



Welcome!

**The webinar will begin at
2:00 Eastern/11:00 Pacific**



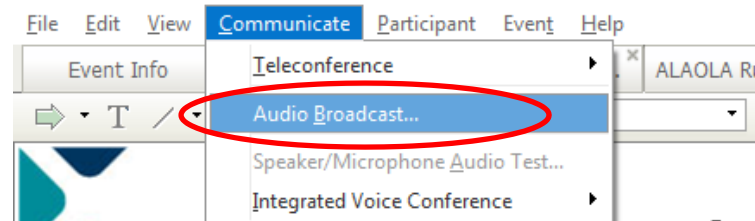
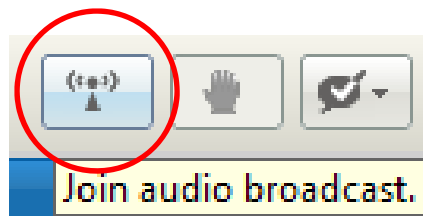
Audio Tips

Today's audio is streaming to your computer's speakers or headphones.

Too loud or soft? Adjust volume level in the Audio broadcast box:



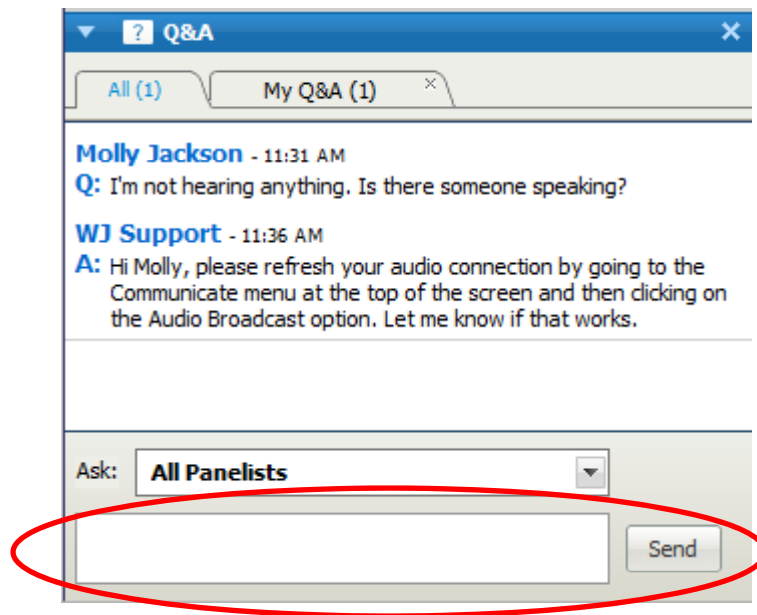
Lost all sound? Hear an echo? Click on the **small radio tower icon** (above chat box) OR go to the **Communicate** menu (at the top of the screen) and select **Audio Broadcast** to refresh your connection.





Need Help?

Please post **technical support questions** into the **Q&A Panel**.



Step 1: Type the problem in the **dialog box**.

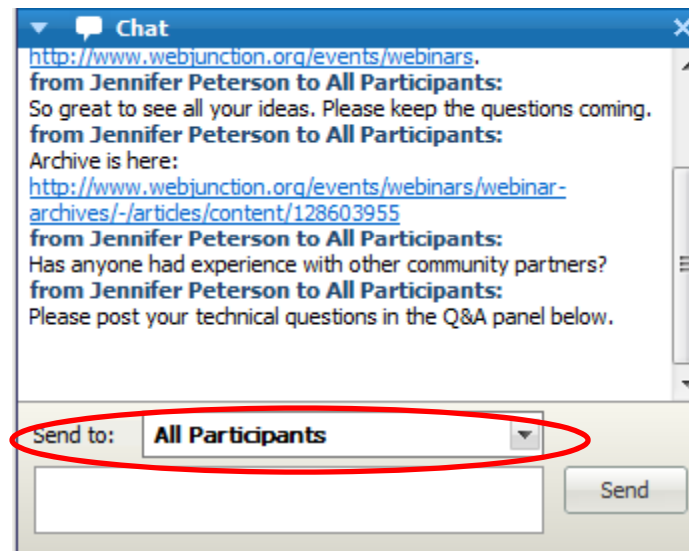
Step 2: Click **Send**.



Chat Etiquette

Use **Chat** to talk with attendees and presenters about the topic.

Do not post technical questions to Chat.



And if you're tweeting, use this hashtag: **#wjwebinar** and include **@RuralLibAssoc**



Customize your experience

Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

Hover over edge of panels to drag and resize.



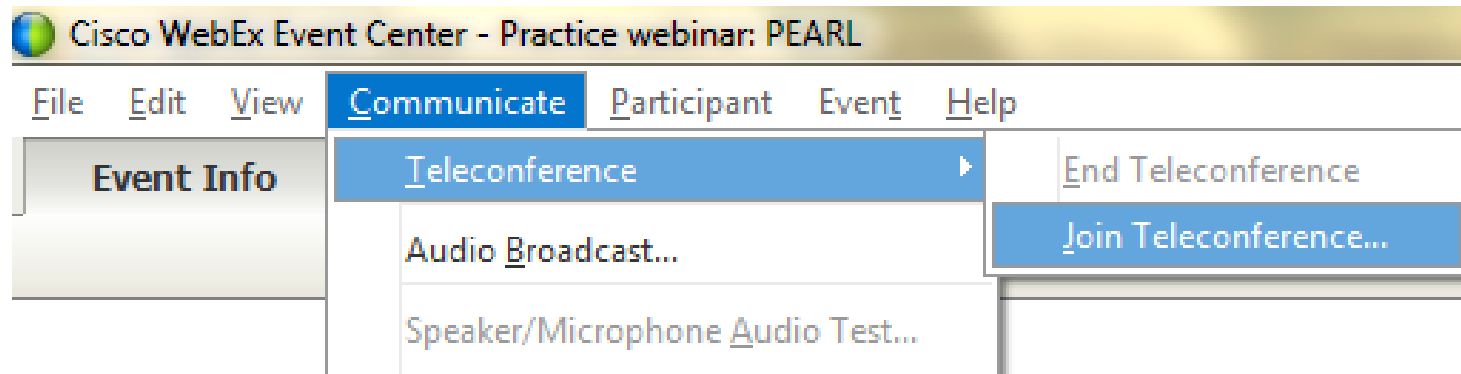
The screenshot displays a webinar control interface with the following elements:

- Top Navigation:** Buttons for "Participants", "Chat", "?", and "Q&A".
- Participants Panel:** A blue header bar with a dropdown arrow and a close button (X) circled in red. Below the header, it shows "Speaking: Jennifer Peterson (Host)", "Panelists: 3" (with a list of Jennifer Peterson (Host), Susan Pieper, and Marci Merola), and "Attendees: 1 (1 displayed)".
- Chat Panel:** A blue header bar with a dropdown arrow and a close button (X). The chat content includes a message from "WJ Support to All Participants" with a "Hello!" and a welcome message with a link to webinar archives: <http://www.webjunction.org/events/webinars>.
- Chat Input:** A "Send to:" dropdown menu set to "All Participants", a text input field, and a "Send" button.



Telephone Access

If you not able to listen via your computer, you may join by phone.



Step 1: At top left corner, select

Communicate > Teleconference >Join Teleconference.

Step 2: Call the toll-free number provided.

Step 3: Enter the **Access Code** provided.



Remember to post to **Q&A panel** if you need technical assistance.

Other Technical problems?

Contact WebEx support


Event Number: 718 480 695

Phone: 1-866-229-3239



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WebJunction
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Thanks to the generous support of the following state library agencies, WebJunction offers webinar programs for free to all who wish to attend:

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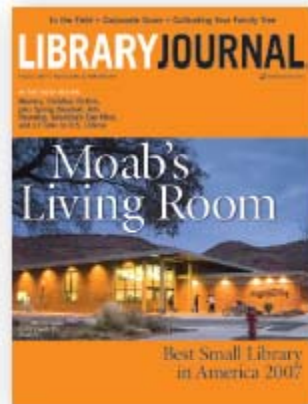
LIBRARY JOURNAL

presents the



Meredith Schwartz
Senior Editor,
News & Features
Library Journal

Now in its tenth year, the award, sponsored by the Bill & Melinda Gates Foundation, honors the public library that most profoundly demonstrates outstanding service to a population of 25,000 or less.



The State of Readers' Advisory • Letting Data Drive • Scheduling Software

LIBRARYJOURNAL

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a media source publication

BEST SMALL LIBRARY IN AMERICA 2014 PINE RIVER LIBRARY, CO

Building a Living Library

IN MEDIA/BOOK REVIEW
Mystery, Killer Thrillers, plus LJ Talks to David & Joe Henry, Dion Graham, Jessica Pigza, Vivien Shotwell, and Daniella Martin



The winning library will receive:

- \$20,000 cash award
- Feature story in the Feb. 1 issue of *Library Journal*
- Membership and travel costs for two representatives to attend the biannual Public Library Association (PLA) conference, and a gala reception to be held there

Two finalists will receive:

- \$10,000 cash award
- Special mention in the *LJ* feature
- Membership and travel costs for two representatives to attend the PLA conference and reception



Nominations will be based on key factors, including:

- Creativity in developing services and programs that can be replicated by other libraries

- Innovation in introducing and supporting public access computing, educating patrons in its use, and measuring the impact of this technology usage

- Use of technology to expand the reach of library services

- Demonstrated community support

- Success in developing cooperation with other libraries

- Partnerships with other agencies and businesses

- Increase in library use, particularly by new users

- Evidence of library's role as community center



Deadline for submissions is **September 10, 2014**

Visit <http://lj.libraryjournal.com/awards/best-small-library-in-america-award-nomination-guidelines/> for complete entry information

or contact **Meredith Schwartz** at 646.380.0745
or mschwartz@mediasourceinc.com

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Today's Presenters



Mary Beth Stenger
Director,
Southern Area Public
Library,
West Virginia,
Best Small Library 2013,
ARSL Board Member



Amy Dodson
Director,
Pine River Library,
Colorado,
Best Small Library 2014

SOUTHERN AREA LIBRARY

BEST SMALL LIBRARY IN AMERICA

2013



WHO WE ARE

WHERE WE SHINE

- Programming **increased 888%**
- Patron visits **increased 156%**
- Added wi-fi café
- Increased patrons computers **from 6 to 8**
- Computer usage **increased 32%**
- First library in state to join Geek the Library
- Marketing the library

One of our Big Heart Events, collecting new stuffed animals for children to cuddle and take home from forensic interviews. We collect these during **National Child Abuse Awareness Month** in April.



A Taste of Soup, or how to raise over \$3 per capita while having a blast! That's \$1500 more a year for us.

WHAT WE DO

UNIQUE PROGRAMMING

- **ONE ON ONE COMPUTER CLASSES**
Include help with ereaders, software, hardware issues, and more
- **AFTERSCHOOL PROGRAMMING**
Provide a safe place to be and snacks
- **BIG HEART CAMPAIGN**
Encourage patrons to be an active part of a giving community
- **PROVIDE COLLEGE BOUND HELP**
Aid high school juniors and seniors with financial aid, essays, student resumes, FAFSA, and more
- **MARKET OURSELVES AS HOMESCHOOL LIBRARY**
Provide books, meetings rooms, school time activities
- **UNIQUE FUNDRAISERS**
 - TASTE OF SOUP
 - ADOPT A BOOK
 - BOOK SALE (during community festival)
 - TRUSTEE 10 10
 - PLEDGE DRIVE (new this fall)
 - DONATION JAR



WHAT WE DID WITH OUR MONEY!

- Most exciting change and most meaningful for our patrons—We started **OPENING ON MONDAYS!**
- Increased **PROGRAMMING BUDGET** by 200/year
- Increased **OPERATING EXPENSES BUDGET** \$500/year
- Increased **STAFF CONFERENCES AND ONLINE EDUCATIONAL OPPORTUNITES**—added \$1000/year for 10 years to **ENCOURAGE STAFF DEVELOPMENT**
- Gave **BONUSES AND PURCHASED TABLET FOR DIRECTOR**
- Closed library and **BOTH STAFF MEMBERS WENT TO PLA!**
- Put aside \$6250 to use for **HEATER REPAIRS** if we didn't get other grand money – we did—so it will now be **SEED MONEY FOR A LIFT CHAIR**



HOW WE CAPITALIZED ON THE AWARD

- **MEDIA BLITZ:** Local Newspaper, Radio, Capitol Newspaper, National Publications, Swedish TV!
- **PRESENTATIONS WITH ALL OUR FUNDING PARTNERS:** City Council, County Board of Education, County Commission, WVLC Appearance at Senate Education Committee Funding Meeting.
- **COMMENDATIONS:** WV State Senate, House of Delegates, and Senator, Harrison County Commission, Lost Creek Mayor and City Council
- **PROVIDING NATIONAL VOICE FOR SMALL LIBRARIES:** Iowa Online Conference, Nebraska Library Commission Programming, WVLC, Florida Panhandle Conference, Alabama Library Education Project, ARSL Conference, Geek the Library Presentation, and more
- **WON ADDITIONAL STATE AWARD-FREDERICK GLAZER AWARD FOR INNOVATIVE SERVICES**
- **DONATIONS HAVE COME IN FROM ALL OVER THE COUNTRY** Especially after Parade Magazine feature. Have received CDs and CD Player, Books, Money, Kindle, Monetary Donations
- **MORE SUCCESSFUL FUNDRAISERS**
- **TRIPLED OUR FRIENDS GROUP**



Some Highlights from our year, and oh what a year it has been...



NARRATIVE TIPS

DON'T HESITATE TO ASK FOR HELP. The Journal staff will help you. I'm more than happy to share my narrative and read yours, or offer advice. Please give me plenty of lead time for input.

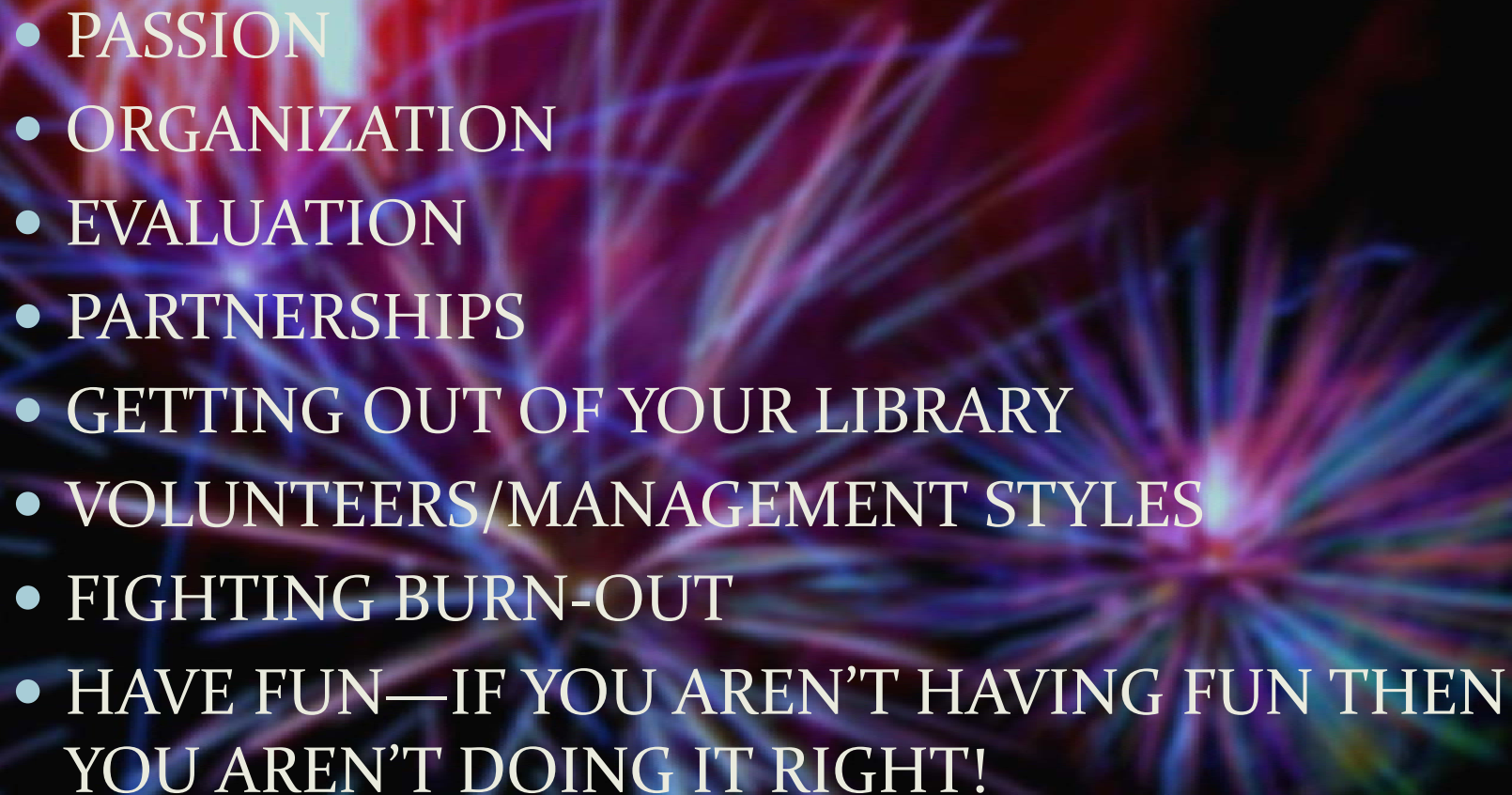
MY EMAIL:
MARY.STENGER@CLARK.LIB.WV.US

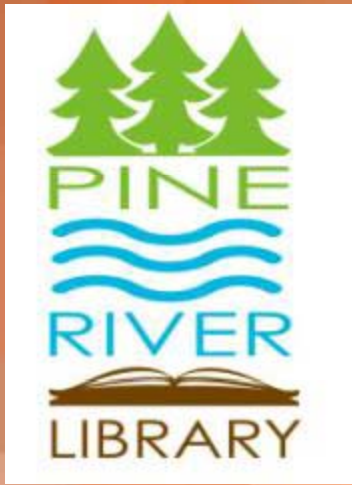
REMEMBER: IF OUR
LITTLE LIBRARY CAN DO
IT—
YOU CAN DO IT!

- **GET STATS:** Get help if you need it!
- **SELL YOUR BEST POINTS:** Key in on a few winning ideas
- **HIGHLIGHT YOUR PARTNERSHIPS AND COMMUNITY SUPPORT**
- **MAKE THE JUDGES CRY!**



WINNING (OR NOT) ISN'T THE END

- 
- PASSION
 - ORGANIZATION
 - EVALUATION
 - PARTNERSHIPS
 - GETTING OUT OF YOUR LIBRARY
 - VOLUNTEERS/MANAGEMENT STYLES
 - FIGHTING BURN-OUT
 - HAVE FUN—IF YOU AREN'T HAVING FUN THEN YOU AREN'T DOING IT RIGHT!



Pine River Library
Bayfield, CO

Best Small Library in America 2014

Amy Dodson, Director

What makes us so special?

How is Pine River Library innovative? Dynamic? Unique?

- **We take risks**
- **We have redefined success**
- **We ignore fears of failure**
- **We get the conversation started**

Success is not final, failure is not fatal: it is the courage to continue that counts. ~Winston Churchill

The Facility

The Library is a combined facility of indoor and outdoor spaces

INDOOR SPACES

- The indoor “traditional” library building is 12,000 sq.. ft.. (expanded and remodeled in 2012-13)
- Indoor Library includes “Dewey-less” collection, glass enclosed Imagination Room with SMART Board, indoor/outdoor fireplace reading area, Paludarium with frogs, chalkboard walls in teen and children’s rooms, and 3 study rooms
- Community room features a floor-to-ceiling whiteboard room divider, 3 projectors for presentations and movie viewing, and 2 interactive white boards





The Facility

OUTDOOR SPACES

- The outdoor space is a 17,000 sq. ft. Living Library, built in 2013
- The Living Library includes a greenhouse, community garden, straw bale shed with living roof and bee hive, outdoor learning areas, fruit orchard, and reading areas. The Living library is enclosed by a fence made of recycled oil and gas pipe, donated by BP
- The community garden beds, straw bale shed, greenhouse, and many other components were built by dozens of volunteers who gave hundreds of hours
- Adjacent to the Living Library is an outdoor seating area with a fire pit and outdoor movie wall, complete with furniture made of recycled milk jugs



Technology

- **Tech lending program began 2007; from 2 laptops to over 50 gadgets. Includes tablets, eReaders, mp3 players, GPS units, cameras, etc.**
- **3M, Overdrive, and Freading gives patrons access to over 10,000 digital titles.**
- **The Imagination (Story Time) Room includes an interactive SMART Board for digital Story Time events and other children's activities.**
- **Community Room has two interactive whiteboards, enabling a variety of computer classes**
- **Mobile laptop lab allows for classes to be taught anywhere in the building (or even outside the building)**



Programs

Unique programs such as

- **Yoga and Pilates**
- **Cooking, canning, preserving**
- **Movie nights (indoor & outdoor)**
- **Teen nights**
- **Gadget training**
- **Soap making**
- **Babysitter training**
- **Beekeeping**
- **Painting**

Partnerships

Partnerships with

- **Friends of the Library**
- **Pine River Garden Club**
- **Bayfield School District**
- **Town of Bayfield/Parks & Rec**
- **Bayfield Family Center**
- **American Red Cross**
- **La Plata County organizations**
- **Bayfield Senior Center**
- **Upper Pine River Fire District**
- **Boy Scouts & Girl Scouts**
- **American Legion**

Community

- **Community support (Town, County)**
- **Volunteers**
- **Library Board of Trustees**
- **Friends of the Library**
- **Pine River Garden Club**
- **Living Library volunteers**
- **Summer Reading Captains**



If You Decide to Apply...

- **Plan ahead, but it's ok to be last minute!**
- **Good marketing person**
- **Lots of proof reading**
- **Get support**
- **Meet all requirements (read the guidelines again & again)**
- **Talk to other applicants & winners**
- **Mentally prepare yourself for the results**

If You Win...

- **Tell the world**
- **Good marketing person**
- **If you haven't yet, it's a great time to re-brand**
- **Be prepared for all types of reactions**
- **Get the right people together to decide how to spend the award**
- **Get ready to be BUSY**

What We Did

- **Bumper sticker, slogan, and theme**
- **Press releases and marketing**
- **Celebration**

- **Award is going to Living Library enhancements, beehive program, technology, and art**