

# cQue Pasa?

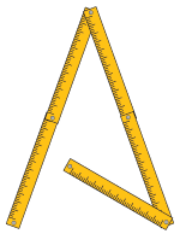
The Official Newsletter of Amigos Library Services, Inc.

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## “Assess, Act, Advance” is 2010 Online Amigos Conference Theme

“Assess, Act, Advance” is the theme for the 2010 Amigos Member Conference Online, May 5-6. The online conference will focus on assessment and embedding the practice of improvement into library culture and services. This timely theme reflects today’s library environment in which libraries are compelled to measure services and processes in order to maintain vitality, prove value, retain patrons, and obtain funds.



**assess » act » advance**

Conference programs will provide attendees an overview of the culture of assessment and offer practical tips and specific techniques libraries can readily implement.

Featured speakers are Steve Hiller, Sara Laughlin, and James Self. Hiller is Director of Assessment and Planning at the [University of Washington Libraries](#). He will open the conference with his May 5 presentation, *Demonstrating Library Value: Assessing What’s Important to Users and Stakeholders*.

Laughlin is the Director of the [Monroe County Public Library](#), Bloomington, IN, and a national consultant on strategic planning, program design, and communications. Her May 6 program is *Ready-to-Use Tools for Improving Library Processes*.



Steve Hiller



Sara Laughlin



James Self

Self is Director of Management Information Services at the [University of Virginia Library](#). His May 6 presentation, *Putting Data to Use: From Measurement to Meaning*, is focused on the practical uses of data in academic libraries.

Breakout sessions include:

- Amigos eAccount Overview
- Amigos Orientation for Directors and Administrators
- Campus-Wide Information Literacy Assessment
- Community or Regime? Assessing the Culture of an Academic Department
- Comparing Yourself to Others, or, Can You Really Step into Someone Else’s Shoes?
- Dare I Ask? Assessing the Effectiveness of “Ask a Librarian” Services
- Don’t Make Me Ask: Library Signage and Wayfinding Assessment
- Playing Catch Up with Technology
- RDA Update
- Social Media Metrics: Tips & Tools for Assessing Your Social Media Program
- Using Circulation Data to Evaluate Purchasing Effectiveness
- Member Discount Session

The annual Amigos Member Business Meeting is scheduled for Wednesday, May 5, from 2:30-4:30 p.m. (See *Amigos Distributes Member Business Meeting Information* in this issue.)

Complete conference information, including registration instructions, is now available on the [conference website](#). For additional conference information, contact [Chris Brown](#) at Amigos, 1-800-843-8482, ext. 2829. *QP*

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## Viewpoint from the Chair

As we approach another [Amigos Member Conference and Member Business Meeting](#), I urge all Amigos Members to make every effort to be a part of these events. I cannot overemphasize the importance of your participation to us all.



Carolyn Allen

As was announced last fall, Amigos will conduct this year's Member Conference as an online event. In doing so, Amigos hopes to make the conference more accessible and affordable, opening it to a wider audience of staff at member institutions. The move to an online conference, using new technologies to reduce cost and enhance member

participation, is typical of Amigos' member focus and a welcome savings to us all. I am pleased to report that as of this writing we have received 480 registrations, which is most encouraging.

Conference planners have crafted yet another strong lineup of [programs](#) relevant to today's libraries. This year's topic of assessment should be of vital interest to all of us who are concerned about measuring service levels as we seek to reinforce knowledge about the value of libraries and compete for the funds needed to maintain and strengthen our libraries.

This year's Amigos Member Business Meeting will be a blend of both online and face-to-face formats, allowing Amigos members to choose the manner of attendance most suitable to their needs.

Again this year, Voting Representatives will be asked to select from an impressive slate of candidates for the Amigos Board of Trustees. Voting Representatives will also be asked to approve restated and amended *Bylaws* and the *Amigos Certificate of Formation*, which will replace our *Articles of Incorporation* due to changes in Texas non-profit laws. For the convenience of all Voting Representatives, we are again utilizing a directed proxy voting process that will precede the meeting. By now, all eligible Voting Representatives should have received directed proxy ballots and self-addressed return envelopes as part of the official Call to Meeting. If you are designated as your institution's Voting Representative and have not received these documents, please contact [Trisha Mooney](#) at Amigos as soon as possible.

Member participation in the business of Amigos is key to the continued health and vitality of the organization, and I encourage you to make your voice heard on the important issues of the day.

We'll also be eager to hear of your experience with the online aspects of the Member Conference and Business Meeting. You'll be given an opportunity to offer Amigos feedback, and I hope you will take a few moments to let us know what you think we did right as well as what we can do better to make future online events the most positive, productive experiences they can be for you.

Please [register](#) today to join me and your fellow Amigos Members May 5-6 for the online Amigos Member Conference and Member Business Meeting.

Carolyn

## Candidates for 2010 Amigos Board of Trustees Election Announced

The Amigos Nominating Committee has announced the slate of candidates for election to the Amigos Board of Trustees. The election will be conducted by directed proxy mail-in ballots and in person at the annual Amigos Member Business Meeting, Wednesday, May 5, in Dallas, in conjunction with the 2010 Amigos Member Conference. Candidate information was sent to Voting Representatives as part of a recent Call to Meeting mailing. (See *Amigos Distributes Member Business Meeting Information* in this issue.)

Amigos Voting Representatives will submit directed proxy ballots to Amigos prior to the meeting. A directed proxy ballot and a postage-paid return envelope were included with the Call to Meeting. Information about the candidates is available at <http://www.amigos.org/node/409>. Directed proxy ballots must be received no later than

Monday, April 26, 2010, at 5:00 p.m. CDT at Amigos Library Services, 14400 Midway Road, Dallas, TX 75244-3509.

The nominees are as follows:

Candidates for Board of Trustees – Librarian (three to be elected for three-year terms)

- Mr. Ruben Aragon, Director of Library and Information Services, New Mexico Highlands University
- Ms. Charlie Kalogeros-Chattan, Library Manager, Los Alamos County Library System/Mesa Public Library (NM)
- Mr. James A. Karney, Director, Waco-McLennan County Library (TX)
- Mr. Art Lichtenstein, Library Director, University of Central Arkansas
- Ms. Karen McPheeters, Library Director, Farmington Public Library (NM)
- Mr. Bill Parton, Library Director, Arkansas Tech University

Candidate for Board of Trustees – Non-librarian (one to be elected for a three-year term)

- Mr. Patrick Heath, Boerne, TX

Trustee Rita Hamilton, Scottsdale Public Library System (AZ), chaired the Amigos Nominating Committee. She wishes to thank committee members Marilyn Belcher, Clovis-Carver Public Library (NM), and Dean Covington, Lyon College (AR), for their work in preparing the slate.

Amigos Executive Director Bonnie Juergens added her thanks to both the candidates and committee members. "Membership and leadership continue to keep Amigos strong," she said. "This impressive slate of candidates attests to Amigos Members' continuing commitment to participate in governance and leadership activities that serve all members." *QP*



Ruben Aragon



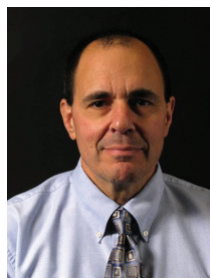
Patrick Heath



Charlie Kalogeros-Chattan



James Karney



Art Lichtenstein



Karen McPheeters



Bill Parton

## March 5 Board of Trustees Meeting Highlights

At its March 5, 2010 meeting, the Amigos Board of Trustees continued with strategic planning activities begun in 2009. Trustees focused on refining priorities for future member services, identifying several program initiatives about which member input will be sought via surveys this spring. The Board expects to finalize the strategic plan and provide it to all members by summer.

In other business, Amigos Chair Carolyn Allen, University of Arkansas, announced appointments to various committees and task forces, including the Fellowship Selection Committee, the Fellowship Review Ad Hoc Committee and the Bylaws Review Task Force. She announced she will soon appoint members to the Trustees Officers Selection Task Force, which is charged with developing a slate of candidates to serve as Amigos' officers for the coming year.

Amigos Trustee Rita Hamilton, Scottsdale Public Library (AZ), who serves as Nominating Committee Chair, presented

a slate of candidates for election to the Amigos Board of Trustees. (See *Candidates for 2010 Amigos Board of Trustees Election Announced* in this issue.) Voting Representatives will be asked to elect Trustees in a directed proxy voting process to be conducted in conjunction with the Amigos Member Business Meeting.

Trustees unanimously approved proposed revisions to the *Bylaws* and *Articles of Incorporation* recommended by the Bylaws Review Task Force. The revised governance documents will be presented to the Amigos membership for approval in the directed proxy voting process. Revisions to the documents will bring them into compliance with the new Texas Business Organizations Code that became effective January 1, 2010. The revisions will also introduce up-to-date terminology and clarity to the documents and reflect changes in the Amigos membership structure adopted in May 2009.

Treasurer Bill Hair, Baylor University (TX), reported that year-to-date Amigos operations

showed a positive variance to the *FY2010 Business Plan*. He also noted that the organization's investment portfolio continues to perform well for the year.

Trustees gave formal approval to the Amigos budget for the coming year. During the week of March 22, information about the *FY2010 Business Plan* was distributed to all Amigos member institutions along with an invitation from Chair Carolyn Allen for Amigos Members to comment on the Board's action. As noted in the information, an open session will be held Friday, April 9, at which time Amigos Members may formally address comments about the budget to Treasurer Bill Hair.

Amigos Executive Director Bonnie Juergens provided a number of reports to update Trustees on the operations of the organization.

The next Board of Trustees meeting is scheduled for May 4, 2010, prior to the online Amigos Member Conference and Member Business Meeting. [QP](#)

### Does Your Website Offer Direct Subject Access? by Jessie Milligan

*Editor's note: Ms. Milligan, who describes herself as a "librarian in waiting," is currently a library school student at the University of North Texas, Denton, due to graduate in August 2010. She works part time at the Fort Worth (TX) Public Library in the adult services section. This article is the second of three Jessie has agreed to write for ¿Que Pasa? focused on library websites. Her previous article, "Does Your Website Help or Hinder Patron Searches?" appeared in the Winter 2009 issue. Her final article is scheduled for June 2010.*



Jessie Milligan

The last time you had a problem did you say, "I need a database?" Probably not. You likely figured you needed information on home repair or health or legal forms or jobs or any number of other subjects from homework to finances.

Yet public libraries don't always use their powerful marketing tool – their website homepage – to give patrons access to specific subjects.

Public library website homepages sometimes promote the systems of looking for information – the reference databases, the library catalogs – far more than the subjects of information.

One widespread exception is the subject of taxes. Library websites are often good about putting a notice of tax help on their

homepages, then linking to online forms for patrons to access. The [DeSoto \(TX\) Public Library](#) offers an excellent example of this.

Yet what if we promoted even more direct subject access from our homepages? It can be done in libraries large and small.

At the [Plano \(TX\) Public Library](#), a homepage label "TAKS Practice Tests" links directly to the LearningExpress database, where students can prepare for TAKS, the Texas Assessment of Knowledge and Skills tests. While many library websites display links for certain demographic segments such as children, Plano takes its subject access one step further by linking to a specific and common subject for Texas children. Recently, the Plano site's homepage also linked users directly from a homepage African-American History Month label to its Facts on File database.

In Oklahoma, the [Tulsa City-County Library](#) recently posted an event, "Crisis or Confidence? Youth and Religion in America," that linked directly to a digital bibliography of books on the subject. The homepage also linked a display on the city's comprehensive plan to a page where users could access the plan.

At the [Tempe \(AZ\) Public Library](#), the website takes a common patron need for job hunting resources and compiles related websites, databases, and books in a link from its homepage. Tempe also groups Tools for Tough Times resources on a link from its homepage, which tells users the link will take them to digital and print resources for work, parenting, finance, house, health and seniors.

*Does Your Website continued on Page 4*

## Amigos to Exhibit, Present Programs at Upcoming Conferences

### New Mexico Library Association

April 7-9, Amigos will be an exhibitor and present three programs at the New Mexico Library Association's annual conference in Ruidoso.



Carol Seiler, Amigos' Continuing Education Librarian, will present the pre-conference session "Copy Cataloging: A Guide for Beginners" Wednesday, April

7. Christine Peterson, Amigos' Continuing Education Librarian, will present "Playing Catch-up with Technology" Thursday, April 8, and Friday, April 9.

### Texas Library Association

Amigos will exhibit at the Texas Library Association's annual conference, April 14-17 in San Antonio. Wednesday, April 14, the Amigos Imaging and Preservation Service will have an informational display at the Digitization Expo. Thursday, April 15,



Christine Peterson, Amigos' Continuing Education Librarian, will present "Doin' the Wave – the Google Wave" as part of the conference's Net Fair I. Chris will also present the Net Fair II program,

"Designing Websites with Accessibility in Mind" Friday, April 16. Also on Friday, Gina Minks, Imaging and Preservation Service Manager, will co-present "Connecting to Collections: A Review of the State Project."

### Oklahoma Library Association

Amigos is scheduled to exhibit and present three programs at the Oklahoma Library Association's annual conference, April 19-21 in Oklahoma City. Christine Peterson will present "Playing Catch-up with Technology" Tuesday, April 20,



Oklahoma Library Association

and "Table Talk: Twitter and Google Wave: New Ways to Communicate?" on a date and time yet to be determined. Bill Walker, Imaging Field Services Officer

for Amigos, will present "Choosing a Digital Camera" on a date and time to be determined.

### Society of Southwest Archivists

Amigos will be on hand as an exhibitor at the Society of Southwest Archivists conference April 28- May 1 in Santa Fe, NM. *QP*

### Want to Be Featured in *¿Que Pasa?*

Do you have a creative way to engage patrons? Doing something innovative at your library? We want to help you spread the word! Contact Larry Godwin, [godwin@amigos.org](mailto:godwin@amigos.org), for the opportunity to be featured in an issue of *¿Que Pasa?*

### *Does Your Website* continued from Page 3

Smaller libraries, even those using templates, can accomplish subject access with just a few words of text. The [Roswell \(NM\) Public Library](#) describes its online resources this way: "We have links to articles, electronic newspapers, auto repair manuals, and other websites." Auto repair – a subject and a common public library patron information need – is included in the description.

The vast number of subjects that might satisfy patron needs can be daunting, but these Amigos member libraries are showing that through the use of rotating homepage displays or standing links, effective subject access is possible.

Public libraries are social services that answer residents' most important questions: how to access legal forms, how to obtain reliable healthcare information, how to apply for benefits, how to use a computer, how to apply for jobs and much, much more about how to navigate daily life. Our website homepages should show potential patrons how we can help! *QP*

## Amigos Distributes Member Business Meeting Information

On March 26, Amigos mailed Call to Meeting information for its May 5 Member Business Meeting to Voting Representatives and Primary Administrative Contacts at Amigos member institutions.

The meeting will be conducted in a blended format, with Amigos offering attendees the option of online or in-person attendance. Amigos Executive Director Bonnie Juergens noted that offering both options allows Amigos members to select the manner of attendance that works best for them.

Included in the mailing were the agenda for the annual meeting, details of proposed amendments and revisions to the Amigos *Articles of Incorporation* and *Bylaws*, and a [slate of candidates for election to the Amigos Board of Trustees](#). Voting Representatives will be asked to approve the restated and amended governance documents and elect Trustees in directed proxy voting.

The proposed revisions to the Amigos *Bylaws* and *Articles of Incorporation* will bring documents into compliance with the new Texas Business Organizations Code that became effective January 1, 2010. The revisions will introduce up-to-date terminology and clarity to the documents and reflect changes in the Amigos membership structure adopted in May 2009.

The business meeting agenda and candidate slate are now available on the Amigos website. For additional information, contact [Trisha Mooney](#) at Amigos, 1-800-843-8482, ext. 2840.

The meeting is being held in conjunction with the online [2010 Amigos Member Conference](#). Registration for the conference and business meeting closes April 7. Those planning to participate in the online conference and/or the business meeting must register on the [Amigos conference website](#). *QP*

## Amigos Fellowship Application Deadline Extended to April 12 - \$7,500 in Funds Available

To encourage development of library professionals working in Amigos member libraries, the Amigos Fellowship awards up to \$7,500 each year for research, demonstration, or educational purposes. The application deadline for 2010 funding has been extended until April 12, 2010. For details, visit [www.amigos.org/fellowship](http://www.amigos.org/fellowship).

## Online Amigos Conference, Training Help Oklahoma Library ‘Go the Distance’

When Amigos announced plans last fall to conduct its 2010 Member Conference as an online event, conference planners hoped the format change, and resulting savings in travel expenses, would benefit Amigos members by attracting a wider audience and enhancing participation. Registrations to date seem to indicate a positive reception by Amigos members.

One such Amigos member is Oklahoma Panhandle State University (OPSU). Those familiar with the university, located in Goodwell, know it to be situated in a remote and sparsely populated area of the Sooner State, closer to Colorado, Kansas, New Mexico, and Texas than most of Oklahoma. While only a few miles from the Texas border, Goodwell is nonetheless a considerable distance from the Amigos headquarters in Dallas. That distance, coupled with today’s downsized travel and training budgets, put participation in events such as Amigos conferences well out of reach. Much-needed training for staff at the [Marvin E. McKee Library](#) was adversely impacted as well.



*Marvin E. McKee Library*

Then along came Amigos’ online training and conferences. For OPSU and many Amigos Members, this has been a true game-changer.

Laura Kimberly, Associate Director and Manager of Continuing Education Services for Amigos, cites OPSU as a prime example of how the Internet has enhanced the accessibility and affordability of training. She notes the Amigos distance learning program has enabled OPSU to engage more fully in Amigos training, citing 11 online workshops in which library staff have participated during the past few years.

Amigos recently contacted C. Evlyn Schmidt, Library Director and Associate Professor of the McKee Library, for her thoughts on how the move to an online Amigos Member Conference and online training from Amigos has impacted the library.

On the move to an online conference: “We have been unable to attend past annual Amigos Member Conferences because of the travel expense. I am very excited to have the opportunity to participate in an online environment. While I value the face-to-face networking and informal learning situations experienced during conferences, we have been unable to take advantage of those opportunities at the Amigos Member Conference. We are also very interested in the focus of this conference on assessment, because we are preparing for our Higher Learning Commission accreditation visit.”

“We look forward to this new opportunity for all Amigos members. Amigos saves us money on many products and services, and this online conference further demonstrates Amigos’ commitment to members. I encourage all members to test this new conference delivery method. It gives all of us a chance to participate and take advantage of the programs we might otherwise miss. I also anticipate that Amigos will promote evaluations so that the online delivery process can be refined and improved.”

Regarding online training: “As director of a small academic library in the rural Oklahoma Panhandle with a limited travel budget, I cannot afford to send librarians to Amigos training in distant locations. We now participate more frequently in online training because the sessions are reasonably priced with no travel expenses. Online training has also been helpful and provided needed information that has enhanced our library services in all departments. The quality of Amigos training and relevant topics are reasons we continue to participate.” *QP*

### Member Job Bank

Member libraries can post their openings for free. Please submit your vacancy descriptions to [tgay@amigos.org](mailto:tgay@amigos.org).

Amigos will post openings for 30 days (or longer upon request) at [http://www.amigos.org/job\\_bank](http://www.amigos.org/job_bank).

### Subscribe to *AmigosNow*

*AmigosNow* is the bi-monthly digest of the Amigos news feeds on topics of interest to Amigos members.

Click [here](#) to subscribe.



View the Amigos Continuing Education Services Training Schedule at <http://www.amigos.org/node/218> for an up-to-date training schedule and registration information.

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