



Institute of Museum and Library Services
Interim Narrative Report
5/31/2008

Award Number:	RE-03-04-0007-04
Awardee Institution Name:	Nebraska Library Commission
Period covered by Interim Report:	From: 11/01/07 To: 5/31/08
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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.

We granted permission to the Southeast Florida Library Information Network (SEFLIN) to use the recruitment PSA on their website at <http://www.floridalibraryjobs.org/more>. The Director of SEFLIN mentioned that the PSA has been well received by their audience, so they would like to create something similar for their 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 21st Century Librarian Scholarships associated with this grant are now in place and awards have been made. Four levels of 21st Century Librarian scholarships are available. The Nebraska Library Commission also provides tuition assistance for undergraduate education.

Master's Scholarship Programs (state and federal 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.

Summary of Scholarships Awarded November 1, 2007 – May 31, 2008

From November 1, 2007 through May 31, 2008, sixteen scholarships have been applied for and awarded to people pursuing education in library studies for a total of \$34,000. Below are summaries of the scholarships in outline form and in the table and charts which follow.

Master's Degree Scholarship Programs

During the first half of grant year 4, November 1, 2007 through May 31, 2008, \$30,000 was awarded for Master's degree programs.

21st 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. This implementation schedule was extended to a fourth year after the project director requested and was granted a one-year, no-cost extension 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 and year 4 for tuition, course-related materials, and fees associated with the graduate program. These scholarships are supported with federal funds as well as with state funds that are used as a match for the IMLS Librarians for the 21st Century Grant.

- To date, all applicants have been awarded scholarships
- Eight scholarships awarded during grant year 4, in the period from November 1, 2008 through May 31, 2008
- \$10,000 awarded and accepted
- February 1, 2008 Scholarships Awarded
 - Four scholarships awarded
 - Three Students are enrolled in the UN-O – University of Missouri program

- One student is enrolled in the library program at the University of Illinois – Urbana - Champaign

21st 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 supported with federal funds as well as with state funds that are used as a match for the IMLS Librarians for the 21st 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.

- To date, all applicants have been awarded scholarships
- Eight scholarships awarded during grant year 4 from November 1, 2007 through May 31, 2008
- \$20,000 awarded and accepted
- February 1, 2008
 - Eight scholarships awarded
 - Six students are attending University of Nebraska at Omaha
 - Two students are attending University of Nebraska-Kearney

Undergraduate Scholarship Programs

During the first part of grant year 4, November 1, 2007 – May 31, 2008, \$2,000 in scholarships was awarded for undergraduate degree programs.

21st 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 21st 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
- Two scholarships awarded during grant year 4 from November 1, 2007 through May 31, 2008
- February 1, 2008
 - Two scholarships awarded
 - Both students are enrolled at University of Nebraska at Omaha

21st Century Librarian Library Technical Assistant (LTA) Scholarship

The Nebraska Library Commission approved this scholarship program (years 2 through 4) for undergraduate students January 2006. These scholarships are funded directly from the IMLS Librarians for the 21st 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
 - One scholarship awarded during grant year 4 in the period from November 1, 2007 through May 31, 2008
 - \$1,000 awarded and accepted
- February 1, 2008
 - One scholarship awarded
 - Student is enrolled in Southeast Community College in Lincoln, Nebraska.

Grant Year 4: Number and Dollar Amount of Scholarships Awarded by Scholarship Type

Scholarships Awarded during reporting period, November 1, 2007 to May 31, 2008

Of the 16 scholarships awarded between November 1, 2007 and May 31, twelve have been for master's degree programs (eight for MEd degrees, and four for MLS degrees) and three have been for undergraduate degree programs (two for bachelors degree, one for the LTA program in Nebraska Community Colleges). The number and dollar amount of scholarships awarded for the first half of grant year 4 are reported in table 1 and illustrated in figures 1 and 2.

<i>Degree</i>	<i>No.</i>	<i>Expenditure</i>
LTA	1	\$1,000
Bachelor's	2	\$2,000
MLS	4	\$10,000
MEd	8	\$20,000
PhD	1	\$1,000
Total	16	\$34,000

Table 1 Scholarships awarded first half of year 4 by type.

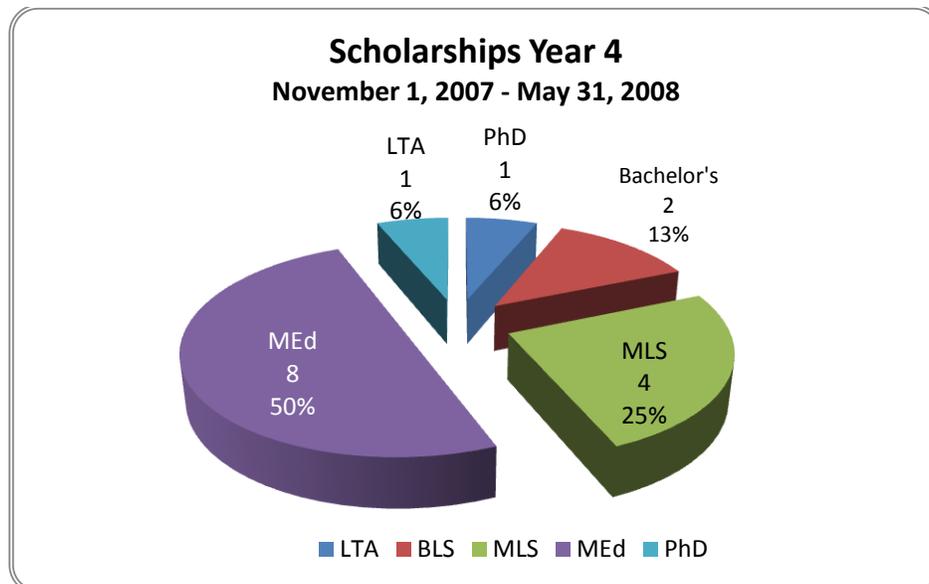


Figure 1. Number and percentage of scholarships awarded in first half of year 4 by scholarship type (total of 16 scholarships)

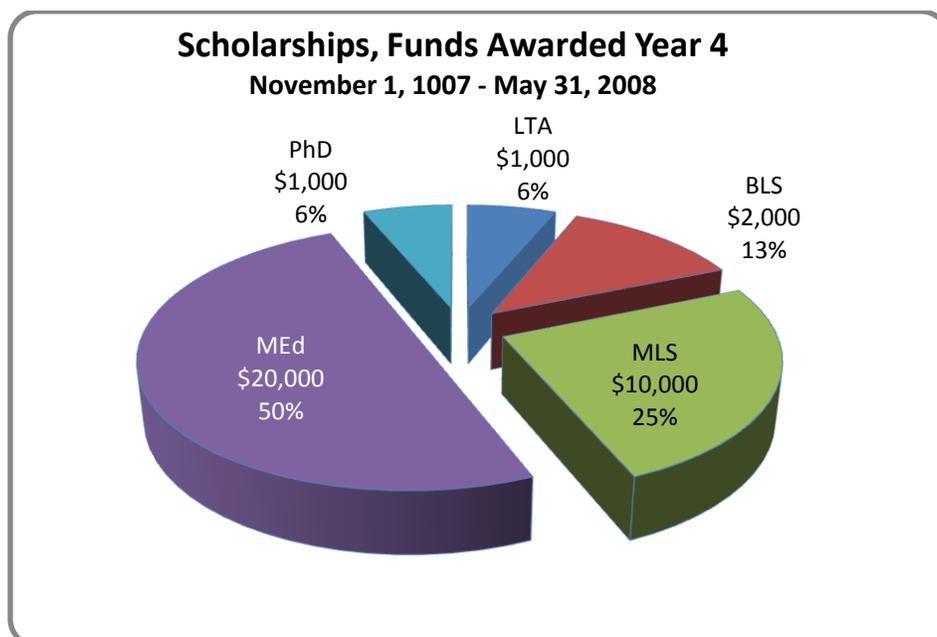


Figure 2. Dollar amount and percentage of scholarships awarded first half of year 4 by scholarship type (Total of \$34,000)

Scholarships Awarded in Grant Years 2, 3, and First Half of Year 4, from November 1, 2005 to May 31, 2008.

Seventy-one percent of the numbers of scholarships awarded have been for graduate education and 29 percent have been used for undergraduate education (total of **150 scholarships**, figure 3). Fourteen percent of scholarship dollars awarded has been for undergraduate education and 86

percent of scholarship dollars awarded has been for graduate education, including one doctoral student (total of \$307,500, Figure 4).

Scholarship Type	Number	Amount
LTA	28	\$ 28,000
Bachelor's	16	\$ 16,000
MLS	61	\$152,500
MEd	44	\$110,000
PhD	1	\$ 1,000
Total	150	\$307,500

Table 2. Total Scholarships Awarded
November 1, 2005 through May 31, 2008

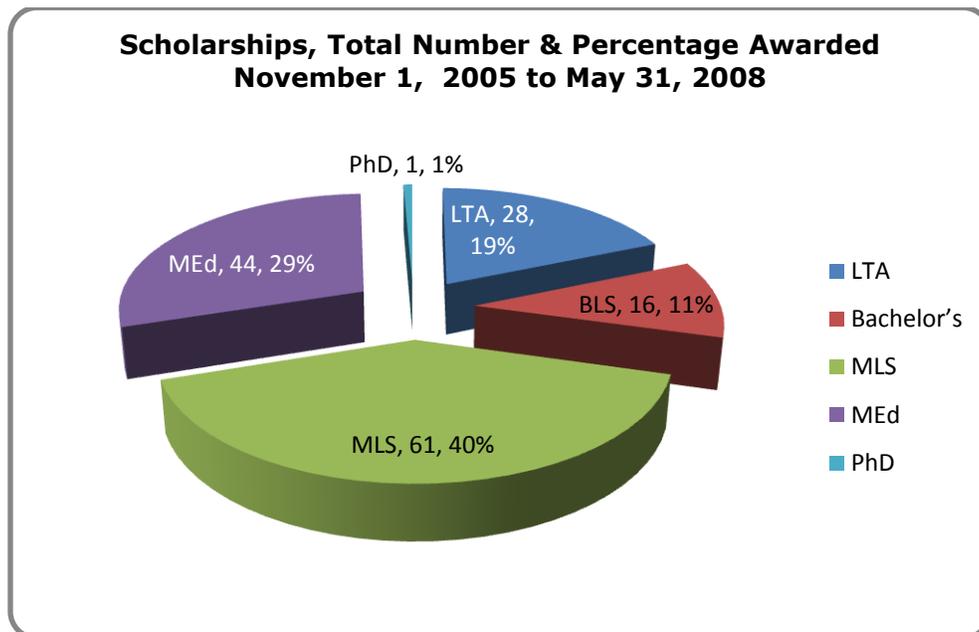


Figure 3 - Total number and percentage of all scholarships awarded by type, Nov. 1, 2005 to May 31, 2008.

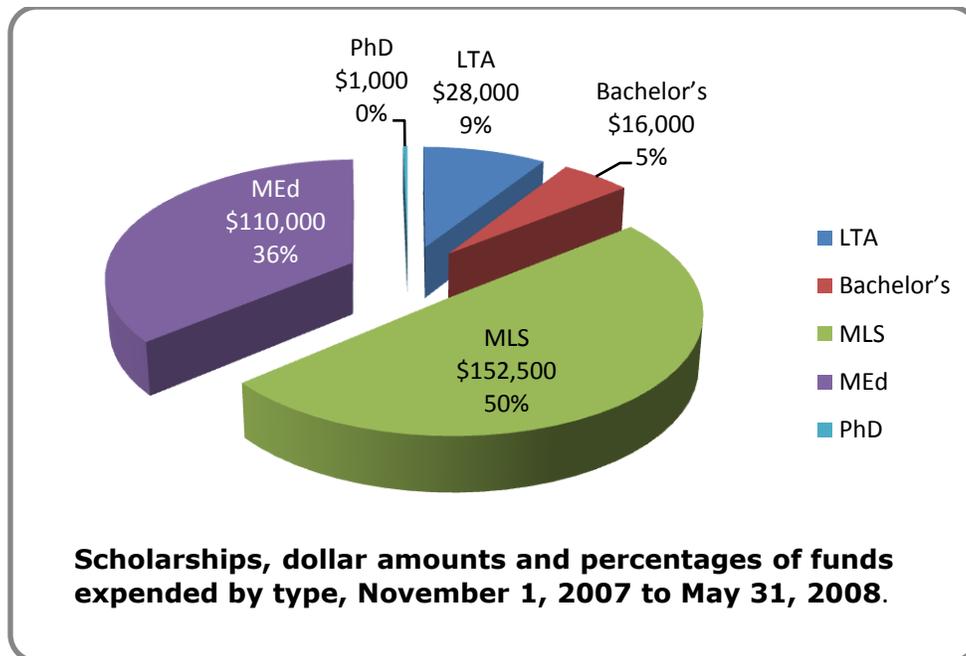


Figure 4. Amount & percentage of funds expended for all scholarships by type, Nov. 1, 2005 to May 31, 2008

	<i>Nov 1, 2005</i>		<i>February 1, 2006</i>		<i>March 15, 2006</i>		<i>July 1, 2006</i>		<i>TOTALS</i>	
	No.	Amt.	No.	Amt.	No.	Amt.	No.	Amt.	No.	Amt.
LTA			2	\$2,000	11	\$11,000	1	\$1,000	14	\$14,000
BLS					2	\$2,000	1	\$1,000	3	\$3,000
MLS	10	\$23,500			4	\$10,000	9	\$22,500	23	\$56,000
MEd					3	\$7,500	2	\$5,000	5	\$12,500
TOTAL	10	\$23,500	2	\$2,000	20	\$30,500	13	\$29,500	45	\$85,500

Table 3. 21st Century Librarian Scholarship Awards, Grant Year 2, November 1, 2005 – October 31, 2006

	<i>Dec. 6, 2006</i>		<i>Feb. 1, 2007</i>		<i>March 15, 2007</i>		<i>July 1, 2007</i>		<i>Oct. 15, 2007</i>		<i>TOTALS</i>	
	No.	Amt.	No.	Amt.	No.	Amt.	No.	Amt.	No.	Amt.	No.	Amt.
LTA	4	\$4,000	2	\$2,000	1	\$1,000	3	\$3,000	3	\$3,000	13	\$13,000
BLS	3	\$3,000	1	\$1,000	2	\$2,000	3	\$3,000	2	\$2,000	11	\$11,000
MLS	11	\$27,500	5	\$12,500	10	\$25,000	3	\$7,500	5	\$12,500	34	\$85,000
MEd	7	\$17,500	0	\$0	2	\$5,000	8	\$20,000	14	\$35,000	31	\$77,500
TOTAL	25	\$52,000	8	\$15,500	15	\$33,000	17	\$33,500	24	\$52,500	89	\$186,500

Table 4. 21st Century Librarian Scholarship Awards, Grant Year 3, November 1, 2006 through October 31, 2007

	Feb. 1, 2008		July 1, 2008		TOTALS	
	No.	Amt.	No.	Amt.	No.	Amt.
LTA	1	\$1,000		x	1	\$ 1,000
BLS	2	\$2,000			2	\$ 2,000
MLS	4	\$10,000			4	\$10,000
MEd	8	\$20,000			8	\$20,000
PhD	1	\$1,000			1	\$ 1,000
TOTAL	16	\$34,000	x	x	16	\$34,000

Table 4. 21st Century Librarian Scholarship Awards,
First Half Grant Year 4, November 1, 2007 through May 31, 2008

Statistical Survey Results, First Half, Year 4

All 16 people who were awarded scholarships in the first half of grant year 4, responded to the statistical survey, a voluntary part of the scholarship application process.

App	Gender	Age	Ed. Level	Ethnicity	Scholarship	Heard about program
1	Female	40-49	Masters	White	PhD	NLA Fall Conference
2	Female	50-59	Bachelors	White	MLS	NLA Fall Conference
3	Female	20-29	Bachelors	White	MLS	College Counselor/Academic Advisor
4	Female	40-49	College,< BA	White	Bachelors	College Counselor/Academic Advisor
5	Female	50-59	College,< BA	White	Bachelors	College Counselor/Academic Advisor
6	Female	60-69	Masters	White	MEd	College Counselor/Academic Advisor
7	Female	20-29	Bachelors	White	MLS	Friend
8	Female	40-49	Masters	White	MEd	NLC, NLC Website, Flyer
9	Female	40-49	Masters	White	MEd	College Counselor/Academic Advisor
10	Female	30-39	Masters	White	MEd	NLC, NowHiring Website, Friend
11	Female	50-59	Bachelors	White	MEd	NLC Website, Friend
12	Female	20-29	Bachelors	White	MLS	NLC
13	Male	19 or less	High School	White	LTA	Local Library
14	Female	40-49	Bachelors	White	MEd	Friend
15	Male	40-49	Bachelors	White	MEd	Friend
16	Female	40-49	Bachelors	White	MEd	College Counselor/Academic Advisor

Table 5. 21st Century Librarian Scholarship Applicants Survey Results,
First Half Grant Year 4, November 1, 2007 through May 31, 2008

Gender of Scholarship Recipients

Of the 16 scholarship recipients, 14 (88 percent) are females and two (12 percent) are males (See Table 5, above). This result follows the trend seen in year 3, where we found that 89 percent of the applicants were female and 11 percent were male.

Age of Scholarship Recipients

The age ranges of scholarship recipients in the first half of grant year 4 are summarized in figure 5. As in previous years, the distribution of applicants in the 40-49 age group claims the largest percentage. In fact, 69 percent of scholarship recipients so far in year 4 are over 40 years of age.

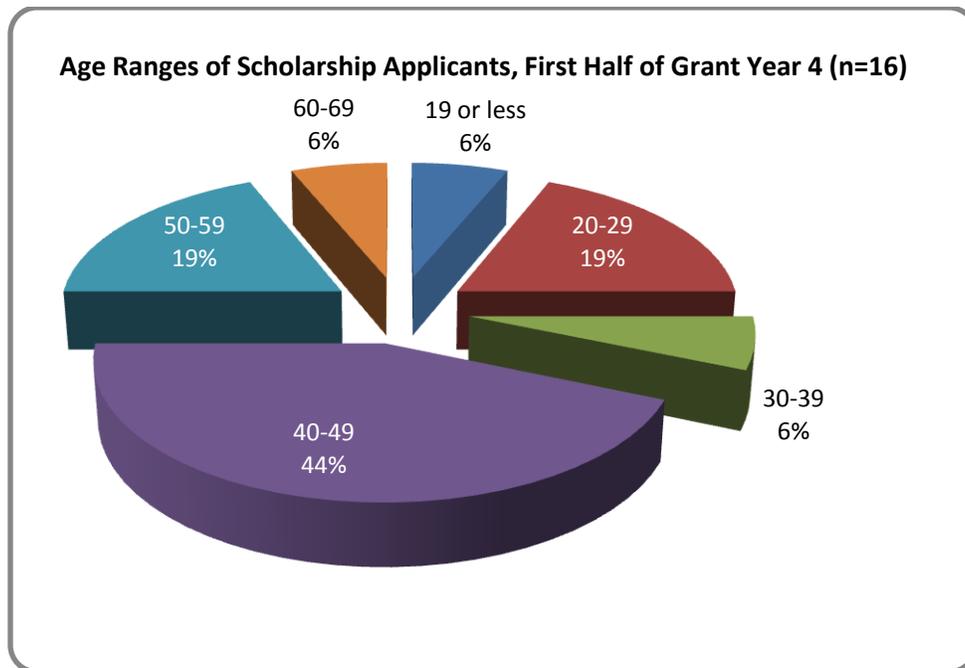


Figure 5. Age Group Distribution, Scholarship Recipients, Nov. 1, 2007 to May 31, 2008.

Combining the age distribution of scholarship recipients who responded to the survey during the life of the grant, as shown in figure 6, indicates that more than half of the successful applicants fall into the 40-59 age range. Apparently the program continues to attract not only students beginning a career, but is quite successful at reaching people either changing their careers or making themselves more competitive through continuing education.

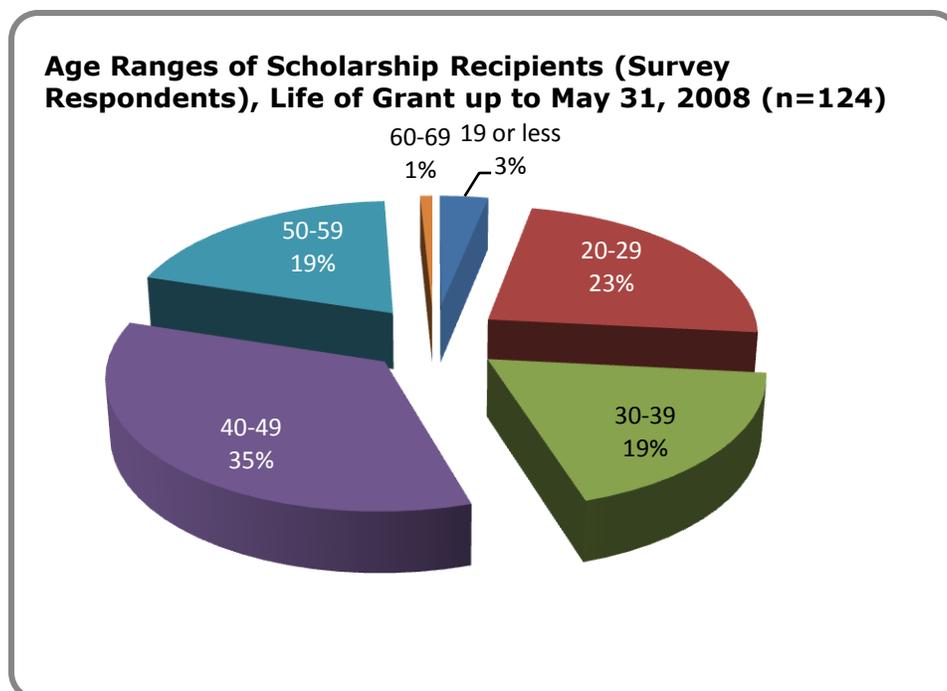


Figure 6. Age Group Distribution, Scholarship Recipients Who Responded to Survey, Nov. 1, 2005 to May 31, 2008

How Recipients Heard about the Scholarships

During this period, recipients heard about the program primarily from college counselors and friends (Table 6). We exhibited at several job fairs this spring and made an effort to inform high school counselors throughout Nebraska about the recruitment program, so we hope to see increased numbers for

<i>Heard about the Program Through</i>	<i>Number</i>
Nebraska Library Commission	3
Nebraska Library Commission Website (http://www.nlc.state.ne.us/)	2
"Now Hiring @ Your Library" Website (http://nowhiringatyourlibrary.org/)	1
Newspaper or Periodical	0
Friend	5
Local Library	1
Flyer and/or other printed material	1
Recruitment PSA at a Movie Theatre	0
Recruitment PSA and Informational DVD	0
High School Counselor/Academic Advisor	0
College Counselor/Academic Advisor	6
Job Fair	0
Other (NLA/NEMA Annual Conference)	2

Table 6. How scholarship recipients heard about the 21st Century Librarian Scholarship Program, First Half of Year 4.

these information sources in the next report. The recruitment Public Service Announcement (PSA) has been distributed to several movie theatres and shown at many job fairs and events, so this should also begin to have an impact on informing people about the program.

Internships Offered

The initial grant application indicated that some of the grant funds would be used for internships. As match for this grant, 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[®]" program. The success of that effort led to the creation of additional internship opportunities in Nebraska public libraries supported entirely with federal grant funds.

To date, 45 internship grants have been awarded to 37 public libraries (Table 7). In this reporting period, 23 internship grants were awarded to 22 libraries. Examples of tasks assigned to these interns included assisting in promoting the libraries by writing and submitting newspaper and radio announcements, producing flyers and brochures, making *PowerPoint*[™] presentations, developing displays, and updating the Library's website. Student interns were involved in library programming for youth, assisting customers with the online catalog and Internet computers, and even establishing a Library *MySpace* page.

In order to promote the Internship program, we distributed flyers at library events (Appendix 1), posted an announcement on the Nebraska Library Commission home page (Appendix 2), and submitted a post on the Nebraska Library Commission blog (Appendix 3). We contacted recipients of this year's Library Improvement and Youth Services Grants and suggested to them that grant-funded interns might be able to assist them in completing their projects. We published an article about the Internship program in the spring 2008 issue of *NCompass* newsletter (Appendix 4).

<i>Number</i>	<i>Library</i>
Grant Period 6/1/2007 – 10/31/2007	
1	Ashland Public Library
1	Atkinson Public Library
1	Beatrice Public Library
1	Central City Public Library
1	Elmwood Public Library
1	Emerson Public Library
1	Hooper Public Library
1	Hruska Memorial Public Library, David City
1	Lied Randolph Public Library
8	Lincoln City Libraries
1	Ord Township Library
1	Ponca Carnegie Library
1	Rock County Public Library, Bassett
1	Rushville Public Library
1	Sump Memorial Library, Papillion
22	Sub Total

Table continued on next page

Grant Period 11/1/2007 – 5/31/2008	
1	Wahoo Public Library
1	Gibbon Public Library
1	Bellevue Public Library
1	Blair Public Library
1	Shelby Public Library
1	Newman Grove Public Library
1	Osmond Public Library
1	Arapahoe Public Library
1	North Platte Public Library
1	South Sioux City Public Library
1	Kearney Public Library
1	McCook Public Library
1	Raymond A Whitwer Tilden Public Library
1	Battle Creek Public Library
1	Ainsworth Public Library
1	Little Priest Tribal College Public Library
1	Clarkson Public Library
2	O'Neill Public Library
1	Scribner Public Library
1	Crawford Public Library
1	Keene Memorial Library, Fremont
1	Neligh Public Library
23	Sub Total
45	Grand Total

Table 7-Total Internship Awards as of May 31, 2008

The director of the Osmond Public Library responded to us after her library received an internship grant by writing, "Thank you for the gift of the 2008 Student Intern Grant. I am looking forward to starting with our intern and having the opportunity to share with her the working knowledge of the library, along with my love of people and books."

Marketing

Distribution of Materials

We sent recruitment flyers and brochures, plus a poster and the PSA to Dr. Becky Pasco, Associate Professor and Coordinator of Library Science Education at the University of Nebraska at Omaha. She uses the material in her recruitment efforts for the Library Science program. We distributed recruitment materials to the academic counselors at Doane College in Crete, Nebraska, Nebraska Wesleyan University and Culler Middle School in Lincoln, Nebraska, and the University of Nebraska at Kearney. Brochures and flyers were supplied to the guidance counselor at Ponca Public School who will make them available to students in her class.

Exhibits at Career Events

In order to promote the scholarship program, we attended career fairs or job fairs at several locations as indicated in Table 8 below. We distributed flyers and brochures, displayed the "Now Hiring At Your Library" poster (appendix 5), showed the recruitment PSA continuously, and visited with students.

Date	Career Event
Feb 19, 2008	University of Nebraska - Lincoln Spring Career Fair
Feb 26, 2008	University of Nebraska at Kearney Spring Career Fair
Feb 28, 2008	Concordia University Career Fair, Seward, NE
Mar 4, 2008	University of Nebraska at Omaha Spring Job Fair
Mar 5, 2008	Nebraska Wesleyan University, Backpack 2 Briefcase Employer/Student Reception, Lincoln, NE
Mar 6, 2008	Hastings College Spring Career Fair, Hastings, NE
Mar 11, 2008	Dawson County Career Fair & Expo, Lexington, NE
Mar 12, 2008	Northeast Community College Spring Job Fair, Norfolk, NE
Apr 2, 2008	Chadron (NE) State College Career Fair
Apr 5, 2008	Career and Community Resource Fair, North High School, Omaha, NE
Apr 7, 2008	Teen Job Fair, Omaha Public Library

The librarian who staffed the Hastings Nebraska career fair had this to report, "Even though Hastings College is small, it is a liberal arts college and a number of the students seemed legitimately interested in pursuing advanced degrees and the library was something they did think about."

Most of the college career fairs we attended were easily discovered through web searching, but locating information about high school events was quite difficult. We had to rely on contacts in local communities to inform us about career events aimed at high school students. In order to improve our chances of learning about these events, we sent a request for information to all high school counselors in Nebraska through an electronic mailing list maintained by EducationQuest.

Exhibits at Library and Educational Events

We also set up our recruitment exhibit materials at library-sponsored events around the state during this reporting period as shown in Table 9 below.

Date	Library or Educational Event
Feb 12, 2008	Nebraska Library Association Legislative Day
Feb 25, 2008	Symposium on Bringing the World to Your Classroom, sponsored by the Malaika Foundation in collaboration with the Nebraska Department of Education and the Office of International Education at the University of Nebraska-Kearney. Held at UNK.
Apr 11, 2008	Nebraska Library Association, New Members Round Table, Spring Meeting, Omaha, NE
May 2, 2008	Nebraska Library Association, Diversity Committee Spring Meeting, Lincoln, NE
May 6, 2008	Nebraska Library Association, Public Library & Trustees Section/School, Children's and Young People's Section, Spring Meeting, Sidney, NE
May 8, 2008	Nebraska Library Association, Public Library & Trustees Section/School, Children's and Young People's Section, Spring Meeting, Grand Island, NE
May 9, 2008	Nebraska Library Association, Public Library & Trustees Section/School, Children's and Young People's Section, Spring Meeting, Papillion, NE

Table 9 – Library or Education Events Attended

Marketing Campaign

- Local library supporters have been contacting their local theater managers to request that they screen the PSA. There are about 48 movie theaters, many with multiple screens, in 24 communities in Nebraska. At this point, we have received positive responses from 10 theatres in eight locations. Since these theatres all indicated that they needed 35mm copies of the PSA, we had copies made in both “flat” and “scope” formats and distributed them to these theatres. Marketing materials, including a poster and “point-of-purchase” materials, were also delivered to these theatres for display in their lobbies. See Appendix 7 for images.
- The Now hiring at your library® Website provides downloadable versions of the materials about scholarships, internships, educational opportunities, and mentoring.
- The recruitment PSA is still 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.” As of May 22, 2008, it had been viewed 4,675 times, had a four-star rating, and was marked as “favorite” 38 times.

A librarian who viewed the PSA on YouTube commented, "This is heads and shoulders above most library videos. Stereotype-busting without falling into the trap of creating stereotypes!"

- In the last report we indicated that there is a perceived need to reach people with recruitment materials in the panhandle area of Nebraska (NW Nebraska). To this end, staff attended a career fair at Chadron

State College on May 2, 2008 and exhibited our recruitment material in the Sidney Public Library on May 6th, 2008.

- Every instructor teaching a Nebraska Community College Library Technical Assistant Course was contacted and asked to share information about the scholarship program with her students.

Website

The Website for the project at www.NowHiringAtYourLibrary.com and www.NowHiringAtYourLibrary.org was launched in October 2006. We continue to add content and enhance the functionality of the site. The number of hits on this website ranges from a low of 218 in October, 2006 to a high of 2,101 in March, 2008 (Chart 1).

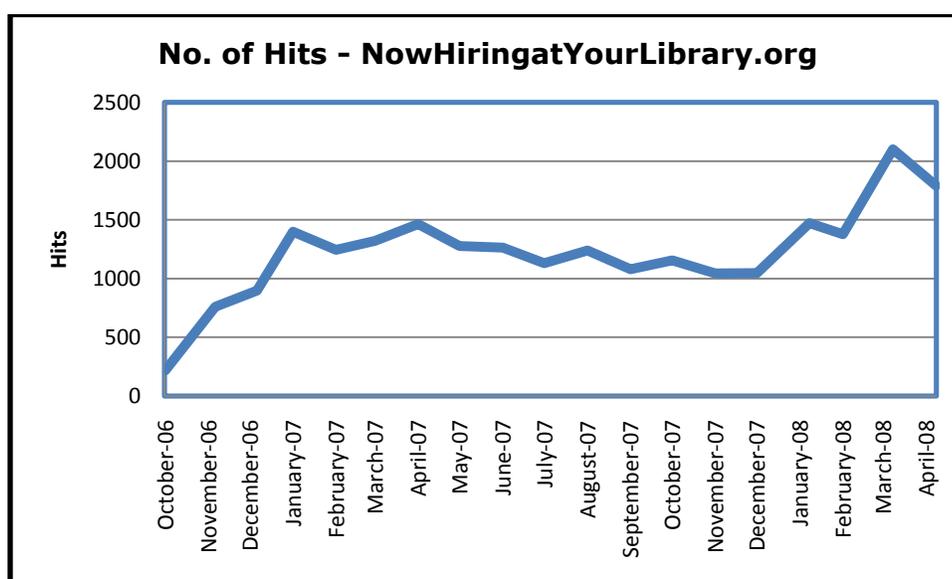


Chart 1- Hits on "Now Hiring at Your Library" Website Oct. 2006 to April 2008.

The "Jobs and Careers" section of this website (www.nlc.state.ne.us/NowHiring/JobsAndCareers.asp) has been especially popular. Between November 20, 2006 and May 22, 2008, 627 job openings from Nebraska and regional libraries have been posted. In the first month, this page was viewed only 448 Times and had a rank among the top NLC web pages of 42. By April of 2007, the section had a rank of 5th most popular page with 3,064 views. Usage continues to be steady, maintaining a rank of 5th or 6th most popular NLC web page from month to month (Chart 2).

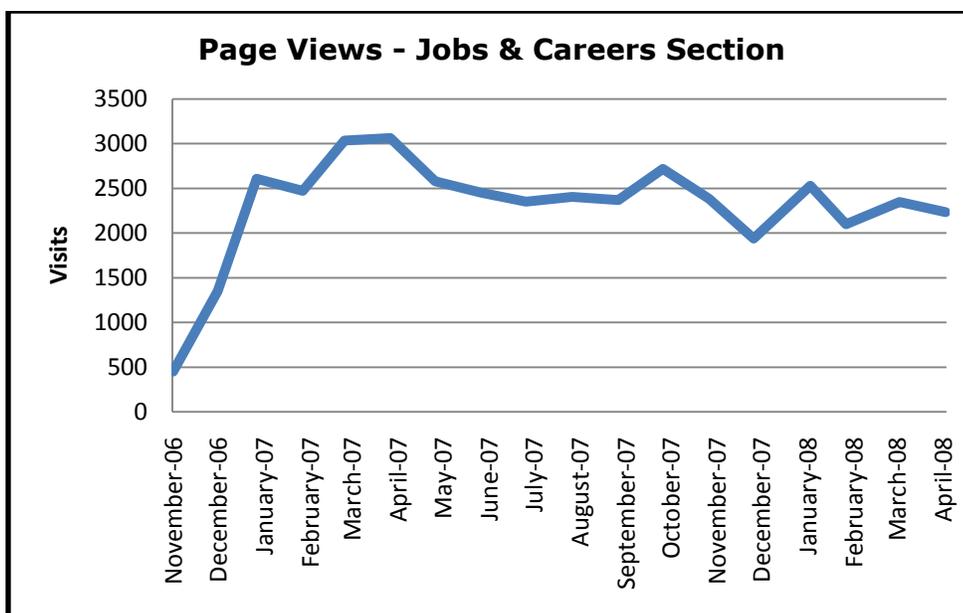


Chart 2- Page Visits on "Now Hiring at Your Library" Website, Jobs and Careers Page, Nov. 2006 to April 2008.

Mentoring Program

There are now 27 mentors and 36 mentees in the program. Each mentor has a password-protected *Mentor Interaction Log* on the website that is used to track communications with their mentees.

Webcast Session on Mentoring

Project coordinators attended *Mentoring Women Leaders: Best Practices for Mentors & Mentees*, a Training Webcast, on February 25, 2008. It was presented by Devon Scheef, co-founder of *The Learning Café* (<http://www.thelearningcafe.net/index.php>).

Diversity

On February 21, 2008, the project coordinators met with the Diversity Committee of the Nebraska Library Association. We informed them about the scholarship opportunities available and asked the members to let us know about any career fairs in their regions. The committee members identified potential translators who can assist us in making the recruitment materials available in other languages. As a result of this meeting, we were later invited to attend the second annual *Teen Summit: Career and Community Resource Fair*, held at North High School in Omaha, Nebraska. It was sponsored by *Omaha Public Schools African-American Achievement Council*, *Empower Omaha*, and *Black Men United*.

Capacity Building and Sustainability

One of our efforts in this area focused on training library personnel throughout the state to calculate and promote the value of their institution to the community as a first step in building support for increased funding. We researched the topic of return on investment (ROI) for public libraries and created a wiki containing the results of that research (<http://www.nlc.state.ne.us/wikis/roi4libraries/>). Project staff then made a presentation on the topic at three meetings of the Nebraska Library Association, Public Library & Trustee Section on May 6, 8, and 9, 2008.

As a pilot project, we have made arrangements with Keith Lance, a library consultant, to offer in-depth ROI training at three or more locations in the state this summer for interested teams of librarians, trustees, and other community leaders. We also met with staff from the Nebraska Community Foundation to plan how they would consult with and train two library/community teams to develop endowment-building projects to support local library staffing. The next step is to provide funds for these teams to attend the *2008 Rural Philanthropy Conference*, which the Nebraska Community Foundation is offering in September 2008. The objective is to empower Nebraska librarians to demonstrate the value of their institutions and work with community leaders to build a sustainable future. Having the resources to provide adequate salaries for well-trained, qualified staff is a key element in maintaining outstanding library service in Nebraska communities. It is also a recognized need in the state's public libraries.

Outcomes of the Grant Activities

I joined the first ("Pioneer") cohort of the University of Alabama's online MLIS program in the fall of 2005. I applied for and received the Nebraska Library Commission's 21st Century Librarian Scholarship, which felt like a huge accomplishment and helped out with tuition costs a great deal. I got a great job working for the University of Nebraska, Love Library as the Electronic Resources Associate, which allowed me to collaborate closely with librarians and work on many exciting and challenging projects. With the help of the Nebraska Library Commission, I was able to realize my MLIS dream. Now I feel that the future is wide open for what my career might hold, and that is a very exciting prospect.

–Heather Kline, MLS Scholarship Recipient.

Since the beginning of this grant, 14 percent of scholarship dollars and 29 percent of scholarships awarded have been for undergraduate degrees. Eighty-six percent of scholarship dollars and 71 percent of scholarships awarded have been for graduate degrees. There are several possible explanations for this result. One is the fact that 67% of the job postings on our "Now Hiring at Your Library" website specified that a MLS degree was either preferred or required for the position. Since the MLS is so important in qualifying for a well-paid library job, most students have decided to pursue a graduate degree. The greater average age of our award recipients, as shown in figure 6 above, also correlates with pursuing an advanced degree.

These figures also indicate that the efforts we made in this period of the grant to deliver our recruitment message to a younger audience have not yet made an impact. We need to continue these activities and find more ways to reach students who are still searching for their preferred career path.

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. Various staff members that were identified in the original grant application 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. As of this report, we have determined that this activity cannot be accomplished within the time frame of this grant.
- Originally scheduled to spend fifty percent of the time on grant activities, the NLC Research Analyst 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 requested a one-year extension to the grant time frame prior to October 1, 2007 and this was approved by IMLS.
- Due to increased time spent in development of the marketing campaign and Website, we request approval to change timelines in accordance with Appendix V: 2005-2008 Program Schedule of Events and Activities.
- 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 continued with a Mentor Trainer Consultant, through June 30, 2007.
- Travel costs continue to be adjusted to decrease the amount budgeted for travel to IMLS meetings and increase out-of-state travel. This change was requested because of the number of high-quality out-of-state training opportunities that project staff identified.
- We requested that funds from the services category of the grant be moved to student support in order to provide more scholarships. Approved by IMLS on February 13, 2008.
- Filled vacant Research Analyst position in January, 2008.

- Responsibility for managing scholarships was moved from the Continuing Education Coordinator to the Planning and Data Services Coordinator.

Appendix V. Program Schedule

November 2005-October 2008 Program Schedule of Events and Presentations

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 9-13, 2007	Nebraska Library Leadership Institute
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
January 7, 2008	Hired John Felton as Research Analyst
January 16, 2008	Webinar: <i>Ways to Make Your Library Great in 2008</i>
February 12, 2008	Recruitment exhibit at Nebraska Library Association Legislative Day, Lincoln, Nebraska
February 19, 2008	University of Nebraska - Lincoln Spring Career Fair

February 25, 2008	Recruitment exhibit at Symposium on Bringing the World to Your Classroom, sponsored by the Malaika Foundation in collaboration with the Nebraska Department of Education and the Office of International Education at the University of Nebraska-Kearney. Held at UNK.
February 25, 2008	Webinar: <i>Mentoring Women Leaders</i>
February 26, 2008	University of Nebraska at Kearney Spring Career Fair
February 28, 2008	Concordia University Career Fair, Seward, NE
March 3-8, 2008	<i>WebWise Conference</i> , Miami Beach, FL
March 4, 2008	University of Nebraska at Omaha Spring Job Fair
March 5, 2008	Nebraska Wesleyan University, Backpack 2 Briefcase Employer/Student Reception, Lincoln, NE
March 6, 2008	Hastings College Spring Career Fair, Hastings, NE
March 11, 2008	Dawson County Career Fair & Expo, Lexington, NE
March 12, 2008	Northeast Community College Spring Job Fair, Norfolk, NE
March 25, 2008	<i>Leadership Conference</i> , St. Paul, MN, (PLA Pre-conference)
Apr 2, 2008	Chadron (NE) State College Career Fair
Apr 5, 2008	Career and Community Resource Fair, North High School, Omaha, NE
Apr 7, 2008	Teen Job Fair, Omaha Public Library
April 7-9, 2008	Computers in Libraries Conference, Crystal City, Virginia
Apr 11, 2008	Nebraska Library Association, New Members Round Table, Spring Meeting, Omaha, NE
April 17, 2008	Met with representatives of Nebraska Community Foundation on capacity building
May 2, 2008	Nebraska Library Association, Diversity Committee Spring Meeting, Lincoln, NE
May 6, 2008	Nebraska Library Association, Public Library & Trustees Section/School, Children's and Young People's Section, Spring Meeting, Sidney, NE
May 8, 2008	Nebraska Library Association, Public Library & Trustees Section/School, Children's and Young People's Section, Spring Meeting, Grand Island, NE
May 9, 2008	Nebraska Library Association, Public Library & Trustees Section/School, Children's and Young People's Section, Spring Meeting, Papillion, NE

May 13, 2008	Met with representatives of Nebraska Community Foundation
July & August 2008	Workshops for library/community teams to produce a local library ROI study
July & August 2008	Nebraska Community Foundation capacity-building training and consultation with 2 pilot community teams
July & August 2008	Re-contact all Nebraska movie theatres to arrange for PSA distribution
July & August 2008	Contact all Nebraska new media for PSA distribution
September 10-12, 2008	Library/Community teams attend Rural Philanthropy Conference
October 15-17, 2008	Display recruitment information at Nebraska Library Association Conference
October 16, 2008	Nebraska Library Association Conference, sponsor session by Nebraska Community Foundation on capacity-building efforts



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.



Nebraska
Library Commission



INSTITUTE of
Museum and Library
SERVICES



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

It's Not Too Late for Public Libraries to Apply for Grants for Student Internships (posted: 4/21/2008)

Nebraska Library Commission continues to offer grants to public libraries for student internships. Each grant will provide a \$1,000 student stipend, financing approximately one-hundred hours spent working with library staff on a variety of projects and activities. For a list of libraries that have received the Internship grants, see <http://www.nlc.state.ne.us/NowHiring/internship/Internshipgrantrecipients.asp>. For more information about applying for a grant see the Now Hiring section of the Nebraska Library Commission Website, <http://nowhiringatyourlibrary.org/>, click on Internships or contact [Mary Jo Ryan](#), Nebraska Library Commission Communications Coordinator, 402-471-3434, 800-307-2665.

Announcement on Nebraska Library Commission Website

Nebraska Library Commission Blog

“Bringing together people and information”

January 4, 2008

Public Libraries Invited to Apply for Student Internship Grants

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

Nebraska Library Commission continues to offer grants to libraries for student internships. Each grant will provide a \$1,000 student stipend, financing approximately one-hundred hours spent working with library staff on a variety of projects and activities. Funded by a grant from the Institute of Museum and Library Services ***Librarians for the 21st Century*** initiative, the internship grants introduce promising high school and college students to the varied and exciting work of Nebraska libraries.

We are very interested in learning more about student interns in Nebraska libraries. What tasks are they assigned? How is it working for the intern, as well as for library staff and customers? If your library has received a grant and hired an intern, comment below to share your reactions.

For more information see the Internship section of the Nebraska Library Commission Now Hiring @ your library [Website](#) or contact [Mary Jo Ryan](#), Nebraska Library Commission Communications Coordinator, 402-471-3434, 800-307-2665.

Posted by Mary Jo Ryan on January 4, 2008 4:29 PM |

Several libraries were recently awarded internship grants. Many of them will be used to hire students to help with summer reading and other youth programs. Other examples of how libraries plan to use interns include helping with library promotion, customer service, and computer assistance. Did your library receive a Library Improvement Grant? If so, would your project benefit from having a student intern? Here's an opportunity to get students involved in a significant library activity and also help move your project along.

Comment Posted by John Felton | [January 24, 2008 2:11 PM](#)

Youth Services Grants Awarded

The Nebraska Library Commission awarded \$50,000 in grants to twenty-one libraries and Regional Library Systems to assist in providing improved services to children and young adults, and to provide continuing education and training opportunities for children's and young adult librarians.

These awards represent an important part of the Library Commission's commitment to one of the goals established for its LSTA Five-Year Plan 2008-2012. Goal 1 states, "All Nebraskans will have improved access to enhanced library and information services, provided and facilitated by qualified library personnel, boards, and supporters with the knowledge, skills, abilities and attitudes necessary to provide excellent library and information services."

The Eastern and Southeast Library Systems received a grant for the 2008 Youth Services Retreat which will offer activities to motivate and encourage youth services librarians to try new programming ideas. The six Regional Library Systems will also sponsor "Connecting Kids with Books" in which each System will purchase thirty paperback copies of ten titles, including an audio version when available, for book discussion groups organized by public and school libraries.

Among the projects funded for individual public libraries were: create young adult spaces; provide books to parents of newborns in partnership with a local hospital; "Alice in Wonderland" and "Super-Spiders" programs for

preschoolers; purchase Story Hour puppets and materials; teen events using Anime (Japanese animated media) as a theme; sports programs plus purchase of sports materials for the collection; acquire graphic novels and audio books; hold *Gaming Days*; show movies for grades 4-8 and promote books that relate to the movies; rocket-building and Guitar Hero video game programs; *Family Reading Night*; Wii Sports programs; "Mad Scientists @ your library" programs and a science fair; competitive events using video games to encourage boys to utilize the library and its materials; form a Teen Tech Club and hold programs/activities for them; art contests; and show new-release movies.

Grant recipients were:

- Bellevue Public Library
- Blair Public Library
- Central City Public Library
- Fairfield Public Library
- Fremont, Keene Memorial Library
- Lincoln City Libraries
- Neligh Public Library
- Oakland Public Library
- Paxton Public Library
- Lied Pierce Public Library
- Ponca Carnegie Library
- Ralston, Baright Public Library
- Randolph, Lied Randolph Public Library
- Rushville Public Library
- Schuyler Public Library
- South Sioux City Public Library
- Wahoo Public Library
- Eastern and Southeast Library Systems
- Regional Library Systems

Vendor Day Moved to May 22

This year's Vendor Day, sponsored by the Library Commission, has been moved to May 22 and will focus on open library systems. It will be held in conjunction with the **Open Source ILS Symposium** at the College of Saint Mary in Omaha. Library staff are invited to hear from vendors who support open source solutions for libraries as well as librarians from other states who are currently responsible for implementing shared open source catalogs. Speakers will include:

- **Bob Molyneux** – Vice President, Business Development, Equinox; <http://esilibrary.com/esi/home.html>.
 - **Josh Ferraro** – President of Technology, LibLime & Marc Roberson – Vice President, Library Partners, LibLime; <http://liblime.com/>.
 - **Elizabeth McKinney deGarcia** – PINES Program Director, Georgia Public Library Service; www.georgialibraries.org/public/pines.php.
 - **Kathy Rippel** – Pathfinder Central Manager, Central Kansas Library System; <http://tinyurl.com/28wekv>.
 - **Ruth Dukelow** – Assistant Director, Michigan Library Consortium; www.micnet.org/evergreen/. Register at the Library Commission Website, www.nlc.state.ne.us, click on Library Training.
- For more information contact Shannon White, Nebraska Library Commission Network Services Director, 402-471-4031 or 800-307-2665, e-mail: swhite@nlc.state.ne.us.

Volunteers Honored at Reception

Volunteers of the Nebraska Library Commission's Talking Book and Braille Service were recognized in January for their contribution to the program. Library Commission Director Rod Wagner presented Pat Schreurs with a Presidential Award accompanied by a letter from President Bush honoring her for twenty-five years and thousands of volunteer hours. Fred McCormick, a volunteer in duplication and machines,

received an Admiralship in the Great Navy of the State of Nebraska. Other volunteer anniversaries included Alice Timm, ten years; and Bonnie Faimon, Wendy Hirsch, Norman Simon, and Helena Whitaker, five years each. The Audio Tape Duplication volunteers were presented with a Certificate of Environmental Achievement from Lincoln and Lancaster County for erasing and reusing the cassettes used to record magazines.



TBBS Circulation Coordinator Scott Scholz presents an award to volunteers Fred McCormick, Pat Schreurs, and Jeff Schroeder (l. to r.).

Appendix 5



Recruitment Exhibit with Brochures, flyers, poster, and PSA

Appendix 6



Patty Birch mentors Dawn Gordon

Appendix 7. Recruitment Materials—PSA Companion Pieces

Thousands of people work in Nebraska libraries.

You could be one of them.

Visit www.NowHiringAtYourLibrary.com

or contact the Nebraska Library Commission at NowHiringAtYourLibrary@nlc.state.ne.us

Fill out
and return!

or e-mail us at
NowHiringAtYourLibrary@nlc.state.ne.us

Yes, I want to learn more about library
service careers. Please send information to:

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE _____

E-MAIL _____

COMMENTS:



Appendix 8

Libraries seek interns

Lincoln City Libraries is looking for high school and college-age students, 16 and older, to serve as interns this summer.

Interns' work varies by location, but can include working with young people, helping with special events and projects, checking in and out materials, helping with the teen advisory boards and the Bookmobile. Spanish language skills will be helpful at Bennett Martin Public Library's youth services and outreach departments.

Application deadline is Tuesday. Apply online at www.lincolnlibraries.org/info/intern_application.htm.

Lincoln Journal Star
Friday, April 11, 2008

Ad for interns from Lincoln City Libraries, recipient of Internship Grants

Appendix 9



Now hiring @ your library

Wanted:
Money for
school

Found:
Scholarships to
help fund library
education

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

e-mail: NowHiringAtYourLibrary@nlc.state.ne.us

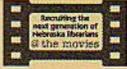
Supported in part by funding from the Institute of Museum and Library Services
21st Century Librarian Project, administered by the Nebraska Library Commission



Nebraska
Library Commission



INSTITUTE of
Museum and Library
SERVICES



Recruiting the
next generation of
Nebraska librarians
@ the movies

Sticky note handout for career fairs



Now hiring @ your library®

WANTED

Money for school

FOUND

Scholarships to help fund library education

APPLY NOW

Deadline: July 1, 2008

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



Nebraska Library Commission



INSTITUTE of
Museum and Library SERVICES



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



Now hiring @ your library®

WANTED

Money for school

FOUND

Scholarships to help fund library education

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For more information e-mail: nowhiringatyourlibrary@nlc.state.ne.us



Nebraska Library Commission



INSTITUTE of
Museum and Library SERVICES



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

Announcements

Scholarships, Registration, Comprehensive Exams, Graduation

Scholarship Opportunities:

Please take advantage of these opportunities available to students pursuing library studies.

Nebraska Library Commission

The Nebraska Library Commission awards scholarships to Nebraskans for coursework and degree programs in library studies. The NLC offers scholarships valued at \$1000.00 for students pursuing a Bachelor's Degree in Library Science or School Library Media. The NLC also offers scholarships valued at \$2500.00 for students pursuing a Master's of Library and/or Information Science degree (MLS), or those seeking a Master of Education degree in School Library Media.

For information and deadlines, visit the NLC at:
<http://www.nlc.state.ne.us/NowHiring/Scholarships.asp>

Nebraska Library Association

The NLA established the Louise A. Nixon Scholarship Fund to provide \$1000.00 to any Nebraska student in pursuit of a Master's Degree in Library/Information Science, or a Master's Degree in a media program that meets the ALA/AASL curriculum guidelines. The \$250.00 Duane Munson Scholarship is available to help practicing librarians and paraprofessionals to gain additional library-related education and training. For submission and deadline information, visit the NLC at:
<http://www.nebraskalibraries.org/scholarship.htm>

Nebraska Educational Media Association

NEMA awards two \$800.00 continuing education scholarships to school library Media Specialists and paraprofessionals who wish to gain additional professional training in the field on a full or part time basis. For more information, visit NEMA at:
<http://nema.k12.ne.us/>

Scholarship Opportunities:

American Library Association

The American Library Association and its units provide more than \$300,000 annually for a Master's Degree in library and information studies from an ALA accredited program, or for a Master's Degree in school library media that meets the ALA curriculum guidelines for a National Council for Accreditation of Teacher Education (NCATE) accredited unit. The scholarship process is open annually from October-March. Applications and reference forms (which must be submitted on-line) are available during that time period. Instructions and general information remain available year round. For a complete list of available scholarships, visit the ALA at:
<http://www.ala.org/Template.cfm?Section=scholarships>

Registration Information:

Fall 2008 Registration

Please refer to the following schedule for Fall 2008 registration on E-BRUNO:

4-07-08	Graduate Students
4-09-08	Seniors
4-11-08	Juniors
4-15-08	Sophomores
4-17-08	Freshmen
4-21-08	Open Enrollment

Classes fill quickly, so be ready to register during your assigned time!
 Contact Dr. Pasco with any questions.

**Summer 2008
 Comprehensive Exams:**

Selective Retention must be submitted and approved before students can register for comprehensive exams. The registration deadline is **Friday, May 9th** for those students taking comprehensive exams during the Summer 2008 semester!

To register, contact Joyce Jones in the Department of Teacher Education
 Phone: 402-554-2212 or 1-800-858-8648, ext. 2212
 Email: jjones@mail.unomaha.edu

Graduation:

You must complete an Application for Degree during the semester in which you plan to graduate. Log into E-BRUNO and fill out the application on or before the deadline for that Graduation Ceremony. The deadline is **July 3rd** for students planning to graduate during the Summer 2008 semester. The commencement ceremony is scheduled for **August 15th** at 2:00 p.m. in the Civic Auditorium.

There is a \$25 Application for Degree Fee payable at the time the application is submitted.

After applying for your degree, visit the UNO Bookstore to order your cap, gown, and graduation announcements.



"If you want to reach a goal, you must 'see the reaching' in your own mind before you actually arrive at your goal"

~ Zig Ziglar

Library Science

Omaha Area
Informational Meeting

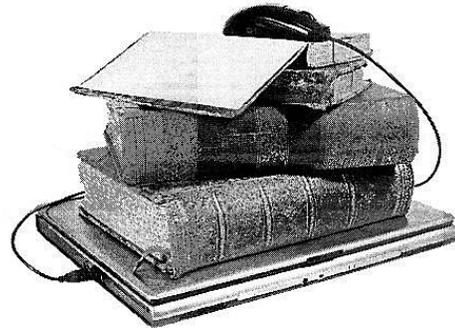
Master's Degree in Library Science

Join with us as Library Science faculty from the University of Missouri present a special information session about obtaining MU's popular master's degree. Classes are offered in your area, so you can get a degree from the University of Missouri without ever coming to Columbia.

Come and learn about the exciting opportunities available for graduates who have earned a master's degree from an American Library Association (ALA) accredited institution like MU.

Faculty will be on hand to discuss the program and courses, answer questions, and advise current and prospective students.

The session will start with a presentation by our faculty about the Library Science curriculum, and the last part of the session is an open, informal time for you to get your questions answered, so please stop by and visit with us. We look forward to seeing you! Refreshments will be served.



Sunday, March 2, 2008
Noon - 2 pm
204 Criss Library
University of Nebraska-Omaha
6001 Dodge St
Omaha, NE 68182-0237

Library Science
LIS.Missouri.edu



For additional information, please
call our Student Coordinator's office
toll free at 1-877-747-5868

University of Missouri



NLC *ommunicator*

Winter 2007 Vol. 21 No. 4 ISSN 0895-0806
www.nlc.state.ne.us 402-471-2045, 800-307-2665

Timely information from the Nebraska Library Commission

[Announcements]

Febuary 1, 2008 is the next deadline for application for **Nebraska Library Commission scholarships**, supported by a grant awarded by the Institute of Museum and Library Services (IMLS) to recruit and educate the next generation of Nebraska librarians. To apply see Nebraska Library Commission's Now Hiring @ your library® Website (www.NowHiringAtYourLibrary.org) or contact Laura Johnson, Nebraska Library Commission Continuing Education Coordinator, 402-471-2694, 800-307-2665, e-mail: ljohnson@nlc.state.ne.us or Kit Keller, Nebraska Library Commission Planning and Data Services Coordinator, 402-471-3216, 800-307-2665, e-mail: kkeller@nlc.state.ne.us. NOTE: Only three scholarship cycles will be implemented in 2008. 2008 Deadlines are: February 1, July 1, and October 15.

Public Library Statistical Data surveys are available online through Bibliostat® Collect at collect.informata.com. Library Usernames and Passwords are the same as last year's. The deadline for data submission is **January 31, 2008**. This online data submission is one requirement for state aid eligibility, accreditation, and Dollars for Data payments. For additional information contact Kit Keller, see contact information above.

The *We the People Bookshelf*, a collection of classic books for young readers, is a project of the National Endowment for the Humanities in cooperation with the American Library Association. Nebraska public and school (K – 12) libraries are invited to apply for the *We the People Bookshelf* grant. To apply for a set of classic books for young readers on the theme "Created Equal," complete the online application at www.wethepeople.gov by **January 25, 2008**.

The Nebraska Library Commission has again funded a statewide license for **public viewing of motion pictures in Nebraska public libraries**. With this license, through Movie Licensing USA, Inc., motion pictures may be shown as part of library services and programming at the library **through September 30, 2008**. For more information, contact Sally Snyder, Children's Services Coordinator, 402-471-4003, 800-307-2665, e-mail: ssnyder@nlc.state.ne.us or www.nlc.state.ne.us/libdev/motionpicture.html.

Grant funding is now available from the Nebraska Library Commission for **Library Improvement Grants** (formerly LSTA grants). The application describing eligibility and other requirements, including scoring sheet with criteria and contact

||



NLC *ommunicator*

Winter 2008 Vol. 22 No. 1 ISSN 0895-0806
www.nlc.state.ne.us 402-471-2045, 800-307-2665

Timely information from the Nebraska Library Commission

[Announcements]

The Nebraska Library Commission recently awarded \$250 "Dollars for Data" payments to unaccredited public libraries that submitted the 2006 Public Library Statistical survey using Bibliostat™ Collect. Since this is a necessary step toward meeting the standards of service outlined in the Public Library Accreditation Guidelines, these libraries are closer to achieving accredited status. For a list of forty-five unaccredited public libraries that qualify for this payment, see Announcements on the Nebraska Library Commission Website, www.nlc.state.ne.us. For more information contact Kit Keller, Nebraska Library Commission Planning and Data Services Coordinator, 402-471-3216, 800-307-2665, e-mail: kkeller@nlc.state.ne.us.

The Nebraska Library Commission awarded more than \$50,000 in **Youth Grants for Excellence** to twenty-one libraries and regional library systems to assist in providing improved services to children and young adults by providing continuing education and training opportunities for children and young adult librarians. For a list of recipients and description of their projects, see Announcements on the Nebraska Library Commission Website, www.nlc.state.ne.us. For more information contact Sally Snyder, Nebraska Library Commission

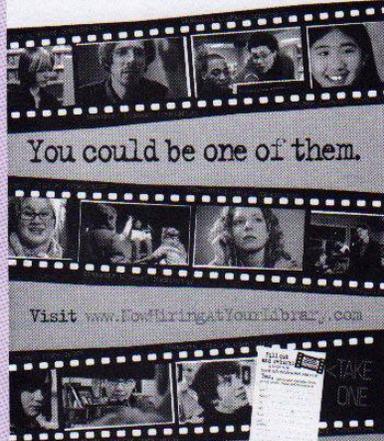
Children's Services Coordinator, 402-471-4003, 800-307-2665, e-mail: ssnyder@nlc.state.ne.us.

February 1, 2008 is the next deadline for application for **Nebraska Library Commission scholarships**, supported by a grant awarded by the Institute of Museum and Library Services (IMLS) to recruit and educate the next generation of Nebraska librarians. Due to funding considerations, master's-level scholarships in this round may be limited. To apply, see Nebraska Library Commission's Now Hiring @ your library@ Website, www.NowHiringAtYourLibrary.org or contact Kit Keller, see contact information above. NOTE: Only three scholarship cycles will be implemented in 2008. Deadlines are: February 1, July 1, and October 15.

One Book for Nebraska Teens 2008 is underway. Librarians and students across the state are encouraged to read and discuss *The Book Thief*, by Markus Zusak. The Nebraska Library Commission is distributing book bags containing fifteen paperback copies and one DVD of the book, along with discussion questions and background information. To borrow the book bags, contact Nebraska Library Commission Information and Reference Services, 402-471-4016, 800-307-2665, e-mail: ready@nlc.state.ne.us or the Regional Library System offices. For more information contact Sally Snyder, see contact information above.

[1]

Thousands of people work in Nebraska Libraries.



You could be one of them.

Visit www.libhiringatyourlibrary.com

or contact the Nebraska Library Commission at NewHiring@YourLibrary@nlc.state.ne.us



Is It Spring Career Fair Time at Your School?

When students are thinking about careers, do they entertain the idea of becoming a librarian/media specialist? We are looking for librarians, media specialists, career counselors, library supporters, and others who would like to staff exhibits at local career fairs to help young people think of library careers when they plan for their future.

The Nebraska Library Commission project, "Recruiting the Next Generation of Nebraska Librarians @ the movies," is funded by the U.S. Institute of Museum and Library Services *Librarians for the 21st Century* initiative to increase the number of qualified professionals and recruit future librarians for employment in Nebraska libraries. It is designed to attract promising high school and college students to the profession.

If you would like to help with this effort, contact the Nebraska Library Commission now to reserve a recruiting kit. The kit includes everything needed to set up a display at a career fair: a poster with tear-off return cards and tripod, print materials, and a DVD of a sixty-second PSA that can be played on a laptop continuous loop. For information or to reserve a recruiting kit, contact John Felton, Nebraska Library Commission Research Analyst, 402-471-4002 or 800-307-2665; e-mail: jfelton@nlc.state.ne.us

What is

LibraryThing

by Kit Keller,
Nebraska Library Commission
Planning and Data Services Coordinator

Here's how LibraryThing (www.librarything.com) is described on its "About" Web page:

LibraryThing is an online service to help people catalog their books easily. You can access your catalog from anywhere—even on your mobile phone. Because everyone catalogs together, LibraryThing also connects people with the same books, comes up with suggestions for what to read next, and so forth.

When I first read about this online "catalog" for books I was less than interested. I'd heard some of the terms used—tagging, folksonomy, thingology, clouds. Really, I hadn't heard anything that described for me what it is, and how it can be used. Then at the American Library Association conference last June I attended a session where one of the presenters was Tim Spalding, creator of LibraryThing. He was part of a three-person panel discussion, and was clearly the draw for this crowd of several hundred people. As he described LibraryThing, and showed screen shots of the Website, I began to imagine a lot of ways this would be useful.

LibraryThing seems to be the library catalog equivalent of Wikipedia (www.wikipedia.org). People contribute their own catalog terms (tags) and the words used for this are "in their own words" (folksonomy). "Folksonomy" is described (in Wikipedia) as "the practice and method of collaboratively creating

and managing tags to annotate and categorize content."

One immediate use I thought of was to list in LibraryThing the books I read for our weekly radio show on community radio. The show, "BookTalk," airs at 6:30 P.M. (CT) on KZUM (89.3 FM), and also is available live through Web-streaming audio at www.kzum.org. I've participated in this show since 1996, and over those years we've talked about hundreds of books and interviewed many authors. So that evening I created "my library" in LibraryThing. I started listing the books I had read most recently; adding books is a pretty easy process. I've never looked for a book in LibraryThing that wasn't already there—even a really obscure family history. I experimented with adding some tags (descriptions), but mostly I just added titles as I finished a book. This created a very handy way to view books I've recently read, along with some annotations and pictures of the covers. I can select books from the list for our radio program, and when friends and family ask "What are you reading? What's good?" I just point them to my LibraryThing collection:

www.librarything.com/catalog/kitkeller.

Explore this handy tool and I think you'll find it's easy to use and very cool. There are many other aspects—finding people who read like I read, for one. As creator Tim Spalding says, "If the buzz page doesn't convince you, you cannot be convinced. Go away."

For more information contact Kit Keller; see contact information on page 10.

Motion Picture License Renewed

The Nebraska Library Commission has again funded a statewide license for public viewing of motion pictures in Nebraska public libraries. With this license, through Movie Licensing USA, Inc., motion pictures may be shown as part of library services and program-

ming in libraries through September 30, 2008.

For more information, contact Sally Snyder; see contact information on page 2 or see www.nlc.state.ne.us/libdev/motionpicture.html.



Nebraska Library Commission

"Bringing together people and information"

Return on Investment:

Measuring the value of your public library

See our Nebraska Library Commission Wiki at:

<http://www.nlc.ne.state/wikis/roi4libraries>

<http://amaztype.tha.jp/US/Books/Title?q=ROI>

- An example of real life Return on Investment
- Our *Wiki Walk*
- An interview with Sarah Long from Illinois North Suburban Library System.
<http://www.youtube.com/watch?v=TgqoM5ZNu3Q>
- Using a calculator for A Nebraska Library
- Mining data elements from Bibliostat
- Marketing your library's ROI
- Call to Action
 - ROI Workshops coming
 - Learn to use ROI as a tool to generate private funding for library needs.
 - Nebraska Community Foundation 2008 Rural Philanthropy Conference, September 10 – 12, Nebraska City
- Take our survey to help us tailor training for local library teams
- What can the Nebraska Library Commission do to help Nebraska libraries demonstrate ROI?

YOUR PUBLIC LIBRARY IS A SMALL BUSINESS INCUBATOR

In 1933, Ernest and Julio Gallo needed a wine recipe to start their business. Where did they turn for help?

Their local Library.

There, they found the pamphlet "The Principles of Winemaking." They started to make wine, pursued their dream-and the rest is history.

Three generations later, Gallo wines earn worldwide acclaim as Matt and Gina Gallo carry the family dream forward.

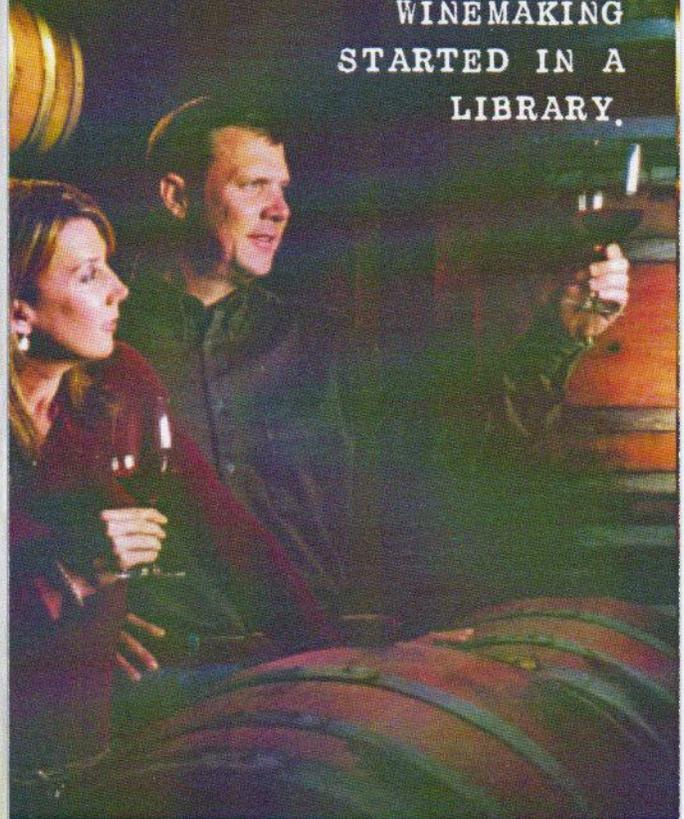
Their small business has grown to create hundreds of jobs, thousands of opportunities and millions of satisfied customers.

Go to www.oclc.org/roi/ to learn about the economic impact of library investment.



Nebraska
Library Commission

GREAT AMERICAN WINEMAKING STARTED IN A LIBRARY.



Public libraries continue to help entrepreneurs get their start. The investment you make in your local library helps small businesses. It also brings in additional tax dollars, raises property values and creates new jobs. In fact, studies have shown that:

**for every \$1 spent
on the library, a
community sees
an average of
\$4 in return.**



YOUR PUBLIC LIBRARY IS A CAREER INSPIRATION

Gregory Maguire is a born storyteller. He hails from a family of journalists, poets, and professional writers.

So it's no surprise his parents sent him to a magical place where stories come to life every day: **the local library.**

There, he found the inspiration for his life's work: writing fantasy, fairy tales, and science fiction.

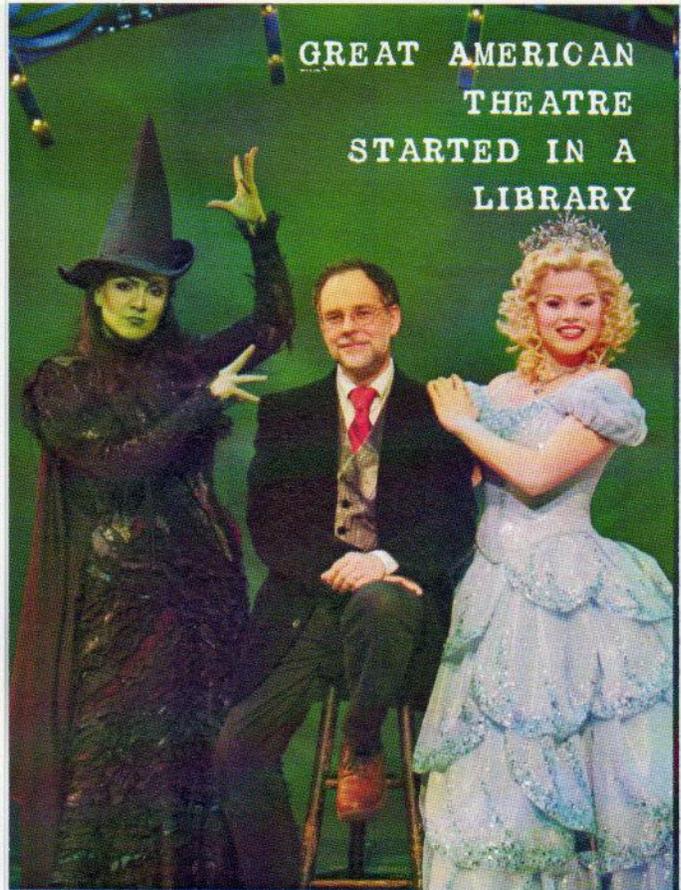
His 1995 bestseller, *Wicked: The Life and Times of the Wicked Witch of the West* forms the basis of the award-winning Broadway musical, *Wicked*.

His career started at the library.

Go to www.oclc.org/roi/ to learn about the economic impact of library investment.



Nebraska
Library Commission



GREAT AMERICAN
THEATRE
STARTED IN A
LIBRARY

Public libraries continue to help people of all ages discover their calling. The investment you make in your local library helps them develop their talents and realize their dreams. It also brings in additional tax dollars, raises property values and creates new jobs. In fact, studies have shown that:



for every \$1 spent
on the library, a
community sees an
average of \$4 in
return.

Investment

PAYS OFF

Library cardholders outnumber Amazon customers by almost 5 to 1.

Amazon.com: 30 million
U.S. libraries: 148 million

In Nebraska, more than 50 percent of the population has library cards
60 percent of public library users are youths

Nebraskans Visit their Local Public Library:

159,732 visits per week
8,306,057 visits per year
Nebraska library customers would fill Memorial Stadium 2 times each week

“We bought our new house because we could walk to the library.”

-Survey participant

Data Source: Annual Nebraska Public Library Statistical Data, 2005-2006, collected by the Nebraska Library Commission. Data is based on reports from 80% of Nebraska public libraries

For more information, see the Nebraska Library Commission home page: www.nlc.state.ne.us

“Living on a fixed income and not having to buy books - helps our budget. The books fill our minds with helpful and intriguing info and enjoyment. Life without a library would be dull.”

-Survey Participant

Nebraska Libraries
are a sound investment

An
investment
that pays

ECONOMIC IMPACT OF NEBRASKA PUBLIC LIBRARIES



Nebraska
Library Commission

The study

Right here would be the explanation of how the information was gathered. Gue con utat luptatum dolore magna faccum ad etummod olortin hendigna feum dionulput eu facinim irilit dolorer aesequat wisl in ullan ullaareet wiscilis augue conseni smodolo

Investment QUALITY OF LIFE



“I would not live in a community without one (public library).”

-Survey Participant

- ___% said it improved overall quality of life
- ___% said it increased local property values
- ___% said it attracts patronage to local businesses
- ___% said it attracts new businesses

Investment EDUCATION

- ___% said it helped them with life-long learning
- ___% said it introduced them to new technologies
- ___% said it helped them with education or work
- ___% said it helped them with home schooling

“As a home schooling mom, I depend on the library for a wealth of educational materials and experiences that I would not be able to find or afford elsewhere.”

-Survey participant

Investment ECONOMIC ENGINE

- ___% said it contributed to the success of their business
- ___% said it is where they obtain most of the business/research information to successfully run their business
- ___% said they saved \$___-\$___ by using the information they received
- ___% said they used it for searching for a job

Investment VALUE TO NEBRASKA

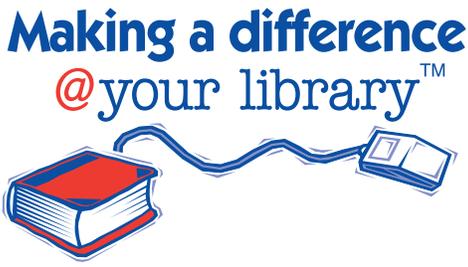
Funding: Nebraska invests ___ cents per person in direct state aid to local libraries, while the national average is \$___.

\$_ million in federal and private funds are generated by Nebraska public libraries each year.

\$___ million is approximately the value of information services to users each year.

\$___ million is the total economic impact of Nebraska public libraries, while the actual cost of these services is \$___ million.





Nebraska Public Libraries Meet Local Demand for Quality Information



Children's Summer Reading Program activities at the Atkinson Public Library are supported with state aid funds.

- ◆ 271 Public Libraries in Nebraska
- ◆ Materials Checked Out to Nebraskans:
 - Adult 7,467,016
 - Children.. 5,675,667
 - Total ... 13,142,683
- ◆ Videos Available to Nebraskans: 256,781

- ◆ Local Public Libraries Are Open to Serve Nebraskans:
 - 425,171 hours per year
- ◆ Nebraskans Visit their Local Public Library:
 - 159,732 visits per week
 - 8,306,057 visits per year
 - Nebraska library customers would fill **Memorial Stadium** 2 times each week

95% of Nebraska public libraries provide public access to the Internet.

- ◆ Materials made available to Nebraskans through Interlibrary Loan (materials shared between libraries):
 - Loaned 38,379
 - Received 34,174
- ◆ Audio Materials Available to Nebraskans: 264,831
- ◆ Nebraskans Received Answers to Questions:
 - 23,422 questions per week
 - 1,217,932 questions per year

Twice as many Nebraskans visited Nebraska public Libraries as went to the movies last year.

- Nebraska library customers would fill **Devaney Sports Center** 11.4 times each week
- ◆ Library Employees Providing Information Services to Nebraskans: 782 FTE

Reference librarians in Nebraska public libraries answer more than 1,217,932 questions each year. Standing single file, the line of questioners would stretch from Omaha to Scottsbluff.

Data Source: Annual Nebraska Public Library Statistical Data, 2005-2006, collected by the Nebraska Library Commission. Data is based on reports from 80% of Nebraska public libraries.

Appendix 21 – Survey about capacity building

Name of library:

Does your library foundation or Friend's group have a fundraising or development plan?
(Long-range, short-term, strategic)

1. When was it written?
2. How often is it updated?
3. Is it available on the library's Web site?

What priorities does your foundation have for growth?

Describe your foundation's:

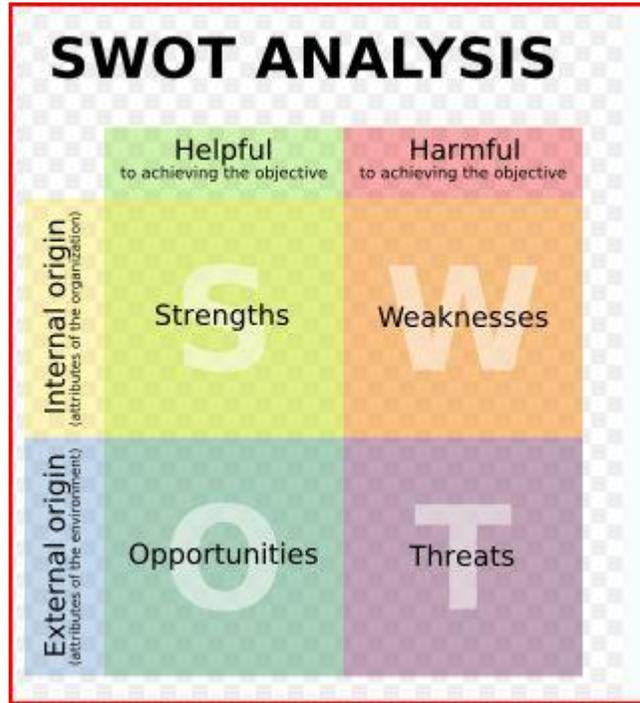
Strengths (attributes of the organization that are helpful to achieving the objective)

Weaknesses (attributes of the organization that are harmful to achieving the objective)

Opportunities (external conditions that are helpful to achieving the objective)

Threats (external conditions that are harmful to achieving the objective)

SWOT Analysis



(http://en.wikipedia.org/wiki/SWOT_analysis)

Describe your library's needs (list in order of priority – most important first):

Immediate:

- 1.
- 2.
- 3.

Long-term:

- 1.
- 2.
- 3.

NOTE: Need section on political context and description of endowment potential for funding staff position.



2008 RURAL PHILANTHROPY CONFERENCE

Save the Date!

September 10-12, 2008

Nebraska City, Nebraska

The 2008 Rural Philanthropy Conference is just around the corner.

Come learn more about...

- Using the transfer of wealth as a call-to-action
- Rural Development Philanthropy
- HomeTown Competitiveness (HTC)
- Fundraising Catalysts & Strategic Grant Making
- Action Planning
- Public Policy
- Engaging Alumni and Expatriates
- Communications and Marketing
- Donor Visitation and Strategies

Make plans to attend today!

Details and registration information will be available soon at
www.nebcommfound.org/RPC/2008RPC.htm.

For more information contact Sheri Hink
at 402-323-7347 or shink@nebcommfound.org.

See highlights from the 2007 conference at www.nebcommfound.org/RPC/2007RPC.htm.