

# Texas Library Journal

VOLUME 89, NUMBER 1 • Spring 2013

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## At the Center of Decisions and Progress

**T**his week I was invited to a content provider's sales demonstration.

The presentation was directed to high level academic administrators. The product being sold is like other products to which school, academic, special, and public libraries provide access through their library Web pages and online catalogs. For reasons he was happy to share with his audience, the vendor's representative was bypassing librarians. More about that later.

The vendor spent millions of dollars developing the product on display. In addition to its sophisticated use of color, background music, and refined design, the product has an attractive, easy-to-use Web interface. The simple-to-navigate screens, advanced searching and browsing options, and the treatment of descriptive metadata as a feature set the bar high for all database vendors. The company's representative could speak authoritatively to education experts about recent educational research and the need to create engaging content to attract and hold reduced attention spans. Very important to his presentation, the salesman is marketing the initial subscription for his product at a competitive price point.

I left the presentation thinking about the vendor's strategy of bypassing the library and what it could mean for librarians. In recent years, there has been some hand wringing about such bypass strategies in library literature. Sometimes, it's all about perspective. On the positive side, it was refreshing to hear an articulate spokesperson who is keenly attuned to the interests of our organization's decision makers discuss the value of information resources and see those administrators nod in agreement. The other benefit of the presentation was that, even with its weaknesses, the product had a few features that raise the bar for other content providers.

When vendors attempt to bypass librarians, librarians have another incentive to educate their communities about the value of collection development policies, subject

expertise, and the use of data to drive decisions about costly purchases. Any librarian in the room would have quickly recognized features the vendor did not address: relevancy, spell check, authority control, navigation trails, and online, offline, and contextual help. Experienced with collection development, librarians have comparative data that puts any new product in perspective. The vendor could not be expected to help the audience understand the pricing of subscriptions and how they impact budgets going forward or the price and use of similar products that are available. Library expertise and contextual information are critical to wise selection.

This vendor charged the administrators with marketing his product to faculty. He made the point that for his product to be used effectively, someone has to explain its worth and demonstrate how the information can be used by the organization's community. This vendor's job is to sell his product. He wanted the audience to make his product a successful purchase. In doing his job, the sales representative provided a valuable opening for librarians. The full dimension of the library worker's job is to be committed to the organizational mission, have strong relationships within the organization, and demonstrate professional expertise. In this instance, the expertise is informed by the organization's mission and is about collection development, selection, support for the use of information products, and communication on the long-term budget impact of selected products.

In recent years, there has been a spate of sales literature encouraging the bypass strategy as a tactic. It is one of the many changes to which librarians have to respond proactively. Just as we have adapted to other changes with improved services and better demonstrations of library value, we will respond to this change. Ours is an educational and service role borne out of commitment to our organizations, library users, and library values. When we respond to administrative concerns,



understand budget implications, and are approachable, thoughtful, and engaged in the conversation, we become the essential, esteemed workers on which our organizations rely. We will not be passed by or bypassed. The sales strategy is just another reminder to be attentive to how we are engaged with our organizations and library users.

As I considered the need for library workers to take the initiative to address this and larger changes in our work environments, I reflected on the remarkable energy TLA staff and volunteer members of our association dedicate to developing advocacy and leadership skills and providing continuing education opportunities. It is the work of our state association and our member volunteers that supports our efforts to become and remain esteemed, indispensable, respected members of our organizations.

Change will not stop and challenges are more easily met when you are working with colleagues across the state. I encourage you to be active in TLA. Our 100<sup>th</sup> conference is April 24-27 in the world class convention facilities of Fort Worth, the city of cowboys and culture. The conference theme is *Promoting our Values, Proving Our Worth*. The program is filled with valuable resources to support your efforts to live by library values, demonstrate library value to your community, and prove the worth of libraries and library workers. It is a great opportunity to visit with our library vendor partners, meet and interact with valued colleagues, and hear your favorite authors. Under the guidance of our colleagues who worked hard to create the most valuable conference ever, the 2013 conference was designed to inspire, educate, inform, entertain, and fortify. I look forward to seeing you there. ☺

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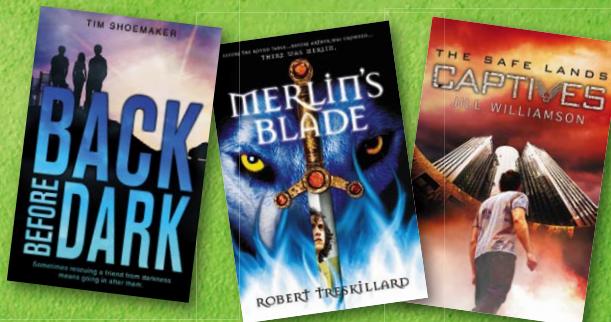
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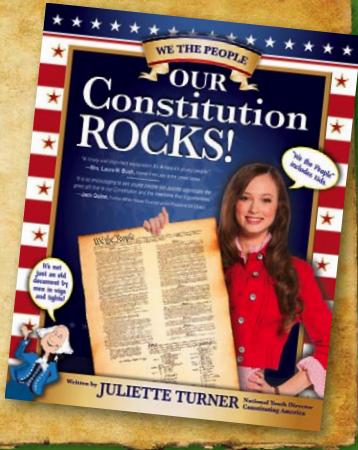
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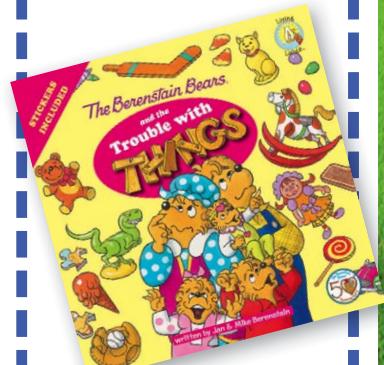
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## Promoting Our Value, Proving Our Mettle

This State budget is still a couple of months from being finalized. At this stage of the legislative process, the Senate Finance and House Appropriations Committees have both recommended most of the funding requested by the State Library and Archives Commission for library digital content (e.g., TexShare and K-12 database access). The agency requested a total of \$9.25 million over the biennium. The recommendation for funding for this item is \$7.25 million in the House, and \$7.5 million in the Senate as of the time *TLJ* went to press. The agency's other requests for additional funds are still open for consideration but not funded at this time.

The good news is that lawmakers definitely understand that the state must reinvest in libraries. Legislators have responded well to information about the importance of statewide digital resources for libraries, the cost-effectiveness of the state run program, and the imperative to provide funds to help the State Library make the case for continuation of federal funds in 2015. Without a waiver from the federal government (since Texas failed to meet its maintenance of effort requirement for state spending in 2012 and will do so again in 2013), the state may lose up to \$9 million in federal support in 2015. These funds have sustained statewide library programming this last year and, without which, many existing programs may well end.

The hard news is that a lot of things can happen between now and the end of the session. Fates can change for the better and the worse.

So, now is the time I tell all library advocates the WORK REALLY BEGINS.

Many of you have already visited with your elected officials, made calls, sent email,

held events, and had others speak up for libraries. Thank you for all your terrific work. I now ask that you keep it up!

The reality is that the State Capitol has about 10 to 15 groups marching the halls on any given day. Legislators' offices usually schedule constituent or lobby meetings about three times an hour every day. Legislators and their staffs can receive hundreds (and on occasion thousands) of letters, emails, faxes, and calls in one day. In short, offices are bombarded with constituent requests continuously. I remember sitting in on one hearing where one legislator stated he had already received close to 3,000 messages in a few hours about an issue.

The bottom line is that we cannot feel that our job is complete until our goal is achieved. It is natural for folks to feel "we've done our part," but the truth is advocacy is a continued, unceasing activity. There are many ways to keep the momentum going – draft new letters, recruit new supporters, send a friendly update about your library to legislative offices, thank legislators for their support so far, post a message on a legislator's Facebook page, and on and on.

Political action is a result most often of perceived pressure and monitoring. If legislators know that constituents are following the process, monitoring an elected official's response, and taking the time to stay "in the loop," the more commitment the legislative office is likely to demonstrate for the cause. It's simple relationship building in the end. Relationships must be nurtured.

The work remaining to us is to promote library funding initiatives (including those not yet funded) in the State Library's budget through the House and Senate floor votes on HB 1 and SB 1,

respectively. There may be some floor amendments to support library funding. All librarians and library supporters should be ready to call or email their legislators to ask for supportive votes in these matters. TLA will post this information on our division email lists. Make sure you watch for these announcements and act on them in a timely manner!

Then, the House and Senate will have to reconcile the differences in their respective versions of the budget. This process happens through a specially-appointed conference committee. This stage is the fourth quarter of the game, and all library supporters must remain vigilant and active.

If you are a library supporter who has not yet had the opportunity to speak out in support for library funding this session, there are plenty of opportunities to run with the ball! (I've been practicing my sports metaphors.) You just need the will to work on behalf of libraries – the very same thing each of us expects of our legislative officials. We should be willing to do the same.

This session, we've had wonderful advocacy from TLA members, partnering groups, State Library commissioners, and lay supporters. And we've had terrific bipartisan support from legislative offices. Several wonderful resources – such as at the State Library's ROI study and TLA's PR Toolkit (both of which are highlighted in this issue of the *Journal*) – are available for your use. I encourage you to review these publications, as well as the materials available on TLA's advocacy site: [www.tla.org/advocacy-tools](http://www.tla.org/advocacy-tools). There is much we have to help us promote our value. Let's prove our mettle and speak out for libraries. ♦

... we cannot feel that our job is complete until our goal is achieved

# TEXAS PUBLIC LIBRARIES: Economic Benefits and Return on Investment

Prepared for the Texas State Library and Archives Commission by the Bureau of Business Research IC<sup>2</sup> Institute, The University of Texas at Austin (December 2012)

**EDITOR'S NOTE:** The full report is available online at website of the Texas State Library and Archives Commission. The excerpts included here were formatted for length. To access the full report, go to: <https://www tsl.state.tx.us/roi>.

## Executive Summary

Public libraries in the State of Texas provide significant economic benefits for their communities. This report examines these economic benefits, and documents those activities which contribute to economic activities throughout all regions of Texas. In 2011 Texas public libraries collectively were found to provide \$2.407 billion in benefits while costing less than \$0.545 billion, **a return on investment of \$4.42 for each dollar invested.**

A data-intensive research design was developed to quantify economic benefits. Extensive data from the Texas State Library and Archives Commission (TSLAC) were used in conjunction with the input-output economic modeling software, IMPLAN. Additional data and information from a survey of all Texas public library directors were used as inputs to the economic model.

Based on the IMPLAN model, which analyzed public libraries purely as business and organizational entities, libraries produced \$1.043 billion in local economic activity. Further, in 2011 more than 12,000 jobs in Texas were dependent on public library expenditures.

Another major component of the quantitative analysis examined services offered by most public libraries in Texas:

- circulation of books and other media;
- access to public computers and Internet;
- educational programs; and
- reference services.

Economic estimates were derived for these four services as well as for volunteers at public libraries and wireless usage.

A conservative approach was utilized that yields much greater certainty in the estimated services values. The total value of these six public library services was

conservatively estimated at \$1.364 billion. These values combined with the benefits of local economic activity (\$1.043 billion) produce a total return on investment of \$2.407 billion.

While the identifiable economic benefits are significant, public libraries' economic impacts are far greater than we can estimate as many economic benefits are difficult to quantify. Case profiles were developed about specific libraries' activities with business organizations and assistance to self-employed individuals, entrepreneurs, small businesses, employees, and employers. Many of the 40 case profiles illustrate a public library's significant role for job seekers, job training, and workforce development. Others highlight unique and innovative service approaches or ongoing collaborations with Chambers of Commerce. These examples describe the widespread, unmeasured economic impacts of public libraries of all sizes and in all types of locations (rural, suburban, and major metropolitan areas) in Texas.

A second set of profiles focuses on economic impact estimates for 14 individual libraries. Four of these libraries serve fewer than 10,000 residents, seven serve between 10,000 and 500,000 residents, and three serve more than 500,000 residents. Several of these libraries have significant capital programs underway, and there are substantial differences among the libraries regarding the proportion of purchasing that occurs locally. Nonetheless, all of the libraries generate substantial positive returns-on-investment for their communities and cities.

Total economic benefits from Texas' public libraries in 2011 were approximately \$2.407 billion. With expenditures of \$544.9 million, there was an ROI of \$4.42 – for every dollar invested, there was \$4.42 in

verifiable local economic activity. The Texas ratio compares favorably to results in prior studies of other states and cities, given the conservative approaches used in this analysis.

Yet the impacts of Texas' public libraries continue to be underestimated. No benefits have been included in this analysis for the numerous, specific examples in which libraries have enabled business organizations, businesses, and self-employed individuals to improve their economic activities or the value of libraries' activities that have assisted individuals to obtain employment. Nor were we able to include monetary values for the contributions of Texas libraries to a more educated workforce and higher quality of life, both of which are vital for sustained economic development.

## *Chapter I. Introduction: Scope, Methodology, Limitations*

### Project Goals

Libraries are collections of books and periodicals, sources of access to digital repositories, entry points to municipal, state, and federal government programs, and destination points for children and adults. They can assist in rejuvenating neighborhoods and preventing population loss in rural communities. Public libraries also have economic impacts, both short- and long-term. This study examined the economic benefits, economic impacts, and contributions to economic growth by public libraries in the State of Texas. Both quantitative and qualitative benefits were included. Special attention was devoted to public libraries' roles in assisting entrepreneurs, small businesses, and employers in Texas.

### Methodology

To determine the economic impacts of public libraries in Texas, a data-intensive research design was developed. Extensive data files from the Texas State Library and Archives Commission served as the primary basis for the quantitative estimates of economic benefits. TSLAC

data were used in conjunction with the input-output economic modeling software, IMPLAN. IMPLAN is commonly used by economists and is widely accepted as one of three software modeling programs for impact analyses (the others are REMI and RIMS II). The IMPLAN software, as well as the accompanying multipliers, social accounting matrices, and trade flows, allow for economic analysis of public libraries as well as other related service industries. The software used in this report is unique to the economic activity in the State of Texas, and is the latest version available.<sup>1</sup> Identified expenditures and jobs from public libraries, obtained from the TSLAC data files, served as the primary inputs to IMPLAN.

Additional data and information were collected from a survey of all Texas public library directors as well as extensive in-person and telephone interviews and email interaction with library directors. The survey of all public library directors in the State of Texas was conducted in cooperation with the Texas State Library and Archives Commission, utilizing publicly available information to contact directors.

**The survey:** (1) collected data about the geographical location of library expenditures (where money was spent) – information necessary for the IMPLAN calculations; (2) compiled information about library directors' views of particular activities and services for their business patrons; (3) sought data about wireless users and usage – data not currently available statewide; and (4) solicited information about potentially unique and innovative library activities that might be worthy of describing further in case profiles.

Another major component of the quantitative analysis examined major services offered by most public libraries in Texas: circulation of books and other media; public computers and Internet; educational programs; and reference services. This analysis required combining statewide totals for each of the services from the TSLAC data files, with values for each service, e.g., each educational program, a reference inquiry, or a book checked out. Prior studies of libraries in other jurisdictions were reviewed as part of the valuation process. Economic estimates also were generated for the

benefits from volunteers at public libraries and wireless usage.

While the economic benefits of public libraries as economic entities/organizations per se are important to capture, public libraries' economic impacts are far greater, even if they are sometimes extremely difficult to quantify. Case profiles were developed about specific libraries' activities involving business organizations, self-employed individuals, small businesses, and medium-sized businesses. Some case profiles illustrate a public library's significant role for job seekers, job training, and workforce development. Others highlight unique and innovative approaches and ongoing collaborations with chambers of commerce. These examples describe the widespread economic impact of public libraries in all sizes and types of locations (rural, suburban, and major metropolitan areas) in Texas. All of the libraries profiled were identified from the survey of library directors.

A second set of profiles focuses on economic impact estimates for a sample of individual libraries. Based on the statewide

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JANE YOLEN



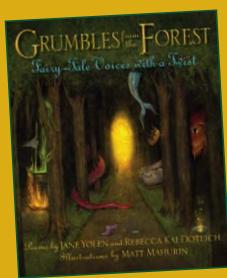
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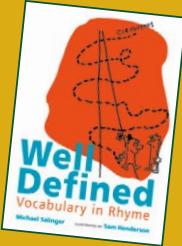
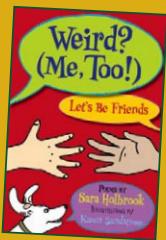


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survey of library directors, the responding libraries were sorted into categories by the population size of their service areas. Candidate libraries were selected from each of the five population categories (fewer than 10,000 residents, between 10,000 and 50,000, between 50,000 and 100,000, between 100,000 and 500,000, and more than 500,000 residents) and asked if they wished to participate in a process that would lead to an economic impact estimate for their library. To participate, each library was informed they would need to provide detailed operating and capital expenditure data by geography (city/county/ MSA/ Texas as appropriate) that would be used as inputs to the IMPLAN software. Economic estimates were generated for each of 14 libraries, representing a diverse group in all parts of Texas.

As part of the overall methodology, the research team conducted a review of prior return-on-investment studies of public libraries during the past decade. This review documented the range of methodologies used previously, showed variation in library services' values, and provided a context for the quantitative results from the IMPLAN modeling and the overall ROI figure in Texas. Based on population size, comparability to Texas, scope of analysis, and methodological sophistication, six state studies and four cities were reviewed: Colorado, Florida, Indiana, Pennsylvania, South Carolina, Wisconsin, Charlotte, Philadelphia, Seattle, and a consortium of municipalities in Southwestern Ohio. Summaries of each study appear in the appendices.

A number of approaches used in prior studies were considered but not incorporated in this report. In one city, researchers included a property value component, arguing that residences near libraries were more valuable than equivalent residences elsewhere. In one state study, several billion dollars in "benefits" were included with researchers arguing that these were costs that would have been incurred in the absence of libraries. Neither practice has been used in other studies, is methodologically sound, or appropriate for Texas. In addition, throughout this report, a conservative approach has been utilized in valuing library services. For most services, we have adapted approaches previously used in

other studies, although not necessarily the valuations of the services. Often there is room for judgment about valuation, and when that has occurred, we have chosen the lower figures because of the uncertainty of the estimation process. By using the lower, more conservative values, this analysis is able to report with certainty that public libraries in Texas provide at least this much value to their communities.

### **Data Notes, Limitations, and Safeguards**

This economic impact assessment should not be construed as an audit insofar as it was not prepared under generally accepted auditing principles and practices. The research team did not examine financial or administrative records and does not believe there was a need to do so. To a large extent, data used in this study were self-reported by library directors. As noted above, the primary sources of information were (1) data files from the Texas State Library and Archives Commission that are compiled each year from an annual survey of all public libraries in the State of Texas; (2) a survey of all public library directors conducted by the research team in spring 2012; and (3) field trip interviews, phone interviews, and email correspondence with library directors and select library patrons.<sup>2</sup>

While the research team relied substantially on self-reported information from public libraries, there is minimal likelihood that data are systematically biased. First, the annual TSLAC surveys are conducted and checked by experienced staff. Second, library directors are not incentivized to inflate their library's activities and results. Third, outlier data on the directors' survey were re-confirmed as needed, and any unreliable data will not affect the aggregated totals by an appreciable amount. Fourth, whenever interpretive decisions were necessary, the research team has consistently made conservative judgments. For all these reasons and others as noted in the subsequent chapters, the economic impact estimates should be viewed as minimums. If there are any errors in the estimates, they are much more likely to be understatements rather than overstatements.

### **Report Overview and Organization**

This report has been prepared for different audiences in a "triage format;" that is to say, key findings and recommendations appear in the executive summary, detailed

materials are presented in individual chapters, and specialized materials may be found in the appendices. To the extent possible, technical language has been avoided to promote readability.

*Chapter II* provides key financial characteristics of Texas' public libraries and then documents the direct and indirect economic and employment impacts statewide of public library expenditures.

*Chapter III* describes the statewide survey of library directors and key findings.

*Chapter IV* details major library services, offers alternative approaches to valuation of these services, and estimates statewide values for each.

*Chapter V* presents case profiles that portray the full breadth of activities that support businesses, business organizations, and job seekers as well as exemplify innovative and collaborative approaches in services. Profiles are presented for 40 libraries.

*Chapter VI* characterizes the economic impacts and benefits for 14 libraries of different sizes.

*Chapter VII* summarizes the economic impacts from library expenditures and services and then compares the return-on-investment to those in prior studies in states and cities.

Six different sets of appendices appear after the main report:

- Survey of Public Library Directors
- Measuring Internet Usage
- Summaries of Prior State and City Impact Studies
- Letter and Forms for Individual Library Economic Impact Estimates
- Changes in Library Metrics from 2010 to 2011
- Bibliography and References

## ***Chapter II. Key Financial Statistics of Texas***

### **Public Libraries**

This chapter describes key characteristics of Texas' 563 public libraries.<sup>3</sup> In a later section of this chapter, data and information are presented that assess the economic contributions of library spending on the State of Texas and on local economies within Texas, based on library services, expenditures, and employment in fiscal years 2010 and 2011.

## Methodology

This study was conducted in cooperation with the Texas State Library and Archives Commission, which provided operating and capital expenditure data for public libraries across Texas in their Annual Reports for Local Fiscal Years 2010 and 2011.<sup>4</sup> Economic impacts on Texas and local areas were estimated by examining operating expenditures, capital expenditures, employee salaries and benefits, and construction expenditures. Supplemental information for the economic impact analysis was obtained from a short survey of libraries.<sup>5</sup>

This study estimates the multiplicative impacts of library spending on other industries in the economy using the input-output economic model, IMPLAN, which accounts for industry relationships and economic trade flows. Other social and economic benefits, such as the education, experience, or entertainment that occurs related to the books, Internet, or meeting space within the libraries, were not directly quantified with IMPLAN when determining the overall economic contribution.<sup>6</sup>

Survey respondents provided estimates of libraries' local versus nonlocal employment, as well as purchases made outside their service areas. With these data, commuting patterns were adjusted to allow for the allocation of employee spending within the counties of residence. Spending was allocated to goods and services including housing, food, healthcare, entertainment, energy, clothes, and other items. Salary and benefits were entered as a labor income change in the model.

Purchases made outside a library's service area, referred to as "leakage," were assessed separately for non-labor operating expenditures. Given the complexity of spending on a variety of goods and services, operating expenditures for leakage estimates were calculated by the IMPLAN model. Operating expenditures were categorized as Other Information Services in the model. Summaries for the economic estimates of 14 individual libraries calculated leakage based on libraries' estimates for local and nonlocal expenditures. (Please see Chapter VI.) Capital outlays were identified by library by fiscal year. Estimated construction

expenditures were assigned as Nonresidential Building in the IMPLAN model.

Local areas were analyzed with multi-regional input-output models for each county or metropolitan area of aggregated counties. The state was analyzed using the Texas model of IMPLAN.

The TSLAC data files for FY2010 and FY2011 included more than 100 variables. These data and information are collected through an annual survey.<sup>7</sup> The variables used to evaluate economic impacts include:

- County
- Library employee benefits
- Wages and benefits
- Size of collection
- Other operating expenses including replacement furniture and equipment
- Expenditures on wages and benefits, collection, and miscellaneous
- Indirect costs
- Total operating expenses
- Capital outlay
- Operating revenue from:

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**CHRISTINA MANDELSKI**

*Speaking:* Friday, April 26, 12:00–1:50PM  
*Texas Tea*

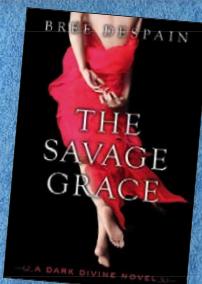
*Signing Booth #1147*  
Friday, April 26, 2:00–2:30PM



**BREE DESPAIN**

*Speaking:* Saturday, April 27, 8:30–9:20AM  
*Curses Are Forever: YA Horror*

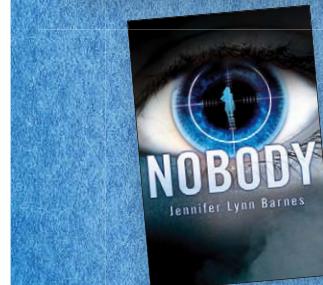
*Signing:* Saturday, April 27, 9:30–10:30AM



**JENNIFER LYNN BARNES**

*Speaking:* Saturday, April 27, 10:00–10:50AM  
*Paranormally Yours: YA Authors Explore Teen Relationships*

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- \* City, cities, or library district
  - \* County or counties
  - \* School districts
  - \* Subtotal of local government income
  - \* Loan Star Libraries grant award
  - \* Other State funds
  - \* Federal Library Services & Technology Act funds (LSTA)
  - \* Other federal funds
  - \* Subtotal of federal operating income
  - \* Foundation & corporate grants
  - \* Other local sources
  - \* Subtotal of other operating income
  - \* Total income
- Capital revenue from:
    - \* City, cities, or library district
    - \* County or counties
    - \* School districts
    - \* Loan Star Libraries grant award
    - \* State funds
    - \* Federal Library Services & Technology Act funds (LSTA)
    - \* Other federal funds
    - \* Foundation & corporate grants
    - \* Other local sources
    - \* Total income
  - Total full-time equivalents of paid library staff
  - Local fiscal year beginning date

### Library Data

Data were provided for each library's fiscal year, which began October 1 for 67.5% of Texas public libraries, January 1 for 23.8% of libraries, with the other 8.7% having different start dates. The differences in local fiscal years were inconsequential for the economic impact study.

### County

Based on the data, in 2011 ten counties accounted for 22.6% of the libraries, and 184 counties (40.7%) each had 1-2 libraries. (Please see Table 2.1 at right.)

### Capital Outlay

Of the 563 libraries, 150 (26.6%) reported capital outlays totaling \$94.1 million in FY2011 – a 16% increase from FY2010. These outlays are classified as major capital expenditures, which may include building sites, new buildings, additions, or renovations. These outlays may also include purchases of furniture, equipment, books, vehicles, computer systems, and other one-time extraordinary purchases noted in the reporting form.<sup>8</sup> The list of counties with

the largest capital projects change each year as funding and projects are approved. Table 2.2 shows the counties with the largest capital projects in FY2011.

### Operating Expenditures

Compared to the prior fiscal year, operating expenditures grew 1.7% in FY2011, totaling \$450.8 million. These expenditures are comprised of labor costs, library collections (e.g., books, periodicals, etc.), and other supplies and services purchased for library operations. Wages and benefits comprised 67.6% of operating expenditures, demonstrating the largely labor-intensive nature of library operations. Print, electronic, and other collection materials comprised 12.5% of the operating budgets. Other operating expenditures and indirect costs totaled 18.9%. Operating

**TABLE 2.1. NUMBER OF LIBRARIES BY COUNTY**

County	Number	Percentage	Cumulative Total
Tarrant	25	4.4%	4.4%
Dallas	23	4.1%	8.5%
Hidalgo	14	2.5%	11.0%
Denton	13	2.3%	13.3%
Collin	10	1.8%	15.1%
Travis	9	1.6%	16.7%
Grayson	9	1.6%	18.3%
Williamson	8	1.4%	19.8%
Galveston	8	1.4%	21.2%
Cameron	8	1.4%	22.6%
Wise	7	1.2%	23.8%
San Patricio	7	1.2%	25.1%
Bell	7	1.2%	26.3%
Smith	6	1.1%	27.4%
McLennan	6	1.1%	28.5%
Harris	6	1.1%	29.5%
Wood	5	0.9%	30.4%
Johnson	5	0.9%	31.3%
Lubbock	5	0.9%	32.2%
Jefferson	5	0.9%	33.1%
Hunt	5	0.9%	34.0%
Hays	5	0.9%	34.9%
Ellis	5	0.9%	35.8%
Colorado	5	0.9%	36.7%
Atascosa	5	0.9%	37.5%
Kaufman	4	0.7%	38.3%
Hardin	4	0.7%	39.0%
Wichita	4	0.7%	39.7%
Karnes	4	0.7%	40.4%
Henderson	4	0.7%	41.1%
Gregg	4	0.7%	41.8%
Cherokee	4	0.7%	42.5%
Bowie	4	0.7%	43.2%
Bexar	4	0.7%	44.0%
Fayette	4	0.7%	44.7%
3 or Fewer	312	55.3%	100.0%
<b>Total</b>	<b>563</b>	<b>100%</b>	<b>—</b>

**TABLE 2.2. FY2011 CAPITAL OUTLAYS BY COUNTY**

County	Number	Percentage	Cumulative Total
Hidalgo	\$28,400,077	30.2%	30.2%
Bexar	\$19,325,169	20.5%	50.7%
Fort Bend	\$9,489,563	10.1%	60.8%
Kendall	\$7,138,800	7.6%	68.4%
Tarrant	\$6,550,281	7.0%	75.4%
Tom Green	\$4,235,744	4.5%	79.9%
Travis	\$3,176,164	3.4%	83.3%
Walker	\$2,506,081	2.7%	85.9%
Galveston	\$2,126,944	2.3%	88.2%
Lubbock	\$1,926,002	2.0%	90.2%
Rest of State	\$9,194,932	9.8%	100.0%
<b>Total</b>	<b>\$94,069,757</b>	<b>100%</b>	<b>—</b>

expenditures are less volatile than capital expenditures. The counties with the largest operating expenditures in FY2011 are shown in Table 2.3 (facing page).

### Employment, Wages, and Benefits

Library full-time equivalent (FTE) employment totaled 6,843 in FY2011, a 3.9% decline from the 7,122 in FY2010. (County totals are shown in Table 2.4 on facing page.) This number was converted to a headcount based on micro-data from 14 libraries for the input-output model, yielding 7,556 employees. These workers earned \$304.7 million in FY2011, an increase of 0.7% in aggregate, of which 24.9% was paid for employee benefits. Wages totaled \$228.8 million. Head librarians' salaries collectively represented 10.5% of total wages.

### Collection

Library collections are reported in three formats: print, electronic, and other (e.g., microforms and audiovisuals). Libraries make ongoing purchases of collection items, and these ongoing purchases amounted to \$56.6 million in operating expenditures in FY2011, down 1.5% from FY2010. Most purchasing was directed towards print materials (68.5%), while 13.9% was for electronic materials, and 17.5% for other collection items. Collection expenditures by county are shown in Table 2.5.

### Other Operating Expenditures

Other operating expenditures reference the non-labor, non-collection library operations. These include supplies, software licenses, networks, Internet, and contracted personnel (i.e., facilities maintenance, consultants, auditors, etc.). Other operating expenditures totaled \$85.1 million in FY2011, an increase of 6.1% over FY2010.

## Indirect Costs

Indirect costs refer to operating expenditures paid by a local government entity for the library. Examples include janitorial services, grounds maintenance, and utilities. Only 47 libraries (8.3%) reported indirect costs. About half (46.8%) of the \$4.4 million in indirect expenditures occurred in El Paso.

## Library Revenue

Revenue for a private enterprise derives from the sale of goods and services, in which value was added to raw materials or intermediate inputs and resold with a margin. Public enterprises, like libraries, receive “income”

through taxes, fees, and grants. Given the nonprofit status of libraries, revenues largely match expenses. For the Texas library system, operating revenues totaled nearly \$455.9 million, and capital revenues totaled \$74.5 million, for a total of \$530.4 million in FY2011 (up 0.2% from FY2010). Libraries have various revenue conduits, ranging from federal, state, and local sources, foundation and corporate grants, and fines and donations. While funding sources are varied, approximately \$0.93 of every \$1.00 in library revenue (operating and capital) is from a local source, (i.e., from cities, counties, school districts, local donations, etc.).

## Operating Revenue

**Local** – Operating revenue is almost all from local sources, comprising nearly 95% of library operating budgets in FY2011. Of the \$432 million in local funding, 79.5% came from cities or library districts, and 20% from counties, with the remaining 0.5% from school districts.

**State** – State funds represented 1.2% of library operating revenue in FY2011, accounting for not quite \$5.7 million in funding, mostly through Loan Star Libraries grant awards. (The 82nd Texas Legislature eliminated this grant program.)

**Federal** – Federal revenue was reported by only 23 libraries totaling slightly more than \$2 million.

**Other** – Other revenue sources funded 3.6% of total operating revenue. Of the \$16.1 million in other revenue funding, \$12.1 million came from fines, fees,

interest, and individual gifts and donations. The remaining \$4 million was from foundation and corporate grants.

## Capital Revenue

**Local** – Local funding comprised 83.5% of total capital revenue in FY2011. Of that \$62.2 million in local funding, 94.3% (\$58.7 million), was from cities or library districts. County governments funded 5.7%.

**State** – State funding for capital projects totaled \$333,037 in FY2011, representing 0.4% of total capital revenue.

**Federal** – Federal funding for capital projects totaled \$2.2 million in FY2011, representing 3% of total capital revenue.

**Other** – Other revenue sources funding totaled 13% of total capital revenue. Of the \$9.7 million in other revenue funding, \$6.0 million came from fines, fees, interest, and individual gifts and donations. The remaining \$3.7 million was from foundation and corporate grants.

## Statewide Economic Impacts from Library Expenditures

Library expenditures represent the employment of individuals in local communities and purchases of goods and services, primarily from private industry vendors. The locale of these purchases varies by library, with the composition of the local economy often dictating what may or may not be sourced locally. Companies supplying products to libraries, in turn, employ and purchase from other companies, thus creating a multiplier effect. To calculate the multiplier effects and overall economic impacts, the research team used the input-output economic modeling tool IMPLAN. The IMPLAN software incorporates data (expenditures, jobs, etc.) and publicly available secondary data on labor, wages, and output. The main input data were (1)

The \$544.9 million in direct library operating and capital expenditures in FY2011 (\$450.8 million in operating expenditures and \$94.1 million in capital expenditures as described earlier in this chapter); and (2) A total of 7,556 employees (6,843 full-time equivalent (FTE)). This direct spending in

**TABLE 2.3.** FY2011 OPERATING EXPENDITURES BY COUNTY

County	Number	Percentage	Cumulative Total
Harris	\$73,908,428	16.4%	16.4%
Dallas	\$51,451,097	11.4%	27.8%
Tarrant	\$44,185,723	9.8%	37.6%
Bexar	\$32,157,179	7.1%	44.7%
Travis	\$29,454,248	6.5%	51.3%
Collin	\$20,899,967	4.6%	55.9%
Fort Bend	\$12,355,644	2.7%	58.7%
Denton	\$10,568,077	2.3%	61.0%
El Paso	\$10,436,615	2.3%	63.3%
Hidalgo	\$9,836,566	2.2%	65.5%
Rest of State	\$155,559,039	34.5%	100.0%
<b>Total</b>	<b>\$450,812,583</b>	<b>100%</b>	—

**TABLE 2.4.** FY2011 EMPLOYMENT (TOTAL STAFF) BY COUNTY

County	Number	Percentage	Cumulative Total
Harris	820	12.0%	12.0%
Dallas	791	11.6%	23.5%
Tarrant	632	9.2%	32.8%
Bexar	439	6.4%	39.2%
Travis	401	5.9%	45.1%
Collin	297	4.3%	49.4%
Hidalgo	227	3.3%	52.7%
Fort Bend	223	3.3%	56.0%
Montgomery	197	2.9%	58.9%
El Paso	175	2.5%	61.4%
Denton	136	2.0%	63.4%
Rest of State	2,505	36.6%	100.0%
<b>Total</b>	<b>6,843</b>	<b>100%</b>	—

**TABLE 2.5.** FY2011 COLLECTION EXPENDITURES BY COUNTY

County	Number	Percentage	Cumulative Total
Harris	\$9,950,460	17.6%	17.6%
Dallas	\$6,284,633	11.1%	28.7%
Tarrant	\$5,643,772	10.0%	38.7%
Bexar	\$3,561,761	6.3%	45.0%
Travis	\$3,281,740	5.8%	50.8%
Collin	\$2,661,359	4.7%	55.5%
Fort Bend	\$1,956,125	3.5%	59.0%
Denton	\$1,341,710	2.4%	61.3%
Galveston	\$1,107,513	2.0%	63.3%
Cameron	\$1,103,416	2.0%	65.2%
Rest of State	\$19,660,863	34.8%	100.0%
<b>Total</b>	<b>\$56,553,352</b>	<b>100%</b>	—

**TABLE 2.6.** FY2011 OTHER OPERATING EXPENDITURES BY COUNTY

County	Number	Percentage	Cumulative Total
Harris	\$16,520,497	19.4%	19.4%
Bexar	\$9,140,044	10.7%	30.1%
Tarrant	\$8,818,302	10.4%	40.5%
Dallas	\$8,721,537	10.2%	50.8%
Travis	\$3,761,326	4.4%	55.2%
Denton	\$2,172,677	2.6%	57.7%
Collin	\$2,039,816	2.4%	60.1%
Galveston	\$1,947,464	2.3%	62.4%
Hidalgo	\$1,651,279	1.9%	64.4%
Nueces	\$1,502,884	1.8%	66.1%
Rest of State	\$28,834,885	33.9%	100.0%
<b>Total</b>	<b>\$85,110,711</b>	<b>100%</b>	—

## DEFINITIONS

**Gross Domestic Product (GDP):** A measure of economic activity, GDP is the total value added by resident producers of final goods and services.

**Gross Output (Output):** The total value of production is gross output. Unlike GDP, gross output includes intermediate goods and services.

**Value Added:** The contribution of an industry or region to total GDP, value added equals gross output, net of intermediate input costs.

**Metropolitan Statistical Area (MSA):** Integrated social and economic areas of one or more counties and with population of 50,000 or more.

**Leakage:** Refers to spending that occurs outside the region of study.

**Direct Impact:** The measured economic activity (expenditures, employment, wages) recorded by the library.

**Indirect Impact:** Captures the additional activity related to the library's supply chain based on the local composition of the economy.

**Induced Impact:** Captures the impact of household spending driven off salaries earned by library employees, as well as indirect employees.

**Multiplier Effect:** Includes the direct, indirect, and induced impacts related to the library to demonstrate the rippling effect of economic activity related to expenditures, employment, and wages.

the State of Texas multiplies through other industries in the supply chain, ranging from real estate and wholesale trade, to food services and health care. IMPLAN captures this economic activity by using economic multipliers, social accounting matrices, and trade flow data unique to the State of Texas. The model then produced results expressed in terms of direct, indirect, and induced impacts on output, employment, and wages.

As shown in Table 2.7 the operating expenditures in FY2011 led to approximately \$850 million in total economic activity in the State of Texas. And libraries' operating expenditures led to the employment of an additional

2,983 employees. Table 2.8 shows that libraries' capital expenditures in FY2011 led to approximately \$194 million in total economic activity and 1,511 additional employees hired. Table 2.9 shows the combined effects: total economic activity that surpasses \$1.04 billion and total employment of 12,049.

These additional economic benefits were derived from the upstream economic linkages for library operations and construction, as well as from household spending on goods and services in the community. In other words, based on libraries' operating and capital expenditures, spending by vendors

supported employment of an additional 4,493 workers in Texas.

Overall, based on the \$544.9 million in expenditures, economic benefits as calculated by IMPLAN were \$1.043 billion, for an ROI of 1.91 – for every dollar expended, there is \$1.91 in local economic activity.

## Chapter VII. Summary of Quantifiable Economic Impacts

Public libraries in the State of Texas generate significant economic impacts. In 2011 more than 12,000 jobs in Texas were dependent on public library expenditures. When analyzed as business and organizational entities, public libraries produced \$1.043 billion in local economic activity. In addition, the total value of six primary public library services was conservatively estimated at \$1.364 billion.<sup>47</sup> Total economic benefits from Texas public libraries in 2011 were approximately \$2.407 billion.

Spending by public libraries in 2011 totaled \$544.9 million: \$450.8 million in operating expenditures and \$94.1 million in capital expenditures.

Overall, with economic benefits of \$2.407 billion and expenditures of \$544.9 million, there was an ROI of \$4.42 – for every dollar, there was \$4.42 in local economic activity.

Table 7.1 shows the financial benefit ratio (return on investment) for prior studies of select states and cities. Comparisons of these ratios across different jurisdictions must be conducted with caution and, in some instances, may be inappropriate due to different types of services and other localized conditions. Nonetheless, it often proves useful to determine more generally if the results are in line with other analyses. The two Texas ratios, one for all libraries and a second for the sample of 14 of individual libraries, are in line with the ratios evident in other cities and states. Given the conservative approaches used in this analysis and the fact that some library services could not be included due to intractable problems with data availability or measurement, the Texas ratios are rather impressive.

In addition to measuring the economic benefits of public libraries, this research:

- Documented numerous, specific examples in which libraries have

**TABLE 2.7. FY2011 ECONOMIC IMPACT OF OPERATIONS**

Impact	Employment	Labor Income (in Millions)	Value Added (in Millions)	Output (in Millions)
Direct Effect	7,556	\$304.7	\$367.4	\$476.1
Indirect Effect	327	\$12.0	\$20.7	\$33.0
Induced Effect	2,656	\$112.9	\$208.4	\$340.2
<b>Total Effect</b>	<b>10,539</b>	<b>\$429.6</b>	<b>\$596.5</b>	<b>\$849.4</b>

**TABLE 2.8. FY2011 ECONOMIC IMPACT OF CAPITAL PROJECTS**

Impact	Employment	Labor Income (in Millions)	Value Added (in Millions)	Output (in Millions)
<b>Total Effect</b>	<b>1,511</b>	<b>\$72.8</b>	<b>\$106.5</b>	<b>\$193.7</b>

**TABLE 2.9. FY2011 ECONOMIC IMPACTS OF LIBRARY EXPENDITURES**

Employment	Labor Income (in Millions)	Value Added (in Millions)	Output (in Millions)
12,049	\$502.4	\$702.9	\$1,043.1

**TABLE 7.1.**  
RETURN ON INVESTMENT  
IN SELECTED REPORTS

Jurisdiction	Return on the Dollar
STATES	
Colorado	\$4.99
Florida	\$8.32
Indiana	\$4.76
South Carolina	\$4.48
<b>Texas – Statewide</b>	<b>\$4.42</b>
Wisconsin	\$4.06
CITIES	
Charlotte	\$4.61
Southwestern Ohio	\$3.81
<b>Texas – 14 cases</b>	<b>\$4.19</b>

*Note: Summary statistics were unavailable for Philadelphia and Seattle.*

enabled business organizations, businesses, and self-employed individuals to improve their economic activities;

- Described libraries' activities that assist individuals to obtain employment; and
- Identified educational and occupational programs libraries have provided to enhance their patrons' quality of life and meet the information, data, and social needs of their communities and regions.

The impact Texas public libraries have is still underestimated. Public libraries serve their communities by making information and learning readily accessible to any individuals who choose to enter a library's doors or, in recent years, use a library's online portal. The individuals who use the libraries directly benefit by gaining knowledge and ideas and those who choose not to use their local public library benefit by being part of a more educated community. Substantial research has concluded that economic growth and leadership is highly correlated with highly educated communities. Public libraries offer every person an opportunity to improve their education and every business an opportunity to improve their productivity. Public libraries are an overlooked factor in economic leadership among states.

**ENDNOTES**  
(numbering follows footnotes cited in the full report)

- IMPLAN utilizes a 440 industry matrix, allowing for detailed industry analysis. For this report, such detail was unnecessary and results were described in terms of direct, indirect, and induced impacts on output, employment, and wages. More details, including a table of definitions, are provided in Chapter II of this report.
  - Interviews with library directors and select library patrons were conducted with the promise that their anonymity would be honored and their comments reported only en masse, unless permission was specifically requested and granted. All responses and comments by library directors in response to survey questions were treated as confidential.
  - Four of the 563 reporting libraries that provided data for the TSLAC 2011 Annual Report are technically not considered public libraries. In the following tables the totals are for all reporting libraries.
  - Two main data files were used. The first file is pls10download.xlsx and is available at: <https://www.tsl.state.tx.us/ld/pubs/pls10download.xlsx>
- 47 Circulation: \$934,502,271; Computer terminals/Internet: \$317,285,503; Reference Services: \$34,511,683; Programs: \$28,908,942; Volunteers: \$26,027,930; Wireless: \$22,551,992. Sum: \$1,363,788,321. 

pls/2010/download.html. The second file is pls11download.xlsx and is available at: <https://www.tsl.state.tx.us/ld/pubs/pls/2011/download.html>.

- The survey of all library directors is described further in chapter III, and the survey instrument is contained in Appendix A.
- Please note that library services were incorporated into the overall economic contribution, however. See chapter IV for the main discussion, description of the methodologies used, and the economic estimates that were derived.
- The report form and variable descriptions may be found at <https://www.tsl.state.tx.us/sites/default/files/public/tslac/ld/pubs/arsma/2011ARWorksheet.pdf>.
- The report form and variable descriptions may be found at: <https://www.tsl.state.tx.us/sites/default/files/public/tslac/ld/pubs/arsma/2011ARWorksheet.pdf>.



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**EDITOR'S NOTE:** TLA Public Relations and Marketing Committee Chair Julie Todaro has completed *Promoting Our Value, Proving Our Worth Toolkit: A Realistic, Concrete Approach*. This toolkit offers a realistic perspective for examining and forming successful advocacy strategies and proven, doable methods for achieving positive results.

From reviewing, shaping, and selecting the information you need to discovering the secrets for persuading others, the toolkit provides library supporters with a workable framework that can be created step-by-step.

The publication also provides an extensive list of resources. To download the full toolkit, go to: <http://www.tla.org/sites/tla/files/PR/PR%20Toolkit%202013.pdf>.

### **LET'S MOVE BEYOND THE PAST BY ASKING THE HARD QUESTIONS AND FINDING ANSWERS THAT WORK TODAY.**

#### ***"Why should libraries be funded?"***

##### **YESTERDAY'S ANSWERS**

Because we are the heart of the institution...

Because we are the fabric of the community...

Because "for the people" is the cornerstone of our democracy...

Because you've already paid for it...

Because pooling resources to support everyone is good business...

Because we said so...

Because everyone just knows we are important

None of these reasons work on the majority of decision makers anymore. Why not? Whether you're addressing leaders in your community, educational institution, or company, there always seems to be some priority outranking you. With fewer dollars to go around, every expenditure must be justified. The days of the "fund us because we are noble" rationale are long gone.

It's not that the public or even decision makers don't appreciate us; today's tight fiscal environment is a simple byproduct of many critical areas and issues that require funding and increased scrutiny in how and

why funds are spent. All special interest groups – and the library community is no exception – must struggle to select that perfect piece of data, that perfect statistic, or that perfect argument that reaches the most important decision maker who will provide the needed support.

Once we set aside the "because" statements (because the majority of them don't work anymore), we have to select new terms, processes, data, and formulae that illustrate - to that specific person – who we are, what we do, and why they should fund us.

We start by asking **Today's Questions ...**

Why aren't they funding the library?

Why don't they understand us?

Why don't they value what we do?

How do we prove our worth?

Should we have to identify our strengths every year? Or every budget cycle? Or every legislative session?

**TODAY'S ANSWERS ...**

*Terms...processes...formula...data...*

*What are the terms we need now?*

**Evidence of impact • Cost-benefit • Cost-effectiveness • Measure • Perception of value • Evaluate • Added value • Outcome • Customer perception of value • Information assets • Economic analysis • Worth • Effectiveness • Economic impact • Value added • Return on investment • Productivity • Price/Cost/Economic value**

*Why can't we get the right answers to today's questions? A checklist for self-evaluation.*

Are we STILL more passive and reactive than proactive and assertive?

Are our efforts not enough?

Are our strategies not business strategies?

Do we match what we have to offer based on what our public and leaders need? Do we support our governing structures' goals, products, and decision making functions?

Do we "produce"? Do we have results?

Do we work under the radar? Or are we visible and "at the table"?

Do we measure what we do? Systematically?

Do we evaluate enough? Or at all? Do we have evidence of impact?

Do we articulate our evaluative results so that others understand? Do we disseminate them appropriately?

If you aren't 100%, do you know your (partial *and* complete) "fail points"?

Are you using public relations *and* marketing processes and techniques? Branding? Do you know your audience? Your "customer"? *Their* customer? Their needs and preferences?

*How do we begin demonstrating our value? Start by creating a culture of measurement and assessment into the organization. Little can be achieved without this foundation.*

- Articulate the importance, role, and value of measurement, evaluation, and assessment in your organizational/institutional documents.
  - Build an assessment model to mirror the governing organization's measurement, evaluation, and assessment framework. Make sure it is consistent throughout your institution and all your activities. Ensure that it meets all of your reporting and decision-making needs.
  - Identify all employees' roles and responsibilities in assessment of your library's functions, programs, and services.
  - Design opportunities for assessment throughout the organization. Be sure to identify short-term, long-term, and pilot opportunities.
  - Encourage program assessment as well as one-time event/activity outcomes measurement.
  - Build in assessment learning throughout training and professional development.
  - Identify and nurture assessment as an expertise/employee focus.
- Create assessment teams and team leaders.
- Create incentives for assessment in general as well as rewards for assessing and correcting identified problems/data.

## FIGURE OUT WHAT YOU HAVE AND WHAT YOU NEED

*Draft a list of what you already measure or count and assess.*

For many years libraries have gathered numbers. For the last 30 years, libraries have struggled with a wide variety of types of measurement and assessment. Libraries HAVE been measuring and they HAVE been assessing.

### Typical Measurements

How many items are in the library/ available through the library?

How many people check out books?

How many people walk through an actual and now virtual door?

How much is spent on resources?

How many programs they offer?

How many people come to programs?

How many people use a service reference – in person and virtual?

What is your square footage?

What are your locations – number of, variety, etc.?

### Measurements and Assessments “Often Taken”

What is the cost of programs and services?

What is the cost of programs and services per constituent or use

How many items are used in-house?

What are you outputs?

What is the number and type of database uses?

What is the attendance (in person/ virtually) at programs?

What are your cataloged resources (media, Web, print, etc.); timelines, etc.?

What are your spacing needs (i.e., space per constituent, space use per constituent, space per department, resource area)?

What are your counts (E-entry/access/door counts, page counts)?

### What are you trying to convince decision makers of?

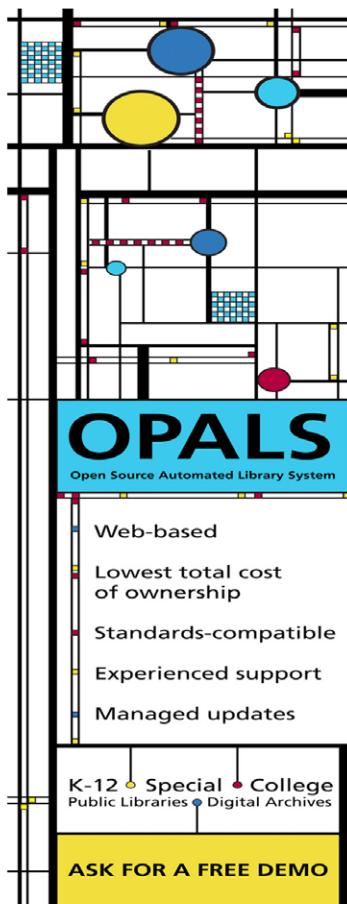
If the very existence of the library is an open question, you'll need to have ready and compelling answers to these questions.

- Why should you exist?
- How does what you provide matter to the people you serve?

- Why is your information valuable to the organization?
- Why does what you do or what you provide save money?
- Why does what you do save clients money? Improve their (interactions with the organization, products received from the company, quality of life)?
- Why do you need the same level of funding?
- Why do you need more funding?
- Why do you need new money (in areas not designated before)?
- Why do you want to move money?
- Why do we need to buy online resources? Isn't there just as good information on the web for free?
- How did you arrive at the budget figures in your request?
- Why did you choose  $x$  over  $y$ ?

To learn how to address these questions, visit the TLA website and open the online toolkit. ★

Julie Todaro is dean of library services at Austin Community College and chair of TLA's PR and Marketing Committee.



**OPALS**  
Open Source Automated Library System

Web-based  
Lowest total cost of ownership  
Standards-compatible  
Experienced support  
Managed updates

K-12 • Special • College  
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ASK FOR A FREE DEMO

### OPALS Services

- Integrated Library System
- eBook Management
- Database Authentication & Management
- Digital Archive Management
- Streaming Video Management
- Hosting Services
- Data Processing Services

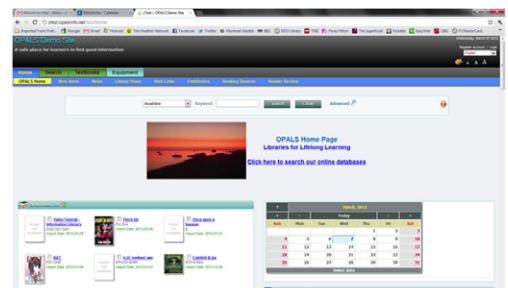
“This migration was extremely smooth.”

“We migrated almost 1 million records to a hosted solution and our bill was cut in half.”

“We are using OPALS open source ILS, and like it.”

“Great product. The vendor is extremely responsive to our needs and questions.”

“It's totally blown the dust off the books and made them come alive with its strong visuals, comprehensive data base and interactive style.”



# ACADEMIC LIBRARIES

## Are Moving to the Mobile Web

### – Or Are They?

BY CATHARINE BOMHOLD  
AND CALLIE WIYGUL

With the dramatic increase in smart phone usage by the millennial generation, the academic library literature is full of calls to produce smart phone applications, or apps, in order to increase accessibility to services by their patrons. The most recognizable mobile interface, apps are site-specific software applications that allow users to access information in discrete portions on smart phones. While the term has its origins in personal computing, in recent years it has become commonly used to refer to small-scope software developed explicitly for mobile devices. Since 2006 the Horizon Report, an annual survey of emerging technologies in higher education, has included mobile computing through smart phones as an upcoming tool for post-secondary education.<sup>1</sup> Furthermore, the professional literature is rife with discussion on the importance and easy production of apps for attracting and keeping mobile library patrons.<sup>2</sup> In order to determine the current state of academic library mobile services, a survey of app offerings was carried out in January of 2013. The apps were surveyed to see what types of services were offered, if they were functional in a mobile setting, and to determine if there was any commonality or predictability among the libraries that had apps.

#### Does mobile matter?

With the whole Internet available at the tap of the finger on a smart phone, does it matter if a university or its library has a specific app? While a mobile device may be able to connect to any website, many functions may not work, be difficult to access, or impossible to view if they have not been edited for mobile use. Apps themselves are not necessary equipment as long as the producer invests the time to create a mobile website. Denoted by the leading “m.” in the URL, mobile websites are edited for content and in design in order to load quickly and be visually

accessible on small devices. Accessible from personal computers as well as mobile devices, mobile websites may or may not have an available app. Apps, on the other hand, provide an interface through which users access content-specific information that has been edited for mobile use. They can also provide visual and spatial unity to interrelated information and provide a sense of union for institutions with multiple divisions.

In order to evaluate the state of library services available on the mobile Web, we surveyed the library functions in the mobile apps of 14 universities in the mid-plains and southwestern region of the United States. All of the schools are classified by the Carnegie Foundation as RU/VH (universities with very heavy research activity).<sup>3</sup> Of these universities, three did not have mobile apps at all, and one did not have access to the library on the university app. To determine the extent to which academic libraries at heavy research universities are delivering apps to their increasingly mobile clientele, library services on the apps of the 10 remaining universities were examined on a variety of points to identify what was available and its overall usefulness in a mobile environment. A total of 10 points of library service were examined in each app: library hours; library contact information; directions to the library or floor maps; computer availability; ask-a-librarian; OPAC access; access to personal accounts; subject guides; subscription database access; and the availability of links to the library's social media. All the apps had some of these elements, but only a handful offered them all. Furthermore, all apps had varying degrees of success, in this case meaning usefulness, in the services offered. Below is a summary of the findings.

#### A caveat on mobile computing

This survey was originally completed in the fall of 2012 as part of a nation-wide survey of university apps. However, the mobile industry is still developing rapidly, and the number and content of available university apps changed considerably by

the beginning of this year. Additionally, the dynamic nature of the media means that content, as well as its availability can change on a daily, and sometimes hourly, basis. One university had a completely dysfunctional app full of missing or broken links one week but was fully functional the next. What is presented here is based on what was available to the authors the last week of January and the first week of February, 2013. It is expected that the findings presented here may change similarly by the time this publication becomes available.

#### Summary of findings

##### Library hours

Most libraries found some place to post their current hours with holiday exceptions as either a grid or text format in a prominent place. A few were difficult to access but were provided. Surprisingly, not all did; two libraries did not make their hours available at all. Notably, the University of Utah Marriot Library also had the hours for the current day prominently displayed on a horizontal banner making the information readily available to the user.

##### Library contact information or directory

All but two libraries provided staff contact information. Directories were most often listed alphabetically by last name or subject specialty. A few were searchable. The University of Arizona library staff directory includes photos and multiple points of access (office number/phone/email) for each person.

##### Directions to the library &/or floor maps

The availability of maps on the mobile apps varied between libraries. While some linked to external websites such as GoogleMaps, others provided campus maps only. The University of Utah Marriot Library had a campus map with a few building names and no road names, limiting its usefulness for off-campus patrons. The presence of library floor maps was similarly varied. Five apps had floor maps with differing levels of detail, and extensive information (including virtual tours) was available at Arizona State University (ASU) Libraries.

##### Computer availability

Two apps, ASU Libraries and the University of Nebraska Libraries, provided

real-time information on open computers for student use.

### Ask-a-Librarian

All of the libraries had some sort of mobile access to library staff, although the degree to which this was useful or successful varied widely. Email forms were the most popular function, offered by seven of the libraries. The others offered various combinations of chat, email, text, or instant messaging. Two only provided a phone number to call.

### OPAC access

With one exception, access to the library catalog was universal. What varied was the usability of the results. Catalog results were frequently not optimized for mobile use and were either too dense to read easily or did not fit the screen, forcing the user to scroll from side to side or up and down to see them. One library catalog was optimized for mobile use but did not provide call numbers with the search results.

### Library account access

Access to library user accounts was not universal but divided between the libraries that provided mobile catalog access. Five libraries allowed users to access their library accounts with the app, four did not, and the one library that did not provide mobile access to the OPAC did not have access to their user accounts either.

### Subject guides

Four libraries had access to subject guides on the app, but like OPACs, the actual usability was limited. Some were incomplete and lacked information; others were not mobile ready once the user got past the first page, limiting the utility of the information.

### Subscription database access

Seven of the libraries provided access to subscription databases through the app. These were either links to proprietary apps from JSTOR, EBSCO, and the like, or simply access to the non-optimized Web link.

### Library social media link

The most perplexing find was that while every university library included in this survey hosts a Facebook page, only three of the 10 had a link to that page on their mobile app. This finding illustrated the apparent disconnect either between

university units or the library staff and their users. This idea is discussed further in the concluding comments.

### Conclusion

We initially believed that we would find patterns between the libraries and the functions or services that were offered. Hours, maps, and contact information are generally stable information that can be formatted and placed online with relative ease and little upkeep. Other functions, such as catalog and article searching are high maintenance items that only a few advanced institutions would offer. What we found instead was an eclectic mix of functions and services that were offered with varying success. There was no apparent predictability among libraries and in what was offered. Three libraries were found to be very good in both the number of services offered and in the execution of mobile functions while the others varied in their success with each function.

These results indicate that in most instances these academic libraries are not assuming, or perhaps given, responsibility for their own mobile Web. The impression is that technical units create university apps without input from library staff or testing the product with users, creating a hodge-podge of services with mixed effectiveness. The reason for this result is likely two-fold. The first is the expediency with which university administrations want to have a mobile presence. University computing units are tasked with creating apps without having the time or expertise to consider content. Second, there is likely a fiscal element to these results. While apps are relatively simple and inexpensive to create, budget constraints on libraries may limit their ability to provide personnel to consult with designers on functional issues. One library staff member whom we contacted through mobile chat admitted that staff had not been trained on the mobile services, and she was unclear on how the app was organized. Another, when asked if library accounts were accessible through the mobile Web, referred us to the full unedited website through Safari, indicating that they were unclear of the difference between optimized mobile apps and the full Web. Ultimately, the result is that university libraries have many improvements to make before their apps will be ubiquitous among their students.

## Findings by library

### UNIVERSITY OF UTAH (J. WILLARD MARRIOT LIBRARY)

**Hours:** Yes, with calendars noting holiday hours. Also, a horizontal banner throughout the site lists the hours for the current day.

**Contact and/or Directory:** Yes

**Directions/Maps:** Detailed floor maps, plus a campus map with some building names but no road names. Does not have directions to the library.

**Computer Availability:** No

**Ask a Librarian:** Email form

**Catalog Access:** Yes

**Library Account Access:** Yes

**Subject Guides:** Yes, including links to outside sources.

**Database Access:** Extensive. Databases are listed alphabetically, with descriptions and maximum number of users.

**Social Media Links:** No

**Remarks:** The library section of the university app has links to the full site at the bottom of every page. Navigation is not uniform. From any catalog page, clicking on the library name does not take the user back to the library home, but back to the catalog start page. The back button returns to the university links page and you have to start over from the beginning. Touching the library name on the top banner will return you to the library start page, but this is not made clear to the user, and does not work in the library catalog. The app was created with U360mobile, a customizable app platform designed specifically for universities.

### ARIZONA STATE UNIVERSITY (ASU LIBRARIES)

**Hours:** Yes, for each of seven libraries, including holidays.

**Contact and/or Directory:** Yes, alphabetical list. Not searchable.

**Directions/Maps:** Yes. A list of libraries includes floor maps, virtual tours, phone, and mailing and physical addresses for each. Links to Google maps for directions are available.

**Computer Availability:** Yes. A spread sheet of libraries includes real-time updates of open terminals, plus maps that show users where the open terminals are. Links to PDF building maps are also available on this page.

**Ask a Librarian:** Chat or email, plus phone links.

**Catalog Access:** Yes

**Library Account Access:** No

**Subject Guides:** Yes; Libguides

**Database Access:** Yes, by journal title only.

**Social Media Links:** Library Channel has announcements, news, and information from ASU libraries.

**Remarks:** An impressive array of detailed information is combined with extensive combined catalog and database searching options. A horizontal banner titled “Library” with a back arrow does not go back to the library main page, but the university page. An ASU Libraries banner does return to the library main page, but it is not present everywhere in the library site.

## UNIVERSITY OF ARIZONA

**Hours:** Yes

**Contact and/or Directory:** Yes

Alphabetical, not searchable, but each listing contains staff photo and multiple points of contact.

**Directions/Maps:** Yes

**Computer Availability:** Not accessible off campus

**Ask a Librarian:** Chat/email/phone options

**Catalog Access:** Yes

**Library Account Access:** No

**Subject Guides:** No

**Database Access:** Yes, includes instructions on how to get access to subscription databases from off campus.

**Social Media Links:** No

**Remarks:** The app is very nicely optimized for mobile access. There is a “Return to Home Page” option on each page that helps to avoid confusion with the university start page. It also allows users to reserve a study room remotely, but users must sign in with their university ID to access it.

## UNIVERSITY OF NEBRASKA LIBRARIES

**Hours:** Yes. It allows you to scroll to specific days, but it is not available in a grid calendar format.

**Contact and/or Directory:** No

**Directions/Maps:** Yes. The map also denotes the nearest accessible parking to each library.

**Computer Availability:** Yes

**Ask a Librarian:** Text, chat, and email.

**Catalog Access:** Yes, but results are not formatted for mobile.

**Library Account Access:** Yes

**Subject Guides:** LibGuides

**Database Access:** Yes

**Social Media Links:** No

**Remarks:** The library’s mobile website is clearly a work in progress. At first try the link to the libraries provided only a “Page Not Found” warning, although library services were accessible through a small drop down menu. This changed after some time. The main page has a bold menu of services, and access through those is adequate. The dropdown menu is still available and provides access to some services (like the computer availability map) that are either not optimized for mobile or that cannot be accessed from the library start page. Navigation through these secondary pages can be jumpy and lack a smooth transition.

## UNIVERSITY OF TEXAS (AUSTIN) LIBRARIES

**Hours:** Yes, for each library, and includes date specific holiday hours.

**Contact and/or Directory:** Yes, by subject specialty.

**Directions/Maps:** Campus address only, with links to Google Maps for directions, and includes recommended parking lots or garages.

**Computer Availability:** No

**Ask a Librarian:** Yes. Email, chat, or IM.

**Catalog Access:** Yes, but search results are not formatted for mobile.

**Library Account Access:** No

**Subject Guides:** No

**Database Access:** Yes

**Social Media Links:** No

**Remarks:** Overall, the presentation is very clean and optimized for mobile use very well. This is countered by the lack of access to many functions (subject guides, account access) and mobile formatted search functions that return results which are not formatted for mobile use.

## TEXAS A & M UNIVERSITY (EVANS LIBRARY AND ANNEX)

**Hours:** Yes

**Contact and/or Directory:** Yes

**Directions/Maps:** Yes. Interactive campus maps are available.

**Computer Availability:** No

**Ask a Librarian:** Email or text. See comment on chat function below.

**Catalog Access:** No

**Library Account Access:** No

**Subject Guides:** Yes, but links to external URL

**Database Access:** Yes, but individually, through vendor software products.

**Social Media Links:** Facebook

**Remarks:** Mobile access includes access to group study room reservations with maps of available rooms. Chat function was available, but it was not fitted for a mobile screen so that the text could not be read on the screen.

## COLORADO STATE UNIVERSITY

**Hours:** No

**Contact and/or Directory:** No

**Directions/Maps:** No

**Computer Availability:** No

**Ask a Librarian:** Email only

**Catalog Access:** Yes

**Library Account Access:** Yes

**Subject Guides:** No

**Database Access:** No

**Social Media Links:** No

**Remarks:** Few services are available, but those that are available are well formatted for mobile access. Many print searches were met with a “network timeout” response in the library catalog.

## UNIVERSITY OF OKLAHOMA LIBRARIES

**Hours:** Yes

**Contact and/or Directory:** No

**Directions/Maps:** No

**Computer Availability:** No

**Ask a Librarian:** No

**Catalog Access:** Yes, see remarks below

**Library Account Access:** No

**Subject Guides:** No

**Database Access:** No

**Social Media Links:** No

**Remarks:** The university app front page is graphically impressive, but most library functions link to the full website. The library catalog is searchable, but the results do not provide a call number for locating items.

## UNIVERSITY OF NEW MEXICO

**Hours:** Yes

**Contact and/or Directory:** No

**Directions/Maps:** Yes. See remarks.

**Computer Availability:** No

**Ask a Librarian:** Phone only. See remarks.

**Catalog Access:** Yes. See remarks.

**Library Account Access:** Yes

**Subject Guides:** No

**Database Access:** No

**Social Media Links:** Facebook

**Remarks:** The UNM mobile app is named LoboMobile and provides a library link on the front page. This link contains little information from or about the UNM libraries. Catalog searching is through LIBROS, the state-wide consortium catalog, with the option to search only UNM libraries. A mobile back-door to more UNM library information was found by searching LIBROS for an item in a specific library, then clicking on “library information” on the results page. This provided physical address information and a link to the library website. The UNM University Libraries page there had a variety of mobile-optimized links to subject guides, library hours, and subscription database access. Chat hours are listed, but a chat function is not available.

## UNIVERSITY OF KANSAS

**Hours:** Yes

**Contact and/or Directory:** No

**Directions/Maps:** No

**Computer Availability:** No

**Ask a Librarian:** Text, email, IM

**Catalog Access:** Yes  
**Library Account Access:** Yes  
**Subject Guides:** No  
**Database Access:** Yes, but not optimized  
**Social Media Links:** Facebook, Twitter, Flicker, YouTube

**Remarks:** The content is nicely presented, but many basic functions are missing. The app was created with U360mobile, a customizable app platform designed specifically for universities.

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University and Library	University App	Library Access in App
Arizona State University (ASU Libraries)	Yes	Yes
Colorado State University	Yes	Yes
North Dakota State University (Fargo)	No	n/a
Montana State University	No	n/a
Texas A & M University (Evans Library and Annex)	Yes	Yes
University of Arizona	Yes	Yes
University of Colorado at Boulder	No	n/a
University of Houston	Yes	No
University of Kansas	Yes	Yes
University of Nebraska Libraries	Yes	Yes
University of New Mexico	Yes	Yes
University of Oklahoma Libraries	Yes	Yes
University of Texas (Austin) Libraries	Yes	Yes
University of Utah (J. Willard Marriot Library)	Yes	Yes

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FIGURE 1. Carnegie RU/VH universities used in the study and mobile app status.

FIGURE 2. Available app functions by university

STATE	University	Ask a Librarian	Catalog Access	Hours	Contacts or Directory	Directions/Maps	Database Access	Library Account Access	Subject Guides	Social Media Links	Computer Availability
AZ	Arizona State University	X	X	X	X	X		X		X	
AZ	University of Arizona	X	X	X	X		X				
CO	Colorado State University	X	X		X			X			
KS	University of Kansas	X	X	X			X	X		X	
NE	University of Nebraska	X	X	X	X	X	X	X	X		
NM	University of New Mexico	X	X			X		X		X	
OK	University of Oklahoma	X	X	X	X	X					
TX	Texas A&M University	X		X	X	X	X		X	X	
TX	University of Texas (Austin)	X	X	X	X	X	X				
UT	University of Utah	X	X	X	X	X	X	X	X	X	

# Textbooks Too Expensive For Students? The Library Can Help

## A PROGRAM FOR THE LONG-TERM LENDING OF TEXTBOOKS IN YOUR ACADEMIC LIBRARY

BY RICHARD MCKAY

It's no secret to any academic librarian that textbook prices have been rising steadily for years. A widely-cited statistic from a 2005 Government Accountability Office report shows college textbook prices increasing at an average of 6% per year in the 20-year period preceding the report.<sup>1</sup> Another study shows textbook prices rising dramatically since as long ago as 1915, even after accounting for an accompanying rise in the cost of living, so that the average cost of textbooks at the online bookseller Amazon in 2012 is \$133.<sup>2</sup> Not only are textbooks expensive to begin with; their rising cost relative to other things tends, over time, to push textbook ownership into the category of an unreachable necessity for a large pool of students. This cost-prohibitive aspect of textbook usage may lead to academic difficulties.

Assuming that easy access to the text is a requirement for success, not having the book threatens a student's academic standing. Simply borrowing a copy of the text from a classmate isn't always a good response to the problem, either. It complicates the situation further that many of these students also face personal obligations and scheduling demands that make for a "hit-or-miss" chance of successfully using a friend's copy. Students also face the same condition at the campus library's reserve desk. Simply put, students need guaranteed access to their textbooks and may be confronted with an incentive to drop the course if they don't get it. If the student still decides to stay in class without the needed texts, he or she must overcome a considerable obstacle to success that, in a worst case, can slow, and even contribute to ending, their progress towards transfer or towards a degree or certificate.

School administrators understand that these circumstances exist. In fact, most schools probably have an unpublicized and informal program in place for the relief of these students: A student who cannot afford his or her books, complaining about this earnestly enough to school employees of increasing responsibility, will sooner or later find themselves in the campus president's office. At times, this visit results in the president's administrative assistant

taking the student to the campus bookstore and buying the textbooks for the student.

The problem with this response is that it solves the problem only for the student willing and able to push forward to top administrators, who then respond positively. Everyone else lacking a textbook must find some other way to get their books, take their chances without them, or drop the course. The idea behind the textbook loan program under review in this article is to take the president's office out of the picture, and let the library help more students. The library's takeover of the program also means that the library buys the textbooks when it doesn't already own them and keeps them to lend again, instead of the student keeping them. Also, when the library runs the program, campus administration can be certain that a service center with a long history of buying and accessioning books, and tracking their loan status, will handle the job as part of normal business.

One of the more consistent objections that librarians raise to a long-term textbook loan program is what they see as its burdensome cost. To be sure, the books will still be expensive no matter who buys them. Remember, though, that as part of its service mandate each year, the library will always spend a certain amount of money out of hand on books. Whatever portion of this money that is spent on textbooks will guarantee a high value for the money spent. If you doubt this, pay a visit to your own reserve area and look at the spines and pages of the textbooks that are already there. You won't have to look long for at least one that has been thumbed and photocopied until parts of it seem good for little more than garden mulch. Then go to the circulating book stacks in the same subject area as the well-used reserve textbooks and try to find a book that's less than five years old and appears to have been used with anything approaching the hard wear that is obvious on the reserve textbooks. If this exercise convinces you, your only decision now is how much money to budget for the textbook loan program each year. You can still make a difference for needy students, and, indeed, for the school's retention rate, with just a few thousand dollars. A smaller budget will necessarily mean a smaller program,

with fewer people helped, but as long as the library's program is an improvement over an existing "case-by-case" approach, the campus will experience the program as a success.

Although the program can be run by one person, it is complex and, in some instances, a challenge. Meeting this worthy challenge will make the person running it a stronger librarian, as its mastery implies several important library competencies – circulation, customer service, and marketing. The person running the program will also get good at using a P-card, the school-issued credit card that allows its users to buy books quickly in the campus bookstore, and to skip paying sales tax. The program administrator will also become fluent in Microsoft Outlook or whatever communication system is in place to work with students, track interest, and meet demand.

If the program is run with any enthusiasm at all it will offer significant rewards to the staff responsible. It also helps students and generates valuable word-of-mouth publicity for the library. Because the program is administered by a library staffer, it removes an important obstacle from the path of a vulnerable student. After a few years of successful operation, the program stands to become one of the most beneficial services that the library can offer its patrons. It will certainly be so in the estimation of the program's users and the school's upper administration.

Richard McKay is library director at San Jacinto College South Campus.

### NOTES

- 1) U.S. Government Accountability Office. *College Textbooks: Enhanced Offerings Appear to Drive Recent Price Increases*. GAO-05-806. Washington, D.C.: GPO, 2005.
- 2) "A Case Study: Amazon.com College Textbook Prices – 1915, 2010 to 2012." Textbook Equity. Accessed November 1, 2012. <http://www.textbookequity.com/a-case-study-amazon-com-college-textbook-prices-1915-2010-to-2012/> ★

# Connect Poetry and the TEKS & STAAR with *The Poetry Friday Anthology*

## Take 5!

1. Arrange a quick visit to the library or bring a pile, bin, or cart of library books on a variety of topics. **Show students your public library card and have applications available.** Then read this poem aloud; slow down to enunciate each item in lines 5-16.
2. Read the poem aloud again and **invite students to read the last three lines in unison.**
3. For discussion: *What is your favorite book you've read (so far)?*
4. Help students find the rhyming pairs of "words that sound alike." **Ask students: What are the words that rhyme?** (These include: door/more; quakes/snakes; beans/machines; bats/cats; book/look/ cook; poem/home; about/out.) Read the poem aloud again, but pause before the second word in each rhyming pair and wait for the students to chime in with the correct response (*more, snakes, machines, cats, look, home, out*).
5. Look for "Poems are Out of this World!" by Charles Ghigna (Kindergarten, Week 29) or a poem from *Please Bury Me in the Library* by J. Patrick Lewis.

from *The Poetry Friday Anthology*, copyright © 2012 Sylvia Vardell and Janet Wong

- \* A poem for each week for each grade level (K-8)
- \* Take 5 connections to TEKS skills for every poem
- \* Poems by Naomi Shihab Nye, Jack Prelutsky, Joyce Sidman, J. Patrick Lewis, Marilyn Nelson, Nikki Grimes, Linda Sue Park, Kathi Appelt, Guadalupe Garcia McCall and 70 more

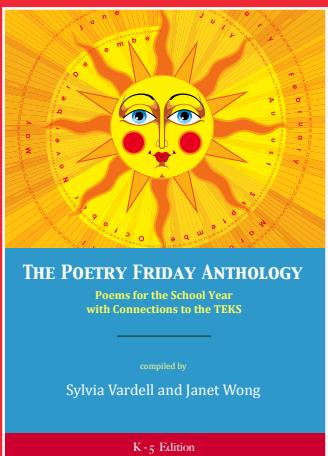
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by Sara Holbrook

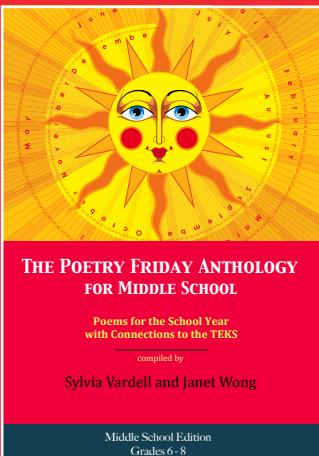
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## K-5 Edition



## Grades 6-8 Edition



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### Continuing Education

TLA is planning several webinars over the coming months. Webinars in May will focus on financial matters in libraries, including planning, grant writing, research, and legal issues. These webinars will be free as they are associated with TLA's Strategic Plan. Visit [www.txla.org/CE](http://www.txla.org/CE) for details and registration information. CPE credit will be available for these webinars.

### Class of 2013 TALL Texans Selected

- Melissa Baker, Montgomery County Memorial Library System, Conroe
- Jill Bellomy, Highland Park Middle School, Dallas
- Marie Bloechle, University of North Texas, Denton
- Donell Callender, Texas Tech University Libraries, Lubbock

- Carole Chandler, Lewisville Public Library
- Michelle Cooper, Henderson High School
- Renee Dyer, Weslaco East High School
- Thomas Finley, Dallas Public Library
- Kim Fletcher, Bayshore Elementary School, La Porte
- Morgan Gieringer, University of North Texas, Denton
- Geeta Halley, Round Rock Public Library
- Karen Harker, University of North Texas, Denton
- Julie Leuzinger, University of North Texas, Denton
- Tonja Mackey, Texarkana College
- Michael Mendez, Carter Riverside High School, Fort Worth
- Sarah Merrill, Texas Woman's University, Denton
- Kayla Middleton, Lake Ridge High School, Mansfield
- Natalie Morgan, Patrick Heath Public Library, Boerne

- Alexandra Simons, University of Houston
- Sheri Smith, Gunter Library and Museum
- Jose Tamez, Dustin Michael Sekula Memorial Library, Edinburg
- Wendy Turner, McKinney Public Library System

The instructors for the 2013 TALL Texans Institute will be ALA President Maureen Sullivan and her husband Jack Siggins, recently retired as university librarian from George Washington University. Mentors for the class include incoming TLA President Yvonne Chandler from the Library and Information Sciences Department at the University of North Texas, the incoming president elect (TBA), consultant Oralia Garza de Cortes from Austin, Dean of Libraries Don Dyal from Texas Texas University, Director of Library Services Carlyn Gray from Round Rock Independent School District, and Senior Associate Director of Operations Deborah Halsted from Texas Medical Center Library.

## Take a Chance on Art!

### Benefits the Texas Library Disaster Relief Fund

Give yourself a chance to take home a masterpiece while also contributing to the future well-being of Texas Libraries. TLA's Disaster Relief Fund comes to the aid of Texas libraries that have been damaged by floods, tornados, hurricanes, and other such events. An annual art raffle, held at annual conference each spring, helps ensure that funds are available when disaster strikes.

The 2013 raffle – to be held at annual conference in Fort Worth this April – features a Tom Shefelman original: "First Lesson." The illustration was created for *I Vivaldi* (Eerdmans Books for Young Readers), authored by Janice Shefelman. The illustration was generously donated by the Shefelmans and personally delivered to the TLA office already matted and framed.

Tickets – \$5 EACH OR 5 FOR \$20 – may be purchased online or onsite (*need not be present to win*). Visit the Itsy Bitsy Gallery ([www.txla.org/gallery](http://www.txla.org/gallery)) for more details.

**ATTENTION CONFERENCE-GOERS:** Copies of *I, VIVALDI*, as well as posters of the book, will be available in booth #1247, Eerdmans Books for Young Readers. Tom and Janice Shefelman will be signing together at the booth on Friday, April 26, from 3:30 to 5:00 PM.





## TALL Institute Reaches 20

The TALL Texans Institute will celebrate 20 years of leadership

development with a special reunion event on June 12-13. Longtime instructors Maureen Sullivan and Jack Siggins will highlight the changes to the TALL curriculum of the last two decades, and also discuss the latest in leadership studies with a special section on community engagement. Attendees will also be asked to share how the TALL Texans experience has contributed to their lives and careers. The reunion is tentatively set at the Montserrat Jesuit Retreat House in Lake Dallas. More details may be found at [www.txla.org/tall\\_reunion](http://www.txla.org/tall_reunion). The registration fee covers meals, classroom materials, and instruction:

- \$175 for a single room
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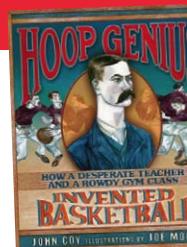
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# TLA 2013

## 100th Texas Library Conference

### **Fort Worth, here we come!**

This year, the TLA conference allows our community to return to Fort Worth for the first time in almost 16 years. From the Kimball and Amon Carter museums to the Stockyards and Botanical Gardens, Fort Worth offers an amazing range of activities, attractions, and experiences.

The 2013 TLA Annual Conference in Fort Worth, April 24-27, features great authors, library experts, and programs. Advocacy and promotional activities will take center stage as the library community comes together "Promoting Our Values, Proving Our Worth." With three general session speakers – J.R. Martinez, Dan Ariely, and Neil Gaiman – this year's gathering (the association's *100th* conference!) offers an expanded schedule of programs and activities.

Of course, you'll want to take time to visit TLA's famous Exhibit Hall, where hundreds of corporate partners and industry representatives will be available to show you the latest in technology, trends, tools, resources, and (of course) books and informational content! The *Buyers Guide to TLA 2013 Exhibitors* included in the following pages provides you with a detailed listing of our vendors and corporate partners.

The mainstay of the TLA conference is the extraordinary talent of speakers. TLA's teaching conference offers hundreds of

sessions and learning opportunities from experts. Featured presenters this year include David Lankes, Buffy Hamilton, Joyce Valenza, José Aponte, Jamie LaRue, Mike Eisenberg, Gary Strong, Jim Self, Tony Diaz, Andrew McCarthy, Nia Vardalos, and Chris Haley.

The full schedule of programs and events was mailed to TLA members as a special winter edition of the *Texas Library Journal*. For additional conference information including live registration, go to the TLA 2013 conference site: [www.txla.org/annual-conference](http://www.txla.org/annual-conference).

- **MOBILE APP** – Download the mobile app for TLA's Fort Worth conference. To access the app, go to your mobile device's App Store feature and search for TLA2013. This free app is available for both Apple and Android devices. With it, you will be able to schedule your conference activities, receive updates and alerts, view the Exhibit Hall map and vendor information, locate other maps, create a profile, schedule events, and so much more! ***Please maximize your conference experience by signing up today!***
- **Conference Blog:** <http://www.txla.org/categories/blog-categories/annual-conference>
- **TWITTER** – <http://twitter.com/TXLA> -Use hashtag #TXLA13 to tweet about conference events

PROMOTING  
OUR  
PROVING  
OUR  
Values  
Worth

### **Conference Previews!**

Wondering whether to attend a particular program at the 2013 Conference? Check out teaser trailers of assorted speakers and authors at: [www.txla.org/conference-previews](http://www.txla.org/conference-previews). Be sure to keep checking the site, as videos will be added through the start of conference.

- **FACEBOOK** – [www.facebook.com/TexasLibraryAssociation](http://www.facebook.com/TexasLibraryAssociation)
- **General Conference FAQ and Information A-Z** – <http://www.txla.org/conference-overview#AtoZ>

### **Conference Updates**

The Opening Author Session Luncheon sponsored by LiFTA on Thursday, April 25 at noon features author and actor Andrew McCarthy and the newly-scheduled Susan Elizabeth Phillips, author of *The Great Escape*, *Call Me Irresistible*, and *Glitter Baby*. Andrew McCarthy is formerly known for films like *Saint Elmo's Fire* and *Less Than Zero* but is now a travel writer for *National Geographic* and author of his own recent book on relationships, *The Longest Way Home: One Man's Quest for the Courage to Settle Down*. Phillips is the only four-time recipient of the Romance Writers of America's prestigious Favorite Book of the Year Award, and she was honored with its Lifetime Achievement Award in 2006.

Due to an unavoidable scheduling conflict, Nia Vardalos has graciously agreed to speak on Saturday, April 27 at 1:15 p.m. instead of the Opening Author Session Luncheon. No ticket is required to hear this popular author, screenwriter, producer, director, and star of *My Big Fat Greek Wedding*. She will speak about her amazing parenting journey detailed in *Instant Mom: I Thought I Knew Love, and Then I Met My Daughter*.

### **Were You There?**

TLA last met in Fort Worth in 1997. S. Joe McCord was president, and the conference theme was *People, Libraries, Information: Resources Worth Sharing*. Timeless! A video corner in the "Connect to Know" booth in the Exhibit Hall will be waiting to capture anecdotes and comments about TLA conferences through the years. Share a memory, and you'll be entered in a drawing for some pretty spectacular prizes. ♦



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# 2013 EXHIBITORS

AS OF MARCH 8, 2013

No TLA conference would be complete without extended visits to the TLA Exhibit Hall, the nation's largest state library tradeshow. The business of libraries occurs on many levels, and the industry component of library work is integral in a successful operation. The exhibit hall at annual conference is a key venue for many of the decisions on how that money is spent.

TLA partners very closely with our vendor community to deliver a tradeshow that is first rate. We make a commitment to our vendors to provide strong programming so that attendees will take the time to come; and vendors play a vital role in helping support the activities and costs that make conference happen.

Hundreds of companies in hundreds of booths showcase the latest technologies, tools, and materials needed to run Texas libraries. From small things to big, the TLA tradeshow offers the chance to get great savings and to take care of library business while attending conference. TLA thanks our library vendors for their support of TLA and the library community.

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A collage of 20 small images from various booths at the TLA 2013 event, including booths for pizza, massage, motorcycle mechanics, welding, and various food and service industries.

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**Storyteller, Author, Singer  
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Children’s author with Pelican Publishers and winner of the John Henry Faulk Award for storytelling excellence, Tom brings to his 17 years of touring an engaged passion for the power of storytelling to teach and inspire. He combines humor, history, heartfelt wisdom, a large array of musical instruments from around the world and lively characterization to create an unforgettable learning experience for students of all ages. “An inspiring philosophy of life and a playful master teller. I have hosted six storytellers – Tom’s one of the best, yet!”  
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Toni Simmons is an award winning, dynamic storyteller and author who brings new life to her stories with songs, rhythms, chants and audience participation. Performing throughout the U.S. , at the National Storytelling Festival Exchange Place, in South Africa, in Germany and in Mexico, Toni was designated an American Masterpiece by the National Endowment for the Arts and is currently listed on the Texas Commission on the Arts Touring Artists Roster.

**Storyteller, Consuelo Samarripa.. 1901**

*See Bilingual Storyteller, Consuelo Samarripa*

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*Dan Gibson*

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fax: 817-738-TALE; [www.jiaanpowers.com](http://www.jiaanpowers.com)

Storytelling provides a unique and engaging pathway to encourage reading and writing, and Jiaan Powers provides storytelling programs and workshops that stimulate interest and excitement. A former teacher, and current curriculum writer, Jiaan brings her experience and passion for the good story, as well as her sense of humor and dynamic timing, to create an unforgettable experience. Jiaan is a Texas Commission on the Arts Touring artist, so you can hire her skills and talents with the support of available grants.

**Storyteller, Kim Lehman ..... 2140**

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[www.beeladyprograms.com](http://www.beeladyprograms.com)

Kim Lehman specializes in entertaining, educational programs and workshops for children and adults that combine stories with music, magic and puppets. Themes: fairy tales, plants, world cultures, and science. Kim is on the Texas Commission on the Arts Touring Roster and is a popular workshop presenter. “I could not believe how well you kept the children’s attention. I laughed so hard at your stories and the nose whistle that I almost fell out of my chair.” Austin teacher.

*Kim Lehman*

**Sue Young, Bilingual Storyteller.. 2823**

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**Texas Book Festival ..... 2145**

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The Texas Book Festival is a nonprofit organization celebrating authors and their contribution to the culture of literacy, ideas, and imagination. The Festival's fundraising and events benefit the annual literary festival in Austin, Texas public libraries, and Reading Rock Stars, the organization's literacy program. First Lady Laura Bush is the Festival's Honorary Chair. The 18th annual Texas Book Festival will be held at the State Capitol in Austin October 26-27, 2013.

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Driving on the Right Side of the Road is a project aimed at social studies teachers at the elementary, middle & high school levels that is possible through a collaborative effort with the Texas Municipal Courts Education Center & Law-Related Education, a project of the State Bar of Texas, & funded through the Texas Department of Transportation. The lessons use interactive strategies & online games to teach traffic safety while studying city, state, & national government, the three branches of government, & the responsibilities of citizenship. Elementary lessons also use traffic safety content to teach language arts and math skills. Information sheets provide teachers with background information about traffic laws & municipal court.

*Brenna McGee, Hope Lochridge*

**Texas State Library and Archives Commission ..... 1119**

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The Texas State Library and Archives Commission, created in 1909, makes quality library and information services available to all Texans. Services include: statewide reference, library consulting, grants, library resource sharing services, electronic resources, library service for patrons with disabilities, and a myriad of special collections, including the Library Science Collection.

*Cesar Garza*

**Texas State Library ..... 1119**

See Texas State Library and Archives Commission

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*See Authors Tim Tingle and Greg Rodgers*

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[www.txla.org/groups/gig/GIGbylaws.html](http://www.txla.org/groups/gig/GIGbylaws.html)

Promotes and represents the activities of Texas librarians in the field of genealogy.

*Kimberly Gay*

**TLA Black Caucus Round Table ....1107**

[www.txla.org/groups/bc/homepage.html](http://www.txla.org/groups/bc/homepage.html)

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*DL Grant*

**TLA Membership  
"Connect To Know" .....1207**

[www.txla.org/tla-membership](http://www.txla.org/tla-membership)

TLA is unveiling our new member slogan at our 100th TLA Conference. Connect to Know will offer attendees an inviting atmosphere to sit for a few minutes, re-charge their electronic devices and chat with other TLA members. In addition, attendees can make their YouTube debut with a testimonial of a past TLA experience and/or what it means to them to be a TLA member.

*Kathy Pustejovsky*

**TLA New Members Round Table..1208**

[www.txla.org/groups/nmrt/index.htm](http://www.txla.org/groups/nmrt/index.htm)

The New Members Round Table is specifically for those new to the library profession or those who have been members of the Texas Library Association for five years or less.

*Kelly Brouillard*

**TLA Reference Round Table .....1106**

[www.txla.org/groups/rrt/index.html](http://www.txla.org/groups/rrt/index.html)

Reference Round Table encourages the advancement of information, bibliographic, and research services in all types of libraries.

*John C. Hepner*

**TLA Small Community Libraries Round Table.....1109**

[www.txla.org/groups/units.html#small](http://www.txla.org/groups/units.html#small)

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*Sue Dear, Joyce Trent*

**TLA Texas Authors & Illustrators**

**Interest Group .....1600**

[www.txla.org/groups/TAIG](http://www.txla.org/groups/TAIG)

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*Pat Anderson*

**TLA Texas Professional Association for Library Sales Round Table (TPALS).....1925**

[www.txla.org/groups/tpals/index.html](http://www.txla.org/groups/tpals/index.html)

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*See Storyteller, Author, Singer Tom McDermott*

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**Top Shelf Comics .....1349**

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## Trinity University Press .....2240

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## TSLAC .....1119

*See Texas State Library and Archives  
Commission*

## TTUP .....1440

*See Texas Tech University Press*

## Twayne Publishers .....2733

*See Gale Cengage Learning*

## Twenty-First Century Books .....1917

*See Lerner Publishing Group*

## Twice Upon A Time Storytellers ... 2140

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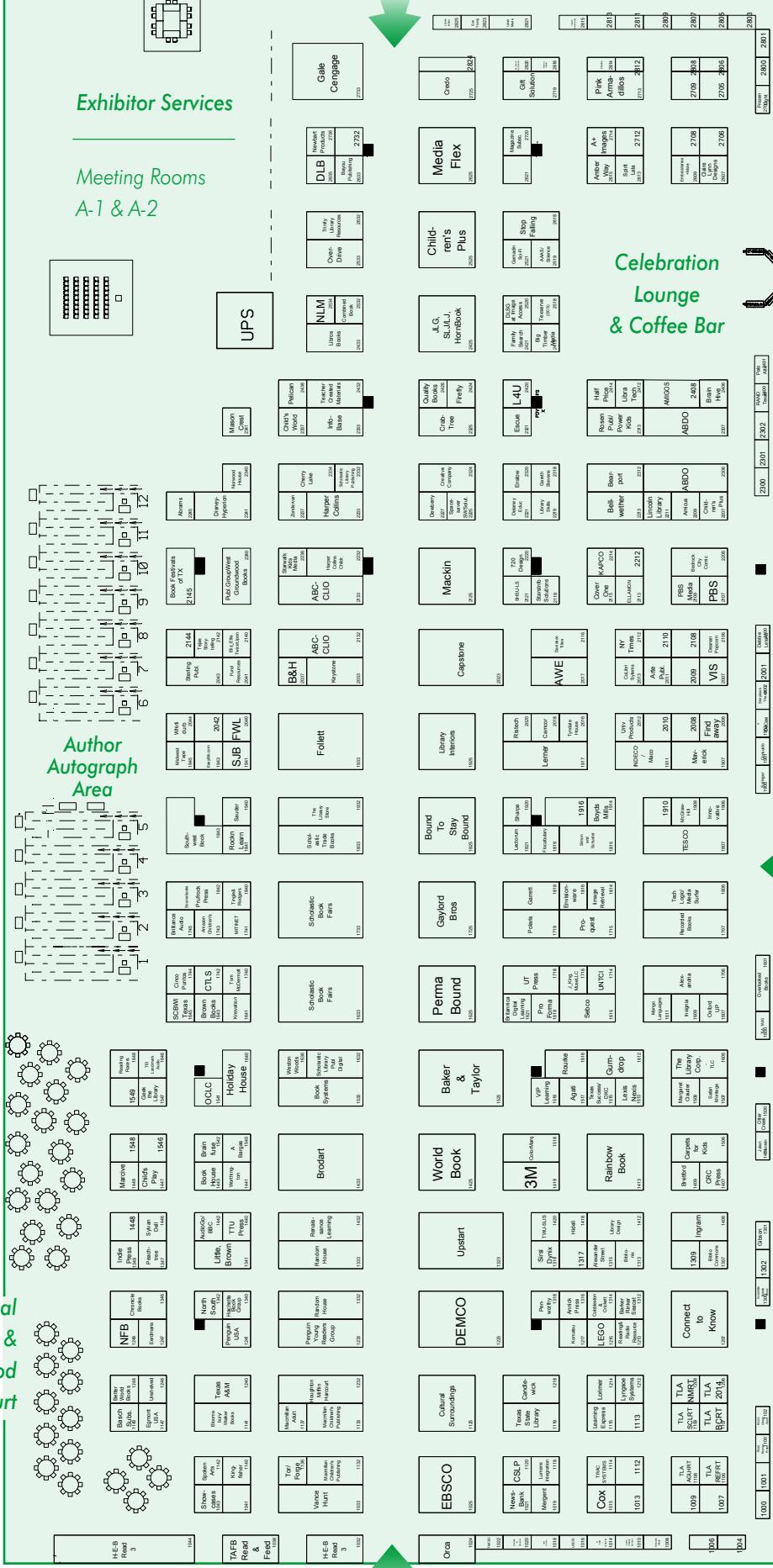
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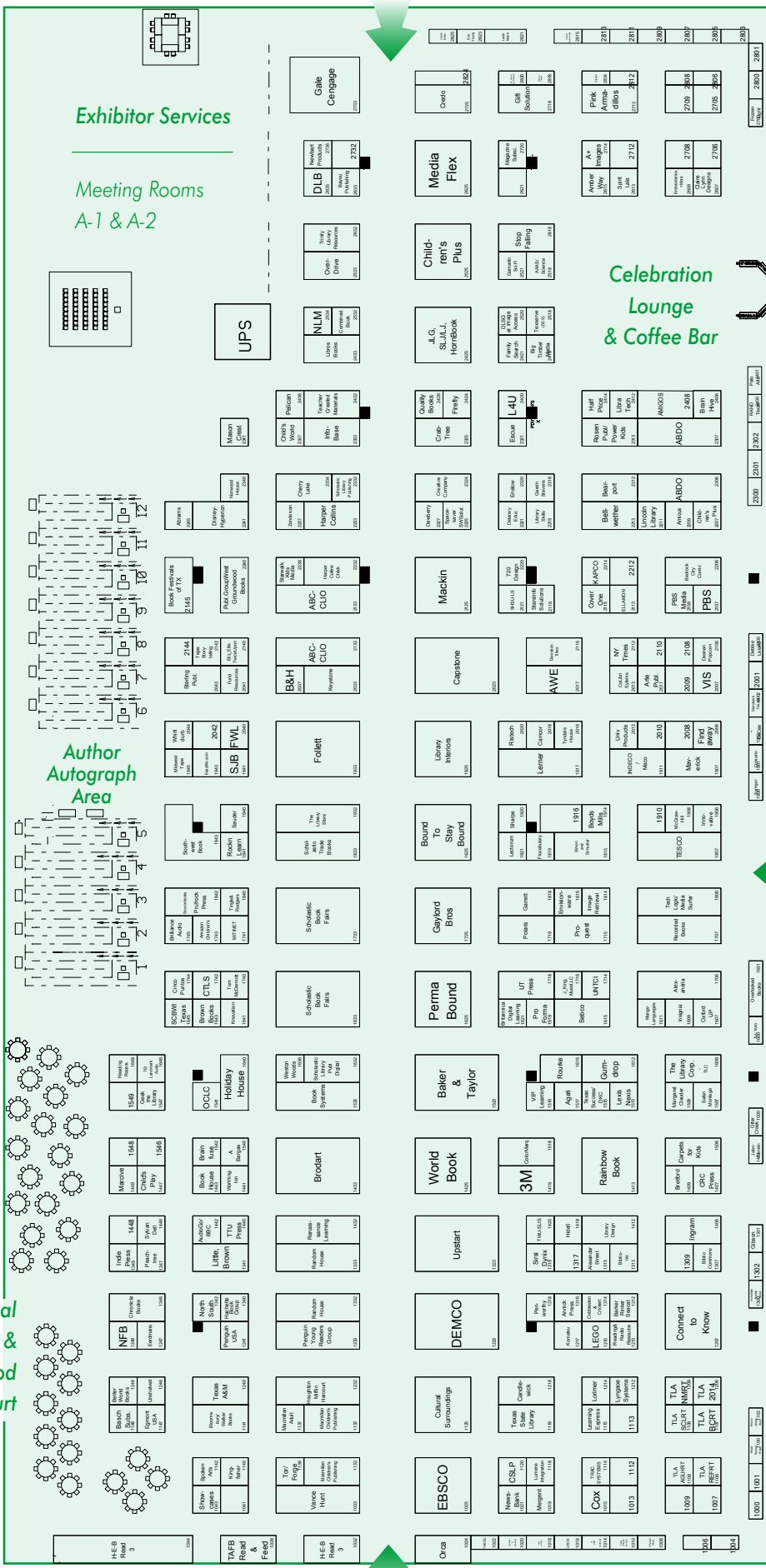
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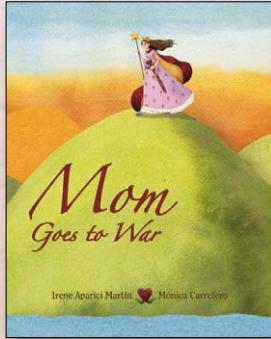
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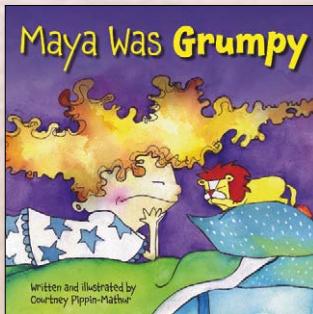
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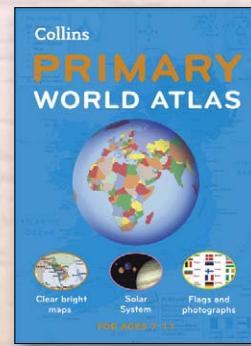
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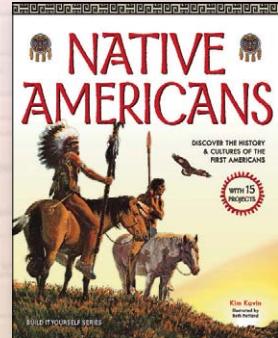
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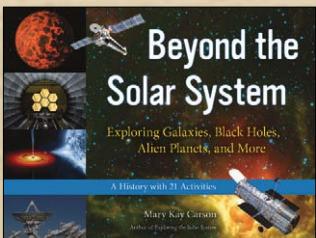


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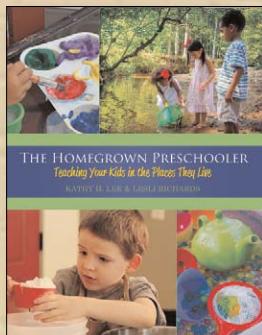


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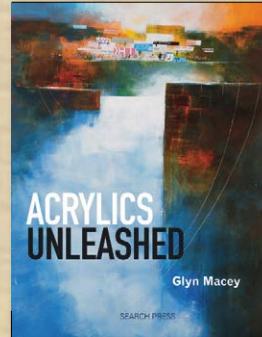
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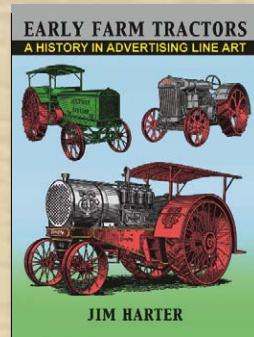
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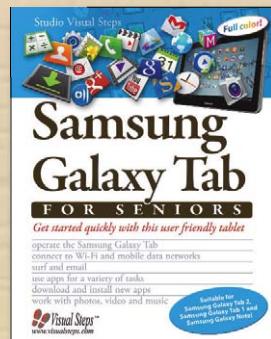
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