



Institute of Museum and Library Services  
Interim Narrative Report  
6/1/2007

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Awardee Institution Name:	Nebraska Library Commission
Period covered by Interim Report:	From: 11/1/06      To: 5/31/07
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## Narrative Description

### a. Project Purpose

The purpose of this project, “Recruiting the Next Generation of Nebraska Librarians @ the Movies,” is to increase the number of qualified professionals and recruit future librarians available for employment in Nebraska libraries. This project is designed to attract promising high school and college students to the profession. Conceived through a collaborative planning process by partners with a proven track record of cooperation, this project will benefit a number of librarians, library workers, and institutions, as well as the identified partners. As we test the proposed strategies, other library institutions in other states can learn along with us. The recruitment public service announcement (PSA), displays, and other marketing tools developed through this project can be adapted and used in any location. The recruitment PSA, a specifically-defined, high quality communications tool, is designed to impact a particular target market. The kits for mentor/recruiters to use in identifying and supporting prospects will be applicable to all types of libraries. The training for mentor/recruiters can be replicated across the country.

### b. & d. Outputs and Outcomes of Activities/Services

## **Awarded Scholarships and Tuition Assistance**

### **Available Scholarship and Tuition Assistance Programs**

The 21<sup>st</sup> Century Librarian Scholarships associated with this grant are now in place and awards have been made. Four 21<sup>st</sup> Century Librarian scholarships are available. The Nebraska Library Commission also provides tuition assistance for undergraduate education.

#### Master’s Scholarship Programs (state funds)

- Master of Library and/or Information Science (MLS) Scholarship
- Master of Education School Library Media (MEd) Scholarship

#### Undergraduate Scholarship Programs (federal funds)

- Bachelor’s Degree in Library Studies (BLS) Scholarship
- Library Technical Assistant (LTA) Scholarship

#### Undergraduate Tuition Assistance (state funds)

- Library Technical Assistance Tuition Reimbursement

These scholarships fulfill the requirements of the grant awarded to the Nebraska Library Commission by the Institute of Museum and Library Services (IMLS) to recruit and educate the next generation of librarians. Scholarship information and applications are available on the Now hiring @ your library® Website scholarship page <<http://www.nlc.state.ne.us/NowHiring/Scholarships.asp>> hosted by Nebraska Library Commission (NLC). Scholarship information and applications are also available at the EducationQuest Website <<http://www.educationquest.org/>> in a free, online scholarship

search called ScholarshipQuest. EducationQuest is a foundation devoted to Nebraska Careers and Education and ScholarshipQuest matches Nebraska students with scholarships.

During the previous reporting period, one change was made to the scholarship programs. Initially, scholarship recipients were able to apply for and receive a second scholarship in the same scholarship category (MLS, MEd, BLS, or LTA) after one year from their initial application date. However, in order to facilitate students' completion of their degree program, a decision was made to allow scholarship recipients to apply for and receive a second scholarship before a year had passed from their first application and scholarship award. Because of this change, the October 15, 2006 scholarship application deadline was extended to December 6, 2006, so those scholarships have been included in the totals for grant year 3 through March 15, 2007.

### **Summary of Scholarships Awarded November 1, 2006 – May 31, 2007**

From November 1, 2006 through March 15, 2007, forty-nine scholarships have been applied for and awarded to people pursuing education in library studies for a total of \$103,000. Below are summaries of the scholarships in outline form and in the table and charts which follow.

#### **Master's Degree Scholarship Programs**

Thus far during year 3 of the grant, November 1, 2006 through March 15, 2007, \$90,000 was awarded for Master's degree programs.

#### 21<sup>st</sup> Century Librarian Master of Library and/or Information Science Scholarship

The Nebraska Library Commission approved this scholarship program for master's students in September 2005, and the first awards were made after the November 1, 2005 deadline in year 2 of the grant. This scholarship program was scheduled for implementation in years 1, 2, and 3 of the grant. The Library Commission awarded \$1,000 and \$2,500 scholarships in year 2 and will award scholarships of up to \$2,500 in year 3 for tuition, course-related materials, and fees associated with the graduate program. These scholarships are funded with state funds as a match for the IMLS Librarians for the 21<sup>st</sup> Century Grant.

- Funded with State funds as a match for the grant.
  - To date, all applicants have been awarded scholarships.
  - Twenty-seven scholarships awarded during grant year 3 from November 1, 2006 through March 15, 2007
  - \$67,500 awarded and accepted
- December 6, 2006
  - Twelve scholarships awarded
    - Nine students attend the UN-O – University of Missouri program
    - One student attends University of Wisconsin-Milwaukee
    - One student attends Northumbria University

- February 1, 2007
  - Five scholarships awarded
    - Five students are enrolled in the UN-O – University of Missouri program
- March 15, 2007
  - Ten scholarships awarded
    - Eight students are enrolled in the UN-O – University of Missouri program
    - One student is enrolled at University of North Texas
    - One student is enrolled at University of Illinois (Champaign-Urbana)

### 21<sup>st</sup> Century Librarian Master of Education School Library Media Scholarship

The Nebraska Library Commission approved this scholarship program for master's students in January 2006). These scholarships are funded with state funds as a match for the IMLS Librarians for the 21<sup>st</sup> Century Grant. The Nebraska Library Commission established this scholarship to provide financial support to eligible Nebraskans seeking a master's degree in Education, with a concentration in School Library Media. The Library Commission has awarded scholarships of up to \$2,500 in years 2 and 3 for tuition, course-related materials, and fees associated with the graduate program.

- Funded with State funds as a match for the grant
  - To date, all applicants have been awarded scholarships
  - Nine scholarships awarded during grant year 3 from November 1, 2006 through March 15, 2007
  - \$22,500 awarded and accepted
- December 6, 2006
  - Seven scholarships awarded
    - Five students are attending University of Nebraska at Omaha
    - One student is attending University of Nebraska-Kearney
    - One student is attending Morningside College in Iowa and will also be attending University of Nebraska at Omaha
- February 1, 2007
  - No scholarships awarded
- March 15, 2007
  - Two scholarships awarded
    - Students attend UN-O

### **Undergraduate Scholarship Programs**

Thus far during grant year 3, November 1, 2006 through March 15, 2007, \$13,000 in scholarships was awarded for undergraduate degree programs.

### 21<sup>st</sup> Century Librarian Bachelor's Degree Scholarship

The Nebraska Library Commission approved this scholarship program (years 2 and 3) for undergraduate students in January 2006. These scholarships are funded directly from the

IMLS Librarians for the 21<sup>st</sup> Century Grant. The Nebraska Library Commission will award up to fifty \$1,000 scholarships each year. The Nebraska Library Commission established this scholarship to provide financial support to eligible Nebraskans seeking a Bachelor's degree in Library Science, in General Studies with a major in Library Science, or in Education in School Library Media from an accredited university.

- Funded with federal funds from the grant.
  - To date, all applicants have been awarded scholarships
  - Six scholarships awarded during grant year 3 from November 1, 2006 through March 15, 2007
  - \$6,000 awarded and accepted
- December 6, 2006
  - Three \$1,000 scholarships awarded
    - Two enrolled at University of Nebraska at Omaha
    - One enrolled at Chadron State University
- February 1, 2007
  - One scholarship awarded
    - Student attends UN-O
- March 15, 2007
  - Two scholarships awarded
    - Students attend UN-O

#### 21<sup>st</sup> Century Librarian Library Technical Assistant (LTA) Scholarship

The Nebraska Library Commission approved this scholarship program (years 2 and 3) for undergraduate students January 2006. These scholarships are funded directly from the IMLS Librarians for the 21<sup>st</sup> Century Grant. The Nebraska Library Commission established this scholarship to provide financial support to eligible Nebraskans for coursework at Nebraska Community Colleges leading to a Library Technical Assistant associate degree. The Nebraska Library Commission can award up to fifty LTA or undergraduate scholarships of up to \$1,000 each year. Scholarships may be used for tuition, course-related materials, and fees associated with the courses. In addition, recipients can use scholarship funds for other, non-educational expenses incurred to attend courses, such as travel expenses, childcare, etc.

- Funded with federal funds from the grant.
  - To date, all applicants have been awarded scholarships
  - Six scholarships awarded during grant year 3 from November 1, 2006 through March 15, 2007
  - \$6,000 awarded and accepted
- December 6, 2006
  - Four scholarships awarded
    - All attending Nebraska Community Colleges
- February 1, 2007
  - Two scholarships awarded
    - One student attends Nebraska Community Colleges
    - One student is enrolled an online program at Bluegrass Community and Technical College in Lexington, Kentucky

- March 15, 2007
  - One scholarship awarded
    - Student attends Nebraska Community Colleges

### Library Technical Assistance Tuition Reimbursement

The Nebraska Library Commission has provided tuition assistance to librarians and library staff for library coursework. Reimbursement has been provided for half the cost of tuition for students taking courses through the Nebraska Community Colleges, and in the past, it has met the needs of some library workers better than some of the other scholarship programs. During this period, no one has applied for the tuition reimbursement, which suggests that at this time the scholarships, which pay the full cost of tuition, might be a more desirable option for students.

### Grant Year 3: Number and Dollar Amount of Scholarships Awarded by Scholarship Type

Of the forty-nine scholarships awarded since November 1, 2006, thirty-six have been for master's degree programs (twenty-seven for MLS degrees, and nine for MEd degrees) and thirteen have been for undergraduate degree programs (six for BLS degrees and seven for the LTA programs in Nebraska Community Colleges, and at Bluegrass Community and Technical College in Lexington, Kentucky) (figure 1). Dollar amounts are shown in table 1 and figure 2.

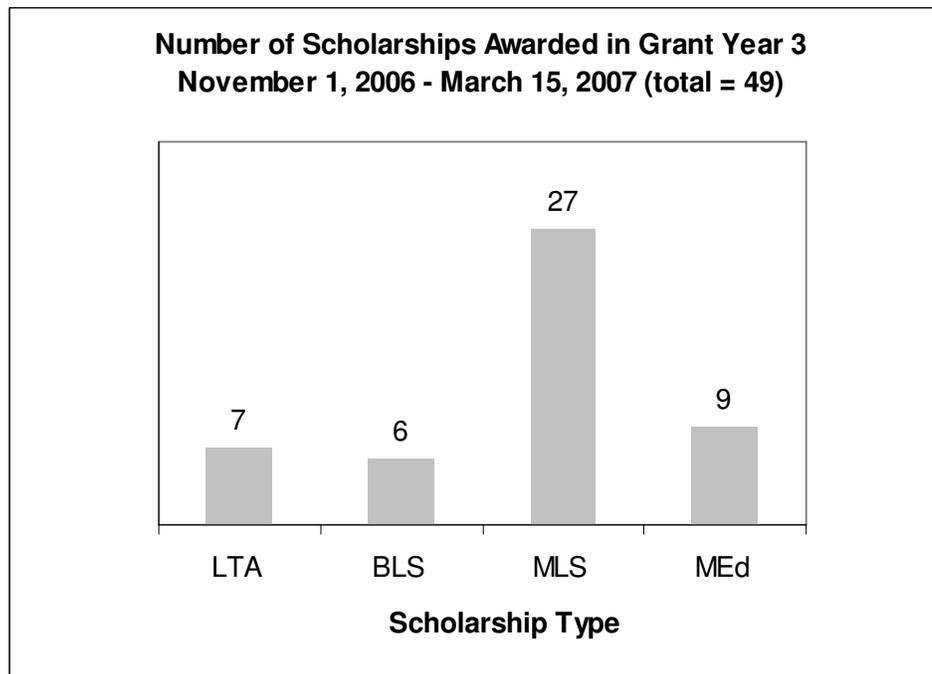


Figure 1. Number of scholarships awarded by scholarship type, in Grant Year 3, November 1, 2006 through March 15, 2007.

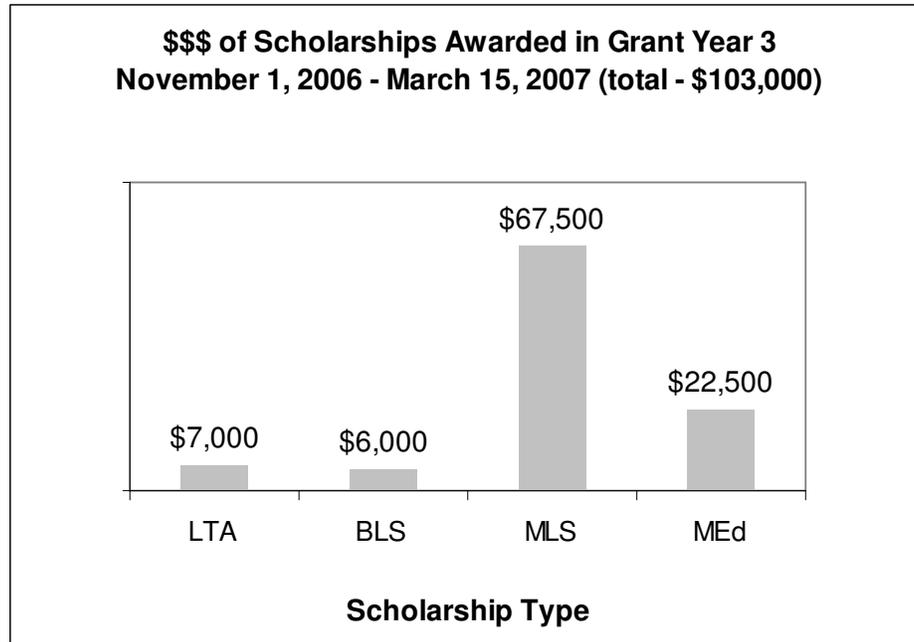


Figure 2. Dollar amount of scholarships awarded by scholarship type, in Grant Year 3, November 1, 2006 through March 15, 2007.

Table 1. 21<sup>st</sup> Century Librarian Scholarship Awards, Grant Year 3, November 1, 2006 through March 15, 2007

	Dec. 6, 2007		Feb. 1, 2007		March 15, 2007		July 1, 2007		Oct. 31, 2007		Totals	
	#	\$\$\$	#	\$\$\$	#	\$\$\$	#	\$\$\$	#	\$\$\$	#	\$\$\$
LTA	4	\$4,000	2	\$2,000	1	\$1,000	-		-		7	<b>\$7,000</b>
BLS	3	\$3,000	1	\$1,000	2	\$2,000	-		-		6	<b>\$6,000</b>
MLS	12	\$30,000	5	\$12,500	10	\$25,000	-		-		27	<b>\$67,500</b>
MEd	7	\$17,500	0	\$0	2	\$5,000	-		-		9	<b>\$22,500</b>
<b>TOTAL</b>	<b>26</b>	<b>\$54,500</b>	<b>8</b>	<b>\$15,500</b>	<b>15</b>	<b>\$33,000</b>	-		-		<b>49</b>	<b>\$103,000</b>

### Statistical Survey Results, Year 3

Of the forty-nine people who were awarded scholarships thus far in grant year 3, forty-four responded to the statistical survey (Appendix A), a voluntary part of the scholarship application process.

#### Gender of Scholarship Recipients

Of the forty-nine scholarship recipients, forty-four were females and five were males (figure 3).

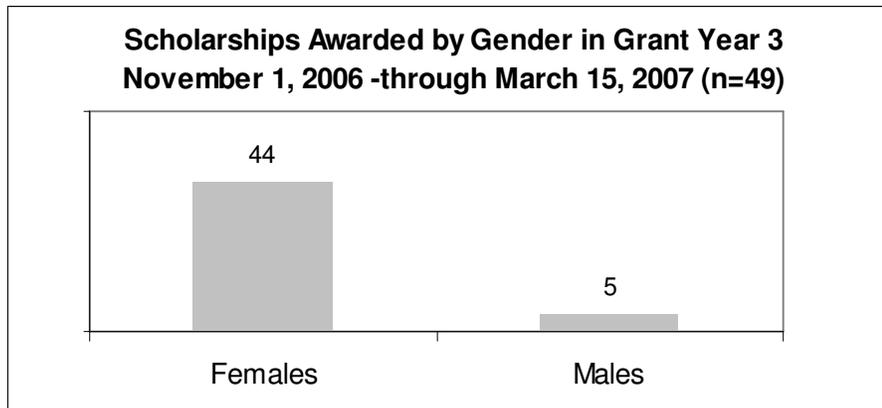


Figure 3. Scholarship recipients by gender, Grant Year 3, November 1, 2006 through March 15, 2007.

#### Age of Scholarship Recipients

Of the forty-four scholarship recipients who responded to the statistical survey thus far during grant year 3, fourteen (thirty-two percent) were twenty-nine and under, and thirty (sixty-eight percent) were thirty or over (figure 4). The proportion by age of scholarship recipients during grant year 2 was almost the same as during this first half of grant year 3. In grant year 2, thirty-one percent of scholarship recipients were twenty-nine or under, and sixty-nine percent were thirty or over.

The largest group of scholarship recipients was in the forty to forty-nine year-old age range, and the second largest number of scholarship recipients/applicants was in the twenty to twenty-nine year-old age range. This is, again, the same as during grant year 2. As the recruitment PSA and the updated marketing materials associated with the PSA are available for the statewide marketing campaign, we hope to see an increase in the proportion of scholarship applicants that are under twenty-nine years of age.

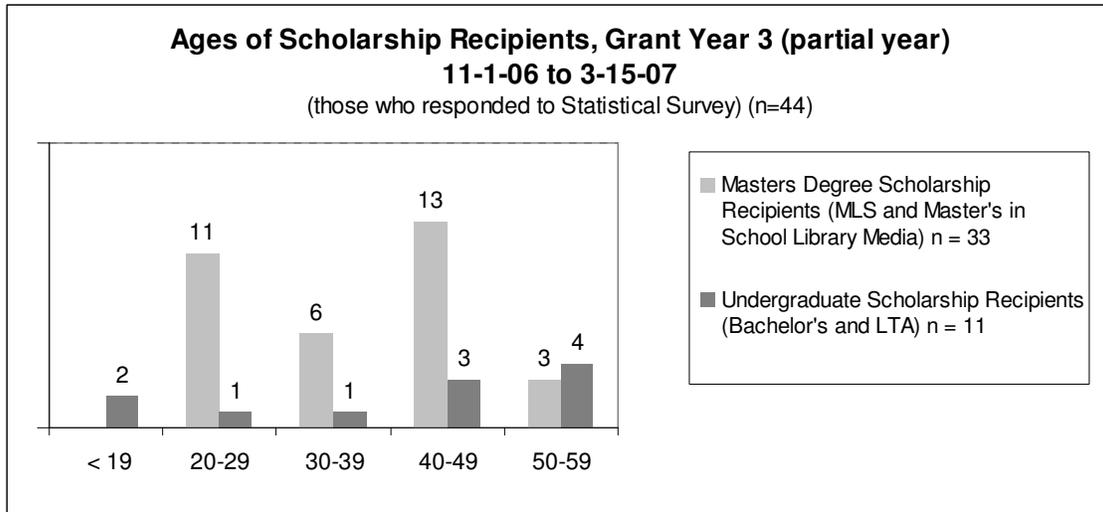


Figure 4. Ages of scholarship recipients who responded to the statistical survey (n=44).

#### Highest Level of Education of Scholarship Recipients

All master's degree scholarship recipients had already received at least a bachelor's degree, and eleven of those who responded to the statistical survey already had a master's degree. Three of the recipients of a 21<sup>st</sup> Century Librarian undergraduate scholarship who responded to the statistical survey already had a bachelor's degree (figure 5).

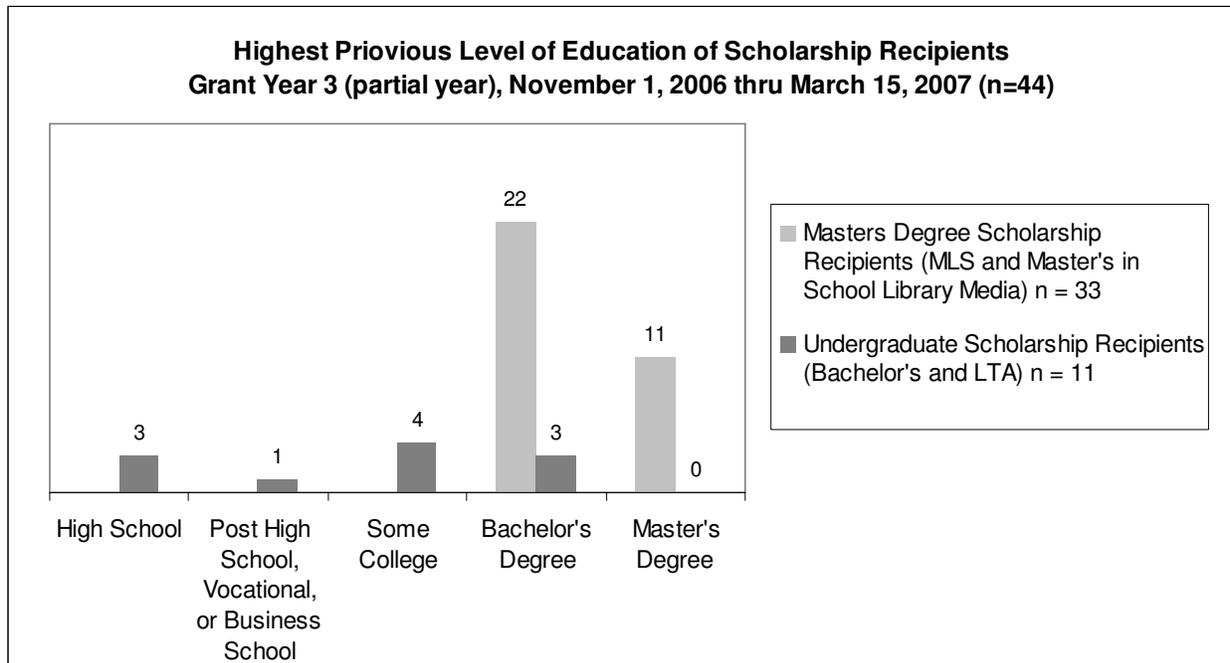


Figure 5. Highest level of education of scholarship recipients who responded to the statistical survey (n=44).

### How Recipients Heard about the Scholarships

Of the forty-nine people who were awarded scholarships, forty-four responded to the statistical survey (Appendix A), a voluntary part of the scholarship application process. To inform marketing activities, we surveyed scholarship recipients to learn how they heard about the scholarship program (table 2 and figure 6). During the first half of grant year 3, similar to grant year 2, most people have heard about the scholarships through the Nebraska Library Commission (either staff or Website) or through academic advisors. Even though the PSA has been available in a number of different venues (YouTube, Now hiring @ your library® Website, career fairs), no one thus far has indicated that this was how they found out about the scholarships.

Table 2. How scholarship recipients heard about the 21<sup>st</sup> Century Librarian Scholarship Program.

Method	Number
NLC Staff	17
NLC Website	11
Now hiring @ your library® Website	3
Newspaper or Magazine	0
Friend or Relative	3
Local Library	1
Recruitment PSA	0
Academic Advisor/Counselor	19
Flyer	0
Job Fair	0
Other*	4

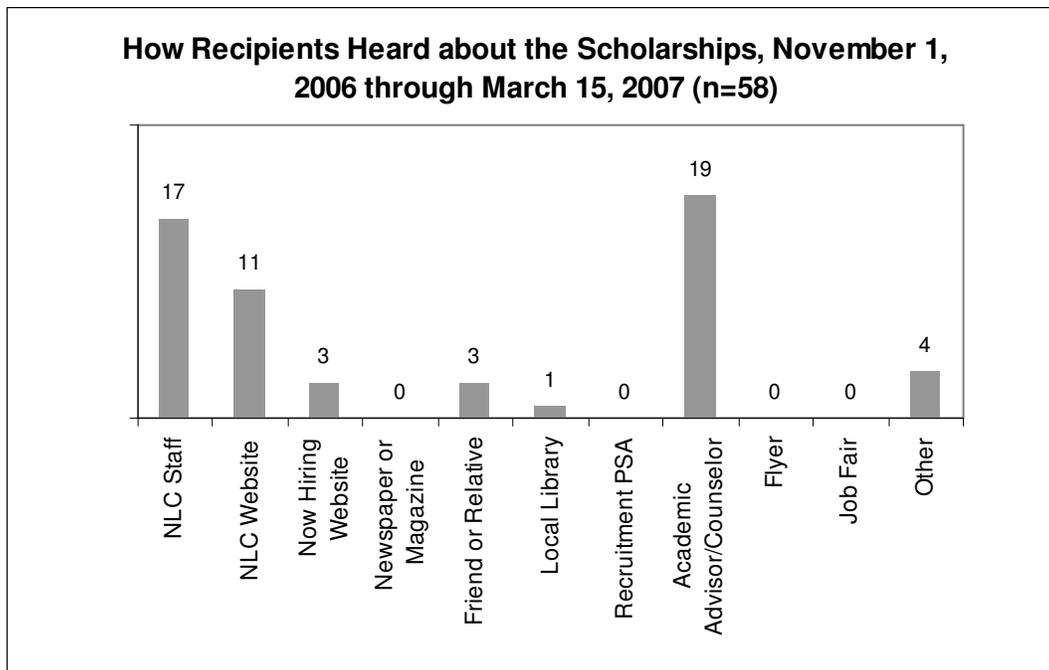


Figure 6. How recipients heard about the 21<sup>st</sup> Century Librarian Scholarships (n=58).

### Summary of All Scholarships, Years 2 and 3, November 1, 2005 to March 15, 2007

Sixteen percent of scholarship dollars awarded has been for undergraduate education and eighty-four percent of scholarship dollars awarded has been for graduate education (figure 7).

Sixty-eight percent of the number of scholarships awarded for undergraduate education and thirty-two percent have been for graduate education (figure 8).

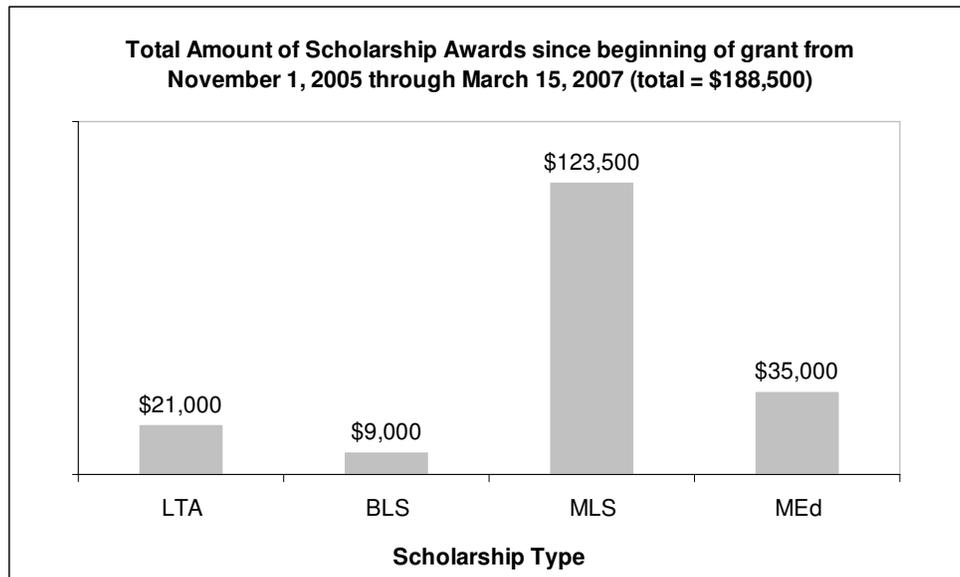


Figure 7. Dollar amount of scholarships awarded since the beginning of the grant.

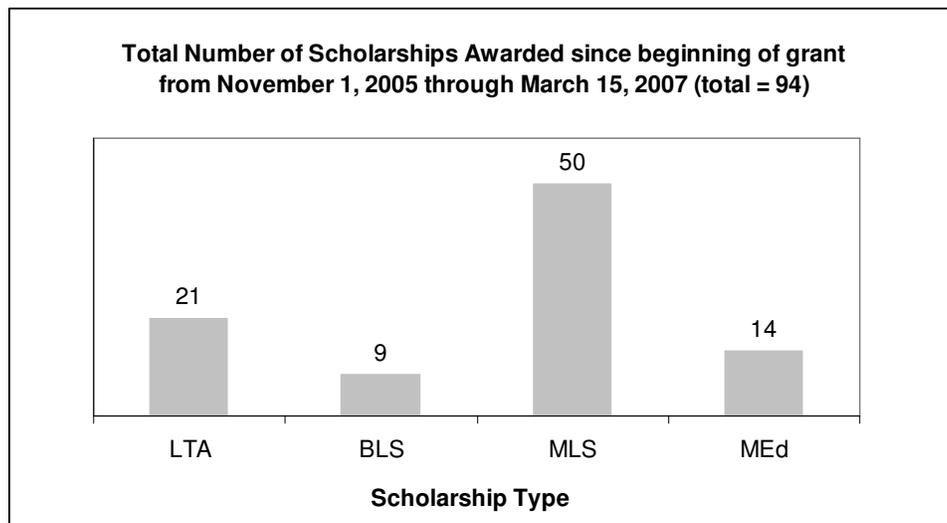


Figure 8. Total number of scholarships by type since beginning of grant.

The number of people who have received scholarships is illustrated in figure 9. The number of people who have received one scholarship is illustrated in figure 10. The number of people who have received two scholarships is illustrated in figure 11.

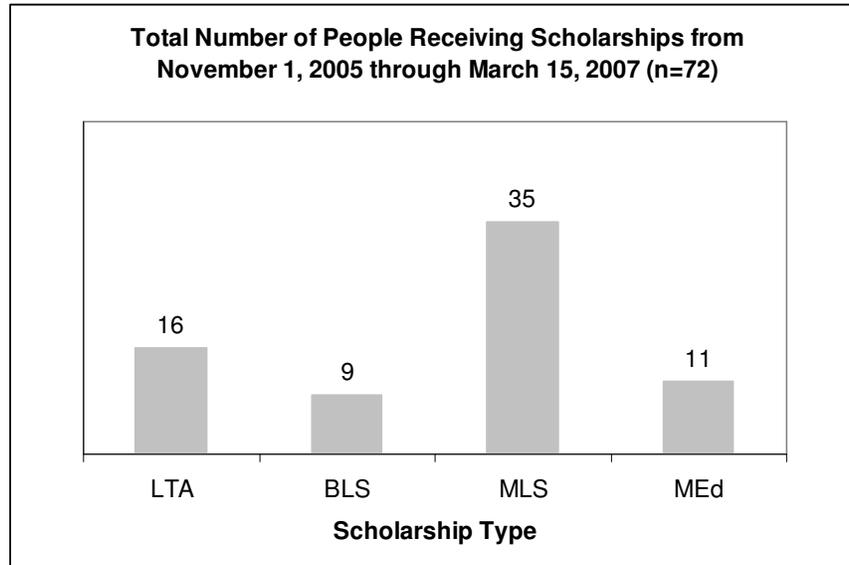


Figure 9. Number of people who have received scholarships since beginning of grant.

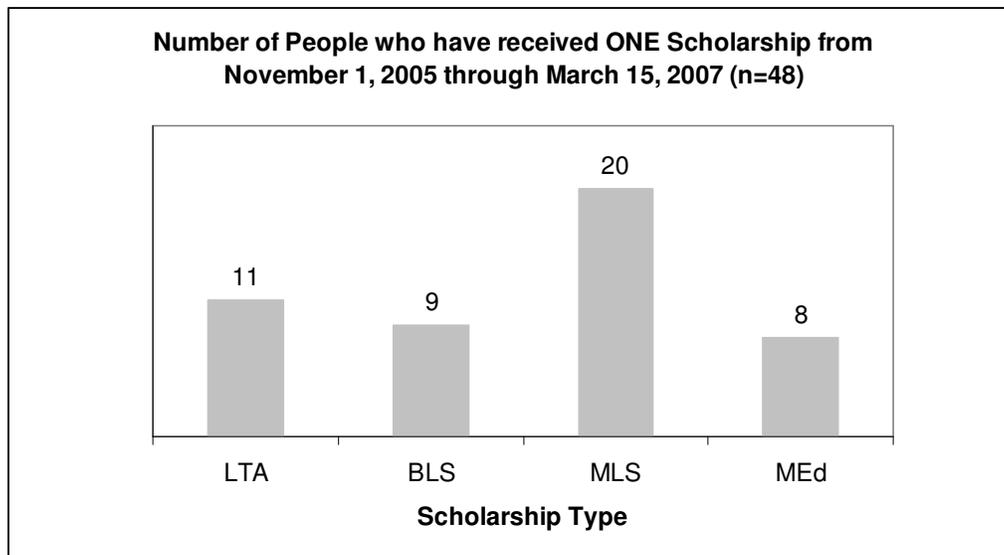


Figure 10. The number of people who have received two scholarships.

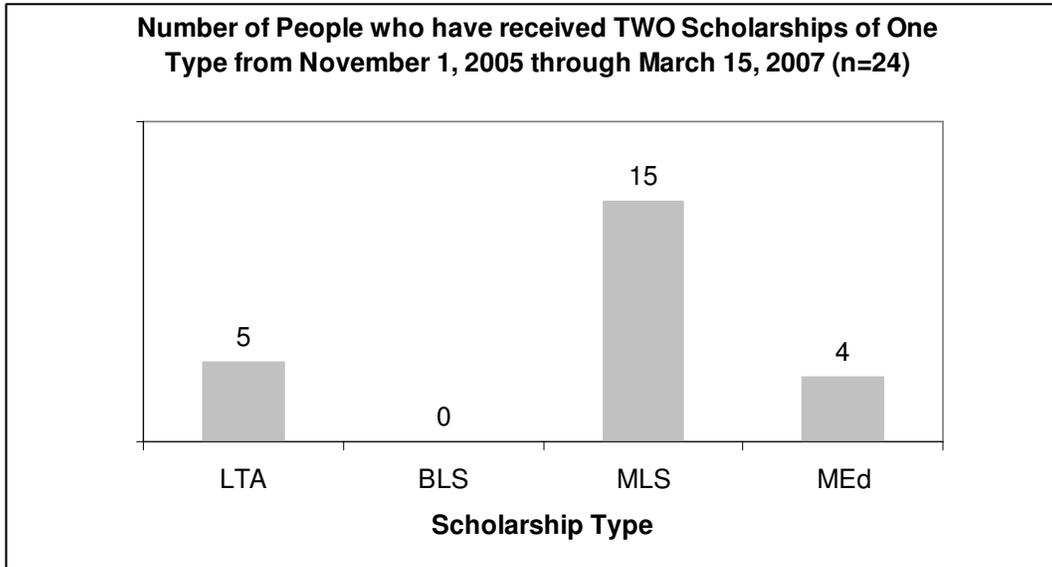


Figure 11. The number of people who have received two scholarships.

### **Internships Offered**

The initial grant application indicated that some of the grant funds would be used for internships. To help meet that goal, the Nebraska Library Commission partnered with the Nebraska Humanities Council to fund internship stipends for middle and high school students in the “Prime Time Family Reading Time<sup>®</sup>” program. The response to and success of this program is indicated in the following quote:

“I have worked with three individuals during ‘Prime Time’ but am thinking of a much more expanded type of employment. I am very interested and would certainly entertain any communication we might have.

Are there any grants/funds available that the library might apply for that would allow us to hire and train bilingual Hispanics that are interested in libraries/library science? I would love to hire two part-time bilingual staff persons but do not have the funds to do so. I was hoping you might have some information for me or tell me which direction to turn to find help.”

Kathy Jacobs, Director  
 South Sioux City Public Library  
 South Sioux City, NE

Pat Leach, Youth Services Supervisor for Lincoln City Libraries, indicated that she is extremely pleased with the experiences she’s been having with the “Prime Time” interns. She asked if the internship stipend program will allow libraries to contract students for a library service internship experience beyond “Prime Time”.

In a May 11, 2007 Key Informant Interview, she envisioned these internships as exposing students to a range of meaningful library work, other library professionals, and relationship-building experiences. She stated,

“Our interns have expressed amazement about the kinds of work that librarians do. They started out unsure whether they were in for a good time, and left thinking that they’d consider working in a library.”

These responses and other similar responses have led the NLC to develop another way to use grant funds for internships by awarding additional internships through a competitive grant process (figure 12). The draft application will be finalized and made available October 1, 2007 (Appendix B). The questionnaire for interns to evaluate the program is the same as the one developed for the “Prime Time Family Reading Time®” program interns (Appendix C).

Now hiring @ your library®

WANTED:

STUDENT INTERNS TO:

- Assist with local library programming
- Begin building a library service career

NEBRASKA PUBLIC LIBRARY STAFF TO:

- Introduce high school or college students to interesting library activities
- Serve as a library career ambassador by training young people to help with exciting library service projects



Internship grant applications will be accepted from eligible library entities as part of the Library Improvement Grant process, beginning October 1, 2007. For more information e-mail: [nowhiringatyourlibrary@nlc.state.ne.us](mailto:nowhiringatyourlibrary@nlc.state.ne.us).



**Nebraska  
Library Commission**



INSTITUTE OF  
**Museum and Library  
SERVICES**



Recruiting the  
next generation of  
Nebraska librarians  
the movies

Figure 12. Ad for internship program.

## **Marketing**

### **eFair Listing**

In April 2007, the Nebraska Library Commission and Now hiring @ your library<sup>®</sup> advertised the searchable job listings through an online career fair, The Nebraska Statewide Collegiate eFair, co-sponsored by MonsterTRAK. Employers submitted online registration for the eFair beginning March 7, 2007, and they could post an unlimited number of full-time jobs and internships for a single fee. During the month of April, students went online to search career and internship opportunities.

More than twenty Nebraska community colleges, colleges and universities joined forces to host a workforce opportunity for employers and potential employees. Participating in the fair were Bellevue University, Central Community College-Grand Island, Chadron State College, Concordia University, Creighton University, Dana College, Doane College, Hastings College, Metro Community College, Midland Lutheran College, Nebraska Wesleyan University, Northeast Community College, Peru State College, Southeast Community College's three campuses-Beatrice, Lincoln and Milford, the University of Nebraska at Kearney, University of Nebraska-Lincoln, University of Nebraska at Omaha, Union College, Wayne State College and York College.

### **Blog**

Nebraska Library Commission's Blog at <http://www.nlc.state.ne.us/blogs/nlc/index.html> launched in January 2007 with a section for Now Hiring @ your library<sup>®</sup>. [http://www.nlc.state.ne.us/blogs/NLC/now\\_hiring\\_your\\_library/](http://www.nlc.state.ne.us/blogs/NLC/now_hiring_your_library/). With the implementation of the blog, Now hiring @ your library<sup>®</sup> has a section for announcements and comments (Appendix D), and users can subscribe to an RSS feed to receive notifications of new postings.

### **Distribution of Materials**

#### **Omaha LTA Orientation Session**

Flyers were available and the PSA was shown at the Library Technical Assistant (LTA) class orientation on March 4 in Omaha and North Platte. An announcement was also posted on the blog. Potential students could find out more about libraries and about getting an Associate Degree in library studies in the Library Technical Assistant Associate of Arts Degree program offered through the Nebraska Community Colleges. Information was provided about the Nebraska Library Commission scholarships.

#### **Information Session for MLS Degree Program**

Flyers were available and the PSA was shown at the Master of Library and Information Science (MLS) degree program information session on March 4 in Omaha. Library Science faculty from the University of Missouri-Columbia presented this session about obtaining master's degree by taking classes in Omaha and opportunities available for

graduates. Faculty discussed the program and courses, answered questions, and advised current and prospective students. Information was provided about the Nebraska Library Commission scholarships.

#### Ads and Flyers for Nebraska Regional Systems Meetings and Newsletters

Ads about scholarships and internships have been developed for inclusion in Nebraska Regional Library Systems newsletters and flyers will be distributed at their annual meetings (table 3 and Appendix E).

Table 3. 2007 Nebraska Regional Library Systems Annual Meetings.

<b>Date of Meeting</b>	<b>Region</b>
June 1, 2007	Republican Valley Library System
June 7, 2007	Northeast Library System
June 8, 2007	Eastern Library System
June 29, 2007	Southeast Library System
June 29, 2007	Meridian Library System
July 20, 2007	Panhandle Library System

#### **Marketing Campaign**

- Local library supporters are contacting their local theater managers, requesting that they screen the PSA sometime in summer 2007. There are about 48 movie theaters, many with multiple screens, in 24 communities in Nebraska. Most theaters will use 35mm film to screen the DVD. Copies of the 35mm version of the PSA will be made for distribution.
- Marketing materials that include a poster and a “point-of-purchase” display (with flyers about scholarships, educational opportunities, and the mentoring program) will be available in theatre lobbies. These marketing materials will incorporate images from the PSA and will be in theater lobbies at the same time as the PSA is screened, as well as made available to libraries throughout Nebraska for other recruiting opportunities.
- A preliminary marketing kit with print materials and a DVD of the recruitment PSA has been tested by two recruiters at three events.
- The Now hiring @ your library® Website provides downloadable versions of the materials about scholarships, educational opportunities, and mentoring.
- The recruitment PSA is available on YouTube.com at <http://youtube.com/watch?v=8ZvHUE6qfP8>. It was posted by a librarian from the University of Nebraska-Lincoln, who is also a UN-O – University of Missouri MLS student and an MLS scholarship recipient (Karin Dalziel). She titled it “Work @ your library – Nebraska Library Commission PSA.”
- There is a perceived need to reach people with recruitment materials in the panhandle area of Nebraska (NW Nebraska). Panhandle-area library staff also

mentioned the importance of “word-of-mouth” contact with students in high schools and career fairs.

### Evaluating the outcomes of the Marketing Campaign

The following indicators are from the original outcome-based evaluation plan for the grant. Once the marketing campaign is in place, requests for the marketing kit will be tracked based on the criteria in table 4.

Table 4. Evaluative Criteria for Marketing Kits.

<b>This project will:</b>	<b>Activity(ies)</b>	<b>Outcome(s)</b>	<b>Indicator(s)</b>
Recruit promising high school and college students, and talented, diverse library personnel, into the library profession.	Launch statewide marketing campaign to change image of library service work.	Pre-professional library staff will have increased awareness of the variety of opportunities for library and library-related jobs.	Requests for marketing materials will increase by 25% six months after the start of statewide campaign.

### Marketing Kit

Copies of print materials and a DVD of the recruitment PSA are being distributed to a limited number of recruiters to get their feedback on a “beta version” of the marketing kit. (A sample Marketing Kit is included in the UPS-delivered version of this report to IMLS.) A brief letter (appendix F) accompanies the marketing kit, and the materials are delivered in a bag that was developed for the October 2006 preconference with the Hollywood Librarian logo. Print materials in the marketing kit include handouts announcing the Now hiring @ your library® Website (Appendix G), flyers advertising the scholarships (Appendix H), mentoring (Appendix I), internships (Appendix J), educational opportunities for librarians in Nebraska (Appendix K), a brochure about the Nebraska Community Colleges’ Library Technical Assistant Associate’s degree (Appendix L), and a movie ticket information request card (Appendix M). Plans are underway to revise these materials based on recruiter feedback and make another version of the marketing kit available in 2007.

The marketing kit has been used by two recruiters at three events (table 5). Preliminary materials were developed in October 2006 by NLC Research Analyst Cynthia Taylor. She revised the flyers after attending the Student Appreciation Reception/Library Career Exploration in April 2007, hosted by the University of Nebraska-Lincoln Libraries staff. At this event, the PSA was to be shown on a 24-inch television screen, but since staff thought that would be too distracting, it was shown continuously on a laptop computer. There were other larger monitors being used to show information about library careers, and very few students watched the PSA on the laptop since the laptop screen was small and not as obvious as some of the other video displays. Cynthia also observed that students didn’t pick up the scholarship flyer when they stopped by the display, but when she pointed it out and mentioned that scholarships were available, they were very interested to find out about the availability of scholarships. As a result, she revised that flyer to make the title “Scholarships” more obvious with the intention that at future

events, students might notice and pick up the flyer. In addition, Cynthia revised the Now hiring @ your library® Website handout with a larger, more obvious title and with images depicting a wider range of ethnicities, age, and gender identities to appeal to a wider range of people.

Table 5. Events and Responses to Marketing Kit

Event Date	Organization	Event	Responses
11/28/06	Neligh Public Library	Neligh Public Library Board Meeting	"I played the promo. DVD for my board last night (11/28/06) and because of it we had an impromptu discussion on the need for librarians! You got them thinking and talking."
11/2/06	Neligh Public Library	High School Career Fair	"Several students said, 'Cool music'. One girl said that this was her favorite booth at the career fair. The exhibitor reaction was that the DVD was very professional and held the kids' interest, but that they did not pick up any print materials, speculating that they are pretty far removed from 'handouts'."
4/4/2007	UNL Digital Learning Office	Student Appreciation Reception/Library Career Exploration	"Student response to the reception and library career fair was good. Approximately 30-35 students attended and 8 requested information about library jobs and/or graduate schools." Cynthia Taylor, Research Analyst with the Nebraska Library Commission, attended the event to observe students reactions to the PSA and the flyers/handouts. She talked with attendees, answered questions, and told them about scholarships and educational opportunities in Nebraska. On their own, they did not pick up handouts, but when they were offered a brochure about educational opportunities and a flyer about scholarships, they were interested in this information. Based on the attendees reactions to the scholarship flyer, Cynthia Taylor revised flyers.

### Recruitment PSA

The recruitment public service announcement (PSA) (attachment A) can be viewed and downloaded from the Now hiring @ your library® Website <<http://www.NowHiringAtYourLibrary.com>>. The PSA is also available on DVD for school counselors and librarians to show at career fairs (or other events) as part of the marketing kit that includes informational about resources for library education and career development.

### The Recruitment PSA on YouTube.com

The Recruitment PSA has been viewed 3,045 times on YouTube.com and marked as a favorite twenty-eight times as of May 30, 2007.

Comments on YouTube.com are:

- "the library is cool because the music is louder there!"

- “libraries are hip chrchr”
- “great PSA!”
- “Nice attempt at retiring the "bun/half-glasses/sensible shoes" stereotype. ‘Really cool!’ as your librarian might say.”
- “LOVE their reaction when she says she works at the library, so true to life; what library worker hasn’t heard ‘you shelve books all day’?”

### PSA Gets Attention in Kansas

Cindi Hickey, library consultant, reports that the “recruiting video (is) making the rounds in Kansas.” She continues, “You are getting rave reviews for the recruiting trailer in Kansas! Someone found it on YouTube (brilliant placement!) and is passing it around to everybody.”

### ALA promoted the PSA through *AL Direct*

ALA highlighted the PSA in *American Libraries (AL) Direct* (Appendix N) and people who’ve received *AL Direct* e-mail shared the news with library colleagues (Appendix O).

### Website

The Website for the project at [www.NowHiringAtYourLibrary.com](http://www.NowHiringAtYourLibrary.com) and [www.NowHiringAtYourLibrary.org](http://www.NowHiringAtYourLibrary.org), launched in October 2006, and we continue to add content and functionality. The log for mentors to track interactions with mentees is fully functional. Nebraska and regional job listings have been repackaged and are now provided through a searchable job bank resource at [www.nl.cstate.ne.us/NowHiring/JobsAndCareers.asp](http://www.nl.cstate.ne.us/NowHiring/JobsAndCareers.asp). Usability testing was conducted with mentors and mentees during the training sessions in April, and as a result, minor changes to the Website are being made.

### **Website Use by Mentors**

The Website is one of the major tools that mentors will use to guide mentees, and responses have been very positive about the functionality and the quality of the information. In the January 8, 2007 Online Programming for All Libraries (OPAL) training session with mentors, one mentor (Mary Magee) said “the Website is more robust than I had expected.” Another (Siobhan Champ-Blackwell) said she thought that the form and method for recording mentor interactions with mentees is wonderful. Based on some usability testing, NLC Research Analyst Cynthia Taylor has been gradually making changes to the website architecture.

The log for mentors to track interactions with mentees is fully functional. Each mentor has a page and a password for securely logging in. This mentor tool can be viewed in “test” mode by going to the mentor interaction page at <http://www.nlc.state.ne.us/scripts/NowHiring/StudentList.asp>. Access to the page is available from the Now hiring @ your library® Website (<http://NowHiringAtYourLibrary.org>) by going to the Mentoring page

(<http://www.nlc.state.ne.us/NowHiring/Mentoring.asp>) and selecting “Interactions” from the “For Mentors” section. To view the mentee tracking tools in “test” mode, use the password “test” (not case-sensitive). Click on the mentee’s names “Mentee, test” to see how interactions are recorded (Appendix P).

## **Job Listings**

Nebraska and regional job listings have been repackaged and the list of jobs is now searchable at [www.nlc.state.ne.us/NowHiring/JobsAndCareers.asp](http://www.nlc.state.ne.us/NowHiring/JobsAndCareers.asp). The response to the repackaged job listings has been positive.

“I want to let you know that John Moritz Library has filled the Information Services Librarian position you so kindly posted on the jobs page of the Commission’s Website. I am delighted to tell you that our new librarian applied for the post after reading it on the Commission’s Website.

Thank you for offering this great service. You folks are the best!”

Bev Sedlacek, MA  
 Director, John Moritz Library  
 Nebraska Methodist College  
 Omaha, NE

## **Announcements**

The marquee on the top of the main Now hiring @ your library® page displays items of current interest such as upcoming workshops and classes, and deadlines for programs and scholarships.

## **Mentoring Program**

### **Mentoring Training**

#### Web-based Mentor Training Held in January

Library consultant Cindi Hickey held mentor discussions with the Pilot Mentors using the Online Programming for Libraries (OPAL) system in late January 2007. Topics discussed included:

1. Demonstration of Now hiring @ your library® Website
  - A. General Overview
  - B. The new Nebraska Library Commission Blog
  - C. The searchable job listings on the Job and Career page
  - D. The Mentoring Section
  - E. The Mentors Interaction tracking
  - F. Mentor and Mentee information forms
  - G. Matching Mentors with Mentees

2. Discussion of April 2007 face-to-face training for Mentors,
  - A. Training sites
  - B. Session Dates
  - C. Mentors' expectations for the training.
  
3. Description of blogs (reading, posting, etc.)
  - A. Using Bloglines to read and post blog entries
  - B. Demonstration of RSS aggregator

### Workshop in April: "Building a Mentoring Relationship"

Training workshops were offered in April in Omaha (April 23), North Platte (April 24), and Alliance (April 25). The workshop was designed for anyone interested in being a 21<sup>st</sup> Century Librarian Mentor or Mentee (Appendix Q). Facilitated by Library Consultant Cindi Hickey, this workshop focused on using networking techniques to help build the relationships that help participants grow in the profession (Appendix R). Twenty-two mentors (or potential mentors) and nine mentees attended the sessions. Some mentor-mentee pairs met face-to-face for the first time. Participants also had the opportunity to explore the Website, Now hiring @ your library<sup>®</sup>. The workshop also provided an opportunity to conduct Website usability testing (Appendix S) using direct observation and participant discussion.

### Matching Mentors with Mentees

We have received Mentee and Mentor information forms from most of the pilot mentors, and the potential mentees and mentors have been informed who their mentees are and about interests and current employment and education status (Appendix T). Most of the mentees are LTA or bachelor's degree scholarship recipients who have agreed to participate in the mentoring project as a condition of their scholarship award. Some MLS or MEd scholarship recipients have requested mentors. Twenty-eight mentees have been matched with twenty-two mentors. All mentors have been provided with information about their mentees and have been assigned a password to access their interaction page to track their interactions with mentees.

### **Recruiting a Culturally Diverse Cadre of Librarians**

#### **Outreach to the Hispanic community and other cultural groups**

#### "Prime Time Family Reading Time<sup>®</sup>" Program Student Internship Stipends

We have been able to reach potential, future librarians who might serve Nebraska's growing Hispanic community through a partnership with the Nebraska Humanities Council's "Prime Time Family Reading Time<sup>®</sup>" program (Appendix U), <[www.nebraskahumanities.org/programs/prime.html](http://www.nebraskahumanities.org/programs/prime.html)>. Through this grant project, the Nebraska Library Commission is providing funding for stipends for Spanish-speaking student interns to assist with the "Prime Time" program. Interns have participated in the program at libraries throughout Nebraska. These stipends were funded with state funds as

a match for the IMLS Librarians for the 21<sup>st</sup> Century Grant. “Prime Time” programs that utilized interns are listed in table 6.

Table 6. “Prime Time Family Reading Time<sup>®</sup>”  
Programs September – November 2006

Library	Program Dates	Intern
Crete Public Library	September 16 – October 7	1
Lincoln City Libraries	October 11 – November 15	1
Omaha Public Library – South Branch	October 16 – November 20	2
Hastings Public Library	September 18 – October 23	2
South Sioux City Public Library	September 19 – October 24	1
Scottsbluff Public Library	November 6 – December 11	1

News articles about the “Prime Time” programs were printed in the *Omaha Star Weekly* (9-28-06), the *Lincoln Journal-Star* (November 10, 2006) the *Omaha World Herald* (included in October 31, 2006 grant report to the IMLS), *Norfolk Daily News* (August 5, 2006), the *Grand Island Independent* (November 9, 2006), and on the front page of the *Crete News* (October 4, 2006). Interns did a variety of tasks at the library. They helped people find books, called people to remind them of the “Prime Time” program, helped families register for the “Prime Time” program, helped check “Prime Time” program books in and out, welcomed “Prime Time” participants every week, translated some materials for the “Prime Time” program, helped to organize materials, helped with story time, organized books for a book sale, set up displays of materials, shelved books, and looked up the reference for books.

After the internship experience, some interns were more interested in becoming a librarian and working in a library than before their internships. Ideas about librarians and the work of librarians changed for some interns. They saw that librarians do more than check books in and out, “read books all day”, and shelve and catalog books. Interns observed that librarians create and provide activities for the public, help people read, help people find answers to questions, organize meetings, and provide outreach programs.

The “Prime Time” Intern at Lincoln City Libraries said:

“The fact that Librarians shelve books, work at the desk, etc., is true, but I realized that it is not even one-quarter of their job. Librarians do amazing work for the community by providing information to those who need it and for helping thousands of people on a daily basis.

I loved every minute of it. It was a priceless opportunity that was incredibly fun at the same time . . . this program will be something that I will never forget because it was like a jumpstart and practice for the field that I am going to major in (Spanish/Translating). Thank you so much for giving me this opportunity and for being such amazing people. I sincerely look forward to working here in the future.”

## Outcomes of the Grant Activities

### **Reactions from Scholarship Recipients**

This note was sent by a scholarship recipient (Katy Willis) following the March 9, 2007 visit to a UN-O class by Nebraska Library Commission staff Rod Wagner, Lisa Kelly, Dave Oertli, and Richard Miller. This student commented about the value of the NLC scholarship funds.

“Thank you so much for the time you spent with the Special Libraries UN-O class on Friday, March 9th. It was great to be able to see [people from] the NLC after having corresponded with multiple people there in the past. I would like to thank you for your wonderful support of library science students; the NLC is one of the reasons I was able to continue on with my education and go straight into the Master’s program after receiving my undergraduate degree last December. Thank you again!”

Kathryn Willis

Another note from a scholarship recipient and MLS student (Lanelle Richards):

“Thank you for taking time out of your busy schedules to interact with our class last Friday. It was interesting to learn first-hand about the NLC. Some of the services you provide sound invaluable to Nebraska’s librarians. Personally, the 21st Century Librarian Scholarship has enabled me to continue my studies. :o)”

Thanks again,

Lanelle Richards

And from a third scholarship recipient and MLS student (Marcia Dority Baker):

-----Original Message-----

From: Marcia Dority Baker

Sent: Friday, April 13, 2007 8:34 AM

To: NowHiring

Subject: Re: NLC Mentoring Workshop in April

“Thank you for the information. I am interested in being both a mentor and a mentee. The 21st Century Librarian Scholarship has allowed me to finish my MLS degree quicker than I anticipated. I enjoy working on my degree and promoting the MU/UN-O program and the NLC to my fellow classmates & colleagues. Unfortunately, the Omaha workshop is the day that the Law College finals begin. I cannot be

unavailable that day or the rest of the week. Please let me know when other mentoring opportunities arise.”

Thanks,

Marcia

And from another scholarship recipient and LTA student (MaDonna McCray):

“Thank you for awarding me the 21<sup>st</sup> Century Scholarship; once again, I am delighted to be a recipient of this generous award. I appreciate all the financial assistance the Library Commission has given me while pursuing my LTA Associate of Arts degree (which I will have in May!), and I will do my best to be an asset to the profession.”

Sincerely,

MaDonna McCray

### **Interviews with Scholarship Recipients Who have Graduated:**

#### Bachelor’s Degree Scholarship Recipient Continues Education

One of the bachelor’s degree scholarship recipients (Katy Willis) completed her degree and is now a student in the UN-O – University of Missouri Master of Library Science program. She has now received her first 21<sup>st</sup> Century Librarian MLS scholarship.

- She was hired as a page at Omaha Public Library at the Millard branch in November, and in March, she “moved up” into a position as Clerk II. She is sure that her bachelor’s degree in Library Science helped her get the position as Clerk II, since other people at the library had more seniority, but she had the degree and “the passion for further my education,” which she felt played a big role in her getting the job.
- She finished her bachelor’s degree in December 2006 and plans to finish her Master’s in Library Science in summer 2009.
- The scholarships have helped her graduate with less debt.
- She thought that it was very easy to apply for the scholarships, and that the forms for funds disbursement were simple to fill out.
- She encourages students to join professional organizations like American Library Association (ALA) and Nebraska Library Association (NLA). The publications from them are “more than worth the money for student dues.”
- She has had a very positive experience in both her bachelor’s and master’s programs. She appreciates being able to do coursework online because it forces her to be more proficient with technology and allows her more time to

be with her family. She also appreciates face-to-face class meetings because it's important to have that contact with students and professors for networking.

### LTA Scholarship Recipient Comments

One of the LTA scholarship recipients (MaDonna McCray) completed her LTA associate's degree in May 2007. She was working and is still working at Fullerton Public Library. Her title has changed from Library Aide to Library Technical Assistant, although her wage did not increase.

- In her words “The information and skills I obtained through the LTA courses has made me a more valuable asset to our library (however, it did not increase my wage). Also, having an LTA associate's degree will be an advantage when/if seeking other employment.”
- About further career or educational plans, she said “At this time, I do not have additional educational plans. However, if there is an opening at the Fullerton Public Library for a library director, I may inquire about it.”
- She has used the library career portion of the Now hiring @ your library® Website and thinks it is a good resource.
- When we asked, “Did the scholarship help you in completing your LTA associates degree faster than you might have otherwise?”, she responded “Most definitely! Without the scholarship money, it would have been easy to fall out of the program. Having a deadline to use each scholarship kept me on track.”
- “I thought the awards were generous and although the initial scholarship application requires a lot of time to complete (essay, recommendations), it was well worth it.”
- “There was some confusion about how the classes were paid for. Although I informed the appropriate authority after registering for a class, I was taken off the roster for failure to pay. This was corrected immediately, but it caused extra work and phone time for me and the college.”
- “I find the library profession challenging but rewarding. To be a valuable resource in the community, a library must meet the needs of all patrons, which can be extremely challenging. This not only means having the current best seller on the shelf for the avid reader, but also how to get the reluctant reader in the library. In addition, technological advancements mean that library personal need to be tech savvy. I met one library director whose motto is ‘Get IT @ your library®’ and the IT stands for Information Technology. Although the work is challenging,

the gratification of seeing a satisfied customer makes the effort worthwhile”

### **Other Observations**

Since the beginning of this grant, sixteen percent of scholarship dollars and thirty-two percent of the number of scholarships awarded have been for undergraduate degrees. Eighty-four percent of scholarship dollars and sixty-eight percent of the number of scholarships have been for graduate degrees. This might suggest that there is a greater demand by librarians and students for graduate level degrees in library science than there is for undergraduate degrees in library science. It might also suggest that once the Nebraska Library Commission fully implements the marketing campaign, there may be an increased demand for scholarships for undergraduate education. Or it could be that since the Nebraska Library Commission has offered scholarships for Master’s degrees in Library and Information Science for ten years, the library community is more aware of the graduate educational and scholarship opportunities than they are of the undergraduate educational and scholarship opportunities.

The marketing materials for the marketing campaign continue to be developed. As they are distributed more widely, we will track whether students apply for more undergraduate scholarships than before, and if there is an increase in the number of younger people who apply for library science scholarships. One outcome we hope to see is that more scholarships will awarded to people under age thirty than before and that more scholarships are awarded for undergraduate degrees (either the LTA or bachelors degree) than before.

Mentees (28) have been paired with trained mentors (22). Mentors have been trained in face-to-face workshops and online virtual meetings. In the next sixteen months, we hope to see evidence of successful and rewarding relationships develop between mentors and mentees.

“Prime Time Family Reading Time®” program internships have been very successful and well received. As a result, more internship opportunities have been developed, which will be funded from IMLS grant funds. This will provide additional opportunities to recruit young people to the library profession.

## Scholarships Awarded

Grant Year 3, November 1, 2006 – October 31, 2007 (through March 15, 2007)

	Dec. 6, 2007		Feb. 1, 2007		March 15, 2007		July 1, 2007		Oct. 31, 2007		Totals	
	#	\$\$\$	#	\$\$\$	#	\$\$\$	#	\$\$\$	#	\$\$\$	#	\$\$\$
LTA	4	\$4,000	2	\$2,000	1	\$1,000	-		-		7	\$7,000
BLS	3	\$3,000	1	\$1,000	2	\$2,000	-		-		6	\$6,000
MLS	12	\$30,000	5	\$12,500	10	\$25,000	-		-		27	\$67,500
MEd	7	\$17,500	0	\$0	2	\$5,000	-		-		9	\$22,500
<b>TOTAL</b>	<b>26</b>	<b>\$54,500</b>	<b>8</b>	<b>\$15,500</b>	<b>15</b>	<b>\$33,000</b>	<b>-</b>		<b>-</b>		<b>49</b>	<b>\$103,000</b>

State Funds for MLS and MEd Scholarship Awards: \$90,000

Federal Funds for BLS and LTA Scholarship Awards: \$13,000

Total: \$103,500 for Scholarship Awards

**f. Additional Comments/Anecdotal Information**

During the course of implementation, timelines and activities have been adjusted, as follows:

- Scholarships and stipends awarded to date continue to differ slightly from those proposed in the grant proposal. Some scholarship activities were compromised during the time when the Continuing Education Coordinator position was vacant. In addition, various staff members that were identified in the grant have been replaced by other Nebraska Library Commission staff members.
- The position of Continuing Education Coordinator, filled previously by Pam Scott, is now filled by Laura Johnson. Her time spent on scholarships serves as a match for the grant.
- To enhance the impact of the PSA, we are considering the development of a value-added product for use in recruitment. This activity was not included in the original grant request, and we are asking approval to explore this addition.
- Originally scheduled to spend fifty percent of the time on grant activities, NLC Research Analyst Cynthia Taylor continues to work primarily on grant activities.
- Due to setbacks which impacted the development of the marketing campaign, we will need an additional year to complete grant activities. We will request a one-year extension to the grant timeframe prior to October 1, 2007.
- Due to increased time spent in development of the marketing campaign and Website, we request approval to change timelines in accordance with Appendix V: 2005-2007 Program Schedule
- As part of a partnership with the “Prime Time Family Reading Time®” program, stipends were awarded to Hispanic student interns for working as library interns in conjunction with the project. The stipends were paid with state funds. We anticipate that this project will continue and we request that it continue to serve as match for this grant.
- We request that the mentor/mentee training and consultation expenditures identified in the Year 1 activities be deferred to Years 2, 3 and 4, due to increased time spent in development of the marketing campaign and Website. A contract continues with a Mentor Trainer Consultant, through June 30, 2007. A report from the consultant will be included in the next report to IMLS.
- Travel costs will need to be adjusted to decrease the amount budgeted for travel to IMLS meetings and increase out-of-state travel. This change is requested because of the number of high quality out-of-state training opportunities that project staff identified.

## Appendix A. Statistical Survey for Scholarship Applicants

### Nebraska Library Commission 21<sup>st</sup> Century Library Scholarship Program

#### Survey

• For Statistical Use Only •

**This information will be used to evaluate the effectiveness of our recruitment efforts.**

Your response to this survey is voluntary and will not affect your application. Your name will not be associated with this information. Please help us by completing this voluntary questionnaire.

#### A) Gender

Male  Female

#### B) Age

19 or less     20-29     30-39     40-49     50-59     60-69     70 or over

#### C) Highest Level of Education

- |  |  |
|--|--|
| <input type="checkbox"/> High School Graduate/or GED degree              | <input type="checkbox"/> M.A., M.S., or similar professional degree  |
| <input type="checkbox"/> Post High School, Vocational or Business School | <input type="checkbox"/> Ph.D., J.D., or similar professional degree |
| <input type="checkbox"/> College, less than B.A. or B.S. degree          | <input type="checkbox"/> M.D. or similar professional degree         |
| <input type="checkbox"/> B.A., B.S. or similar degree                    |  |

#### D) Of which Racial/Ethnic group do you consider yourself a member?

- |  |   |
|--|---|
| <input type="checkbox"/> American Indian           | <input type="checkbox"/> African American, Black, non-Hispanic origin |
| <input type="checkbox"/> Alaskan Native            | <input type="checkbox"/> White, non-Hispanic origin                   |
| <input type="checkbox"/> Asian or Pacific Islander | <input type="checkbox"/> Other _____                                  |
| <input type="checkbox"/> Hispanic                  |   |

#### E) To which Nebraska Library Commission scholarship program are you applying?

- Master of Library and/or Information Science
- Master of Education in School Library Media
- Bachelor's Degree
- Library Technical Assistant (LTA)

#### F) How did you hear about this scholarship program?

- |  |   |
|--|---|
| <input type="checkbox"/> Nebraska Library Commission         | <input type="checkbox"/> Recruitment PSA at a Movie Theater     |
| <input type="checkbox"/> Nebraska Library Commission Website | <input type="checkbox"/> Recruitment PSA and informational DVD  |
| <input type="checkbox"/> Now Hiring at Your Library Website  | <input type="checkbox"/> High School Counselor/Academic Advisor |
| <input type="checkbox"/> Newspaper/or Periodical             | <input type="checkbox"/> College Counselor/Academic Advisor     |
| <input type="checkbox"/> Friend                              | <input type="checkbox"/> Job Fair (which one?) _____            |
| <input type="checkbox"/> Local Library (where?) _____        | <input type="checkbox"/> Other (please describe) _____          |

- Flyer and/or other printed material

## **Appendix B. Application for Internships Scholarship**

### **DRAFT**

#### **Nebraska Library Commission 2008 Student Internship Grant Information & Application**

The Library Commission is offering \_\_\_\_\_ Student Internship Grants, as part of a grant received from the Institute of Museum and Library Services. These grants are intended to introduce promising high school and college students to the varied and exciting work of Nebraska libraries, by providing a stipend to be paid for \_\_\_\_\_ hours spent working with library staff on a variety of projects and activities.

Eligible entities:

- Accredited Nebraska public libraries
- Identified institutional libraries (see list)
- Nebraska Regional Library Systems

Other organizations can partner with an eligible entity for purposes of submitting a grant application for a collaborative project.

What's required of the applicant:

- Commitment to meeting grant expectations.
- Provision of a written evaluation of internship program, describing the projects, experience and any results and implications observed.
- Direct intern to complete program evaluation form.

**DRAFT****2008 Student Internship Grant Application****Applicant Organization:****Contact person:****Address:****Phone:****Email:**

Student internships should introduce participants to the interesting and varied work of Nebraska libraries. The internship should function as a recruitment tool, helping the participant view the library as a viable career opportunity.

The hours spent at the library should be planned to introduce the student to the scope and value of the diverse programs and activities throughout the library. One staff person should be identified to work closely with each student intern, and accept responsibility for ensuring a rich learning experience. This staff person will also be responsible for meeting the reporting requirements of this grant.

Under general supervision, the student intern will perform a range of routine tasks in the library to gain general knowledge of library work, as well as working on specific programs and activities.

**Examples of library work to be performed include:**

- Check out books to library customers.
- Assist customers in locating books, other media, and information.
- Assist customers in using the library and its resources.
- Assist library personnel with programming, for example, story hours.
- Assist library personnel with library public relations, for example, distribute informational materials.
- Shelving books.

**Knowledge, Abilities and Skills Required:**

- Interest and familiarity in using the library and its resources.
- Ability to communicate effectively and complete tasks.

Provide a brief description of the projects and activities with which the student intern will be involved, including the student's role in the projects:

Identify the staff person responsible for planning and monitoring the student intern:

## Appendix C. Intern evaluation form.

### 2008 Student Intern Reporting Form

1) **Before** your internship at the library did you want to work in a library?  yes  no

2) **Before** your internship at the library what types of *work activities* did you think librarians did every day?

3) Did your ideas about *the work of librarians* change after your internship?

My ideas about *the work of librarians*

Changed a lot	Changed a little bit	Did not change at all
3	2	1

4) **After** your internship, what types of *work activities* do you think librarians do every day?

5) Did your ideas about *librarians* change after your internship?

My ideas about *librarians*

Changed a lot	Changed a little bit	Did not change at all
3	2	1

6) After your internship, would you consider working at a library in the future?  yes  no

7) **Before** my internship, *I thought that librarians were:*

---

#### Interesting

Strongly Agree	Somewhat Agree	Neither Agree <i>or</i> disagree	Somewhat Disagree	Strongly Disagree
5	4	3	2	1

---

#### Cool

I strongly agree	I kind of agree	I don't agree <i>or</i> disagree	I kind of disagree	I strongly disagree
5	4	3	2	1

---

#### Young

I strongly agree	I kind of agree	I don't agree <i>or</i> disagree	I kind of disagree	I strongly disagree
5	4	3	2	1

---

8) *After* my, *I now think that librarians are:*

<b>Interesting</b>				
I strongly agree	I kind of agree	I don't agree <i>or</i> disagree	I kind of disagree	I strongly disagree
5	4	3	2	1

---

<b>Cool</b>				
I strongly agree	I kind of agree	I don't agree <i>or</i> disagree	I kind of disagree	I strongly disagree
5	4	3	2	1

---

<b>Young</b>				
I strongly agree	I kind of agree	I don't agree <i>o r</i> disagree	I kind of disagree	I strongly disagree
5	4	3	2	1

9) *Before* my internship, I was interested in becoming a librarian.

I strongly agree	I kind of agree	I don't agree <i>or</i> disagree	I kind of disagree	I strongly disagree
5	4	3	2	1

10) *After* my internship, I am interested in becoming a librarian.

I strongly agree	I kind of agree	I don't agree <i>or</i> disagree	I kind of disagree	I strongly disagree
5	4	3	2	1

11) What kinds of things did you do at the library during your internship?

12) What did you like *most* about being an intern at the library?

13) What did you like *least* about being an intern at the library?

14) If there were anything you could change about the internship program, what would you change?

15) Please tell us anything else you would like us to know about your experiences as an intern.

## Appendix D. NLC Blog: Now hiring @ your library® section

Official Nebraska Government Website

# Nebraska Library Commission Blog

"Bringing together people and information"

May 23, 2007

## Scholarship Deadline July 1

Entry Categories: [Education & Training](#) [Now hiring @ your library](#)

Are you thinking about advancing your library service career by taking library science classes? Now might be the time to take action--money is available to help support your education.

Nebraska Library Commission scholarships are supported by a grant awarded by the Institute of Museum and Library Services (IMLS) to recruit and educate the next generation of Nebraska librarians. July 1 is the next deadline for scholarship application. To apply, see Nebraska Library Commission's Now Hiring @ your library® Website, [www.NowHiringAtYourLibrary.org](http://www.NowHiringAtYourLibrary.org) or click the "coffee cup" icon on the left side of the Nebraska Library Commission Home Page at [www.nlc.state.ne.us](http://www.nlc.state.ne.us). This new section of the Commission Website provides easy access to information about library education options, scholarships, job openings, library careers, mentoring, and recruiting. Please comment below on your experience with Library Commission scholarship--we are always striving to improve the scholarship process.

Now hiring @ your library®

<p><u>WANTED</u></p> <p>Money for school</p>	<p><u>FOUND</u></p> <p>Scholarships to help fund library education</p>	<p><u>APPLY NOW</u></p> <p>Deadline: July 1, 2007</p>
--	--	---

The Nebraska Library Commission awards scholarships to Nebraskans for coursework and degree programs in library studies, including:

- Library Technical Assistant (LTA)
- Bachelor's Degree in Library and/or Information Science
- Master of Education in School Library Media (MEd)
- Master of Library and/or Information Science (MLS)
- Ph.D. in Library Science

schorship%20ad.jpg

For more information e-mail: [nowhiringatyourlibrary@nlc.state.ne.us](mailto:nowhiringatyourlibrary@nlc.state.ne.us)

Nebraska  
Library Commission

Institute of Museum & Library Services

IMLS

Posted by Mary Jo Ryan on May 23, 2007 8:33 AM | [Comments \(0\)](#)

May 22, 2007

## Recruiting the Next Generation of Nebraska Librarians @ the movies

Entry Categories: [Now hiring @ your library](#) [Public Relations](#)



*continued on next page . . .*

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## [Recruiting the Next Generation of Nebraska Librarians @ the movies](#)

Entry Categories: [Now hiring @ your library](#) [Public Relations](#)



The Nebraska Library Commission Recruitment Public Service Announcement (PSA) has been getting some great reactions and we are excited about the prospects for launching a statewide marketing campaign this summer. Cindi Hickey reports that the "recruiting video (is) making the rounds in Kansas." She continues, "You are getting rave reviews for the recruiting trailer in Kansas! Someone found it on YouTube (brilliant placement!) and is passing it around to everybody."

We hope the PSA sends the message that "library careers are cool, high tech, and service-oriented – an opportunity to make a difference in our communities." The vision is to have the PSA shown in movie theatres across Nebraska. Since Hollywood has helped to foster many of the outmoded stereotypes and images of librarians, it is appropriate to use the PSA as one of the vehicles to deliver the antidote to these stereotypes. Companion pieces to the PSA will include a movie poster for the theatre lobby, a display with information about educational opportunities, and "movie tickets" to apply for scholarships for training in library skills.

Some library staff and supporters have volunteered to contact the management of local movie theaters to ask them to donate screen time to show the PSA before movie showings and lobby space for poster and display. Ideally, the PSA would be shown in the summer before a movie that might attract a younger audience, specifically people of high school and college age. More volunteers are needed.

Please comment (link below) to let us know what you think of the PSA (see it at [www.nowhiringatyourlibrary.com](http://www.nowhiringatyourlibrary.com)) and be sure to volunteer to help us get free placement of the PSA in movie theatres this summer.

Thanks, Mary Jo Ryan

Posted by Mary Jo Ryan on May 22, 2007 3:30 PM | [Comments \(0\)](#)

Appendix E. Ads about Scholarships and Internships

 **Now hiring @ your library®**

**WANTED:**

STUDENT INTERNS TO:

- Assist with local library programming
- Begin building a library service career

NEBRASKA PUBLIC LIBRARY STAFF TO:

- Introduce high school or college students to interesting library activities
- Serve as a library career ambassador by training young people to help with exciting library service projects



Internship grant applications will be accepted from eligible library entities as part of the Library Improvement Grant process, beginning October 1, 2007. For more information e-mail: [nowhiringatyourlibrary@nlc.state.ne.us](mailto:nowhiringatyourlibrary@nlc.state.ne.us).

 Nebraska Library Commission

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 Recruiting the next generation of Nebraska librarians @ the movies

 **Now hiring @ your library®**

<p><u>WANTED</u></p> <p>Money for school</p>	<p><u>FOUND</u></p> <p>Scholarships to help fund library education</p>	<p><u>APPLY NOW</u></p> <p>Deadline: July 1, 2007</p>
--	--	---

The Nebraska Library Commission awards scholarships to Nebraskans for coursework and degree programs in library studies, including:

- Library Technical Assistant (LTA)
- Bachelor's Degree in Library and/or Information Science
- Master of Education in School Library Media (MEd)
- Master of Library and/or Information Science (MLS)
- Ph.D. in Library Science



For more information e-mail: [nowhiringatyourlibrary@nlc.state.ne.us](mailto:nowhiringatyourlibrary@nlc.state.ne.us)

 Nebraska Library Commission

 INSTITUTE of Museum and Library SERVICES

 Recruiting the next generation of Nebraska librarians @ the movies

## Appendix F. Letter for Marketing Kit.

**Thank you**  
for helping recruit the next generation of Nebraska librarians  
**@ your library®**

Enclosed is your Recruiting Kit, including:

- Sixty-second Public Service Announcement (PSA) on DVD—a great trigger piece to get conversations started about library staff and the work they do in their communities.
- Handouts to direct students to [NowHiringAtYourLibrary.com](http://NowHiringAtYourLibrary.com), the Nebraska Library Commission's special Website for people who might be interested in library work and the librarians that want to help them.
- Brochures about educational opportunities in Nebraska and scholarships offered by the Nebraska Library Commission.
- Postcards to request additional information.

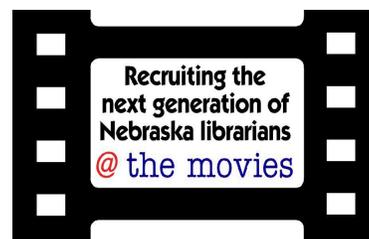
Please e-mail us at [NowHiringAtYourLibrary@nlc.state.ne.us](mailto:NowHiringAtYourLibrary@nlc.state.ne.us) with reactions to the Recruiting Kit and suggestions for additional materials that might be helpful. We are very interested in information about how you use these materials.

Thanks,

Mary Jo Ryan  
Kit Keller  
Cynthia Taylor  
Laura Johnson



**Nebraska  
Library Commission**



**Appendix G. Marketing Kit: Website Handout**

# Library Career and Education Website

<http://www.NowHiringAtYourLibrary.org>

<http://www.NowHiringAtYourLibrary.com>

Explore library career options. Learn about educational opportunities, scholarships, working with a mentor, career development, job listings, and recruitment tools. Communicate with other library professionals. The Nebraska Library Commission is developing this Website for *Recruiting the next generation of Nebraska librarians @ the movies*, a project funded by the Institute of Museum and Library Services *Librarians for the 21st Century Program*.

 Official Nebraska Government Website

## Nebraska Library Commission



With their boundless energy, libraries open the door to these worlds and so many others. — Caroline Kennedy

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Nebraska Library Commission  
The Atrium  
1200 N Street, Suite 120  
Lincoln, NE 68508-2023

Phone: 402-471-2045  
(Lincoln & outside Nebraska)  
800-307-2665 (Nebraska only)  
Fax: 402-471-2083



Adrian Gomez-Mesa, Computer Page, loves helping children work with computers at the library

Watch this recruitment PSA to find out if a library career is right for you.

Many jobs are available in libraries and school library media centers in Nebraska



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Please send comments to [Now Hiring Team](#)

Recruiting the  
next generation of  
Nebraska librarians  
@ the movies



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Fax: 402-471-2083



Chris Haeffner, Library Media Specialist, Randolph Elementary School in Lincoln, helps a student with a Summer Reading Program activity.



Watch this recruitment PSA to find out if a library career is right for you.

Many jobs are available in libraries and school library media centers in Nebraska



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Please send comments to [Now Hiring Team](#)



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Chris Haeffner, Library Media Specialist, Randolph Elementary School in Lincoln, helps a student with a Summer Reading Program activity.



Watch this recruitment PSA to find out if a library career is right for you.

Many jobs are available in libraries and school library media centers in Nebraska



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Please send comments to [Now Hiring Team](#)



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<http://www.NowHiringAtYourLibrary.org>

# Library Career and Education Website

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Explore library career options. Learn about educational opportunities, scholarships, working with a mentor, career development, job listings, and recruitment tools. Communicate with other library professionals. The Nebraska Library Commission is developing this Website for *Recruiting the next generation of Nebraska librarians @ the movies*, a project funded by the Institute of Museum and Library Services *Librarians for the 21st Century Program*.

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800-307-2665 (Nebraska only)  
Fax: 402-471-2083



Jeff Pospisil, Young Adult Librarian at the Willa Cather Branch of the Omaha Public Library, shows teens a great book for their school project.

Watch this recruitment PSA to find out if a library career is right for you.

Many jobs are available in libraries and school library media centers in Nebraska



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Please send comments to [Now Hiring Team](#)



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<http://www.NowHiringAtYourLibrary.org>

**Appendix H. Marketing Kit: Scholarship handout**

# Scholarships

## for Library Science and School Library Media Studies

<http://www.nlc.state.ne.us/NowHiring/Scholarships.asp>

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### Scholarships

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## 21<sup>st</sup> Century Librarian Scholarships

**Library Technical Assistant Scholarship Program**

**Bachelor's Degree Scholarship Program**

**Master of Education in School Library Media Scholarship Program**

**Master of Library and/or Information Science Scholarship Program**

**Ph.D. of Library Science Scholarship Program**

The Nebraska Library Commission awards scholarships to Nebraskans for coursework and degree programs in library studies. Scholarships are funded by state aid funding appropriated by the Nebraska Legislature, granted and administered by the Nebraska Library Commission, and through the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act and the Librarians for the 21<sup>st</sup> Century program.

For more information, contact Laura Johnson, Nebraska Library Commission Continuing Education Coordinator, [ljohnson@nlc.state.ne.us](mailto:ljohnson@nlc.state.ne.us), 800-307-2665, 402-471-2694, or Kit Keller, Nebraska Library Commission Planning & Data Services Coordinator, [kkeller@nlc.state.ne.us](mailto:kkeller@nlc.state.ne.us), 800-307-2665, 402-471-3216.

### Application Deadlines:

- February 1
- March 15
- July 1
- October 15

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Please send comments to [Now Hiring Team](#)



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## Nebraska Library Commission 21<sup>st</sup> Century Librarian Scholarships

<http://www.nlc.state.ne.us/NowHiring/Scholarships.asp>

The Nebraska Library Commission awards scholarships to Nebraskans for coursework and degree programs in library studies. Scholarships are funded by state funding appropriated by the Nebraska Legislature, granted and administered by the Nebraska Library Commission, and federal funding from the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, Librarians for the 21<sup>st</sup> Century program.

### Scholarship Programs:

- \* **Library Technical Assistant Scholarship:** The Nebraska Library Commission can award up to fifty scholarships of up to \$1,000 each year. This scholarship provides financial support for coursework at Nebraska Community Colleges leading to a Library Technical Assistant associate degree. Scholarships may be used for tuition, course-related materials, and fees associated with the courses. In addition, recipients can use scholarship funds for other, non-educational expenses incurred to attend courses, such as travel expenses, childcare, etc.
- \* **Bachelor's Degree Scholarship:** The Nebraska Library Commission can award up to fifty scholarships of up to \$1,000 each year. Scholarships may be used for tuition, course-related materials, and fees associated with the courses. This scholarship provides financial support to eligible Nebraskans seeking a Bachelor's degree in Library Science, in General Studies with a major in Library Science, or in Education in School Library Media from an accredited university.
- \* **Master of Education in School Library Media Scholarship:** The Nebraska Library Commission will award scholarships of up to \$2,500 each year for tuition, course-related materials, and fees associated with the master's degree program. Scholarship funds may be used for an approved Master of Education degree program in School Library Media.
- \* **Master of Library and/or Information Science Scholarship:** The Nebraska Library Commission will award scholarships of up to \$2,500 each year for tuition, course-related materials, and fees associated with the master's degree program. Scholarship funds may be used for any ALA-accredited master of library and/or information science degree program.

### Application Deadlines:

- February 1 (notification by March 1)
- March 15 (notification by April 15)
- July 1 (notification by Aug 1)
- October 15 (notification by Nov 15) (in 2006, this deadline extended to December 6)

For more information, contact Laura Johnson, Nebraska Library Commission Continuing Education Coordinator, [ljohnson@nlc.state.ne.us](mailto:ljohnson@nlc.state.ne.us), 800-307-2665, 402-471-2694 or Kit Keller, Nebraska Library Commission Planning & Data Services Coordinator, [kkeller@nlc.state.ne.us](mailto:kkeller@nlc.state.ne.us), 800-307-2665, 402-471-3216.

\*For specific scholarship criteria, requirements and application forms visit the scholarship Website at <http://www.nlc.state.ne.us/NowHiring/Scholarships.asp>

**Appendix I. Marketing Kit: Mentoring handout**

## Nebraska Library Commission



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### Mentoring

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 800-307-2665 (Nebraska only)  
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## 21<sup>st</sup> Century Librarian Mentoring Program

### Why Mentoring?

The Mentoring Program is designed to link prospective librarians, library students, and librarians just beginning their careers with library professionals who have working knowledge and experience to share.

### 21<sup>st</sup> Century librarian mentors will

- Guide library workers and others who are interested in pursuing education in library studies.
- Inform mentees about the scholarship, stipend, and internship opportunities to support their education and skill development in library studies and library work.
- Assist mentees in becoming knowledgeable about the library field and library job opportunities
- Assist mentees in finding work in Nebraska libraries and in developing professional skills to enhance their library careers.
- Assist mentees in developing strategies to be successful in Library Technical Assistant, Bachelor's, School Library Media and MLS educational programs.

### A mentor encourages by

- Investing time and energy in building a relationship of trust, privacy, and confidentiality
- Listening without giving advice
- Motivating and modeling
- Stimulating self-awareness
- Expecting excellence, not perfection
- Leading the way to a personalized career path
- Highlighting and celebrating progress and growth
- Laughing; a little humor at the right time can go a long way!

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Nebraska Library Commission  
**21<sup>st</sup> Century Librarian Mentoring Program**

<http://www.nlc.state.ne.us/NowHiring/Mentoring.asp>

### Why Be a Mentor?

- Gain new insights and knowledge about your profession
- Increase your job satisfaction and reflect on your own professional development
- Develop and improve your listening and communication skills
- Share your expertise and experiences
- Keep up with changes in your profession
- Pass on your professional legacy

### Why Be Mentored?

- Develop your career plan
- Get help identifying and overcoming barriers to your success
- Gain greater job satisfaction
- Practice communicating, negotiating, decision-making, and self-assessment skills in a safe environment
- Build your professional network and participate in professional activities with guidance from a professional sponsor

*Outstanding mentors are intentional.*

*Outstanding mentors invest time and energy in building a relationship of trust, privacy, and confidentiality.*

*Outstanding mentors pass on their professional legacy.*

More information? Contact: Cindi Hickey, [chickey@sunflower.com](mailto:chickey@sunflower.com),  
Kit Keller, [kkeller@nlc.state.ne.us](mailto:kkeller@nlc.state.ne.us) or Mary Jo Ryan, [mjryan@nlc.state.ne.us](mailto:mjryan@nlc.state.ne.us)



**Nebraska Library Commission**  
"Bringing together people and information"



## Appendix J. Marketing Kit: Internship Flyer



Now hiring @ your library®

### WANTED:

#### STUDENT INTERNS TO:

- Assist with local library programming
- Begin building a library service career

#### NEBRASKA PUBLIC LIBRARY STAFF TO:

- Introduce high school or college students to interesting library activities
- Serve as a library career ambassador by training young people to help with exciting library service projects



Internship grant applications will be accepted from eligible library entities as part of the Library Improvement Grant process, beginning October 1, 2007. For more information e-mail: [nowhiringatyourlibrary@nlc.state.ne.us](mailto:nowhiringatyourlibrary@nlc.state.ne.us).



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**Appendix K. Marketing Kit: Library Education Opportunities in Nebraska**

**GETTING STARTED**



**Library Technical Assistant:**  
**Nebraska Community College**  
 Contact: Gretchen B. Schaefer,  
 Academic Advisor  
 Metropolitan Community College  
 402-557-2276  
 1-800-228-3553  
[gschaefer@metcc.edu](mailto:gschaefer@metcc.edu)  
[www.metcc.edu](http://www.metcc.edu)

**Undergraduate Degree/Library Science:**  
**University of Nebraska at Omaha**  
 Contact: Dr. R. J. (Becky) Pasco  
 Coordinator, Library Science Education Programs  
 University of Nebraska at Omaha  
 402-554-2119; 1-800-858-8648, ext. 2119  
[rpasco@unl-omaha.edu](mailto:rpasco@unl-omaha.edu)  
<http://web.unl-omaha.edu/librayed>



**CONTINUING YOUR EDUCATION**



**UNO Graduate Education Degrees and Library Media Endorsements:**  
**University of Nebraska at Omaha**  
 Contact: Dr. R. J. (Becky) Pasco  
 Coordinator, Library Science Education Programs  
 University of Nebraska at Omaha  
 402-554-2119; 1-800-858-8648, ext. 2119  
[rpasco@unl-omaha.edu](mailto:rpasco@unl-omaha.edu)  
<http://web.unl-omaha.edu/librayed>

**University of Wisconsin - Columbia/UNO Cooperative Master of Arts, Library Science Degree:**  
**University of Wisconsin - Columbia School of Information Science & Learning Technologies**  
 Contact: Missouri Student Coordinator  
 877-747-5683 (toll free)  
<http://mls@uwc.edu/>  
 Dr. R. J. (Becky) Pasco  
 402-554-2119; 1-800-858-8648, ext. 2119

Library technical assistant, UNO undergraduates, UNO and Missouri graduate library science courses are offered in either a web-assisted format, combination of face-to-face and online sessions, or online.  
**Other Resources:**  
**Institutions with ALA-Accredited Programs**  
<http://www.wala.org/ala/accr/education/lib/in/A/1/accr.html>  
**Nebraska Library Commission: Education and Careers**  
<http://www.nlc.ne.gov/>



**You Can Make a Difference @ your library**

**FOR MORE INFORMATION**

Contact: Dr. R. J. (Becky) Pasco  
 Coordinator, Library Science Education Programs  
 University of Nebraska at Omaha  
 402-554-2119; 1-800-858-8648, ext. 2119  
[rpasco@unl-omaha.edu](mailto:rpasco@unl-omaha.edu)  
<http://web.unl-omaha.edu/librayed>

This publication was supported in part by state aid funding appropriated by the Nebraska Legislature, passed and administered by the Nebraska Library Commission, as part of the Nebraska Librarian for the 21st Century project.  
 Additional funding was supplied by the Nebraska Educational Media Association and the Nebraska Library Association.



**Nebraska Librarians**

**MAKING A DIFFERENCE!**



# Could This be You?

Technology Specialist

Information Detective

Storyteller

Preserver of our Heritage

Community Leader

Defender of the Right to Read



Making a Difference.

- PUBLIC
- BUSINESS & CORPORATE
- ACADEMIC
- MUSEUMS & ARCHIVES
- SCHOOL
- MEDICAL
- LAW

# Libraries

## WHY LIBRARIES?

After teaching Hilary to student with special needs how to use the library online catalog, she taught one of her friends how to search. Seeing the time of them discussing and sharing made my heart leap. Through, "This is what it's all about, those precious moments you can only cherish as a professional!"

**Laurie Bouslog, Library Media Specialist  
Bayard Jr./St. Aggs School, Bayouville**

I love the truck drivers. They rush in and grab about 10 tapes to get them to New York and back, then rush back in because the truck they are driving has a CD player instead of a cassette player. We are planning a booklet "On the Road Again."

**Jill Simpson, Branch Supervisor  
Lincoln City Libraries**

Joe came to the public library to use the computers and said he had to read. I convinced him to get a library card and check out a book. After much discussion, he decided to check out Captain Underpants. He was hooked! He is now an avid reader and likes all kinds of books. He makes my day whenever I see him.

**Kathy Jacobs, Director  
South Stars City Public Library, South Stars City, NE**

There is nothing more rewarding than seeing the relief in the eyes of a teacher when we are able to verify articles through databases and find the needed titles through inter-library loan. It is not uncommon for a teacher to send students to the media center for help, once they realize the many ways we can access information and assist anyone with any project.

**Patty Birch, Library Media Specialist  
North Platte High School, North Platte, NE**



## Appendix L. Marketing Kit: Library Technical Assistant Associate's Degree Program.

Upon completion of the LTA program students will be equipped with the skills to work in a variety of library environments. Graduates of the program will be able to:

- Discuss the typical functions of libraries in today's society;
- Recognize and apply methods for collection assessment;
- Assess and understand the side diversity of library customers;
- Evaluate and use current information resources in a variety of formats;
- Discuss planning and marketing tools and resources available for all types of library environments;
- Plan and demonstrate a program for children or young adults in the library;
- Demonstrate a program for children or young adults in the library;
- Demonstrate knowledge of cataloging and processing terminology and

The Nebraska Library Commission has scholarships available for LTA students. Go to [www.nlc.state.ne.us](http://www.nlc.state.ne.us) for information or contact Laura Johnson, Continuing Education Coordinator at the NE Library Commission (800) 307.2665. • [ljohnson@nlc.state.ne.us](mailto:ljohnson@nlc.state.ne.us)

### LTA Advisors Contact Information

#### Central Community College

Mary Young, Admissions Office  
[myoung@cccneb.edu](mailto:myoung@cccneb.edu)  
 (402) 562.1296 • (877) 222.0780  
 4800 69<sup>th</sup> St., Columbus, NE 68602

#### Metropolitan Community College

Gretchen Schaeffer, Academic Advisor  
[gschaeffer@mccneb.edu](mailto:gschaeffer@mccneb.edu)  
 (402) 457.2376 • (800) 228.9553  
 P.O. Box 3777, Omaha, NE 68103-0777

#### Mid-Plains Community College

McCook Community College  
 A Division of Mid-Plains Community College  
 Rick Michaelson, Student Advisor  
[michaelson@mpcc.edu](mailto:michaelson@mpcc.edu)  
 (308) 345.8102 • (800) 658.4348  
 1205 East Third, McCook, NE 69001

#### North Platte Community College

A Division of Mid-Plains Community College  
 Sherry Mibsel, Student Advisor  
[mibsel@npcc.edu](mailto:mibsel@npcc.edu)  
 (308) 535.3710 • (800) 658.4308  
 601 West State Farm Road, North Platte, NE 69101

#### Northeast Community College

Shelley Lammers, Admissions Office  
[shelley@northeastcollege.com](mailto:shelley@northeastcollege.com)  
 (402) 844.7282 • (800) 348.9053  
 801 E. Benjamin Ave., PO Box 469,  
 Norfolk, NE 68702-0469

#### Southeast Community College

Mike Pegram, Academic Advisor  
[mpeggram@seccneb.edu](mailto:mpeggram@seccneb.edu)  
 (402) 437.2788 • (800) 642.4075  
 8800 "O" St., Lincoln, NE 68520-1299

#### Western Nebraska Community College

Joan Ahrens, Program Advisor  
[jahrens@wncc.net](mailto:jahrens@wncc.net)  
 (308) 635.6029 • (800) 345.4435  
 or  
 Dan Dolberty, Dean of Education  
[ddolberty@wncc.net](mailto:ddolberty@wncc.net)  
 (308) 635.6031 • (800) 345.4435  
 1601 E. 27<sup>th</sup> St., Scottsbluff, NE 69361

*Looking for a high-tech  
 career that is fast paced,  
 and involves working  
 with people?*

## LIBRARY TECHNICAL ASSISTANT

Associate of Arts Degree Option



*Offered jointly through the  
 Nebraska Community Colleges*

## What Can I Do with the LTA Degree?



In as little as two years, graduates from this program will be able to provide services requiring technical skills in such vital areas as:

- Development of youth or adult programming
- Circulation of materials
- Acquisition and processing of all types of materials - print and electronic
- Budgeting and planning
- Collection development

The program's courses focus on:

- Information resources in all formats
- Services for youth
- Library management

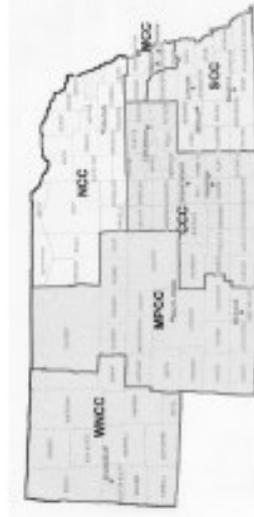
An associate of arts degree in Library Science Education is now available in Nebraska through a partnership of the Nebraska Community College System, Nebraska Library Commission, and the University of Nebraska at Omaha.

Students interested in earning the Library Technical Assistant (LTA) Associate of Arts Degree should apply to the community college of their choice.

Working closely with the program advisor at their home campus, students will:

- Register for on-line LTA core course at the community college offering the course;
- Transfer credits back to their home campus;
- Complete the general studies courses and elective hours to meet graduation requirements for the Associate of Arts Degree at their college.

### Nebraska Community College Regions



SOO: Southwest Community College  
 WCCO: Western Community College  
 MPOC: Mid Plains Community College  
 NCC: Northwest Community College  
 SOO: Southwest Community College

**NOTE: Advisors for each campus are listed on the back of this brochure.**

### Nebraska Community Colleges - Library Technical Assistant Program Course Rotation

Schedule as March 2007 - Subject to change

Course	Aug 07	Jan 08	Mar 08	May 08	Aug 08	Jan 09	Mar 09	May 09	Aug 09	Jan 10	Mar 10	May 10	Aug 10
LIBR 100 Intro to Library and Info Services Metropolitan Community College - Omaha	*		*		*		*		*		*		*
LIBR 100P Intro to Library and Info Services Northwest Community College - Norfolk	*				*				*				*
LIBR 100P Intro to Library and Info Science Southeast Community College - Lincoln		*				*				*			
LIBR 100 Intro to Library and Info Services Central Community College - Grand Island				*				*				*	
LIBR 100 Intro to Children and Young Adult Services Central Community College - Columbus				*				*				*	
LIBR 200P Intro to Library Collection Management Mid Plains Community College - North Platte						*				*			
LIBR 200P Intro to Technical Services - Cataloging Western Nebraska Community College - Scottsbluff	*				*			*				*	
LIBR 200P Library Science Capstone Practicum Metropolitan Community College - Omaha	*			*				*				*	

\* Fulfills requirements for one of the courses required by the Nebraska Library Commission, Basic Skills Training Course for Public Librarian Certification Program. LTA courses may be used to complete continuing education requirements for the Certification Programs through the Nebraska Library Commission. Contact the Nebraska Library Commission for more information.

\* Students must register through the LTA Advisor at Metropolitan Community College.



Appendix N. ALA announcement about NLC PSA in *American Libraries (AL) Direct*.

 <p>american <b>libraries</b> DIRECT</p> <p>March 28, 2007</p>	<p><b>Contents</b></p> <ul style="list-style-type: none"><li><a href="#">U.S. &amp; World News</a></li><li><a href="#">ALA News</a></li><li><a href="#">Booklist Online</a></li><li><a href="#">D.C. Update</a></li><li><a href="#">Division News</a></li><li><a href="#">Round Table News</a></li><li><a href="#">Awards</a></li><li><a href="#">Seen Online</a></li><li><a href="#">Tech Talk</a></li><li><a href="#">Actions &amp; Answers</a></li><li><a href="#">Poll</a></li><li><a href="#">Calendar</a></li></ul>
--	---

[Now hiring in Nebraska](#)

The [Nebraska Library Commission](#) put together this PSA about library jobs to counter the prevailing impression that librarians “shelve books all day.” The young audience finally admits that library work is “cool.”...

Nebraska Library Commission



**Appendix O. E-mail from a librarian about the ALA announcement about the PSA.**

Date: Fri, 30 Mar 2007 08:58:57 -0400  
From: sburnsfeyl@pace.edu  
Subject: Do you get ALA Direct?  
To: cjoy6@hotmail.com

Nebraska Library Commission is in there today!

**[Now hiring in Nebraska](#)**

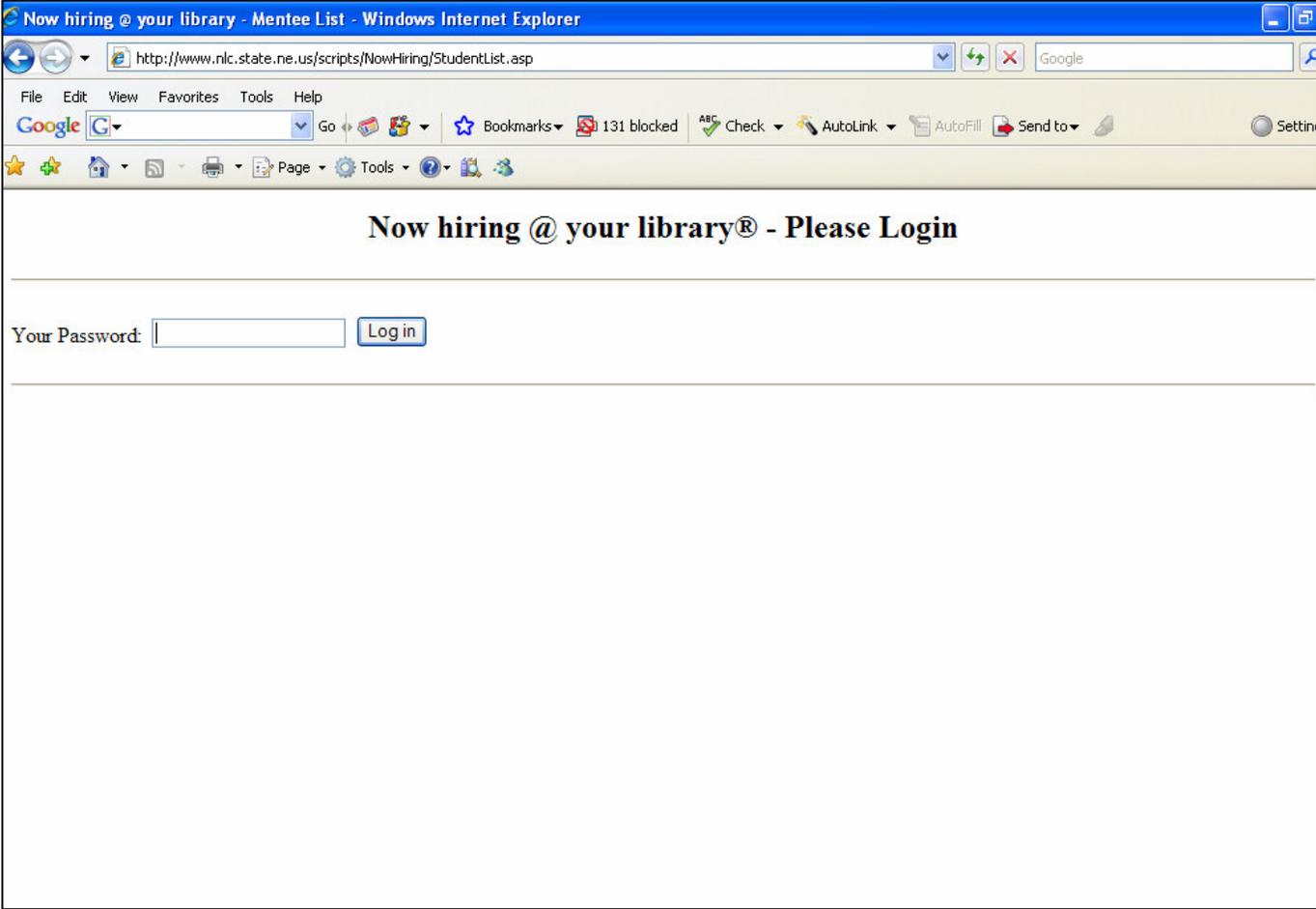
The [Nebraska Library Commission](#) put together this PSA about library jobs to counter the prevailing impression that librarians “shelve books all day.” The young audience finally admits that library work is “cool.”...

Nebraska Library Commission

Sarah

Sarah Burns Feyl  
Assistant University Librarian for Instructional Services  
Pace University Library  
861 Bedford Road  
Pleasantville, NY 10570  
(914) 773-3220  
<http://www.pace.edu/library>

Appendix P. Mentor – Mentee Interaction Tracking



Nebraska Library Commission



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Mentoring (Test Test)

**Search**



**Blog**

**Contact**

- [Jobs and Careers](#)
- [Learning](#)
- [Scholarships](#)
- [Mentoring](#)
- [Recruiting](#)
- [Professional Organizations](#)
- [Diversity](#)

Nebraska Library Commission  
 The Atrium  
 1200 N Street, Suite 120  
 Lincoln, NE 68508-2023

Phone: 402-471-2045  
 (Lincoln & outside Nebraska)  
 800-307-2665 (Nebraska only)  
 Fax: 402-471-2083

Mentee List for: Test Test		
Select Mentee	Email	Phone
Mentee, Test	testm@nlc.state.ne.us	555-555-1212

Now hiring @ your library®



Nebraska Library Commission



Supported in part by funding from the Institute of Museum and Library Services 21st Century Librarian Project, administered by the Nebraska Library Commission. © 2006

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Now hiring @ your library®

Mentor: Test Test

[Back to Mentee List](#)

**Search**

**Blog**

**Contact**

- [Jobs and Careers](#)
- [Learning](#)
- [Scholarships](#)
- [Mentoring](#)
- [Recruiting](#)
- [Professional Organizations](#)
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 (Lincoln & outside Nebraska)  
 800-307-2665 (Nebraska only)  
 Fax: 402-471-2083

Interaction History for Mentee: Test Mentee		
Date	Type	Notes
5/24/2007	<input type="button" value="v"/>	<input type="text"/> <input type="button" value="Save"/>
4/25/2007	E-Mail Phone Mail In-Person Other	rode to alliance (Mentor: Test Test)
4/23/2007	In-Person	Sent copy of biographical info to mentee (Mentor: Test Test)
4/23/2007	Other	Set up FaceBook account with mentee (Mentor: Test Test)
4/23/2007	E-mail	Sent 4-23-07. Response on 4-24-07 (Mentor: Test Test)
4/23/2007	Phone	Called and made appointment to meet at OPL Downtown (Mentor: Test Test)
4/23/2007	Other	Attended workshop; filled out registration (Mentor: Test Test)
4/23/2007	In-Person	Met at conference (Mentor: Test Test)
4/23/2007	E-mail	Sent link for appreciative inquiry information resources (Mentor: Test Test)
4/23/2007	In-Person	Talked about the NH website and resources (Mentor: Test Test)
4/18/2007	Phone	Talked about course selections (Mentor: Test Test)
4/18/2007	E-mail	Sent email concerning scholarship application (Mentor: Test Test)

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Home  
 Nebraska  
 Library  
 Commission



Supported in part by funding from the Institute of Museum and Library Services 21st Century Librarian Project, administered by the Nebraska Library Commission. © 2006

## Appendix Q. Mentoring Workshop Description

### Building a Mentoring Relationship Workshop

A morning session will offer joint training for both mentors and mentees. In the afternoon, mentors will explore strategies for building a mentoring relationship, remote mentoring, and tracking the mentoring process. Lunch will be provided.

#### Morning Session for mentors and mentees:

- Build or expand professional networks.
- Explore the Now hiring @ your library® Website built especially for Nebraska's 21st Century Librarian Mentoring Program.
- A working lunch discussion of the mentoring relationship.

#### Mentors-only afternoon session will explore:

- Strategies for growing a mentoring relationship.
- Techniques for mentoring remotely.
- A tool for tracking the mentoring process.

#### What should you bring with you to the workshop?

Everyone: Business cards to share.

Mentors: Answer the following questions in writing and bring your answers to the workshop:

1. List the people and events that had an impact on you and your professional development as a new librarian and describe their impact.
2. List the people and events that had an impact on you in your early leadership roles as a librarian and describe their impact.
3. List the people and events that had an impact on you and your professional development as an experienced librarian and describe their impact.

#### Dates and Locations:

Monday, April 23, 2007: Omaha  
University of Nebraska Medical Center  
McGoogan Library of Medicine  
Wittson Hall, 8th floor, Wilson Training Room

Tuesday, April 24, 2007: North Platte  
North Platte Community College  
1101 Halligan Dr., North Campus, Room 200

Wednesday, April 25, 2007: Alliance  
Alliance Public Library  
1750 Sweetwater Avenue

#### Times and other details:

10:00 a.m. to 1:00 p.m. - Joint session of mentors and mentees. (Working lunch for mentors and mentees from 12-1; lunch is provided). 1:00 p.m. to 3:00 p.m. - Mentors only session

Please register by April 18, 2007 the Nebraska Library Commission's Library Training Portal <<http://www.nlc.state.ne.us/training/train.asp>> and search on "mentoring".

For more information contact Mary Jo Ryan, Nebraska Library Commission Communications Coordinator, 402-471-3434, 800-307-2665, mjryan@nlc.state.ne.us.

**Appendix R. Handout from April Mentoring Workshops**



## SPEED NETWORKING

### Build Your Professional Network...

- ❖ Meet new colleagues.
- ❖ Learn more about colleagues you are acquainted with.
- ❖ Have FUN!

### What Does Networking Have To Do With Mentoring?

- ❖ Mentees need a strong network of colleagues who can support their professional goals and development.
- ❖ Mentors need to expand their professional network to support their own work and continuing development.
- ❖ Mentors need to build their professional network to identify potential resources for their mentees.

### The Process (A Little Bit Like Musical Chairs):

1. Line up your chairs in 2 rows facing each other.
2. You will have 3 minutes to chat with the person facing you.
3. When the timer goes off, everyone in the row designated by the networking leader will move to the chair to the right of them and chat for 3 minutes, etc.
4. The process continues until the networking leader calls time.

### Networking Tips:

- Networking is about making connections. Remember you are not just meeting one person. You are meeting their network knows.
- Introduce your self (name, organization, location) and share a sentence or 2 about your work.
- Ask questions to learn more about your networking partner.
- **Smile and Have Fun!**

### Starters:

How did you get started working in libraries?

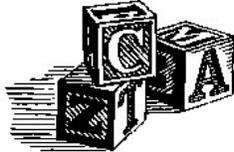
What attracted you to working in libraries?

What do you like about working in libraries?

What challenges do you face in your work with your library?

How do you keep up with what's new in the library profession?

What skill is most important to doing your job well?



**Building Blocks for Effective Relationships**

**Mentoring is a relationship that is built by both mentor and mentee.**

**What are the attributes of an effective relationship?**

Nebraska Library Commission



## Growing the Mentoring Relationship

### Think About...

The people who impacted your early career in libraries

The people who helped you become a leader in the library profession.

**What did they do, what traits do they possess that helped you develop as a professional?**

Nebraska Library Commission



## Mentoring Remotely



We all use the telephone and e-mail but have you tried these communication tools?

**OPAL:** Online Programming for All Libraries--And All Library Users  
<http://www.opal-online.org>

NLC's Online Room at OPAL:

<http://67.19.90.10/masteradmin/room.asp?id=rs9081141564a5>

### IM – Instant Messaging

Google Talk: <http://www.google.com/talk/>

Yahoo Messenger: <http://messenger.yahoo.com/>

Meebo: <http://www.meebo.com/> (IM from anywhere, anytime)

### Skype – instant messaging and Internet Phone

<http://www.skype.com/download/>

What tools have you tried?

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## Tracking the Mentoring Process

Use the “Interactions” feature on Now hiring @ your library to record your contacts with your mentee.

Start at <http://nowhiringatyourlibrary.org>

Click on “Mentoring”

Go to “For Mentors”

Click on “Interactions”

or go to

<http://www.nlc.state.ne.us/scripts/NowHiring/StudentList.asp>

### \*Tracking Form:

What am I thinking and/or wondering about my mentee?

What are the current challenges of our mentoring relationship?

What is working well in our mentoring relationship?

What do I want to improve in our mentoring relationship?

What have I learned from our relationship?

\*Adapted from Zachary, Lois J. *The Mentor's Guide*. (2000). San Francisco: Jossey-Bass. p. 55

Nebraska Library Commission



## FINAL NOTES



1. What will you do next to grow your relationship with your Mentee?
2. How will this session help you plan for working with your mentee?
3. Do you need an "Interactions" logon? If yes, please provide your name, telephone number and e-mail address.
4. How can the Nebraska Library Commission help you grow your mentoring relationship?
5. What resources do you need to build a successful mentoring relationship with your mentee?

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**Now hiring @ your library®**

## Website Usability Worksheet

With their boundless energy, libraries open the door to these worlds and so many others. — Caroline Kennedy

### 1) Find out how to be a 21<sup>st</sup> Century Librarian Mentor or Mentee

What would you do if you wanted to be *a mentor*?

*or a mentee?*

Can you find the mentor and/or mentee information form? Where did you find it?

Is there enough information for you to get started *as a mentor*? What else would you need to know?

*or as a mentee?* What else would you need to know?

What additional resources would be useful for you *as a mentor*?

*or as a mentee?*

### 2) Find a 21<sup>st</sup> Century Librarian Scholarship Application

Which scholarship application did you locate?

Please describe how hard or easy was it to find.

Was there enough information for you to apply for the scholarship?

What suggestions do you have for the scholarship information?

### **3) Finding a Library Job**

Find a job you want to apply for. What job is it? Please describe how hard or easy was it to find.

What steps did you take to find the types of jobs that you're interested in?

Were you able to sort the job listings?

What categories did you search?

What other categories would be useful for searching?

Was there enough information for you to know if you wanted to apply for the job? If not, what additional information did you want to find?

What suggestions do you have for the job search page?

### **4) Other comments about the Website**

What do you like most about the Now hiring @ your library® Website?

What else do you like about the Website?

What *don't* you like about the Now hiring @ your library® Website?

What information would you expect to find at this Website that you weren't able to find?

If you could change anything about the Website, what would it be?

## Appendix T. Letter to Mentors

# Nebraska Library Commission



The Atrium • 1200 N St. • Suite 120 • Lincoln NE 68508-2023 402-471-2045 • Fax 402-471-2083

March 26, 2007

Mentor Address

Dear \_\_\_\_\_ (Mentor Name),

We've reached another stage in our 21<sup>st</sup> Century Librarian Mentoring program. We have received and reviewed mentor and mentee information forms, and we've matched mentors with mentees. We have enclosed the Mentee Information form of the two people we have assigned to be your mentees.

By the time you get this letter, we will have set up your "space" on the Now hiring @ your library® Website for recording interactions with your mentees. The mentor interaction page is at: <http://www.nlc.state.ne.us/scripts/NowHiring/StudentList.asp> and your password is Pswd### (not case-sensitive). You can also arrive at this page from the Now hiring @ your library® Website <<http://NowHiringAtYourLibrary.org>> by going to the Mentoring page <<http://www.nlc.state.ne.us/NowHiring/Mentoring.asp>> and selecting "Interactions" from the "For Mentors" section.

We also want to let you know about the upcoming Mentoring workshops in April, and we hope that both mentors and mentees will be able to attend one. The **"Building a Mentoring Relationship" Workshops** will be held in Omaha (Monday, April 23), North Platte (Tuesday, April 24), and Alliance (Wednesday, April 25). Additional information about the workshop is enclosed.

The workshop is designed for anyone interested in being a 21st Century Librarian Mentor or Mentee. Facilitated by Library Consultant Cindi Hickey, this workshop will focus on using networking techniques to help build the relationships that help us all grow in the profession.

Mentors and Mentees will meet together from 10 a.m. to 1 p.m. with a working lunch from noon to 1 p.m. (lunch is provided). Mentors will continue to meet until 3 p.m.

To register for a workshop go to the Nebraska Library Commission's Library Training Portal <<http://www.nlc.state.ne.us/training/train.asp>> and search on "mentoring".

Let us know if you have any questions or suggestions.

Sincerely,

Mary Jo Ryan,

Kit Keller,

Cynthia Taylor  
Nebraska Library Commission  
The Atrium, 1200 N St., suite 120  
Lincoln, NE 68508-2023

**Appendix U. Nebraska Humanities Council article on “Prime Time®”**

## Prime Time Reading Time reveals real-life issues

"We are just like Stellaluna, hanging from our thumbs and eating insects."

This comment was made in jest by a parent participating in the South Sioux City Public Library's fall *Prime Time Family Reading Time* program, but it points to a serious similarity between the Hispanic participants and *Stellaluna*, a young bat separated from its mother and adopted by a family of birds.

The parents, especially, could identify with the bat trying to mimic the birds. They likened *Stellaluna's* attempts to assimilate into her adopted family to their own struggle to assimilate into the culture of the United States. "We don't want to lose our culture, our identity," a parent said.

The children had a different take on the story.

They talked about how the baby birds unconditionally accepted *Stellaluna* and tried to learn from her. As *Stellaluna* was learning to eat insects without making faces, the baby birds were learning to hang by their feet from a branch. As the story ends, one bird asks, "How can we be so different and feel so much alike?" Another bird says, "How can we feel so different and be so much alike?"

"But we're friends," *Stellaluna* says. "And that's a fact." Friends can learn from each other, the children said. Cultures can be shared.

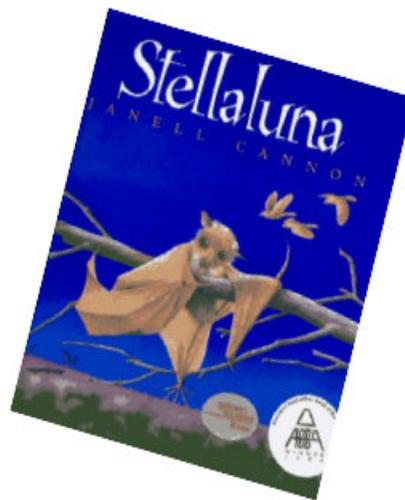
This past fall, families from diverse backgrounds gathered at eight *Prime Time* sites throughout Nebraska to read award-winning children's books and discuss real-life issues they face everyday. Most of the families were Hispanic, consistent with the Nebraska Humanities Council's current emphasis for *Prime Time*, but some were Sudanese, some Somali, and some Anglo-American.

Some of the families had experienced *Prime Time* before and were ready to discuss. Others were unfamiliar with educational programs that value their input and participation. As the weeks went on, families became more comfortable sharing their opinions and stories.

One night in Hastings, during the reading of "Calling the Doves," the story



Discussion leader Gail Ament shares a laugh with *Prime Time* participants at the South Sioux City Public Library.



reminded the discussion leader of her father who had recently passed away. She handed the book to one of the young girls in the session and left the room. While the discussion leader was gone, the girl read the story out-loud in Spanish and helped translate for the English-speaking storyteller.

Although the discussion leader's reaction was certainly unplanned, it led to some positive results. By handing the book over, she encouraged and empowered a child to read and share the story with others. Through her emotions, she demonstrated the strong connection between reading and real-life issues. Through sharing and questioning, she

### Sites confirmed for *Prime Time* sessions in spring 2007 are:

Grand Island Public Library  
Lincoln Elementary School, Norfolk  
South Branch Library, Omaha  
South Sioux City Public Library

and the storyteller led participants in an engaging discussion of the importance of family and of sharing family stories with children.

The goals of *Prime Time* are three-fold: 1) foster a love for reading and transform children and parents into active readers; 2) help families learn to identify and discuss real-life issues in the books they read; and 3) introduce libraries as a safe and important family resource. The Hastings Public Library, South Sioux City Public Library and the other fall *Prime Time* sites, regardless of whether they were located in a library or a school, accomplished all three.

In Crete, after discussing *Stellaluna*, a boy who had been quiet during discussion approached a librarian. "Do you have a book about bats?" he asked. The story had touched him—piqued his interest. He wanted to learn more, and he knew just who to ask.

## Appendix V. Program Schedule

### November 2005-October 2007 Program Schedule

- November 18, 2005 – Presentation to State Advisory Council on Libraries
- January 2006 – Planning sessions with Cindi Hickey for mentor training sessions.
- January 11, 2006 – School Library Media graduate scholarships made available, with Commissioners’ approval at January 10 meeting.
- January 11, 2006 – LTA/undergraduate scholarships available, with Commissioners’ approval at January 10 meeting.
- January 2006 – Planning sessions with Creative Crook for preparation of Marketing Kit materials.
- February 2, 2006 – Presented update to Regional Library System Administrators.
- March 15, 2006 – Received the rough assembly of recruitment PSA from Overdue Productions.
- March 15, 2006 – Previewed rough assembly of recruitment PSA and presented mentor session to Paraprofessional Section of Nebraska Library Association’s spring recruitment conference and for Nebraska Literary Heritage Association (NLHA)
- March 15, 2006 – Web site responsibilities transferred to in-house IT staff
- April 6, 2006 – Received rough cut of recruitment PSA from Overdue Productions.
- April 8, 2006 – Colloquium presented by Joe Janes; state-funded match.
- May 12, 2006 – Spring Meeting, College and University Section of NLA
- May 19, 2006 – Southeast Library System Training Extravaganza
- May 22, 2006 – Spring Meeting, Public Library and Trustees Section of NLA (Gering)
- May 24, 2006 – Spring Meeting, Public Library and Trustees Section of NLA (Lexington)
- May 25, 2006 – Spring Meeting, Public Library and Trustees Section of NLA (La Vista)
- May through October 2006 – Pilot Mentor Training Sessions
- June 11, 2006 – Annual Meeting, Eastern Library System, Elkhorn
- June 1, 2006 – Annual Meeting, Northeast Library System, Wayne
- June 2, 2006 – Annual Meeting, Republican Valley Library System, Harlan County Dam
- June 20, 2006 – Annual Meeting, Southeast Library System, Lincoln
- July 21, 2006 – Annual Meeting, Panhandle Library System, Bridgeport
- Fall 2006 – Launch of media campaign, mentoring program and project Web site
- October 25, 2006 – Hollywood Librarian pre-conference, Quest Center, Omaha, Nebraska.
- October 26, 2006 – Mentoring Session at the Nebraska Library Association/Nebraska Educational Media Association Conference, Omaha
- January 8 and 22, 2007—OPAL mentor training sessions with Cindi Hickey
- February 9, 2007—College of DuPage Videoconference Training: Next Gen Librarianship: Where Do We Go from Here? with Rachel Singer Gordon

April 23-25, 2007 – Statewide Mentor face-to-face training sessions with Cindi Hickey in three locations.

Summer 2007 – Finalization and Distribution of Marketing Kits to Recruiters

Summer 2007 – Distribution of PSA through Recruiters to Movie Theatres

June 1, 2007 – Annual Meeting, Republican Valley Library System

June 7, 2007 – Annual Meeting, Northeast Library System

June 8, 2007 – Annual Meeting, Eastern Library System

June 22-26 – American Library Association Conference, including Advocacy and Marketing Workshops, and the premier of the Hollywood Librarian Film

June 29, 2007 – Annual Meeting, Southeast Library System

June 29, 2007 – Annual Meeting, Meridian Library System

July 20, 2007 – Annual Meeting, Panhandle Library System

October 2007 – Panel discussion on scholarships at Nebraska Library Associations/Nebraska Educational Media Association Annual Conference Kearney Nebraska

Fall 2007 – Mentor follow-up

Attachment A. Recruitment Public Service Announcement (PSA) DVD