

# The TLA Newsletter

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## TLA Membership—It Does Have Its Privileges!

The Tennessee Library Association's annual membership renewal begins December 1, 2011 but this doesn't mean you have to wait until then to become a new or renewing member for 2012!

According to the TLA Membership Survey conducted in 2010, over 75.5%, or 228 of respondents, renewed their membership. However, those that did not renew said it was due to a work or life change such as losing their job, changing jobs, retiring, or not having the funds to renew. But possibly the most shocking reason that folks don't renew is because they forget! The Membership Committee hopes to help you remember this important fact – TLA is beneficial to you, the State of Tennessee and to all libraries. Your membership matters!

What do you get for your hard earned money? Some benefits are easy to name:

- Discounts to the conference;
- FREE online educational opportunities;
- Voting rights;
- Access to the members only area of the TLA website.

But other benefits of membership might not be so easy to spot. Did you know that your membership supports librarians at the state and national level through our affiliations with the American Library Association (ALA) and the Southeastern Library Association (SELA)?

Your membership also supports:

- Advocacy—to communicate libraries' value to the community, to stimulate improvements, and to influence public policy and funding;
- Awards—to recognize excellence in the profession, stipends to allow attendance at TLA-sponsored training events, and the Edwin S. Gleaves Scholarship for graduate school;
- Employment assistance—through the online Jobs List for jobseekers and employers;
- Group affiliations—one free section membership (College/University Libraries, Public Libraries, School Libraries, Special Libraries, or Trustee/Friends) and one free

roundtable (Children's/YA Services, Electronic Resources Management, Government Documents, Library Instruction, or Reference).

Membership isn't just for librarians either. It is for anyone who cares about libraries! Share this newsletter with your trustees, your Friends of the Library, and with those students who are aspiring librarians. Invite them to join just as we did to make a positive change in Tennessee libraries.

And finally, consider giving the gift of membership this upcoming holiday season to those who may not be able to join or renew this year. I promise that they will thank you!

To join or renew, visit the TLA website at <http://www.tnla.org> and click on Join TLA at the top right of the page to either pay online by credit card or to download the membership form to mail in with your check.

Remember, if you renew or join today, you receive membership for the remainder of 2011 and all of 2012!

—Meredith P. Goins

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## President's Point of View

Libraries are the great equalizer in today's world. Public libraries provide computers, internet access and a wealth of resources to their patrons, no matter what their income. Libraries are the secret weapon of smart students: it's easier and faster to use the library than Google. Libraries provide a whole world of knowledge to anyone who seeks it.

I recently visited Washington, D.C. for the first time, and toured of the Library of Congress. It reinforced my belief that the library is the cornerstone of democracy. It's a magnificent temple to knowledge, but at its core it is the same as any of the libraries we work in. People come looking for answers, and librarians help them find what they needed.

And yet the Library of Congress has undergone tremendous change over the years. There's an online catalog, additional buildings, and barcodes. The built-in card catalog may be empty, but patrons no longer have to wait hours or days for a book. Now they even have wi-fi. The changes did

not occur all at once, but they have made the library a better place.

Tennessee libraries face daunting challenges. At most libraries there are fewer staff to do more work and the patrons keep coming in. The cost of library materials keeps going up, even with flat lined budgets. Staying current with technology is a full-time job in itself. But change is the constant force, and libraries must evolve with the times.

As we work on transforming our libraries into better places, with better service for our patrons, remember that your fellow TLA members understand. We're all facing some level of change in our lives. We can help each other by sharing ideas and experiences, and working together to solve the most daunting tasks.

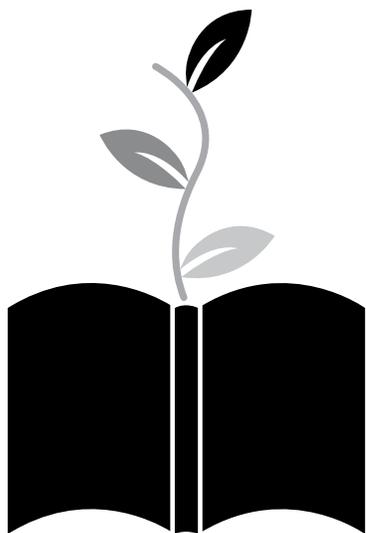
That's really what TLA is all about. There's a whole group of dedicated people who volunteer their time and talents to organize webinars, plan the conference, or chair committees. The TLA Board is a group of very talented librarians who have already



accomplished a great deal, and the year isn't even half over.

I'd like to encourage you to get involved in the process. Next year, renew your TLA membership and vote for the future leaders of TLA. Consider volunteering for a committee, or take an active role in the section or round table of your choice. There is much to be done to complete the transformation.

—Wendy Cornelisen  
TLA President



**Libraries Transform**  
TLA · 2012

### Save the Date for the 2012 TLA Conference "Libraries Transform"

March 21-23, 2012  
Marriott Knoxville  
500 East Hill Avenue  
Knoxville, TN 37915

You can now make your hotel reservations by calling 1-800-228-9290. Use the group code Tennessee Libraries (TLIA) to receive the \$119 + tax daily room rate, available March 17 through March 26 (subject to hotel availability). For further updates, keep an eye on the conference website at [www.tnla.org/displayconvention.cfm](http://www.tnla.org/displayconvention.cfm).

## ALA Councilor's Report: ALA Promotes Online Learning Opportunities

While it is not brand new, it is certainly worth mentioning that ALA's portal to online learning opportunities continues to grow at a rapid pace. Thanks to ALA's size and dedication to professional development and continuing education, there are dozens of opportunities available. Until recently, finding these opportunities could be a bit of a challenge. Now, they are all conveniently pulled together in one place. The learning opportunities site can be accessed at <http://www.ala.org/ala/onlinelearning/>.

Even with a portal that draws together this material, it could still be daunting to navigate due to the



volume of material. Thankfully, the content is divided into broad areas such as management issues for leaders, collections management, school libraries, issues & advocacy, service delivery, and more. Each area is subdivided further to promote ease of access. In addition, one can browse

learning opportunities by ALA unit. The material ranges from live or recorded webinars to courses to forums and more. It is also worth pointing out that these opportunities are available at no cost, or at a very low cost, especially when compared with traveling to attend comparable programs or workshops. Therefore, it is quite likely that anyone can find a learning opportunity to fit their needs and their budget.

—Kevin Reynolds  
ALA Councilor

## Trainings Available to TLA Members

In addition to the excellent training resources Kevin mentions above via ALA, TLA's Staff Development Committee is offering the following free GoToWebinars to TLA members or \$15 for non-TLA members. Institutional pricing is also available.

- December 7 @ 2:00 CT (3:00 ET): 52 and 1/2 Things to Do with Google with Steve Holt
- January 11 @ 1:00 CT (2:00 ET): Conflict Resolution: Dealing with Difficult People with Paul Signorelli
- February 8 @ 1:00 CT (2:00 ET): Everyday Early Literacy  
\* available for free to everyone\*  
Online registration is now open at: <https://www1.gotomeeting.com/register/945773953>

- April 18 @ 1:00 CT (2:00 ET)  
Superhero Syndrome: Avoiding Burnout with ETSU's Kathy Campbell and Marie Jones
- May 2 @ 1:00 CT (2:00 ET)  
The New Librarianship with David Lankes

For more information about the TLA Staff Development webinars, contact Joe Weber at [weberj@apsu.edu](mailto:weberj@apsu.edu) or visit the TLA Continuing Education website at: <http://tnla.org/displaycommon.cfm?an=1&subarticlenbr=443>

—Meredith P. Goins

## Celebrate an Intellectual Freedom Fighter!

The TLA Intellectual Freedom Committee is accepting nominations for the 2012 TLA Freedom of Information Award. Any person or group who has actively promoted intellectual freedom in Tennessee is eligible. Individuals and groups are encouraged to nominate themselves.

Visit the nomination form on the TLA website for more details ([www.tnla.org/displayemailforms.cfm?emailformnbr=46344](http://www.tnla.org/displayemailforms.cfm?emailformnbr=46344)).

The TLA Intellectual Freedom Committee looks forward to receiving your nomination by November 23, 2011!



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## **“Tennsco PLS Scholarship” Available for 2012 TLA Conference**

The Public Library Section of TLA announces its annual scholarship to pay a library director or branch manager's expenses to the TLA Annual Conference. The scholarship will secure full pre-conference and conference registration, tickets to all meals offered at the conference, the conference reception, and 3-nights stay at

the conference hotel in Knoxville. Any remaining monies from the \$750 will be given to the recipient to help offset travel expenses.

Funding for this scholarship is provided by Tennsco Corporation of Dickson, TN. Tennsco is the parent company of Estey shelving. We greatly appreciate Tennsco's generosity.

To learn more contact Cynthia Carmack at 931-823-1888 or [overtoncolib@comcast.net](mailto:overtoncolib@comcast.net). All applications must be received no later than Wednesday, November 30, 2011. The recipient will be announced by January 10, 2012.

—Meredith P. Goins