is for \$425. Recommend this to any group starting or rejuvenating a Friends of the Library.

LITERARY LANDMARK REDEDICATION HONORS LYNN RIGGS



Friends of Libraries in Oklahoma (FOLIO) re-dedicated the Literary Landmark honoring Lynn Riggs on September 5, 2014 in Claremore, Oklahoma. Originally dedicated in 2003, and placed at the Claremore Public Library, the landmark was relocated to the newly renovated Claremore Museum of History/Lynn Riggs Memorial Museum. The Museum has a permanent exhibit honoring Riggs, a mixed-blood Cherokee, who was born and raised near Claremore in Territorial Oklahoma. A poet, screenwriter, and playwright, Lynn Riggs is best-known as the author of *Green Grow the Lilacs*, a play that became one of the most popular musicals of all time: *Oklahoma!* Rodgers and Hammerstein's production of *Oklahoma!* opened in 1943 and was revolutionary for musical drama. In 1955 the musical became the Academy-Award winning film starring Shirley Jones and Gordon MacRae.

Michael Wallis, award-winning author and historian, served as the master of ceremonies and delivered a speech about Riggs. Wallis has served as the Honorary Chair of FOLIO's Literary Landmarks Advisory Board since its inception in 2001, when FOLIO dedicated the first Oklahoma Literary Landmark. In addition to the Advisory Board, FOLIO

has a standing committee for Literary Landmarks. Wallis has published over eighteen books including *Route 66: The Mother Road*, which sparked a resurgence of interest in the highway. He also has gained international notoriety as a speaker and voice talent. His distinctive voice is heard in the animated films *CARS* and *CARS 2*.

Phyllis Braunlich, author of *Haunted by Home: The Life and Letters of Lynn Riggs*, delivered the keynote speech. Her biographical research of Riggs took ten years and included places in his life. She journeyed from Oklahoma to New York, New Mexico,

California, and Texas. In concluding her speech, Braunlich conveyed Riggs' struggle to find his place and said, "People need understanding and acceptance. Understanding begets respect, and respect begets hope."

Claremore Mayor William E. Flanagan stated, "This is a very special day for Claremore and the Museum. This Museum is about making sure that future generations do not forget those who made Claremore such a memorable place along Route 66."

Tom Poole, Chairman of the Rogers County Historical Society said, "We are honored to have the Literary Landmark relocated to the Claremore Museum of History. It will serve as a great complement to the recently completed Lynn Riggs Exhibit."

Oklahoma has twelve Literary Landmark sites which were coordinated by FOLIO, who also contribute half the cost of the bronze plaques. FOLIO's efforts with Oklahoma's Literary Landmarks emphasize community, education, partnerships, and celebration. Authors they plan to honor in the future include Marquis James, John Hope Franklin, and Tony Hillerman.

—Karen Neurohr, Associate Professor and Librarian at Oklahoma State University, and Chair of FOLIO's Literary Landmark

News from Friends Around the State

Perkins' Photo Kiosk

Friends of the Thomas-Wilhite Memorial Library in Perkins, (population 2,800) recently purchased a KODAK Photo Kiosk to provide the community with a place to professionally print photographs. The kiosk is owned and operated by the FOL. Although there are supply and maintenance costs associated with operating the machine, FOL members see it as a service to the community and profits will be used to support library programs and services. A good number of Kiosk customers have been introduced to the library thanks to this new service they are able to offer.

Customers can transfer their pictures via memory card, USB, CD, Bluetooth, WiFi or directly from Facebook, Instagram and Picasa online. The kiosk is also equipped with a scanner, so customers can bring in their old photo prints for editing and enlargement. Customers can print up to 8" x 10" pictures in addition to greeting cards with envelopes. Prints start at \$0.29 each. For more information, visit the Library at 101 E Thomas in downtown Perkins. Hours of operation are Monday - Friday 10 AM - 6 PM and Saturday 9 AM - 12 PM.



Librarian Carletta Brown (right) shows Carla Westfall the features on the new Kodak Picture Kiosk.

Patio Redecorating at Blanchard



A renewed inviting patio at Blanchard PL.

The Blanchard Friends of the Library held their annual membership meeting on Tuesday, September 16. The Friends have been busy with book sales and collecting receipts for the Spencer Supermarket fundraiser, and have added the AmazonSmile Foundation fundraiser.

The current project for the Blanchard FOL is redecorating the patio area at the rear of the library. Now when people are using the community room at the library, they are greeted by a cute rabbit and tortoise on the patio.

Becky Pauls, Branch Manager
Blanchard Public Library

Grand Opening of the New Tuttle Library



The Tuttle Library opened on May 21 and celebrated with the Grand Opening on Sunday, August 17 with a ribbon-cutting ceremony and a balloon launch.



Photo of muralist at work at the Mustang Public Library from the Channel 43 news. Thanks to the Okla. Dept. of Libraries for technical assistance.

Mustang Mural

Mustang resident Rick Sinnett is using his love of art to give back to the City of Mustang. The 1990 Mustang High School graduate completed a mural at the Mustang Public Library that brings color and life to the teen area. "I love doing murals because I love bringing art to the people," Sinnett said. "I love seeing everyone's reaction to it."

Mustang Library Director Desiree Webber said after the city expanded the facility, she tried hanging pictures on the wall, but something was still missing.

The idea was brought before the Friends of the Mustang Public Library, and it was approved.

A group of 12 young adults were involved in a Teen Focus Group that discussed the mural project. The teens gave suggestions on what symbols could be incorporated into the design.

The project seemed to be right up Sinnett's alley. "I like to incorporate state symbols with symbols from the community to tie it in together," Sinnett said.

The giant 792-square-foot mural features Indian Blanket wildflowers, Scissortail Flycatcher, wheat stalks, Mustang broncos, all in front of a bold colored backdrop.

While the mural was being painted, Friends of the Library Brett Jones said he was eager to see the final product. "It will be educational for the young people to see the process from start to finish. We're excited to have an Oklahoma artist painting this large indoor

mural for our library space. It will be a treasured art piece for now and into the future."

Lowe's in Mustang donated all of the paint supplies for the project.

Jon Watje, Managing Editor,
Mustang Times, 12.17 (Aug. 20, 2014): pp.1,6



Elk City Friends' Fall Activities

Fall is a busy time of year for Elk City Friends of the Library. They recently enjoyed a program on literacy by Western Oklahoma Learning Center director Jana Smithey. She emphasized the problems faced by English language learners and by those with low reading skills. She also explained the Learning Center's emphasis on health literacy.

Traditionally, the fall book sale is the Friends' largest fund raiser of the year. The sale is held in conjunction with the annual flea market during the first weekend of October. Literally thousands of books are available, and book lovers from far and wide come to shop.

Also in October, Elk City Friends will observe National Friends of the Library Week. A display in the library will highlight the work that the Friends organization does. Pictures, newsletters, items for sale, and newspaper articles are some of the items that will be on display. Membership enrollment forms will also be available for people wishing to join.

The last meeting of the year will be a Christmas celebration. While decorating the library for the holidays, Friends members will enjoy holiday treats and listen to Christmas music by the Western Oklahoma Strings. Decking the halls of the Carnegie Library has become a Christmas tradition for Elk City Friends of the Library and a beautiful way to close out the year.

Jane Haught, Elk City Friends

Need Help? Call your FOLIO Ambassador

FOLIO has Outreach Ambassadors who are ready and willing to talk or consult with your Friends' group or your officers. We want to help you be successful and strengthen your library. Let us know how we can assist you.

Ambassadors are available for each quadrant of the State.



Northeast

- Jon and Sharon Douthitt
sdouthitt@prodigy.net
- Harlene Willis
harlene.willis@gmail.com

Northwest

- Joe and Carol McReynolds
joemcreynolds@yahoo.com

Southeast

- Judy Neale
judyn@cameron.edu

Southwest

- Judy Haught
judyhaught@swosu.edu
- Carla Garrison
cgarrison@cableone.net

Getting 20- and 30-Somethings

How do you attract younger people to the library and to your Friends group? The team behind "alt+library" at the Sacramento (CA) Public Library has found success to drawing 20- and 30-somethings with speed dating, punk rock aerobics, and bad art night, in addition to other innovative programming. The library staff thought this age group was not using the library, but found that in fact 37% of their cardholders were 20- to 40-years-old. With unique programs with provocative names programming became successful and a alt+library Friends group began.

Alt+library has hosted popular programs such as heavy metal yoga, zombie scavenger hunts, author visits, a raw foods demo, a gardening workshop, a tea tasting, "Broke Ass Holidays" (a workshop on making gifts on the cheap), book swaps and book club meetings.

Alt+library is affiliated with the Friends. The dues are \$15 for an individual and \$20 for a couple with half going to the Friends and half going to alt+library Friends.

The key to marketing for this age group has been social media. Meetings are posted on Meetup (www.meetup.com). People in their area are looking for things to do, especially if they are new to the area. With Facebook advertising you can search by demographics or keywords like "library" and "book club," and find people who are interested in volunteering.

The Friends have a Twitter account, and Instagram is also a great way to reach younger people. They also use Vine (<http://vine.co>) to post short videos.

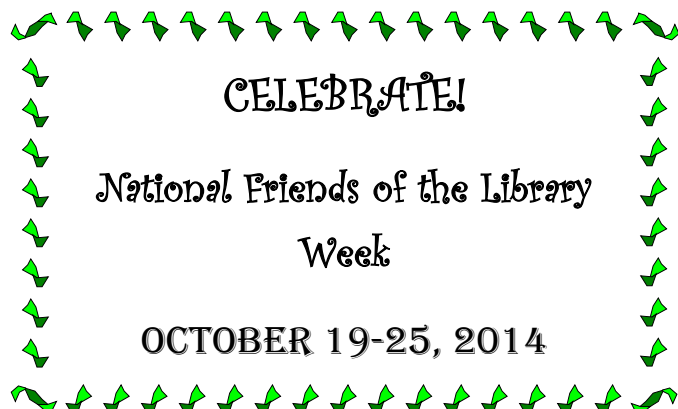
The alt+library Friends is system-wide and meets all over. They hold monthly meetings at a local coffee shop on Saturday mornings. The alt+library Friends were a presence at a roller derby bout, and the proceeds from the raffle held at the event went to the Friends. They also raise funds by selling crafts at local fairs.

The alt+library Friends has also been a good source for recruiting younger advocates for the library. Members went to the city council meetings when the library was presenting about their budget to the city council.

They did a membership drive in May and are planning an additional one for the fall. Members who joined in May received a hardcover copy of Dave Eggers' *Where the Wild Things Are*, a free 16-oz. drink, a postcard designed by a local artist, and a special craft made by alt+library Friends' officers and volunteers.

The Friends are planning to conduct the upcoming membership drive online, and have a small prize donated to give to one of the new members.

"Attracting 20- and 30-Somethings to Your Library and Friends."
The Voice for America's Libraries, 14.5 (Sep./Oct. 2013): 12-13



Why FOLIO?

I chose to join FOLIO because I wanted to be a part of something that I believe in. I believe in the power of reading, education, and information, and those are the benefits our libraries purvey. To obtain those benefits, one only has to enter a library and partake of its offerings.



There are no entrance exams, no proof of income, or any other proof of worthiness to use the public library. Within the egalitarian doors of the public library, all people truly are equal.

So I chose to be a friend to this venerated institution. I can think of no better way to promote democracy, equality, education, and equal opportunity than to support public libraries.

Judy Haight, FOLIO Board Member

Yes! I want to join FOLIO and be a Friend of Libraries in Oklahoma.

Your membership dues and donations are the primary source of funds to support FOLIO's mission. New members are always welcome.

Basic dues are as follows:

\$10 Individual Membership

\$15 Friends Group Membership

\$20 Library Membership

Contributions above the minimum dues further support FOLIO's mission, are greatly appreciated, and are tax deductible as a charitable contribution.

Name: _____

(Name of Individual, Friends group, Library or Corporate Business)

Address: _____

City: _____

Zip: _____

Dues Enclosed: _____

Gift Donation enclosed: _____

Gift to Endowment: _____

***FOLIO—We are Friends
helping Friends!***

Send to Gerry Hendon, FOLIO Treasurer,
P.O. Box 702585, Tulsa, OK 74170

Friends' Ideas Around the Country

- The Toledo-Lucas County (OH) Public Library hosted the 14th annual "Connect to Creativity Teen Art Show," featuring 128 teens, including drawings, paintings, and sculpture, made by 120 local teen artists in grades 6 through 12. The Teen Advisory Board had the idea. It highlights positive things area teens are doing in a venue that their families and community can view.
- Friends of the Walnut Creek Library hosted a St. Patrick's Day Tea for children ages 5 to 11. Attendees learned how to make a proper cup of tea and then enjoyed it with soda bread, Irish butter, and a traditional Irish recipe. They discovered how Finn MacCool was saved by a cup of tea.
- The Friends of the Indian Land (SC) Library began to partner with local businesses in 2012 to encourage membership in their organization while also promoting patronage at those businesses. To date, more than 20 local area businesses offer discounts on their products and services to persons who present their Friends membership card.

"Good Ideas from the Network." *The Voice of America's Libraries* 12.3 (May/June 2014): 16-18.

Mustang Has New SmartBoard



Children enjoy using the SmartBoard purchased by the Friends of the Mustang Public Library for the Education Room. The SmartBoard will be used in programming for children and teens, as well as with computer classes for adults. The SmartBoard will be available to homeschool families who want to use it. The Friends also paid for staff training on the Board.



Friends of Libraries in Oklahoma

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FOLIO:
Strengthening
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In
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through
Friends
of
Libraries
Since 1978

Booksale Leftovers

Suggestions for dealing with leftover booksale items were included in "10 Ideas for What to do with Booksale Leftovers" by Marsha Bennett, *The Voice for America's Libraries* 15.5 (Sep./Oct. 2014):

One buyer/bidder takes all — Many groups take bids on the remaining leftovers. Set up guidelines for the bid process. Specify the date and time bids are due and ask for detailed contact information. Set your guidelines, such as the winning bid must take all the remaining materials by a certain time.

Sack sale — Maybe on the last few hours of the sale provide empty bags sold at a set price and shoppers can fill them with books.

Box sale — Sell unopened boxes toward the end of the sale for a set price like a grab bag. Creative signage can help: "What's in this box is a mystery, but you can find out for \$10." "Looking for love? Find it in this box for \$10."

Half price sale — Mark down all your items to 50% off on the last day of the sale. This can create a buzz with increased traffic.

Donate to local nonprofits — Line up a variety of local charities and nonprofits in advance to come in and pack books they would like to have.

Sheltered workshops — Leftover books may be donated to a sheltered workshop or organization whose clients provide the labor to sort the books and cut off the spines on the hardback items. They in turn can resell the paper to a recycler.

Free day — Some libraries offer a free day at the close of the book sale where anyone can come and take as many books as they wish.

Send to book broker/book seller — Companies such as Better World Books, LibraryConsignment.com, B-Logistics and others will take leftover books.

Work with a paper recycler — Many communities have recycling opportunities and companies that will provide this service. Some may pick up your materials for free, others may charge a fee.

Other outlets — Decorators, high school drama department, artists, or film companies from time to time need a wall of books or books for a bookcase or books for a special project.