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North Dakota State Library
FLICKERTALE

Volume 44 Number 6 June 2014

Summer Reading Kick off 2014

Fizz..BOOM..Read!

On May 30th, the North Dakota State Library, the North Dakota Heritage Center, and the Capitol were filled with children gathered together to celebrate reading, as the Bismarck and Mandan public libraries kicked off their summer reading programs. It was a full day of fun and activities for children in the Bismarck/Mandan and surrounding communities. Over 3,800 people attended the event and children had the opportunity to sign up to participate in the programs at the Bismarck and Mandan Public Libraries.

The day kicked off with an engaging story time with First Lady Betsy Dalrymple, a music show by children's entertainer Steve Weeks from Colorado, and a presentation on dinosaurs by State Paleontologist John Hoganson.

This year's slogan is "Fizz, Boom, Read!" so Gateway to Science presented a special "Fizzy, Exploding Science Show." The Discovery Dome from Dickinson State University was also on site with a "One World, One Sky" show.

In the State Library Reading Room, guest readers read their favorite stories to children. Attorney General Wayne Stenehjem, Secretary of State Al Jaeger, Chief Justice Gerald VandeWalle, and Kathleen Wrigley all read stories throughout the day.

Cash Wise Foods provided low-cost sack lunches for attendees, and activities were provided throughout the day by Geological Survey, the ND Forest Service, the ND State Water Commission, ND Parks and Recreation, Shade Tree Players, Girl Scouts, St. Alexius Medical Center, Sanford Health, Barnes and Noble, Dakota Zoo, the Bismarck/Mandan Genealogical Society, Action Jackson Comics, Theo Art School, Knife River Indian Villages, Fort Mandan, the Bismarck Police and Fire Departments, Burleigh and Morton County Sheriffs, Bismarck State College, Bismarck Downtown Artist Co-op, Leap of Faith Dance, Northern Plains Dance, Feil Orthodontics, RDO, and many more.

Additional photos are posted on the following page. For even more photos of the Bismarck/Mandan kickoff event, please visit: http://on.fb.me/1jikKKy. For kickoff pictures from around the state please go to page 5.

News and Thoughts...

from State Librarian Mary J. Soucie

At the beginning of June, I traveled to Sacramento, CA to meet with Western Council of State Libraries. This group is comprised of the State Librarians from all states west of the Mississippi River. It was a jam packed two days of meetings. The first day was our Continuing Education day. Drew Keller from Storyguide presented on the topic of video marketing. Here are a few points we learned from Drew.

The way we think of video has changed significantly. In 2013, there were 100 hours of content going up every minute on YouTube; those numbers are now even higher. YouTube is the second largest search engine in the world. Libraries are not as well represented on YouTube as they should be. We are missing a huge opportunity to engage with a significant amount of our users.

There are many different types of videos: how-to; interview; event coverage; point-of-sale; executive address just to name some. You need to define the purpose of the video and then decide on which format to use. Most online video viewers watch mere seconds, rather than minutes, of a video. It's imperative that you start with an engaging statement. From there, go into your brand and then content. Hook them early or you lose them. The overarching questions as you plan your video is why would someone look for this content and why is this something I need to do? You're defining the end, rather than the start, of your video.

There are different ways to use your videos:

Awareness- Splash video. These are about 45 seconds long and are also called landing page video. The purpose is to create emotional alignment with the organization.

Interest- Case Study. The purpose is to share information to help people make decisions. One example of a topic would be genealogy.

Credibility- Tutorials or how-to. The purpose is to establish credibility of the library as a resource to turn; establish the library as a subject matter expert (SME)

Community- local expert. The community creates and nurtures itself by utilizing user generated content (UC). This is the opportunity for the library to use videos created by patrons.

The best online videos educate, entertain, and inform the viewer. You want to create videos that are crisp, engaging, and informative. Stories are not just a retelling of facts. Think of a fiction book vs. a textbook; you want your videos to be more like fiction than textbooks. More data does not increase understanding, improve retention or make you look smarter- don't get buried in fact or data in your videos. Too much data is confusing. Pick one surprising fact, something that's a revelation to your audience or gives credence to the story and reveal it as you go through the video.

Think of video as a one-to-one conversation. Though thousands of people may see your video, they'll see it one at a time so talk as if you're talking to one person. You should write for the ear by using an active voice rather than a passive voice. Be clear and concise. If you're writing a script or someone brings you one, say it out loud to listen to it the way the audience will. Don't edit the video on the camera as you go along; it's much easier to edit content out than to add content that isn't there.

This is just a quick overview of the content that Drew shared with us. I will share more of my notes in future Flickertale columns. If you'd like to see all of my notes sooner, I'm happy to share them with you. Once you start shooting videos for your library, please share them with me. I look forward to viewing them! For a copy of my notes or to share a video, email me at msoucie@nd.gov.

E-rate: the Funding Commitment Decision Letter

by Al Peterson

For those participating in E-rate, you should have been through the Program Integrity Review, submitted your answers to the reviewer's questions, and now you have received your Funding Commitment Decision Letter. After you receive your FCDL, you can start the preparations to begin receiving discounted services. You should discuss with your service provider(s) any details involved in the provision of services and invoicing for those services. Once services have started, you should be ready to file the FCC Form 486. After you have received your Funding Commitment Decision Letter (FCDL) and the delivery of your services has started, you file an FCC Form 486 to inform USAC that:

• Services for which you have been approved for discounts have started and invoicing can begin,

• Your technology plan (you are required to have one if applying for Priority Two category of services) has been approved by a USAC-certified Technology Plan Approver,

• You are in compliance with the Children's Internet Protection Act (CIPA) (or CIPA does not apply because your application is only for telecommunications services and/or interconnected Voice over Internet Protocol (VoIP) services).

REMEMBER: THE FUNDING COMMITMENT DECISION LETTER IS NOT THE END OF THE PROCESS!

The FCC Form 486 must be certified no later than 120 days after the Service Start Date or 120 days after the date of the FCDL, whichever is later. Filing late can result in a reduction in funding; the later the filing date, the greater the reduction. After USAC has processed your FCC Form 486 and you have begun to receive services, you or your service provider can invoice USAC for the discount share of those services. There are two methods that can be used to invoice USAC.

Invoice Method #1

Applicants file FCC Form 472, the Billed Entity Applicant Reimbursement (BEAR) Form, if they have paid the service provider in full for the services and want to be reimbursed for the discount amount.

The service provider must approve the form before it is submitted to USAC. USAC will review the invoice and process a payment to the service provider if payment is approved. The service provider then passes the reimbursement on to the applicant.

Invoice Method #2

Service providers file FCC Form 474, the Service Provider Invoice (SPI) Form, if they have provided discounted bills to their customer and want to be reimbursed for the discount amount.

Under both invoice methods, USAC will review the invoice and process a payment to the service provider if payment is approved. Note that applicants are required to pay the non-discount portion of the cost of the services.

If you have any questions about E-rate, feel free to contact me at 701-328-4021 or alpeterson@nd.gov.

SCHOOL AND LIBRARY GRANT OPPORTUNITIES

MAZDA FOUNDATION GRANTS — DEADLINE: JULY 1

The Mazda Foundation accepts applications for programs promoting education and literacy. For more information: http://bit.ly/1o5lMBh

MOCKINGBIRD MUSIC EDUCATION GRANTS — DEADLINE: AUGUST 1

Do you incorporate music in your story times? Have you ever wanted to lend musical instruments? The Mockingbird Foundation offers competitive grants to schools and nonprofit organizations with a programmatic focus of music education for children. For more information: http://bit.ly/1s0eJLJ

MUSEUMS, LIBRARIES, AND CULTURAL ORGANIZATIONS: PLANNING GRANTS — DEADLINE: AUGUST 13

Museums, Libraries, and Cultural Organizations grants provide support for museums, libraries, historic places, and other organizations that produce public programs in the humanities. Planning grants support the early stages of project development, including consultation with scholars, refinement of humanities themes, preliminary design, testing, and audience evaluation.For more information: http://1.usa.gov/1jfhU92

LOWE'S COMMUNITY PARTNERS GRANTS — DEADLINE: AUGUST 29

Do you need to improve your building? Lowe's Community Partners grant program helps build better communities by providing monetary assistance to nonprofit organizations and municipalities looking for support of high-need projects such as: building renovations/upgrades, grounds improvements, technology upgrades as well as safety improvements. For more information: http://bit.ly/1pcm3ln

KINDER MORGAN FOUNDATION GRANT — DEADLINE: CONTINUOUS

Kinder Morgan aims to help today's science, math, and music students become engineers, educators, and musicians. They fund programs that promote the academic and artistic interests of young people in the many cities and towns across North America where they operate. For more information: http://bit.ly/1ig4p95

TECHSOUP — DEADLINE: CONTINUOUS

Do you need technology products for your library? TechSoup's focus is connecting your nonprofit, charity, or public library with tech products and services. Once registered and qualified with TechSoup, libraries can access donated and discounted products and services from partners like Microsoft, Adobe, Cisco, Intuit, and Symantec. For more information: http://bit.ly/1pVVWPT

Whatdoyougeek?

Fizz..BOOM..Read!

Summer Reading Kick off snaps from around the state!

Dickinson Area Public Library
http://on.fb.me/1ob5F5h

Minot Public Library
http://on.fb.me/1y9JLBA

Walhalla Public Library
http://bit.ly/1iBkKFj

Edna Ralston Library
http://on.fb.me/1kY2XwE

Leach Public Library
http://on.fb.me/1nK3kuF

Carnegie Regional Library
http://on.fb.me/1IyMG0Q

Cavalier Public Library
http://bit.ly/1i4wzcH

Lakota City Library
http://on.fb.me/SNzmuc

Williston Community Library
http://on.fb.me/1pATEWz

Valley City Barnes County Public Library
http://on.fb.me/1IImIs9

Hankinson Public Library
http://on.fb.me/1q4jjEJ

Eddy-New Rockford Library
http://on.fb.me/1kY3Y8b

Introducing One Book Dakota

The North Dakota Humanities Council, in a joint effort with the South Dakota Humanities Council and the 125th Anniversary Committees of both states, is presenting One Book Dakota to commemorate the entry of North and South Dakota into statehood. The New York Times bestselling book Dakota: a Spiritual Geography by Kathleen Norris will serve as the joint One Book for the two states.

Norris, a resident of Lemmon, South Dakota, will conduct a sixteen-city tour across North and South Dakota over the coming months. She will meet with readers and participate in discussions of the book, with additional festivities to be held at some locations. All events are free and open to the public. North Dakota tour dates and locations are as follows:

Tuesday, June 3 – One Book Dakota Discussion at Ellendale Public Library at 2 PM

Monday, June 9 – Fire Hall Theater in Grand Forks, 7 PM

Tuesday, June 10 – Ellendale Opera House (featuring a Sense of Place concert with Chuck Suchy), 7 PM

Wednesday, June 11 – New Rockford Opera House, 7 PM

Thursday, June 12 – Taube Museum in Minot, 7 PM, with book signing to follow at Main Street Books

Friday, June 13 – Pioneer Museum in Watford City, 5 PM

Saturday, June 14 – One Book Discussion at Adams County Library in Hettinger, 2 PM

Monday, June 16 – Mirror Lake Park in Hettinger, 5:30 PM – this is a joint 125th event with Lemmon, SD, featuring a free community picnic, a Sense of Place concert with music by Jessie Veeder Scofield and Chuck Suchy and poetry by Kathleen Norris

For more information on these events and the book Dakota: a Spiritual Geography, see the ND Humanities Council website at http://www.ndhumanities.org/dakota.

Standards

by Mary J. Soucie

Hopefully, you've seen the newest revised version of the Standards for Public Libraries that the North Dakota Library Coordinating Council (NDLCC) adopted at their May 2014 meeting. If you haven't, you can find them on our website at http://library.nd.gov/publications/NDLCCstandards.pdf or by contacting your Field Services Librarian. It was a long journey to get to this version of the standards. The NDLCC began working on the first draft of the standards in 2011. Volunteers were sought to serve on a task force and work began in 2012 to craft the standards. They were initially adopted in June 2013.

The Standards for Public Libraries will be fully implemented on July 1, 2017. After that date, in order to be eligible for Library Vision grants, public libraries will have to be in full compliance with the standards for their population. Your Field Services Librarian will assist you with meeting the standards in any way that they can. State Librarian Mary Soucie (msoucie@nd.gov) or Assistant State Librarian Cynthia Clairmont-Schmidt (ccclairmont@nd.gov) are also ready and willing to answer questions about or provide assistance with meeting the standards.

Like any planning document, the standards will have to be reviewed and possibly revised on a regular schedule. The only revisions we plan at this point, however, is to add a glossary to help further clarify as we get questions from library directors or trustees. If you have questions, please feel free to give your Field Services Librarian a call or drop them an email.

Book Review Program

Thanks to everyone who participated in the second round of our book review program! The reviews are now available on the Field Services page of the State Library website. Check out the reviews to see what your colleagues thought of popular young adult, middle grade, and picture book titles. If you are interested in receiving free hard cover books to add to your collection, be sure to participate in the next round, which will be announced shortly on the Public Library listserv. If you have questions about the program, or have not received the emails and would like to participate, please contact Sarah Matusz by the end of June at 1-800-472-2104.

To look over the book reviews please visit: http://library.nd.gov/fieldservices.html

Online Library Resource Corner:

MasterFILE Premier

Designed specifically for public libraries, MasterFILE Premier provides full-text for nearly 1,700 periodicals covering virtually every subject area of general interest. This database offers PDF files for issues as far back as 1975. Publication titles include Consumer Reports, Time, Newsweek, People, Library Journal, National Review, and the Saturday Evening Post. MasterFILE Premier also contains full text for nearly 500 reference books as well as an Image Collection of photos, maps & flags.

Free trainings are available remotely or at your library or school if you would like an overview of MasterFILE Premier . If you have questions or would like training on any of the databases, contact us at statelib@nd.gov or 1-800-472-2104.

For promotional materials and database information check out this link: http://bit.ly/1pSlzOc

Snaps from National Library Legislative Day

The picture on the bottom left is of State Librarian, Mary Soucie and Alison Grigonis, legislative assistant for Senator Heitkamp. The bottom right photograph is of State Librarian, Mary Soucie and Shawn D. Affolter, legislative aid for Senator Hoeven.

Standing for Libraries at National Library Legislative Day

State Librarian, Mary Soucie, recently spent time in Washington, D.C., to discuss library issues with members of Congress during the American Library Association's (ALA) National Library Legislative Day (NLLD). While Mary was there she was shadowed by a writer from the American Libraries Magazine. Read the excerpt below to see Mary's comments:

> "NLLD also gives first-time advocates the chance to educate policymakers about the issues affecting their community libraries. As the only advocate for her state, North Dakota State Librarian Mary Soucie spoke to a congressional staff member about the issues that her state's rural libraries face, such as the new demands for library services and programs thanks to North Dakota's current population surge. Soucie says that many libraries are staffed only by one person and that there are 20 counties that lack libraries."

To read the full article from the American Libraries Magazine please visit: http://bit.ly/SGbgS7

CONTINUING EDUCATION CHOICES

These webinars are free, live, and interactive. You will be connected to audio using a headset or speakers. If you do not have a microphone, you can use chat to ask questions. You can find more webinars and training opportunities on our Facebook page under the events tab! http://on.fb.me/1gcp68H

CatExpress: Copy Cataloging with CatExpress (Minitex) REGISTER: http://bit.ly/TBG6H1

Tuesday, June 17, 2014, 1:00 PM - 3:00 PM CT

We will cover the copy cataloging workflow including searching, holdings maintenance, exporting and downloading records. After completing this course, the learner will be prepared to fully utilize the CatExpress service. The webinar will also touch on some options for customizing the interface, the CatExpress subscription structure, and sources for documentation and statistics. This course is intended for users who are new to, or have limited experience with, the CatExpress service. It will also be beneficial to existing users who may not be making full use of the service.

eBooks in Libraries: Consortia Models (Minitex) REGISTER: http://bit.ly/1mlsRqQ

Thursday, June 19, 2014, 1:00 PM - 2:00 PM CT

Academic, public and K-12 libraries provide access to electronic content on behalf of patrons. Unique licensing agreements and purchasing models reflect the particular needs of the library type, yet there are concerns that resonate with all and may be addressed in a consortia agreement. This session will provide an overview of the most common business models used by a consortium. Participants will develop a deep understanding of the eBook market, and the innovative approaches to address the challenges that impact academic, public and K-12 libraries in a consortium.

Making Your Space: Creators and Makers in the Library (WebJunction) REGISTER: http://bit.ly/SBo4d0

Wednesday, July 9, 2014, 1:00 – 2:00 PM CT

There's a transformation going on in libraries—a shift in emphasis from consuming information to convening and creating. Makerspaces in libraries are a big part of this conversation, where the learning and camaraderie are just as significant as tools like 3D printers. If the idea of a makerspace conjures up the hurdles for you (limited space, limited resources, or limited confidence in your own tech skills), this webinar will help you learn how to get started and grow a space in your library for creating. Together, we will debunk the hype, learn how to define your library's scope and audience, get your board on board, and find creative partners in your community.

DISCLAIMER: The ND State Library highlights third-party webinars as a way to alert the library community to training opportunities. By doing so, we are not endorsing the content, nor promoting any specific product.

Summer SUMMIT

Coming August 2014

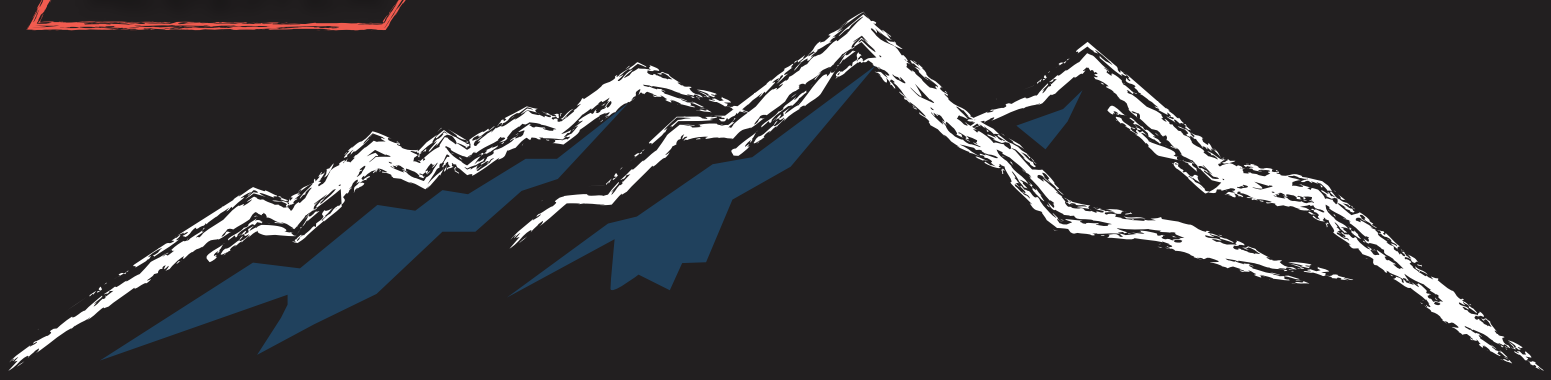
On Tap

The Summer Summit is a regional networking and development opportunity for library administrators and board members. It's a wonderful opportunity to meet with your fellow library leaders and discuss the issues that matter most to you. This year's Summit will consist of table talks on a host of topics, including: marketing, social media, emerging technology, programming, library standards, and whatever else you wish to bring to the table! Field Services and other State Library staff will be on hand to facilitate, support, and document these engaging conversations.

Locations

August 6: Dickinson
August 7: Minot
August 8: Jamestown (Alfred Dickey)
August 12: Grand Forks
August 13: West Fargo
August 15: Bismarck (State Library)

REGISTER http://bit.ly/1ouQdNu



North Dakota Library Tidbits

- The Walhalla Public Library had over 100 people attend their Summer Reading Kickoff event and over 50 children register for the program on the day of the event.
- Stanley Public Library offers eco-friendly book bags and Friends of the Library playing cards as ways to support the library.
- The Eddy New Rockford Public Library is remodeling to create a public meeting room. A fundraiser will be held to help furnish the room.
- Finley Library hosted an open house during Finley Days to celebrate the 25th year in their current location.
- West Fargo Public Library held a book signing for author Mary Knox-Johnson. She signed her book "Alphabet Jambalaya."
- The Underwood Public Library partnered with the Northern Expressions Arts Council to kick off their summer reading program with a performance from children's musician Steve Weeks. The Library kicked off their Geek the Library campaign the same day.
- Sixty-seven children participated in an Easter Egg Gathering held in April at the Hebron Public Library.
- Minot High School's Magic City campus Geeked the Library as part of their celebration of National Library Month. They had several themed days to highlight how the library collection supports the varied interests of the students.
- The Valley City-Barnes County Public Library held a Family Art Hour.
- The Mayville Public Library board received a donation of children's books from the MPCG PTA.
- The Imagination Library serving children in McLean, Mercer, and Oliver counties will receive $30,000 over the next 5 years, courtesy of The North American Coal Corporation.
- The Grafton V.F.W. Auxiliary donated a new American flag to the Carnegie Regional Public Library. It is on display in the North Dakota room.
- Walhalla Public Library received a donation of 2 bikes from the Walhalla Building Center to use as prizes for their Summer Reading Program.
- The North Dakota Humanities Council is commemorating the 125th anniversary of North Dakota statehood with a One Book collaboration with South Dakota. "Dakota: A Spiritual Geography" by Kathleen Norris will be the 2014 book.
- Mercedes Sayler, director at the Garrison Public Library since 2012, is leaving to return to Fargo.
- Dunseith Public School received a grant from the Libri Foundation. Librarian Tammy Julson wrote the grant, and community members provided the matching funds to receive 77 new books for the library. The School also received a Team Nutrition grant for $1,000 from DPI.
- The Cavalier Public Library received $500 from the Presbyterian Thrift Store for their Summer Reading Program.
- The Pembina City Library received a $300 donation from the Friends of the Neche Firemen. They plan to use the money to update the children's section of the library.
- The first, second, and third grade classes at Hebron Public School all visited the Hebron Public Library in May.
- The Concordia Science Academy attended the Summer Reading Kickoff at Leach Public Library in Wahpeton to introduce children to science through hands-on experiments.
- Divide County Library received a $40,000 donation. The money is going to be used to paint the library (goodbye 1970's orange) update the adult seating/reading area, new shelving and decor in children's reading area!

New Books for Lidgerwood

On April 29 the second and sixth graders from the Lidgerwood Public School were invited to the Public Library to view the new children's books from The Libri Foundation through the "Books for Children". A member of the Library Board read 2 of the new books to the students. The Lidgerwood Public Library received 83 new books which included 19 science and math books from Bill Stawbridge and Meg Wallhagen.

Library Partnership

The Lidgerwood Library hosted the sophomore and kindergarten class on March 17. Each sophomore student was assigned a kindergarten student and found books to the younger student's interest. The sophomores read to the kindergarteners and served them a snack they had prepared. They also did a craft project of Froot Loop rainbows.

Wahpeton Launches Geek

We've officially launched our Geek campaign—We walked in the Blue Goose Days parade in Wahp on Saturday!!! It was a big hit.

Grafton gets an American Flag

A sincere thank you to the VFW Women's Auxiliary of Grafton for donating a new American flag to our library. It is proudly displayed in our North Dakota room in the original part of the building.

DiGiTAL DELiGHTS

Did you know?

The Guinness World Record holder for the longest male beard lived in Richland County, North Dakota.

The beard of Hans N. Langseth (Norway, b. 1846) measured 5.33 m (17 ft 6 in) at the time of his burial at Kensett, Iowa in 1927 after 15 years residence in the United States. It was presented to the Smithsonian Institution, Washington, DC, USA, in 1967. – Guinness World Records

This photo and others like it can be viewed at http://digitalhorizonsonline.org/ —see how many digital North Dakota gems you can find!

Photo Credit: Institute for Regional Studies, NDSU, Fargo (Hans Langseth Photograph Collection Folio 13.1) Photo #rs000861

DIGITAL HORIZONS A Plains Media Resource

Please submit North Dakota library news and Flickertale "subscribe" or "unsubscribe" requests to ndslpa@nd.gov.

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A Division of the North Dakota Department of Public Instruction

Kirsten Baesler, State Superintendent
Mary J. Soucie, State Librarian
Kristin Byram, Editor

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