



Southeast Signal

News, Events, and Information from Around the System

From the Director



Due to some temporary issues, I haven't had a chance to write an article for this month. Instead, we'll reprint the article from February 2015's newsletter which still rings true today. -Scott

"We will leverage our innate resources to create a new paradigm of best practices and quantifiable metric-based outcomes in the pursuit of synergistic endeavors of connective transformative responsiveness."

The above sentence sounds impressive, but what does it actually mean? To tell you the truth, I'm not sure either, and I wrote the thing.

This overly exaggerated example shows the danger of relying on our professional jargon when talking to people outside of the library profession. What do phrases like "collection development", "databases", "intellectual freedom" or "OPAC" really mean to people outside of our field? Simple phrases that we use to communicate with each other are great shorthand for us, but indecipherable to those we serve.

Do you spend a lot of time giving them the background on the phrases, or do you find other terms that have meaning to the patron? Most people don't have the frame of reference that we do about

these things. They don't work with all the backend stuff on a day-to-day basis or attend conferences to learn about these things. Nor should they have to.

Here's another example: sometimes when you try to order something as simple as a cheeseburger and a medium soda at certain restaurants you get asked if you really wanted a "McBiggie Single with cheese" and a "Moderate Carboblast". All this alternative wording creates an artificial barrier between getting the customer what they want and what you can provide.

Leave the jargon for the "effectiveness engineers" and the "continuity consultants" and try to communicate in ways that the individual you are trying to reach will understand. What analogies or metaphors have meaning for that person you are talking with?

I'll end by quoting the character of Kasper Gutman from the Maltese Falcon with the phrase, "Here's to plain speaking and clear understanding."

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Calendar



- February 14, Valentine's Day
- February 15, President's Day, SELS Office Closed
- February 17, National Random Acts of Kindness Day
- February 18, [CASTL online, "Leadership: Small Acts, Big Results"](#)
- February 20, National Love Your Pet Day
- February 26, National Tell a Fairy Tale Day
- February 27, National Polar Bear Day
- March, National Women's History Month
National Social Work Month
- March 1-7, Read an eBook Week
- March 2, National Read Across America Day
- March 5, Front Porch Award application deadline (see p. 5)
- March 5, National Employee Appreciation Day
- March 7-13, Teen Tech Week
- March 8, International Women's Day
- May 7, SELS Training Extravaganza Online, 9:30-12:30

Photo of the Month



The January bulletin board at Hebron Secrest Library. –Provided by Judy Kassenbaum

CASTL Wrap-up

Upcoming CASTL Meetings

February 18
 Online—Zoom, 10-12
 "Leadership: Small Acts, Big Results"

March 19
 Online—Zoom, 10-12
 "Open Meeting Law"

April 23
 Online—Zoom, 10-12
 "Transforming Teen Services"

May 21
 Online—Zoom, 10-12
 "How Long Should I Keep These Papers?"

For our January 22 CASTL meeting, we were fortunate to have Suzanne Macauley, the deputy director of Pioneer Library System in New York, present on the topic "Social Media for Small Libraries."

She emphasized that small libraries are not likely to be able to devote considerable time and resources to their social media engagement. For that reason, she considers Facebook and Instagram to be the top choices for small libraries. If a library can only devote resources to one, then that platform should be Facebook.

It is important to consider who your audience is and what they need. For example, an effort can be made to make posts fun and entertaining to increase engagement, or to educate about digital resources so that the audience is aware of their existence. Suzanne asks an open ended question on social media about once a week, keeping that a novelty. She pointed out that libraries shouldn't "ghost" their audiences, ideally posting at least once a day. She uses Hootsuite to schedule posts so that she doesn't have to go into social media accounts every day.

Suzanne recommends the use of Canva and the creation of graphics in the 1080 x 1080 pixel size. That is because this size of graphic will work with all social media platforms. Another recommendation was to create social media policies, both internal and external. The SELS office has her slides, a recording of the CASTL, templates for policies, and a list of suggested readings from Suzanne. You [can access them here](#).

Upcoming Basic Skills Courses

To see the list of upcoming classes, [click here](#). Here's what's coming up next:

<u>Dates of Class</u>	<u>Topic</u>	<u>Registration</u>
March 8—March 19	Library Governance	February 1—March 1
March 22—April 2	Library Technology	February 15—March 12
April 1—April 30	Introduction to Cataloging	February 22—March 19

News

Networking for Small Libraries

Networking opportunities now exist for librarians from small public libraries at the regional, state, and national levels.

Southeast Library System provides a monthly CASTL meeting, or “Conversations Among Small Town Librarians.” All library directors in the system receive notifications of these meetings, which are known for their topics, as well as a chance to share both successes and challenges. Further, directors may choose to be part of the Ask-CASTL email group, which provides a chance to ask questions and provide answers at any time via email.

Additionally, the Nebraska Library Association recently established the Tiny & Mighty Interest Group. They are meeting virtually on the 3rd Thursday of the month for discussions about various topics. The February 16 theme is COVID-19 Challenges and the March 16 theme is Mighty Marketing. For more information or to join in the discussions, email nlatiny&mighty@nebraskalibraries.org.

Finally, at the national level, there is the Association of Small and Rural Libraries. This group has an active listserv and has annual conferences. For more information, [see their website](#).



Save the Date!
May 7th, 9:30—12:30

Via Zoom

SELS Training Extravaganza



Southeast Library System Front Porch Award Application

The Front Porch Award is presented to a library (academic, institutional, public or school) that displays ingenuity in creating an atmosphere that welcomes patrons to their facility and services. This award and \$100 will be presented during National Library Week, April 4-10, 2021, or at a time of the library's choosing. Non-accredited libraries are welcome to apply.

Enclose the following with your nomination:

Name of Library: _____

Name of Individual Submitting the Application: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

- In 250 words or less, state why your library deserves this award.
- Information about activities/programs you have developed for your library.
- Two letters of recommendation from any library supporter.
- Any other information that shows your library deserves this award.

Nominations must be submitted to:

Southeast Library System

5730 R St. Ste. C-1

Lincoln, NE 68505

selsne@gmail.com

Application deadline is March 5, 2021

PLTS INVITES YOU TO JOIN!

HERE TO SUPPORT OUR PUBLIC LIBRARIES AND TRUSTEES

FOR \$15, YOU CAN JOIN THIS WELCOMING NETWORK OF PUBLIC LIBRARY STAFF AND TRUSTEES ACROSS THE STATE.

PLTS MEMBERS LEARN FROM EACH OTHER, SHARE SUCCESSES AND SOLUTIONS, AND CHAMPION EXCELLENT PUBLIC LIBRARIES THROUGHOUT NEBRASKA.

WHAT TO EXPECT FOR 2021

Winter 2021

Virtual Networking Meeting for PLTS Members

Spring 2021

Spring Meetings: Virtual Tours of New Libraries Across the State

Summer 2021

Virtual Networking Meeting for PLTS Members

Fall 2021

TBD when we know what will be happening with the NLA Conference

YOUR 2021 OFFICERS

- Jessica Chamberlain (Norfolk Public Library), Chair
- Sarah Johnson (Geneva Public Library), Vice-Chair
- Cecelia Lawrence (North Platte Public Library), Secretary/Treasurer
- Devra Dragos (Nebraska Library Commission), Immediate Past Chair



PLTS

Public Library & Trustee Section
of the Nebraska Library Association

System Spotlight

Journal Article Request Service

You can request articles through us from a variety of professional magazines and journals. If you are interested in receiving articles from a journal, please see the [journal article request service](#) page on our website for a list of available journals, as well as directions on how to enroll in the service.



Southeast Library System

<http://libraries.ne.gov/SELS/>

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