



Institute of Museum and Library Services
Interim Narrative Report
12/1/2006

Award Number:	RE-03-04-0007-04
Awardee Institution Name:	Nebraska Library Commission
Period covered by Interim Report:	From: 6/1/06 To: 10/31/06
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Narrative Description

a. Project Purpose

The purpose of this project, “Recruiting the Next Generation of Nebraska Librarians @ the Movies,” is to increase the number of qualified professionals and recruit future librarians available for employment in Nebraska libraries. This project is designed to attract promising high school and college students to the profession. Conceived through a collaborative planning process by partners with a proven track record of cooperation, this project will benefit a number of librarians, library workers, and institutions, as well as the identified partners. As we test the proposed strategies, other library institutions in other states can learn along with us. The recruitment public service announcement (PSA, previously called the movie trailer), displays, and other marketing tools developed through this project can be adapted and used in any location. The recruitment PSA, a specifically-defined, high quality communications tool, is designed to impact a particular target market. The kits for mentor/recruiters to use in identifying and supporting prospects will be applicable to all types of libraries. The training for mentor/recruiters can be replicated across the country.

b. & d. Outputs and Outcomes of Activities/Services

Awarded Scholarships and Tuition Assistance

Available Scholarship and Tuition Assistance Programs

The 21st Century Librarian Scholarships associated with this grant are now in place and awards have been made. Four 21st Century Librarian scholarships are available. The Nebraska Library Commission also provides tuition assistance for undergraduate education.

Master’s Scholarship Programs (state funds)

- Master of Library and/or Information Science (MLS) Scholarship
- Master of Education School Library Media (MEd) Scholarship

Undergraduate Scholarship Programs (federal funds)

- Bachelor’s Degree in Library Studies (BLS) Scholarship
- Library Technical Assistant (LTA) Scholarship

Undergraduate Tuition Assistance (state funds)

- Library Technical Assistance Tuition Reimbursement

These scholarships fulfill the requirements of the grant awarded to the Nebraska Library Commission by the Institute of Museum and Library Services (IMLS) to recruit and educate the next generation of librarians. Scholarship information and applications are available on the newly launched Now hiring @ your library® Website scholarship page <<http://www.nlc.state.ne.us/NowHiring/Scholarships.asp>> hosted by Nebraska Library Commission (NLC). Scholarship information and applications are also available at the EducationQuest Website <<http://www.educationquest.org/>> in a free, online scholarship search called ScholarshipQuest. EducationQuest is a foundation devoted to Nebraska Careers and Education and ScholarshipQuest matches Nebraska students with scholarships.

During this reporting period, one change was made to the scholarship programs. Initially, scholarship recipients were able to apply for and receive a second scholarship in the same scholarship category (MLS, MEd, BLS, or LTA) after one year from their initial application date. However, in order to facilitate students' completion of their degree program, a decision was made to allow scholarship recipients to apply for and receive a second scholarship before a year had passed from their first application and scholarship award. Because of this change, the October 15, 2006 scholarship application deadline was extended to December 6, 2006.

Summary of all Scholarships Awarded November 1, 2005 – October 31, 2006

Since November 1, 2005, year II of the grant, forty-six scholarships have been applied for and awarded, and forty-five scholarships have been accepted by people pursuing education in library studies for a total of \$85,500 awarded. All of the people who have applied for 21st Century Librarian Scholarships have been awarded a scholarship; the one person who did not accept the scholarship moved to another state. In addition, \$915 has been provided in tuition assistance to people in the LTA program. Of the forty-six people who were awarded scholarships, thirty-six responded to the statistical survey (Appendix A), a voluntary part of the scholarship application process. We announced scholarship awards in the Fall 2006 Nebraska Library Commission *NCompass* Newsletter <<http://www.nlc.state.ne.us/publications/Archives-ncom/Fall06/NCompass906.pdf>> (Appendix B) and on the Now hiring @ your library® Website <<http://www.nlc.state.ne.us/NowHiring/Scholarships.asp>>.

Number of Scholarships Awarded by Scholarship Type

Of the forty-five scholarships awarded since November 1, 2005, twenty-nine have been for master's degree programs (twenty-four for MLS degrees, five for MEd degrees) and seventeen have been for undergraduate degree programs (three for BLS degrees and fourteen for the LTA program in Nebraska Community Colleges) (Figure 1).

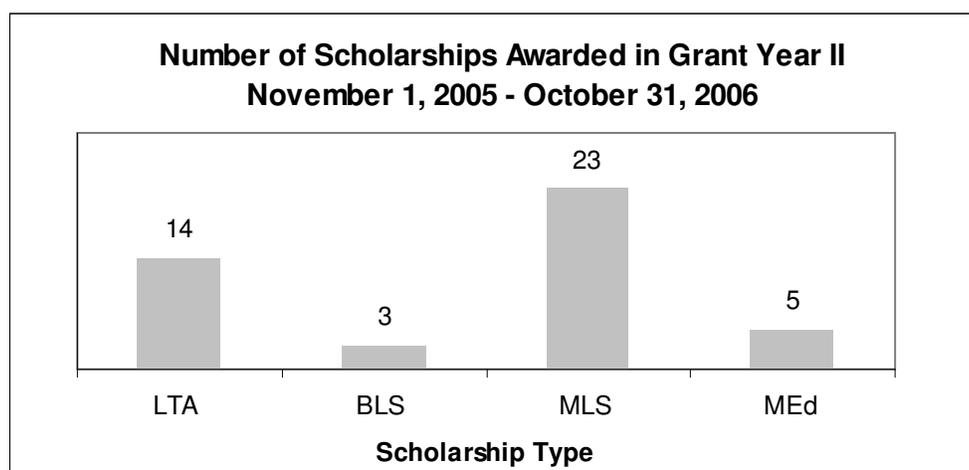


Figure 1. Number of scholarships awarded by scholarship type, November 1, 2005 – October 31, 2006.

Table 1 and Figure 2 show the dollar amount of scholarships awarded during Grant Year II.

Table 1. 21st Century Librarian Scholarship Awards,
Grant Year II, November 1, 2005 – October 31, 2006

	Nov 1, 2005		February 1, 2006		March 15, 2006		July 1, 2006		Totals
	#	\$\$\$	#	\$\$\$	#	\$\$\$	#	\$\$\$	
MLS	10	\$23,500			4	\$10,000	9	\$22,500	\$56,000
MEd					3	\$7,500	2	\$5,000	12,500
BLS					2	\$2,000	1	\$1,000	\$3,000
LTA			2	\$2,000	11	\$11,000	1	\$1,000	\$14,000
TOTAL	10	\$23,000	2	\$2,000	20	\$30,500	13	\$29,500	\$85,500

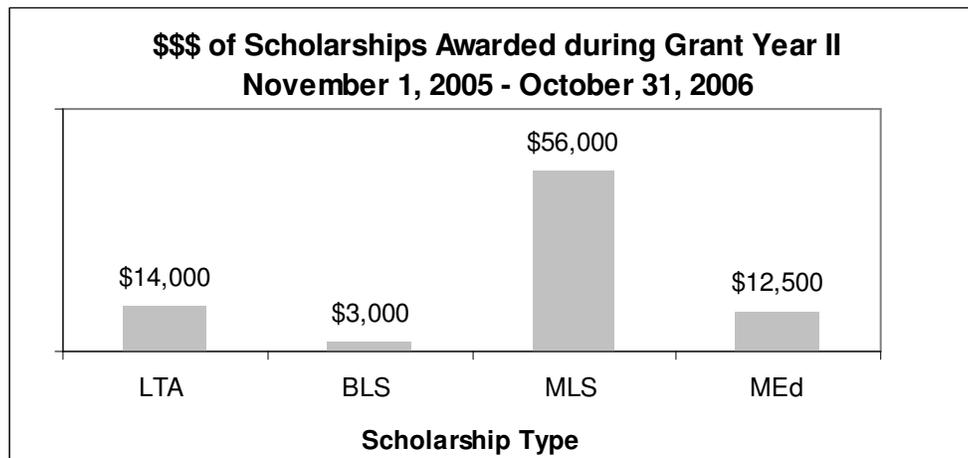


Figure 2. Dollar amount of scholarships awarded by scholarship type, November 1, 2005 – October 31, 2006.

Gender of Scholarship Recipients

Of the forty-five scholarship recipients, forty-one were females and four were males (Figure 3).

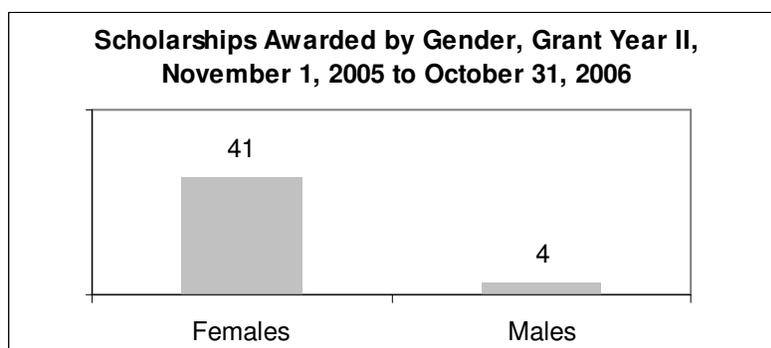


Figure 3. Scholarship recipients by gender.

Age of Scholarship Recipients

Of the thirty-six scholarship recipients who responded to the statistical survey, eleven are under 29 and twenty-five are 30 or over (Figure 4). The largest group of scholarship recipients (and applicants, since all applicants to date have been awarded scholarships) is in the 40-49 year-old age range, and the second largest number of scholarship recipients/applicants is in the 20-29 year-old age range. Only one recipient/applicant is under 20. As the recruitment PSA and other marketing materials are available, we expect to see an increase in the number of scholarship applicants/recipients that are under 29, and we hope to see more scholarship applications from people under age 20.

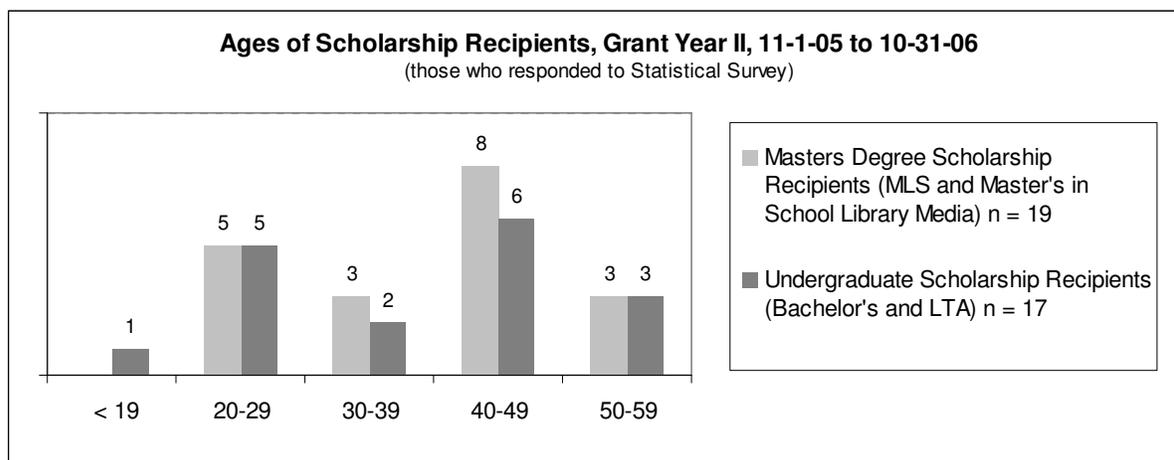


Figure 4. Ages of scholarship recipients who responded to the statistical survey (n=36).

Highest Level of Education of Scholarship Recipients

All master's degree scholarship recipients had already received at least a bachelor's degree and five of those who responded to the statistical survey already had a master's degree. Only one of the recipients of a 21st Century Librarian undergraduate scholarship who responded to the statistical survey already had a bachelor's degree (Figure 5).

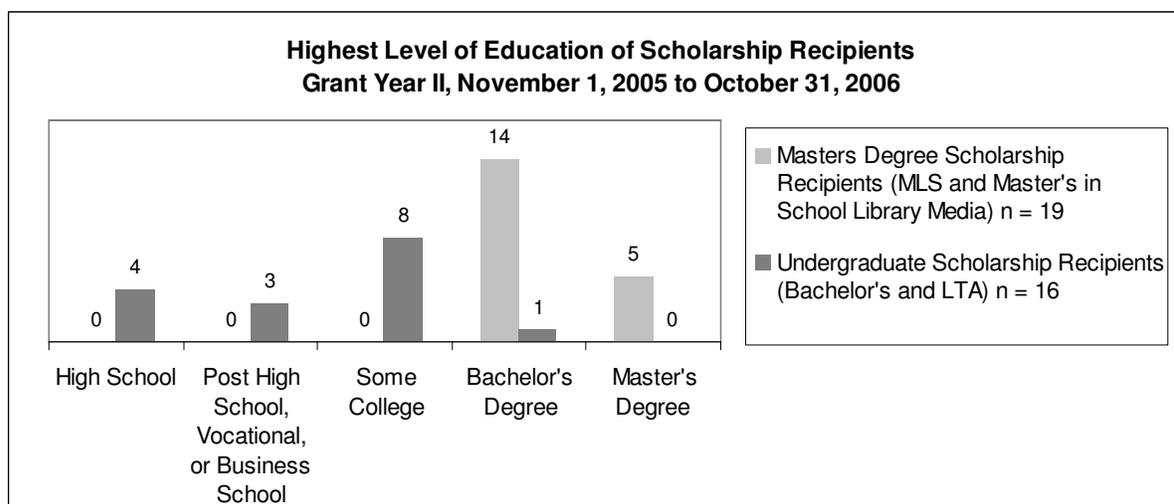


Figure 5. Highest level of education of scholarship recipients who responded to the statistical survey (n=35).

Master's Degree Scholarship Programs

During the second year of the grant, November 1, 2005 – October 31, 2006, \$71,000 was awarded for Master's degree programs. One scholarship award was turned down reducing the total to \$68,500.

21st Century Librarian Master of Library and/or Information Science Scholarship Program

The Nebraska Library Commission approved this scholarship program (years II and III) for master's students in September 2005, and the first awards were made after the November 1, 2005 deadline. This scholarship program was scheduled for implementation in years I, II and III of the grant. The Library Commission awarded \$1,000 and \$2,500 scholarships in year II and will award scholarships of up to \$2,500 in year III for tuition, course-related materials, and fees associated with the graduate program. These scholarships are funded with state funds as a match for the IMLS Librarians for the 21st Century Grant.

- Funded with State funds as a match for the grant.
- Available for the first time for November 1, 2005 deadline.
- To date, all applicants have been awarded scholarships.
- 24 Scholarships were awarded Grant Year II, November 1, 2005 – October 31, 2006
 - Total scholarship awards: \$58,500.
 - Total scholarship awards accepted: \$56,000
- November 1, 2005 – May 31, 2006
 - \$33,500 awarded and accepted
 - Nine \$2,500 scholarships awarded November 1, 2005 (total: \$22,500)
 - One \$1,000 scholarship awarded November 1, 2005 (total: \$1,000)
 - Four \$2,500 scholarships awarded March 15, 2006 (total: \$10,000)
 - Programs in which MLS scholarship recipients are enrolled
 - Twelve at University of Missouri-Columbia (in conjunction with University of Nebraska at Omaha)
 - One at University of Alabama
 - One at Northumbria University
- June 1 – October 31, 2006
 - \$22,500 awarded and accepted
 - Ten \$2,500 scholarships were awarded July 1, 2006; one person turned down the scholarship because he moved to another state.
 - Programs in which MLS scholarship recipients are enrolled
 - Seven at University of Missouri-Columbia (in conjunction with University of Nebraska at Omaha)
 - One at Texas Women's University
 - One at University of Wisconsin at Milwaukee

21st Century Librarian Master of Education School Library Media Scholarship Program

The Nebraska Library Commission approved this scholarship program (years II and III) for master's students in January 2006). These scholarships are funded with state funds as a match for the IMLS Librarians for the 21st Century Grant. The Nebraska Library Commission established this scholarship to provide financial support to eligible Nebraskans seeking a master's degree in Education, with a concentration in School Library Media. The Library Commission has awarded scholarships of up to \$2,500 in year II and will award scholarships of up to \$2,500 in year III for tuition, course-related materials, and fees associated with the graduate program.

- Funded with State funds as a match for the grant
- Available for the first time for March 15, 2006 deadline
- To date, all applicants have been awarded scholarships
- 5 Scholarships Awarded during Grant Year II, November 1, 2005 – October 31, 2006
 - \$12,500 awarded and accepted
- November 1, 2005 – May 31, 2006
 - \$7,500 awarded and accepted
 - Three scholarship awards for \$2,500 awarded March 15, 2005
 - Programs in which Master of Education in School Library Media scholarship recipients are enrolled
 - One at University of Nebraska at Omaha
 - Two at University of Nebraska-Kearney
- June 1, 2006 – October 31, 2006
 - \$5,000 awarded and accepted
 - Two \$2,500 scholarships awarded July 1, 2006
 - Programs in which Master of Education in School Library Media scholarship recipients are enrolled
 - 2 at University of Nebraska at Omaha

Undergraduate Scholarship Programs

21st Century Librarian Undergraduate Scholarship Program

The Nebraska Library Commission approved this scholarship program (years II and III) for undergraduate students in January 2006. These scholarships are funded directly from the IMLS Librarians for the 21st Century Grant. The Nebraska Library Commission will award up to fifty (50) \$1,000 scholarships each year. The Nebraska Library Commission established this scholarship to provide financial support to eligible Nebraskans seeking a Bachelor's degree in Library Science, in General Studies with a major in Library Science, or in Education in School Library Media from an accredited university.

- Funded with federal funds from the grant.
- Available for the first time for February 1, 2006 deadline.
- To date, all applicants have been awarded scholarships.
- 3 Scholarships Awarded during Grant Year II, November 1, 2005 – October 31, 2006
 - \$3,000 awarded and accepted
- November 1, 2005 – May 31, 2006
 - Two \$1,000 scholarships awarded March 15, 2006 deadline (total: \$2,000)
 - Two enrolled at University of Nebraska at Omaha

- June 1 – October 31, 2006
 - One \$1,000 scholarships awarded July 1, 2006
 - One enrolled at University of Nebraska at Omaha and will also be taking coursework in the Nebraska Community College system and at the University of Nebraska-Lincoln

21st Century Librarian Library Technical Assistant (LTA) Scholarship Program

The Nebraska Library Commission approved this scholarship program (years II and III) for undergraduate students January 2006. These scholarships are funded directly from the IMLS Librarians for the 21st Century Grant. The Nebraska Library Commission established this scholarship to provide financial support to eligible Nebraskans for coursework at Nebraska Community Colleges leading to a Library Technical Assistant associate degree. The Nebraska Library Commission can award up to fifty (50) LTA or undergraduate scholarships of up to \$1,000 each year. Scholarships may be used for tuition, course-related materials, and fees associated with the courses. In addition, recipients can use scholarship funds for other, non-educational expenses incurred to attend courses, such as travel expenses, childcare, etc.

- Funded with federal funds from the grant.
- Available for the first time for February 1, 2006 deadline.
- To date, all applicants have been awarded scholarships.
- 14 Scholarships Awarded during Grant Year II, November 1, 2005 – October 31, 2006
 - \$14,000 awarded and accepted
- November 1, 2005 – May 31, 2006
 - \$13,000 in scholarships awarded since January 1, 2006
 - Two \$1,000 scholarships awarded February 1, 2006
 - Eleven \$1,000 scholarships awarded March 15, 2006
- June 1 – October 31, 2006
 - One \$1,000 scholarship awarded July 1, 2006

Undergraduate Tuition Assistance

Library Technical Assistance Tuition Reimbursement

The Nebraska Library Commission has proved tuition assistance to librarians and library staff for library coursework. This program meets the needs of some library workers better than some of the other scholarship programs.

- Funded with State funds as a match for the grant
- \$915 awarded since November 1, 2005

Marketing

Marketing Campaign

- The recruitment public service announcement (PSA) was screened in informational showings at professional meetings of librarians throughout Nebraska.
- The “kick-off” event on October 25, 2006 introduced potential recruiters to marketing materials under development.
- The Now hiring @ your library® Website offers information about marketing materials and will soon include downloadable materials.

- Print materials along with at DVD of the recruitment PSA are being distributed to a limited number of recruiters to get their feedback on a “beta version” of the marketing kit.
- The Recruitment PSA is available on youtube at <http://youtue.com/watch?v=8vHUE6qfP8> (http://youtube.com/results?search_query=nebraska+library).

To inform the marketing activities, in the statistical survey we asked people how they had heard about the scholarship program (Table 2 and Figure 6). So far, most people have heard about the scholarships directly through the Nebraska Library Commission (either staff or Website) or through academic advisors. As we continue to develop and distribute marketing materials, this information will help us know which methods of disseminating information are reaching people and how those communication methods change over time.

Table 2. How scholarship recipients heard about the 21st Century Librarian Scholarship Program.

Method	Number
NLC Staff	10
NLC Website	9
Now hiring @ your library® Website	0
Newspaper or Magazine	0
Friend or Relative	4
Local Library	1
Recruitment PSA	0
Academic Advisor/Counselor	11
Flyer	2
Job Fair	0

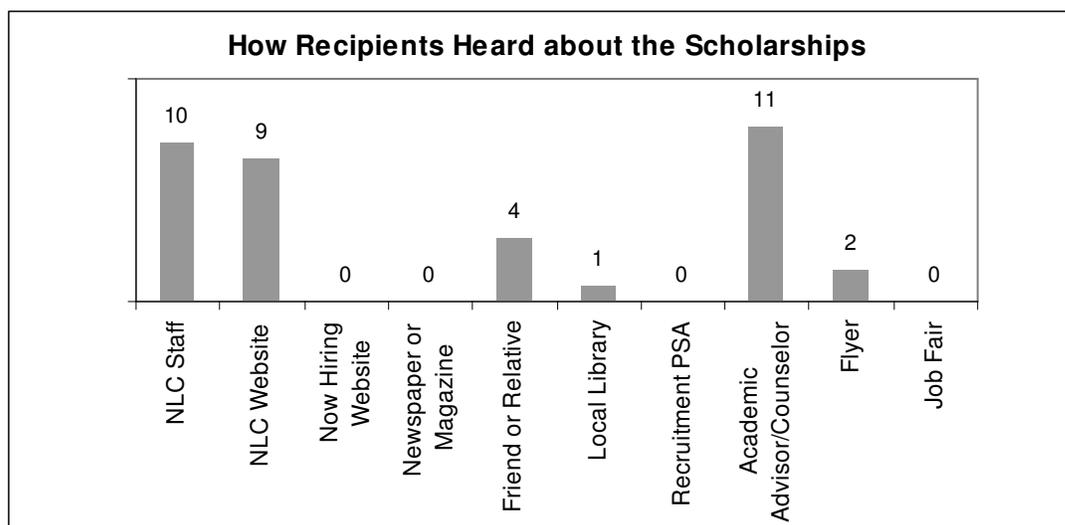


Figure 6. How recipients heard about the 21st Century Librarian Scholarships (n=37).

Recruitment PSA

The recruitment public service announcement (PSA) is now complete and available after a year of planning, production, testing, and revision. The PSA was produced and directed by Ann Seidl, a documentary film maker and librarian. It premiered on October 25, 2006 at the Nebraska Library Association (NLA)/ Nebraska Educational Media Association (NEMA) preconference, “Blockbuster Marketing with *The Hollywood Librarian*”. The PSA is designed for screening in movie theaters across Nebraska as part of the marketing campaign to recruit young people to the library profession. The PSA can be viewed and downloaded from the Now hiring @ your library® Website <<http://www.NowHiringAtYourLibrary.com>>. The PSA is also available on DVD for school counselors and librarians to show at career fairs as part of a marketing kit that includes other informational materials about resources for library education and career development. It is also available on youtube as noted above

Testing the Recruitment PSA

In spring and summer 2006 we started testing the rough cut of the PSA with high school and college-age students. We also showed the rough cut of the PSA to librarians throughout Nebraska to get the word out about our recruitment project.

In June and July 2006, we continued to show the rough cut of the recruitment PSA to librarians and library workers at professional library meetings throughout the state (Table 3). Through the more formal testing with students and the showings to librarians we were able to inform nearly 1000 individuals about the scholarships and educational opportunities, about the variety and complexity of library work, about specific library occupations, and we gained valuable information to refine our recruitment materials.

Table 3. Recruitment PSA Showings to Librarians and Library Workers during the reporting period

Date	Event	Attendance
June 1, 2006	Annual Meeting, Northeast Library System, Wayne	60
June 2, 2006	Annual Meeting, Republican Valley Library System	30
June 11, 2006	Annual Meeting, Eastern Library System	60
June 20, 2006	Annual Meeting, Southeast Library System	15
July 21, 2006	Annual Meeting, Panhandle Library System	50

We tested the rough cut of the recruitment PSA with our target age group, high school and college-age people under age 24. At PSA viewings and in key informant sessions, the audience watched the PSA, filled out the audience comment card (Appendix C), and engaged in discussion to provide feedback. The recruitment PSA was also shown to 98 people in an audience that spanned a greater age range (average age = 28) before a skateboarding film “Freedom of Space” shown at the Mary Riepma Ross Media Arts Center, the “art cinema” of the University of Nebraska-Lincoln. The results of our first round of testing that occurred before May 31, 2006 were discussed in our last narrative report (June 1, 2006). Since then, results from additional showings have been summarized and are included in Appendix D.

Based on our “testing” and showing of the PSA, we requested changes to the final cut of the PSA (Attachment A) so that viewers would be more likely to learn something about the variety and complexity of work tasks, the progression of job responsibilities that are associated with building a job into a long-term career, and the opportunities for library jobs in many different fields. By adding more to the story depicted in the recruitment PSA to show how a library job can be a professional career with future potential in job responsibility and, by implication, in pay, then we thought it might be more likely that the recruitment PSA would spark some interest in the entire target demographic to find out more about library educational and career opportunities.

On August 24, 2006, we discussed with Ann Seidl the changes to the recruitment PSA listed below.

1. Shorten the coffee house scene
2. Edit the 2nd shelving scene so that Jennifer (the person playing the role of librarian) just makes eye contact with her coworker through the stacks, rather than show her in the act of shelving. The shelves then become the context rather than the task.
3. Remove the hand/shoulder frames from the little girl scene.
4. Shoot an additional scene with Jennifer reading to children. Film the backs of the kids’ heads and Jennifer reading, smiling and pointing. It will be dynamic and look like fun.
5. In the coffee house, have just one person ask Jennifer where she's been instead of asking twice: "...where've you been?", "...yeah, why haven't we seen you for a while?"
6. Shoot an additional scene with Jennifer in front of a group of people in a computer lab with the appearance/inference that she’s leading a class. AND edit the scene with the young black man at the computer to pull out and show more people working at computers, if footage is available. This will also make a stronger statement about the role of technology in library work.

We were able to get agreement from Ann Seidl on many of these proposed changes, and, in the final version, Ann incorporated some of them.

Outlined below are some additional changes that we had hoped to incorporate into the final version of the PSA, but these were not incorporated to the extent that we had hoped. However, we do hope to eventually incorporate some of these ideas in a “value-added” DVD that could be used in a wide variety of settings. Specifically, we would like to find a way to convey to prospective students that librarians use innovative technology and we wanted that to be depicted in the PSA more than it is. Some examples of the use of technology might include:

- A librarian leading a gaming tournament (example: Ann Arbor district Library, AXIS.aadl.org. See “AADLGT Season One Mario Kart Grand Championship December 18, 2004” DVD, available at Ann Arbor District Library).

- A librarian teaching a group in a computer lab
- A librarian doing a multi-media presentation to a community group
- A librarian helping a library customer with an on-line database search

Marketing Kick-Off Event

The Kick-Off event for the recruitment project was held on October 25, 2006 as a preconference for the Nebraska Library Association (NLA)/ Nebraska Educational Media Association (NEMA) annual conference (Figure 7; Appendix E). The preconference, “Blockbuster Marketing with *The Hollywood Librarian*”, was presented by Ann Seidl and as a continuing education opportunity, and it was attended by 135 librarians and library staff (Figures 8 and 9). It was held in the historic 1316 Jones building in the Old Market in Omaha (Figures 10 and 11) and was sponsored by the Nebraska Library Commission, several NLA sections including the Paraprofessional Section; Trustees, Users and Friends Section; New Members Roundtable; and the Diversity Committee. The NLA paraprofessional committee developed a preconference survey that was sent to all attendees (Appendix F). We will compile the responses and share them with Ann Seidl, preconference presenter.

**Nebraska Library Association
Nebraska Educational Media Association
2006 Fall Conference**

Wednesday, October 25, 2006

1316 Jones Street
Pre-Conference: Blockbuster Marketing with *The Hollywood Librarian* Pre-Conference 9:30 a.m. – 4 p.m.
Ann Seidl, Documentary Film Producer
 Explore the diversity of library staff and the roles that everyone in the library can play in marketing and customer service. Learn about historical and current attitudes toward (and images of) library service careers by analyzing how movie clips and other medias present librarians. Explore strategies to increase public awareness of the complex nature of librarianship and how to help librarians redefine themselves, with a focus on professional image and self esteem. This pre-conference will be held in the Old Market at 1316 Jones Street, and is FREE of charge! *Sponsor:* NLC and the NLA Paraprofessional Section, TUFS, NMRT and Diversity Committee. *Audience:* General.

Figure 7. NLA/NEMA preconference description.



Figures 8 and 9. “Blockbuster Marketing with *The Hollywood Librarian* Preconference; Ann Seidl and attendees.



Figure 10. 1316 Jones Street, Omaha, Nebraska, outside.



Figure 11. 1316 Jones Street, Omaha, Nebraska, inside.

In conjunction with the October 2006 NLA/NEMA Conference, we co-sponsored an evening fundraiser with the Omaha Public Library and the Friends of the Omaha Public Library held at the Joslyn Art Museum <<http://www.joslyn.org/>> (Figure 12). This event featured a screening of the final version of the recruitment PSA and of an updated version of Ann Seidl's "Hollywood Librarian" film in the Witherspoon Concert Hall (Figures 13-18). Ann discussed the making of her documentary film and attendees had a chance to talk with her and network with other librarians at a wine and cheese reception in the interior courtyard of the Joslyn. This evening event was attended by about 90 people.

Nebraska Library Association Nebraska Educational Media Association 2006 Fall Conference

Joslyn Art Museum, 2200 Dodge Street

Sneak Peek of *The Hollywood Librarian: Librarians in Cinema and Society* 6:30 – 10 p.m.

Attend a special Sneak Preview of clips from this unique film, currently in post-production, by writer and producer Ann Seidl, featured in the Pre-Conference on Blockbuster Marketing, at the Joslyn Art Museum's Witherspoon Concert Hall. Doors of the east steps open at 6:30 p.m., with a cash bar and access to the South Gallery. Sneak preview and presentation at 7:30, followed by reception and cash bar at 8:45. Ollie the Trolley will leave the Hilton's north doors for the Joslyn starting at 6:25 and run in a continuous loop, with the last trip leaving the Hilton at 7:30. Ollie will return to the Qwest Hilton from the Joslyn's east steps at 9, 9:20, 9:40 and 10 p.m. *Sponsor:* Nebraska Library Commission, Friends of the Omaha Public Library. *Audience:* General.

Figure 13. Description of "Sneak Peek of *The Hollywood Librarian.*"

Figure 13. Joslyn Art Museum

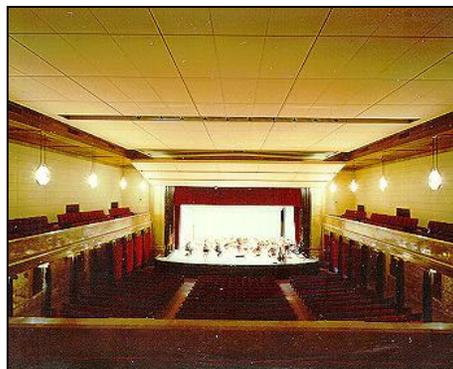
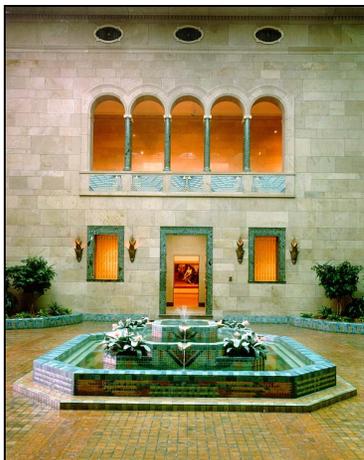


Figure 14. Witherspoon Concert Hall



Figures 15 and 16. Courtyard at Joslyn Art Museum.



Figures 17 and 18. Wine and Cheese reception after screening of “the Hollywood Librarian” and the PSA.

Marketing Kit

Print materials along with a DVD of the recruitment PSA are being distributed to a limited number of recruiters to get their feedback on a “beta version” of the marketing kit. Print materials in the Marketing Kit include handouts announcing the new Now hiring @ your library® Website (Appendix G), the scholarship programs (Appendix H), mentoring (Appendix I), educational opportunities for librarians in Nebraska (Appendix J), a brochure about the Nebraska Community Colleges’ Library Technical Assistant Associate’s degree (Appendix K), and a movie ticket information request card (Appendix L). Plans are underway to revise these materials, based on recruiter feedback, and make the final marketing kit available in 2007.

Website

The Website for the project launched in October 2006. “Now hiring @ your library®” <<http://www.NowHiringAtYourLibrary.com>> and <<http://www.NowHiringAtYourLibrary.org>> features resources for people interested in library careers. Future plans for the Website include a public blog or message board, a log for mentors to track interactions with mentees, and a robust job bank database that can be used to gather information and data to analyze the library job market for Nebraska and the surrounding region. The job database will be searchable by a number of different categories and designed to facilitate a job search.

Mentoring Program

Library consultant Cindi Hickey held additional mentor discussions with the Pilot Mentors using the Online Programming for Libraries (OPAL) system in late July and August 2006. In these sessions, we discussed the Mentor and Mentee Application forms and then, based on the discussion and input from Mentors, we revised them and renamed them “Information forms”. These will be used to match mentors with mentees (Appendix M).

Cindi Hickey (Figure 19) presented a session, **Recruiting the Next Generation of Nebraska Librarians @ the Movies®** at the Nebraska Library Association/ Nebraska Educational Media Association (NLA/NEMA) conference October 26, 2006 in Omaha, Nebraska (Figure 20). We invited the mentors and potential mentees to attend this session and the preconference and evening fundraiser at the Joslyn (appendix N).



Figure 19. Cindi Hickey at Mentoring Presentation at NLA/NEMA Fall Conference.

**Nebraska Library Association
Nebraska Educational Media Association
2006 Fall Conference**

Thursday, October 16, 2006

Second Thursday Session 9:40 - 10:30 a.m.

Room 212

Recruiting the Next Generation of Nebraska Librarians @ the Movies ®, Part 2

Cindi Hickey, Library Consultant

Continuation of First Thursday session: "Speed Networking: Amp up Your Library Connections."
Overview of the 21st Century Librarian Mentoring program and 21st Century Librarian scholarships. *Sponsor:* NLA NMRT and NLA College & University Section. *Audience:* General.

Figure 20. Description of Mentoring Presentation at NLA/NEMA Fall Conference.

Recruiting a Culturally Diverse Cadre of Librarians

Outreach to the Hispanic community and other cultural groups

Prime Time Family Reading Time® Student Internships

We have been able to reach potential, future librarians who might serve Nebraska's growing Hispanic community through a partnership with the Nebraska Humanities Council's "Prime Time Family Reading Time®" Program, <www.nebraskahumanities.org/programs/prime.html>. The Nebraska Library Commission is providing funding for stipends for Spanish-speaking student interns to assist with the "Prime Time" program, and interns have participated in the program at libraries throughout Nebraska. Interns' reactions to the experience include: "I helped out with the reading program. There I helped out with the kids . . . I attended all the meetings. I was kind of like the director and I tried to keep everyone on task." Another intern responded "I thought a librarian had a laid-back easy job, but once I worked here I learned that they are very busy, hardworking people."

These stipends were funded with state funds as a match for the IMLS Librarians for the 21st Century Grant. Between June 1 and October 31, 2006, stipends were awarded to six local young people at all five program sites that began their programs in the fall (Table 7, Appendix O). Additional stipends are available for the Prime Time® programs that will occur in 2006 and 2007 at other sites in Nebraska.

Table 7. Five sites started Prime Time Family Reading Time® Programs in September and October 2006

Library	Program Dates	Intern
Crete Public Library	September 16 – October 7	1
Lincoln City Libraries	October 11 – November 15	1
Omaha Public Library	October 16 – November 20	2
Hastings Public Library	September 18 – October 23	1
South Sioux City Public Library	September 19 – October 24	1

Outcomes of the Grant Activities

Interviews with scholarship recipients who have graduated:

LTA scholarship recipients.

Two LTA scholarship recipients have completed their programs.

One LTA scholarship recipient completed her degree program in May 2006 and is now employed in a Nebraska library:

- She felt that the scholarship made it possible for her to finish her LTA degree program sooner than she might have otherwise.
- She is now working at Lexington Public Library in Lexington, Nebraska as Children's and Outreach Librarian.
- Her future plans include returning to school (University of Nebraska at Omaha) in fall 2007 to complete her bachelor's degree in library studies, and then continuing into an MLS program. "I hope to some day become the director of a library."
- "I would probably not have gotten the job without the things I learned in my classes."
- "I found out about this job on the Library Commission website, I then looked at more detailed information on Lex Public Libraries website."
- "The scholarship helped me quite a bit. If I had not gotten it I would have had to take out more loans, or take fewer classes in order to pay for it."
- Her suggestion for making the process work better: "The process was a little confusing and I would get the letter that I had received the scholarship but my school would know nothing about it. A few times I had to pay the bill and wait for the money to arrive. If there were a way to make sure the schools knew about who got the scholarships I think that would make things quite a bit smoother."
- Her advice for other people who are considering being a librarian as a career: "Keep working on it. It may take a while but it is definitely worth it. The library profession is ever-changing and new relevant degree programs are now really available and really important to the future of libraries."

The second LTA scholarship recipient who completed his program was not available for an interview at this time. However, we did find out that he is now in a bachelor's degree program at Wayne State University in Wayne, Nebraska

MLS Scholarship Recipients

Two MLS scholarship recipients have completed their degrees.

One MLS scholarship recipient (Mollner) graduated in May 2006 from the University of Columbia-Missouri/University of Nebraska at Omaha joint program. She is still looking for a professional library job in a library in the Omaha, Nebraska area. At the present time, she is still working at her full-time job as a recreational therapist at Boys Town in Omaha, Nebraska. Her suggestions and comments about the scholarship and workforce development program are:

- She felt that the scholarship made it possible for her to finish her master's degree program sooner than she might have otherwise.
- She has had a few interviews with Omaha Public Libraries. The jobs she interviewed for were part-time, and she would prefer, and now has, full time employment (though in a job she's held for several years and not as a librarian). She felt her interviews went well, but she was not offered the jobs.
- She thought it would be great to have an opportunity to meet and network with library professionals **OUTSIDE** of regular, weekday work hours. For a person who has a full-time job, it's hard to get away to go to a conference, like the NLA/NEMA conference to meet people because you need to be at your job.
- She suggested that one resource to assist scholarship recipients in their job search would be to help them learn interviewing skills and have practice interviews.
- She suggested that people might want to consider getting the Master's in Education in School Library Media, which involves also getting a teaching certificate, because there seem to be more jobs in School Library Media than in other types of libraries, especially in the Omaha area.
- She had a problem with getting tuition paid in a timely way from the scholarship funds. Part of the problem was that the University of Missouri didn't bill her for part of the tuition in her last semester, and when they finally did send her a bill (in February 2006), they did not have a record that she still had scholarship money available. The bill went unpaid and ultimately went to a collection agency. Eventually, it got straightened out and Nebraska Library Commission was able to pay out the remaining portion of her scholarship in September 2006, but having to deal with the collection agency was stressful for her and her family.

A second MLS scholarship recipient (McCoy) graduated in August 2006 from the University of Columbia-Missouri/University of Nebraska at Omaha joint program.

- She has been working at Lincoln City Libraries in Lincoln, Nebraska for three years as a Library Assistant II. She is still working in that position and is hoping that a managerial position will open up and that she will have the opportunity to advance. She might want to continue working at Lincoln City Libraries until she is fully vested in her retirement plan in three years. The MLS degree will probably help her get a management position, but it hasn't yet.

- The scholarship didn't really help her complete her degree program faster than she might have without it, but it was very helpful because she did not need to take out more loans to complete her program.
- Because of her practicum experience in a medical library, she might be interested in a position in a medical library, if one becomes available.
- The practicums that are required for the library degree program were very useful in giving students ideas about the range and kinds of library jobs that are available.
- She felt that her experience working in a library while being in a library degree program enhanced her educational experience and vice versa. For this reason, she thinks that working in a library while you're in school is a really good thing to do.
- There was some confusion with the University of Missouri-Columbia knowing that she had a scholarship from the Nebraska Library Commission, but that that got worked out.
- She has used the job listings at the Nebraska Library Commission's Website in her job search and has found it to be a valuable resource.

A third MLS scholarship recipient (Prochaska) is still working on her MLS degree from the University of Columbia-Missouri/University of Nebraska at Omaha joint program. She recently started a new librarian position as Director of Library Services at a local vocational, technical college.

- "I ended my position at Lincoln City Libraries the day before I began my position at Hamilton. I am The Director of Library Services at Hamilton College- Lincoln Campus. I oversee the library and the bookstore (and the bookstore is responsible for ordering and checking out textbooks – our students don't keep the textbooks). I found out about the position first after a professor made contact with me to tell me to apply, and I got the application contact information from the NLC website."
- "Getting an entry level library position was incredibly difficult for me. I have a Master's Degree in Social Work, and had been a social worker for ten years. At the time I started to apply for library positions, I had been in the MLS program for one semester. I applied for approximately twenty entry level library positions over my first two semesters with no success, and was starting to feel as though I had made a poor decision by getting involved in the MLS program. I was making a very good salary as a social worker, and even with a willingness to take a 50% pay cut, I was unable to get even an interview for a library position. My first library position was a temporary part-time position through Lincoln City Libraries Walt branch. It was mostly the result of a class assignment to interview a branch manager. A month or so after the interview, I was offered the 20 hour per week temporary position, which I worked in addition to my full time social work job and two MLS classes. It was clear that I would have to do that to "get my foot in the door" and have a chance at a full time library position."

- “In March, 2006, I was hired full-time at Walt branch and quit my social work position. I remained in that position until I was hired at Hamilton. Without my MLS program involvement, the class assignment where I interviewed Jodene Glaesemann from Walt branch, and recommendations from Dr. Rebecca Pasco, getting an entry level librarian position would have been impossible. Getting the position I have now would have been impossible without that entry level library experience. It is important to add that a huge part of why I was chosen for my current position was because of my background in social work, as we serve a specific non-traditional student population.”
- “The scholarship did relieve some financial pressure (especially when I took a very substantial pay cut), but I still will complete my degree at the same time as I had planned.”
- “I think the application is appropriate, and the scholarship process works smoothly. I am hopeful that the mentoring component will be implemented as part of the process. I still believe there is inconsistent information out there about how easy or difficult it is to get library positions. Mentors, professional contacts, support, letters of recommendation, etc... are all things that can support someone breaking into an actual paid library position.”
- Her advice for other people who are thinking about entering the library profession or are working on developing their library careers “Be patient. Be ready and willing to make some sacrifices to get the start you will need. Get involved in professional organizations. Build good relationships with other library professionals you know. Find your own mentors when you are a student. Use school assignments and requirements in your professional life and development. Consider making a geographical change if necessary to get where you need to be.”

Other Observations

It is still early in our process to have easily identifiable outcomes for our grant activities; however, there are some notable examples that illustrate ways in which the grant activities are providing new opportunities for continuing education, changing attitudes, changing people’s lives, and having an impact on individuals who are working or considering working in libraries. Some of the outputs, like the number of scholarships that we have awarded, are very tangible and quantifiable. In addition, we are learning about processes that need to be refined and then revising our procedures. One example is the communication with educational institutions about scholarships. Other outcomes are less tangible and more difficult to quantify, but little-by-little, we are finding out what people think about library work, sparking interest in potential library students, and helping to change people’s perceptions of the role and work of librarians. In our discussions with young people we can clarify and explain the work and the roles of librarians today.

Potential students are learning about the recruitment activities because of the recruitment PSA presentations and the handouts that we’ve distributed to library workers, high school students, college students, and post-college students who might be interested in continuing education, and undergraduate or graduate level education and training in library studies. To date, we have shown our recruitment PSA to 250 high school students, and to 225 college students and post-college people, and to 450 library professionals and library workers.

Recruiters are reaching potential students as they test the marketing kit. Potential students are learning about the scholarships that we are offering, about educational opportunities, about the variety and complexity of library work, and about specific library occupations. Through information that we have made available on the Nebraska Library Commission Now hiring @ your library® Website, interested students are able to find out more about the scholarships and access the scholarship applications. People are responding to this information by applying for scholarships and enrolling in degree programs to pursue library education. Some library workers who previously applied for the tuition reimbursement (they are reimbursed for half the cost of tuition) for courses in the LTA courses at the Nebraska Community Colleges have applied for and received \$1,000 LTA scholarships so that they can take more courses in a shorter time frame than before.

By documenting our outreach activities in the early stages of our program, we will be able to gauge the response to our marketing materials when we launch our “full blown” marketing campaign.

Potential mentors are learning more about mentoring and about how to identify and recruit potential, future librarians. We have presented mentor information sessions to approximately 102 library workers, and we have distributed our mentor handouts to 450 library workers. We have identified an initial team of nineteen mentors, and we expect that number to grow during the grant period.

Our initial efforts to connect with people in the Hispanic community through the internship stipends for the Prime Time Family Reading Time® program seem successful and provide a model for people in other states to encourage young Hispanic people to consider working in a library. The internships have “planted a seed” in a few young, Hispanic people by giving them experience working in a library and with the community. Evaluation reports from the student interns will be summarized in the next report.

By showing our recruitment PSA, collecting audience comment cards, and facilitating discussions about the PSA, we have gathered valuable information about the perceptions about libraries and library work. We will be able to use this information to develop our marketing materials to better counter the stereotypical images of librarians, and to appeal to the needs and desires of potential library students.

Summary of Scholarships in Year II (November 1, 2005 – October 31, 2006)

Scholarships now available:

Master's Scholarship Programs (state funds)

- Master of Library and/or Information Science (MLS) Scholarship
- Master of Education School Library Media (MEd) Scholarship

Undergraduate Scholarship Programs (federal funds)

- Bachelor's Degree in Library Studies (BLS) Scholarship
- Library Technical Assistant (LTA) Scholarship

Undergraduate Tuition Assistance (state funds)

- Library Technical Assistance Tuition Reimbursement

Scholarships Awarded:

	Nov 1, 2005		February 1, 2006		March 15, 2006		July 1, 2006		Totals
	#	\$\$\$	#	\$\$\$	#	\$\$\$	#	\$\$\$	
MLS	10	\$23,500			4	\$10,000	9	\$22,500	\$56,000
MEd					3	\$7,500	2	\$5,000	12,500
BLS					2	\$2,000	1	\$1,000	\$3,000
LTA			2	\$1,000	11	\$11,000	1	\$1,000	\$14,000
TOTAL		\$23,000		\$1,000		\$30,500		\$29,500	\$85,500

State Funds for MLS and MEd Scholarships: \$68,500

Federal Funds for BLS and LTA Scholarships: \$17,000

Total: \$85,500 for scholarships

+ Tuition Reimbursement for LTA students: \$915

Total: \$86,415

f. Additional Comments/Anecdotal Information

During the course of implementation, timelines and activities have been adjusted, as follows:

- Scholarships and stipends awarded to date continue to differ slightly from those proposed in the grant proposal. There was a period of time when the Continuing Education Coordinator position was vacant, and some scholarship activities were compromised as a result.
- As part of our evaluation and development of the recruitment PSA, we learned that we may have an opportunity to create a value-added product for use in recruitment, to be developed in conjunction with a University of Nebraska-Lincoln journalism class. This activity was not included in the original grant request, and we are asking approval to explore this addition.
- The half-time Research Analyst continues to work nearly full-time on grant activities.
- The position of Continuing Education Coordinator, filled previously by Pam Scott, is now filled by Laura Johnson.
- Due to setbacks in the development and rollout of the Website, which impacted the development of the marketing campaign, we will need an additional year to complete grant activities. Please advise us on the procedure for requesting a one-year extension to the grant timeframe.
- Due to increased time spent in development of the marketing campaign and Website, we request approval to change timelines in accordance with Appendix P: 2005-2007 Program Schedule
- As part of a partnership with the *Prime Time* Family Reading Time® project, stipends were awarded to Hispanic students for working in the library in conjunction with the project. The stipends were paid with state funds. We anticipate that this project will continue and we request that it continue to serve as match for this grant.
- We request that the mentor/mentee training and consultation expenditures identified in the Year I activities be deferred to Year II, III, and IV, due to increased time spent in development of the marketing campaign and Website. A contract continues with a Mentor Trainer Consultant, through June 30, 2007.

Appendix B. *NCompass* Article: Scholarship Recipients; Grant Summary.



Recruitment Initiative Moves Forward

The Nebraska Library Commission continues to implement a statewide campaign to recruit the next generation of Nebraska librarians, with funding from the Institute of Museum and Library Services (IMLS) through the Librarians for the 21st Century initiative. Four scholarship programs associated with this grant are now in place, applications have been finalized, and awards have been made (see list of recipients in adjoining article). Since November 2005, state and federal scholarship funds have totaled \$88,000.

Library consultant Cindi Hickey is developing mentor training and resources. A pilot team of mentors is assisting the development of mentoring tools and resources. Mentors are experimenting with OPAL (Online Programming for All Libraries) at www.opal-online.org, a Web conference and communication system. Cindi developed a blog <http://nlc-mentors.blogspot.com/> where mentors can communicate with her, Library Commission staff, or other mentors, and where information for mentors can be posted.

The project's Web site www.NowHiringAtYourLibrary.com or www.org is under development, with portions of it expected to be available this fall. Plans for the Web site include a public blog or message board, a log for mentors to track interactions with mentees, and a robust job bank database that can be used to gather information and data to analyze the library job market for Nebraska and the surrounding region.

Work is underway with Ann Seidl of Overdue Productions on production of a recruitment Public Service Announcement (PSA) to be shown in movie theaters across Nebraska as part of the marketing campaign. A rough cut of the recruitment PSA has been shown to

Nebraska librarians to inform them about its progress and content, and to solicit their feedback. It also has been tested with high school and college-age people to evaluate its effectiveness with this target market before completing the final version.



A cut from the recruitment PSA shows a typical young librarian in a public library.

Through a partnership with the Nebraska Humanities Council's "Prime Time Family Reading Time" Program, www.nebraskahumanities.org/programs/prime.html, the Nebraska Library Commission is providing funding for Spanish-speaking student interns to assist with the "Prime Time" program. Reactions to the experience include:

- "I helped out with the reading program. There I helped out with the kids . . . I attended all the meetings. I was kind of like the director and I tried to keep everyone on task."
- "I thought a librarian had a laid-back easy job, but once I worked here I learned that they are very busy, hard-working people."

For more information e-mail: NowHiringAtYourLibrary@nlc.state.ne.us.



IMLS Recruitment Scholarship Recipients

The Library Commission has awarded \$71,000 in state funds and \$17,000 in federal funds for scholarships in connection with the Librarians for the 21st Century initiative. Scholarships have been awarded to students working on Master's, Bachelor's, and Library Technical Assistant degrees. Scholarship recipients are:

Master of Library and/or Information Science

Duane Abbott – Omaha
 Patsy Arnold – Grand Island
 Kelly Irene Dick – Lincoln
 Marcia Dority Baker – Lincoln
 Sarah Gardner – Bellevue
 Martha Grenzeback Harnik – Omaha
 Mary Gubbels – Papillion
 Shawn Hartman – Chadron
 Katherine Hutfless – Omaha
 Dianne Keiter – Kearney
 Kathryn Kelley – Lincoln
 Laura Kelsay – Omaha
 Mo Khamouna – Curtis
 Heather Kline – Lincoln
 Karen McCoy – Lincoln
 Sandra Meyer – Atkinson
 Mary Mollner – Omaha
 Robert Overkamp – Lincoln
 Misty Prochaska – Lincoln
 Sam Shaw – Lincoln
 Mary Anne (MeMe) Smith – Columbus
 Beth Steffensmeier – Omaha
 Erin Willis – Lincoln
 Haishu Zhu – Lincoln

Master of Education in School Library Media

Beth Foulks – Ponca
 Leila Koetter – McCook
 Sara Kraus – Stuart
 Courtney Pentland – Bennington
 Darla Reinwald – Lincoln

Bachelor's Degree in Library Science or Media

Katy Willis – Omaha
 Sarah Van Raden – Omaha
 Lisa Voss – Lincoln

Library Technical Assistant

Stacy Cook – Omaha
 Dianne Cooper – Scribner
 Deb Covey – Maywood
 Lisa Guthals – Nebraska City
 Lori Juhlin – Norfolk
 Dallas Keffer – Plattsmouth
 Tawnya Lynch – Omaha
 MaDonna McCray – Fullerton
 Leslie McPeck – Omaha
 Maria Medrano-Nehls – Lincoln
 Barb Miller – Plattsmouth
 Jedidiah Miller – Norfolk
 Dawn Weber – Gordon
 Evis Zamora – Plattsmouth

Appendix C. Audience Comment Card

~ AUDIENCE COMMENT CARD ~	I Strongly Agree	I Agree	I Disagree	I Strongly Disagree
I would consider working in a library.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Libraries hire interesting people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A library is a natural place for younger people to work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working in a library would be a good job choice for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>In addition to books, working in a library is mostly about (<i>please choose 3</i>) <input type="checkbox"/> Computers <input type="checkbox"/> Cultural Diversity <input type="checkbox"/> the Internet <input type="checkbox"/> People <input type="checkbox"/> A Paycheck <input type="checkbox"/> Storytime for Kids <input type="checkbox"/> Job Diversity <input type="checkbox"/> Knowledge <input type="checkbox"/> Community <input type="checkbox"/> Information Technology <input type="checkbox"/> Public Service <input type="checkbox"/> Gaming</p>				
<p>Please complete this sentence: I expect a library job would _____.</p>				
<p>I am <input type="checkbox"/> female <input type="checkbox"/> male. My age is _____.</p>				

~ Thank you for your opinion! ~

Appendix D. Results of Recruitment PSA Testing.

Beginning in April 2006, we have been showing and testing the rough cut of our recruitment PSA with our target age group, people under age 24. We tested the recruitment PSA with high school and college age young people. At PSA viewings and in key informant sessions, the audience watched the PSA, filled out the audience comment card, and was engaged in discussion to provide feedback. The recruitment PSA was also shown to 98 people in an audience that spanned a greater age range (average age = 28) before a skateboarding film “Freedom of Space” shown at the Mary Riepma Ross Media Arts Center, the “art cinema” of the University of Nebraska-Lincoln. From these viewings, we have collected data and comments from almost 500 individuals and we used the information gathered in this way to recommend some changes to the final version of the PSA.

In April through July 2006, the recruitment PSA was shown to 468 people in high school and college classrooms in “key informant” sessions and at a movie theater. Table 1 shows the characteristics of these audiences. The responses from the comment card are summarized in tables 2-5.

Table 1. Audience Characteristics

Audience Characteristics	All	High School	College	Ross “Freedom of Space” film
Number in Audience	468	251	119	98
Average Age	18	15.9	21.7	28.1
Females	49.9%	46.8%	60.8%	43.8%
Males	50.1%	53.2%	39.2%	56.3%

Table 2. Responses to first statement.

I would consider working in a library.	All	High School	College	Ross “Freedom of Space” film
I Strongly Agree	9.9%	7.1%	4.3%	23.7%
I Agree	35.1%	36.3%	33.3%	33.0%
I Disagree	36.0%	37.1%	45.3%	23.7%
I Strongly Disagree	19.1%	19.5%	17.1%	19.6%

Table 3. Responses to second statement.

Libraries hire interesting people.	All	High School	College	Ross “Freedom of Space” film
I Strongly Agree	12.4%	9.2%	9.5%	24.5%
I Agree	62.5%	62.5%	67.2%	56.1%
I Disagree	19.3%	23.1%	20.7%	8.2%
I Strongly Disagree	5.8%	5.2%	2.6%	11.2%

Table 4. Responses to third statement.

A library is a natural place for younger people to work.	All	High School	Ccollege	Ross “Freedom of Space” film
I Strongly Agree	9.9%	6.9%	3.3%	25.8%
I Agree	35.2%	40.1%	25.0%	36.1%
I Disagree	42.9%	40.1%	61.7%	26.8%
I Strongly Disagree	12.0%	13.0%	10.0%	11.3%

Table 5. Responses to fourth statement.

Working in a library would be a good job choice for me.	All	High School	College	Ross “Freedom of Space” film
I Strongly Agree	8.2%	6.4%	0.9%	21.1%
I Agree	21.8%	22.4%	21.6%	20.0%
I Disagree	41.3%	40.4%	50.0%	34.7%
I Strongly Disagree	28.7%	30.8%	27.6%	24.2%

Table 6 summarizes responses to the question on the audience comment card “In addition to books, working in a library is mostly about (*please choose 3*).”

Table 6. Responses to the question on the audience comment card
“In addition to books, working in a library is mostly about (*please choose 3*).”

In addition to books, working in a library is mostly about (<i>please choose 3</i>):	All	High School	College	Ross
Knowledge	19.1%	19.8%	20.2%	16.0%
People	14.7%	15.9%	15.9%	10.7%
Public Service	13.3%	13.0%	15.1%	11.9%
Computers	10.4%	10.9%	10.0%	8.9%
Community	10.2%	10.8%	11.6%	10.7%
Information Technology	7.4%	6.5%	9.2%	8.0%
Internet	6.5%	5.8%	7.3%	7.1%
Story time for Kids	6.0%	5.5%	4.0%	9.2%
A Paycheck	5.2%	5.7%	4.3%	5.3%
Cultural Diversity	3.6%	3.4%	1.6%	6.5%
Job Diversity	1.5%	1.6%	0.3%	2.7%
Gaming	1.4%	1.1%	0.5%	3.0%

Table 7 summarizes the responses to the open-ended statement “Please complete this sentence: I expect a library job would_____.” Responses were grouped into major categories based on the similarity of the responses. Table 7 shows the sum of all the responses and also the responses by sub-groups, and illustrates some interesting differences between the responses of the sub-groups. However, because the number of responses from the sub-groups, high school, college, and Ross, is relatively small, the results may not be statistically significant.

Table 7. Responses to the open-ended statement.

I expect a library job would _____.	All	High School	College	Ross
Be boring (or tedious, monotonous, not interesting, dull)	23.0%	24.5%	24.4%	16.8%
Be interesting, exciting, mentally stimulating	10.6%	12.1%	10.1%	6.9%
Other	10.1%	6.7%	6.0%	22.8%
Not be for me	6.9%	4.5%	11.3%	7.9%
Be fun, cool	6.8%	8.5%	4.8%	5.0%
Be about books and literature	6.6%	9.1%	3.0%	5.0%
Be social, helpful to people, good for building communication skills, good for someone who likes to communicate with people	6.6%	7.3%	8.3%	3.0%
Be about learning; informative; give me knowledge	6.4%	4.2%	13.1%	3.0%
Be quiet, peaceful, calm, relaxing	5.5%	4.2%	6.0%	8.9%
Be personally rewarding, satisfying, build self esteem, a good experience	4.0%	4.2%	2.4%	5.9%
Be good for me	3.6%	3.6%	0.6%	3.0%
Be hard, challenging, a lot of work	2.5%	3.0%	2.4%	1.0%
Be easy	2.4%	2.4%	1.8%	1.0%
Not be fun	1.7%	1.8%	0.6%	3.0%
Be a part-time student job	1.8%	1.8%	3.0%	0.0%
About story time for kids	0.7%	0.9%	0.0%	1.0%
A good job	2.0%	0.6%	2.4%	5.9%

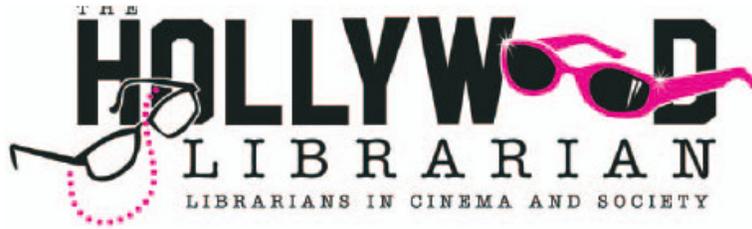
In each viewing session our researcher asked viewers “if you saw this recruitment PSA in a movie theater before a feature length film do you think it would be effective and how it could be more effective in motivating you or people your age to ‘take the next step’? (The next step would be to call an 800-number or visit the Web site, NowHiringAtYourLibrary.com or NowHiringAtYourLibrary.org if that information were given at the end of the recruitment PSA). Asking this of viewers prompted discussion about what they liked or did not like about the recruitment PSA, and what their perceptions were about what was depicted in the recruitment PSA.

When our researcher suggested that there might also be some information at the end of the recruitment PSA about the scholarships that are available for library education, many viewers were interested in finding out more about that as well as finding out what kind of education is required to become a librarian. Viewers were also very interested in knowing the types of library jobs that are available and how much they pay, and they wanted the recruitment PSA to convey that information in some way, either through visual depiction, through text displayed and overlaid in the recruitment PSA, through voice-over descriptions, or through additional dialog among the people in the recruitment PSA.

Overall, the audiences who have viewed the recruitment PSA have had a favorable view of working in a library, though a smaller proportion of respondents thought that a job in a library would be for them. This is to be expected because if everyone wanted to work in a library, there would not be enough library jobs to meet that demand.

Appendix E. Preconference Flyer

Blockbuster Marketing with



PRECONFERENCE

Nebraska Library Association/Nebraska Educational Media Association
(NLA/NEMA) 2006 Conference

October 25, 2006 • 9:30 A.M. - 4:00 P.M. CT
Omaha, Nebraska

...featuring Ann Seidl, the writer and producer of a documentary film, *The Hollywood Librarian: Librarians in Cinema and Society*. Seidl's presentation will cover the purpose and progress of this unique film project and look at its implications for library customer service and marketing.

Join us to:

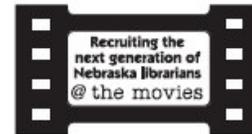
- ◆ Explore the diversity of library staff and the roles that everyone in the library can play in marketing and customer service.
- ◆ Learn about historical and current attitudes toward (and images of)

library service careers by analyzing how movie clips and other media present librarians.

- ◆ Explore strategies to increase public awareness of the complex nature of librarianship and how to help library staff redefine themselves, with a focus on professional image and self-esteem.
- ◆ Identify what library staff and supporters can do to promote library services and library service careers.
- ◆ Learn more about Nebraska Library Commission recruitment tools and activities, funded through the federal

Institute of Museum and Library Service Librarians for the 21st Century project.

Cosponsored by the Nebraska Library Commission; the Paraprofessional Section; the Trustees, Users, and Friends Section; the New Members Roundtable; and the Diversity Committee of the Nebraska Library Association.



This Preconference is FREE of charge!

Tear off/fill out/return to:

Maria Medrano-Nehls
Nebraska Library Commission
The Atrium, 1200 N St., Suite 120
Lincoln, NE 68508-2023
FAX: 402-471-2083
e-mail: mnehls@nlc.state.ne.us

Yes, I will attend the **Hollywood Librarian Preconference**.

Please order a vegetarian lunch for me.

Deadline for registration:
October 20, 2006

Register: <www.nlc.state.ne.us/comp/para/2006preconf/2006preconference.html>

Name _____

Library _____

Address _____

Phone _____

E-mail _____

Comments _____

Appendix F. Preconference Evaluation



1. What prompted you to attend this preconference?

2. Did the conference live up to your expectations? Please explain either way.

3. Did you feel your time was well spent at the Preconference?

4. Did you come up with any new ideas for programs or services while attending the sessions?

5. How did you enjoy the program?

6. What was your favorite thing about the Preconference? Please explain.

7. What was your least-favorite thing about the Preconference? Please explain.

8. Any other comments you can give us will help in the formation of future sessions, e.g., registration, location or programs?

Appendix G. Marketing Kit: Now hiring @ your library® Website handout

New! Library Career Resource Website

Available now:

<http://www.NowHiringAtYourLibrary.org>
<http://www.NowHiringAtYourLibrary.com>

Explore library career options. Learn about educational opportunities, scholarships, working with a mentor, career development, job listings, and recruitment tools. Communicate with other library professionals. The Nebraska Library Commission is developing this Website for the *Recruiting the next generation of Nebraska librarians @ the movies project* and funded by the Institute of Museum and Library Services *Librarians for the 21st Century Program*.

 Official Nebraska Government Website

Nebraska Library Commission



With their boundless energy, libraries open the door to these worlds and so many others. I urge

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- Diversity

Nebraska Library Commission
The Atrium
1200 N Street, Suite 120
Lincoln, NE 68508-2023

Phone: 402-471-2045
(Lincoln & outside Nebraska)
800-307-2665 (Nebraska only)
Fax: 402-471-2083



Adrian Gomez-Mesa, Computer Page, loves helping children work with computers at the library

Many jobs are available in libraries and school library media centers in Nebraska



Nebraska Library Commission

Please send comments to [Now Hiring Team](#)



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Appendix H. Marketing Kit: Scholarship handout

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Fax: 402-471-2083

21st Century Librarian Scholarships

Library Technical Assistant Scholarship Program

Bachelor's Degree Scholarship Program

Master of Education in School Library Media Scholarship Program

Master of Library and/or Information Science Scholarship Program

Ph.D. of Library Science Scholarship Program

The Nebraska Library Commission awards scholarships to Nebraskans for coursework and degree programs in library studies. Scholarships are funded by state aid funding appropriated by the Nebraska Legislature, granted and administered by the Nebraska Library Commission, and through the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act and the Librarians for the 21st Century program.

For more information, contact Laura Johnson, Nebraska Library Commission Continuing Education Coordinator, ljohnson@nlc.state.ne.us, 800-307-2665, 402-471-2694, or Kit Keller, Nebraska Library Commission Planning & Data Services Coordinator, kkeller@nlc.state.ne.us, 800-307-2665, 402-471-3216.

Application Deadlines:

- February 1
- March 15
- July 1
- October 15 (in 2006, this deadline extended to December 6)

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Please send comments to [Now Hiring Team](#)



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Nebraska Library Commission 21st Century Librarian Scholarships

<http://www.nlc.state.ne.us/NowHiring/Scholarships.asp>

The Nebraska Library Commission awards scholarships to Nebraskans for coursework and degree programs in library studies. Scholarships are funded by state funding appropriated by the Nebraska Legislature, granted and administered by the Nebraska Library Commission, and federal funding from the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, Librarians for the 21st Century program.

Scholarship Programs:

- * **Library Technical Assistant Scholarship:** The Nebraska Library Commission can award up to fifty scholarships of up to \$1,000 each year. This scholarship provides financial support for coursework at Nebraska Community Colleges leading to a Library Technical Assistant associate degree. Scholarships may be used for tuition, course-related materials, and fees associated with the courses. In addition, recipients can use scholarship funds for other, non-educational expenses incurred to attend courses, such as travel expenses, childcare, etc.
- * **Bachelor's Degree Scholarship:** The Nebraska Library Commission can award up to fifty scholarships of up to \$1,000 each year. Scholarships may be used for tuition, course-related materials, and fees associated with the courses. This scholarship provides financial support to eligible Nebraskans seeking a Bachelor's degree in Library Science, in General Studies with a major in Library Science, or in Education in School Library Media from an accredited university.
- * **Master of Education in School Library Media Scholarship:** The Nebraska Library Commission will award scholarships of up to \$2,500 each year for tuition, course-related materials, and fees associated with the master's degree program. Scholarship funds may be used for an approved Master of Education degree program in School Library Media.
- * **Master of Library and/or Information Science Scholarship:** The Nebraska Library Commission will award scholarships of up to \$2,500 each year for tuition, course-related materials, and fees associated with the master's degree program. Scholarship funds may be used for any ALA-accredited master of library and/or information science degree program.

Application Deadlines:

- February 1 (notification by March 1)
- March 15 (notification by April 15)
- July 1 (notification by Aug 1)
- October 15 (notification by Nov 15) (in 2006, this deadline extended to December 6)

For more information, contact Laura Johnson, Nebraska Library Commission Continuing Education Coordinator, ljohnson@nlc.state.ne.us, 800-307-2665, 402-471-2694 or Kit Keller, Nebraska Library Commission Planning & Data Services Coordinator, kkeller@nlc.state.ne.us, 800-307-2665, 402-471-3216.

*For specific scholarship criteria, requirements and application forms visit the scholarship Website at <http://www.nlc.state.ne.us/NowHiring/Scholarships.asp>

Appendix I. Marketing Kit: Mentoring handout



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Mentoring

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- Scholarships
- Mentoring
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(Lincoln & outside Nebraska)
800-307-2665 (Nebraska only)
Fax: 402-471-2083

21st Century Librarian Mentoring Program

Why Mentoring?

The Mentoring Program is designed to link prospective librarians, library students, and librarians just beginning their careers with library professionals who have working knowledge and experience to share.

21st Century librarian mentors will

- Guide library workers and others who are interested in pursuing education in library studies.
- Inform mentees about the scholarship, stipend, and internship opportunities to support their education and skill development in library studies and library work.
- Assist mentees in becoming knowledgeable about the library field and library job opportunities
- Assist mentees in finding work in Nebraska libraries and in developing professional skills to enhance their library careers.
- Assist mentees in developing strategies to be successful in Library Technical Assistant, Bachelor's, School Library Media and MLS educational programs.

A mentor encourages by

- Investing time and energy in building a relationship of trust, privacy, and confidentiality
- Listening without giving advice
- Motivating and modeling
- Stimulating self-awareness
- Expecting excellence, not perfection
- Leading the way to a personalized career path
- Highlighting and celebrating progress and growth
- Laughing; a little humor at the right time can go a long way!

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Please send comments to [Now Hiring Team](#)



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Nebraska Library Commission
21st Century Librarian Mentoring Program

<http://www.nlc.state.ne.us/NowHiring/Mentoring.asp>

<p>Why Be a Mentor?</p> <ul style="list-style-type: none"> • Gain new insights and knowledge about your profession • Increase your job satisfaction and reflect on your own professional development • Develop and improve your listening and communication skills • Share your expertise and experiences • Keep up with changes in your profession • Pass on your professional legacy 	<p>Why Be Mentored?</p> <ul style="list-style-type: none"> • Develop your career plan • Get help identifying and overcoming barriers to your success • Gain greater job satisfaction • Practice communicating, negotiating, decision-making, and self-assessment skills in a safe environment • Build your professional network and participate in professional activities with guidance from a professional sponsor
---	--

Outstanding mentors are intentional.

Outstanding mentors invest time and energy in building a relationship of trust, privacy, and confidentiality.

Outstanding mentors pass on their professional legacy.

More information? Contact: Cindi Hickey, chickey@sunflower.com,
 Kit Keller, kkeller@nlc.state.ne.us or Mary Jo Ryan, mjryan@nlc.state.ne.us



Nebraska Library Commission
 "Bringing together people and information"



Appendix J. Marketing Kit: Library Education Opportunities in Nebraska

GETTING STARTED



Library Technical Assistant:
Nebraska Community College
 Contact: Gretchen B. Schaefer,
 Academic Advisor
 Metropolitan Community College
 402-554-2276
 1-800-228-9553
gschaefer@metcc.edu
www.metcc.edu

Undergraduate Degree/Library Science:
University of Nebraska at Omaha
 Contact: Dr. R. J. (Becky) Pasco
 Coordinator, Library Science Education Programs
 University of Nebraska at Omaha
 402-554-2119; 1-800-858-8648, ext. 2119
rpasco@unl.unomaha.edu
<http://web.unomaha.edu/libayed>



CONTINUING YOUR EDUCATION



UNO Graduate Education Degrees and Library Media Endorsements:
University of Nebraska at Omaha
 Contact: Dr. R. J. (Becky) Pasco
 Coordinator, Library Science Education Programs
 University of Nebraska at Omaha
 402-554-2119; 1-800-858-8648, ext. 2119
rpasco@unl.unomaha.edu
<http://web.unomaha.edu/libayed>

University of Missouri - Columbia/UNO Cooperative Master of Arts, Library Science Degree:
University of Missouri - Columbia School of Information Science & Learning Technologies
 Contact: Missouri Student Coordinator
 877-747-5683 (toll free)
<http://libartsmissouri.edu/>
 Dr. R. J. (Becky) Pasco
 402-554-2119; 1-800-858-8648, ext. 2119

Library technical assistant, UNO undergraduates, UNO and Missouri graduate library science courses are offered in either a web-assisted format, combination of face-to-face and online sessions, or online.
Other Resources:
Institutions with ALA-Accredited Programs
<http://www.wala.org/ala/accr/education/lib/in/A/1/accrtd.htm>
Nebraska Library Commission: Education and Careers
<http://www.nlc.ne.gov/>



You Can Make a Difference @ your library

FOR MORE INFORMATION

Contact: Dr. R. J. (Becky) Pasco
 Coordinator, Library Science Education Programs
 University of Nebraska at Omaha
 402-554-2119; 1-800-858-8648, ext. 2119
rpasco@unl.unomaha.edu
<http://web.unomaha.edu/libayed>

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 Additional funding was supplied by the Nebraska Educational Media Association and the Nebraska Library Association.



Nebraska Librarians

MAKING A DIFFERENCE!



Could This be You?

Technology Specialist

Information Detective

Storyteller

Preserver of our Heritage

Community Leader

Defender of the Right to Read



Making a Difference.

- PUBLIC
- BUSINESS & CORPORATE
- ACADEMIC
- MUSEUMS & ARCHIVES
- SCHOOL
- MEDICAL
- LAW

Libraries

WHY LIBRARIES?

After teaching Hilary to student with special needs how to use the library online catalog, she taught one of her friends how to search. Seeing the two of them discussing and sharing made my heart leap. I thought, "This is what it's all about, those precious moments you can only cherish as a professional!"

**Laurie Bouslog, Library Media Specialist
Bayard Jr./St. Aggs School, Bayardville**

I love the truck drivers. They rush in and grab about 10 tapes to get them to New York and back, then rush back in because the truck they are driving has a CD player instead of a cassette player. We are planning a booklet "On the Road Again."

**Jill Simpson, Branch Supervisor
Lincoln City Libraries**

Joe came to the public library to use the computers and said he had to read. I convinced him to get a library card and check out a book. After much discussion, he decided to check out Captain Underpants. He was hooked! He is now an avid reader and likes all kinds of books. He makes my day whenever I see him.

**Kathy Jacobs, Director
South Stars City Public Library, South Stars City, NE**

There is nothing more rewarding than seeing the relief in the eyes of a teacher when we are able to verify articles through databases and find the needed titles through inter-library loan. It is not uncommon for a teacher to send students to the media center for help, once they realize the many ways we can access information and assist anyone with any project.

**Patty Birch, Library Media Specialist
North Platte High School, North Platte, NE**



Appendix K. Marketing Kit: Library Technical Assistant Associate's Degree Program.

Upon completion of the LTA program students will be equipped with the skills to work in a variety of library environments. Graduates of the program will be able to:

- Discuss the typical functions of libraries in today's society;
- Recognize and apply methods for collection assessment;
- Assess and understand the wide diversity of library customers;
- Evaluate and utilize current information resources in a variety of formats;
- Discuss planning and marketing tools and resources available for all types of library environments;
- Plan and demonstrate a program for children or young adults in the library;
- Demonstrate knowledge of cataloging and processing terminology and policies;
- Identify a plan and strategy for continuing professional development.

The Nebraska Library Commission has scholarships/stipend available for LTA students. Go to www.nlc.state.ne.us for information or contact Pam Scott, Continuing Education Coordinator at the NE Library Commission (800) 307-2665 • psscott@nlc.state.ne.us

CONTACT INFORMATION

Central Community College

Mary Young, Admissions Office
myoung@cccneb.edu
 (402) 562-1296 • (800) 642-1083
 4500 63rd St., Columbus, NE 68602

Metropolitan Community College

Gretchen Schaeffer, Academic Advisor
gschaeffer@mccneb.edu
 (402) 457-2376 • (800) 228-9553
 PO Box 3777, Omaha, NE 68103-0777

Mid-Plains Community College

McCook Community College
A Division of Mid-Plains Community College
 Rick Michaelsen, Student Advisor
michaelsenr@mpcc.edu
 (308) 345-8102 • (800) 658-4348
 1205 East Third St., McCook, NE 69001

North Platte Community College

A Division of Mid-Plains Community College
 Sherry Mihel, Student Advisor
mihels@mpcc.edu
 (308) 535-3710 • (800) 658-4308
 1101 Halligan Dr., North Platte, NE 69101

Northeast Community College

Shelley Lammers, Admissions Office
shelley@northeastcollege.com
 (402) 844-7282 • (800) 348-9033
 801 E. Benjamin Ave. • PO Box 469
 Norfolk, NE 68702-0469

Southeast Community College

Mike Pegrum, Academic Advisor
epegrum@southeast.edu
 (402) 437-2788 • (800) 642-4075
 8800 O St., Lincoln, NE 68520-1299

Western Nebraska Community College

Jean Ahrens, Program Advisor
jahrensewncc.net
 (308) 635-6029 • (800) 348-4435
 or Dan Doherty, Dean of Education
dohertyd@wncc.net
 (308) 635-6031 • (800) 348-4435
 1601 E. 27th St., Scottsbluff, NE 69361

Looking for a high-tech career that is fast paced, and involves working with people?

LIBRARY TECHNICAL ASSISTANT

Associate of Arts Degree Option



*Offered jointly through the
Nebraska Community Colleges*

An associate of arts degree in Library Science Education is now available in Nebraska through a partnership of the Nebraska Community College System, Nebraska Library Commission, and the University of Nebraska at Omaha.

Students interested in earning the Library Technical Assistant (LTA) Associate of Arts Degree should apply to the community college of their choice.

Working closely with the program advisor at their home campus, students will:

- Register for online LTA core course at the community college offering the course.
- Transfer credits back to their home campus.
- Complete the general studies courses and elective hours to meet graduation requirements for the Associate of Arts Degree at their college.

Nebraska Community College Regions



CCC=Central Community College
 MCC=Metro Community College
 MPCC=Mid-Plains Community College
 NECC=Northeast Community College
 SCC=Southwest Community College
 WCCC=Western Nebraska Community College

NOTE: Advisors for each campus are listed on the back of this brochure.

What can I do with the LTA Degree?

In as little as two years, graduates from this program will be able to provide services requiring technical skills in such vital areas as:

- Development of youth or adult programming
- Circulation of materials
- Acquisition and processing of all types of materials – print and electronic
- Budgeting and planning
- Collection development

The program's courses particularly focus on:

- Information resources in all formats
- Services for youth
- Library management



Nebraska Community Colleges - Library Technical Assistant Program Course Rotation

◆ Month course begins

Schedule as of 9/15/05 subject to adjustment

Course	Jan 06	March 06	May 06	Aug 06	Jan 07	March 07	May 07
LIBR 1510 Reference Services in Library & Information Environments Central Community College – Grand Island			◆				◆
LIBR 1610 Introduction to Children & Young Adult Services Central Community College – Columbus			◆				◆
LIBR 1010 Introduction to Library and Information Services Metropolitan Community College – Omaha		◆		◆		◆	
LIBR 2200 Introduction to Library Collection Management + Mid-Plains Community College - North Platte	◆				◆		
LIBR 1110 Administration of Library and Information Environments + Northeast Community College – Norfolk				◆			
LIBR 1210 Public Services in Library and Information Science + Southeast Community College – Lincoln	◆				◆		
LIBR 2400 Introduction to Technical Services – Cataloging + Western Nebraska Community College – Scottsbluff				◆			
LIBR 2940 Library Science Capstone Practicum Metropolitan Community College – Omaha		◆		◆		◆	

+ Fulfills requirements for one of the courses required by the Nebraska Library Commission, Basic Skills Training Courses for Public Librarian Certification Program. LTA courses may be used to complete continuing education requirements for the Certification Programs through the Nebraska Library Commission. Contact Pam Scott, Nebraska Library Commission at (800) 307-2665 for more information.

Degrees you've received (Degree, Institution, Location):

I would like to mentor: (check one)

female male no preference (check all that apply)

Please list any areas of expertise and leisure/personal interests you could share with a mentee:

Have you ever been a mentor? a mentee? (check all that apply)

Languages

Speak _____ Read _____ Understand _____

Commitment

I understand that to be involved in the Nebraska Library Commission 21st Century Librarian Mentoring Program I will have to commit to the following:

- Commit to a one-year mentoring program
- Commit to at least one contact per month.
- Commit to keeping track and logging your contact with mentees
- Respond to an evaluation of the program.

Applicant Signature _____ Date _____

Please return application or direct inquiries to:

Mary Jo Ryan
Communications Coordinator
Nebraska Library Commission
The Atrium, 1200 N St., suite 120
Lincoln, NE 68508-2023
Email: NowHiringAtYourLibrary@nlc.state.ne.us

Nebraska Library Commission

Mentee Information Form

Please print form, fill it out, and mail to the Nebraska Library Commission's address listed at the end. Please note that some of this information will be shared with potential mentors.

Name _____
First Middle Last

Home Address _____

City _____ State _____ Zip Code _____

Phone: Home _____ Alternate (cell) _____

Place of Employment _____

Position Title _____

(If applicable, including part-time)

Work Address _____

City _____ State _____ Zip Code _____

Work Phone _____ e-mail address _____

Let us know if there's a specific person that you've identified or contacted to be your mentor _____

Please add anything else about yourself that you'd like to be used to match you with a mentor.

How long have you worked in a library? _____ Briefly describe your work. _____

Degrees you've already received (Degree, Institution, Location):

I am a: (check all that apply)

Professional Librarian Library Worker Other _____

Current Student Prospective Student

I am enrolled in the following degree program: (check all that apply)

Library Technical Assistant Master of Library and/or Information Science

Bachelor of Education in School Library Media Master of Education in School Library Media

Bachelors in _____ Other _____

School (and location) where you are enrolled or planning to enroll _____

Languages

Speak _____ Read _____ Understand _____

What are your career and educational goals?

In what aspects of the library and information field are you interested (check all that apply)? Add others in blank spaces provided.

<input type="checkbox"/> Academic	<input type="checkbox"/> Digital Librarianship	<input type="checkbox"/> Medicine
<input type="checkbox"/> Acquisitions	<input type="checkbox"/> Geography	<input type="checkbox"/> Music
<input type="checkbox"/> Administration	<input type="checkbox"/> Government Documents	<input type="checkbox"/> Public Services
<input type="checkbox"/> Archival/Curatorial	<input type="checkbox"/> Interlibrary Loan	<input type="checkbox"/> Reference
<input type="checkbox"/> Art	<input type="checkbox"/> IT Networks	<input type="checkbox"/> School Library Media
<input type="checkbox"/> Automation	<input type="checkbox"/> Law	<input type="checkbox"/> Science
<input type="checkbox"/> Biology	<input type="checkbox"/> Library Director	<input type="checkbox"/> Technical Services
<input type="checkbox"/> Cataloging	<input type="checkbox"/> Maps	<input type="checkbox"/> Technology Support
<input type="checkbox"/> Children’s Librarian	<input type="checkbox"/> Math	<input type="checkbox"/> Teen Programs
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Youth Services
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please list any areas of expertise and leisure/personal interests you could share with a mentor:

Please describe your ideal mentor.

Reasons why I would like to have a mentor (check all that apply):

- Positive Role Model
- Exposure to professional associations, groups, and meetings.
- Objective feedback on my career aspirations.
- Access to informal library networking possibilities.
- A source of information on my future occupational/professional goals in library and information management
- Other (please describe) _____

Commitment

I understand that to be involved in the Nebraska Library Commission 21st Century Librarian Mentoring Program I will have to commit to the following:

- Commit to a one-year mentoring program
- Commit to at least one contact per month.
- Respond to an evaluation of the program.

Applicant Signature _____ Date _____

Please return application or direct inquiries to:

Mary Jo Ryan,
 Communications Coordinator
 Nebraska Library Commission
 The Atrium, 1200 N St., suite 120
 Lincoln, NE 68508-2023
 Email: NowHiringAtYourLibrary@nlc.state.ne.us

Appendix N. Invitation to Mentoring session at NLA/NEMA conference

Dear Pilot Mentors,

As you are making your 2006 Conference plans, We'd like to invite you to attend a session sponsored by NMRT & the C&U Section called "**Speed Networking: Amp Up Your Library Connections, Part 1**" (The complete description is below).

It's scheduled for the first session on Thursday (8:30-9:20 AM), and all session attendees will take part in a series of 5-minute one-on-one conversations to expand their respective library networks. We anticipate that a lot of folks new to NLA will attend this session hoping to make connections.

This is an ideal opportunity for more seasoned librarians and those already active in NLA to meet people who are newer to the profession and want to become more involved, so plan to attend Speed Networking!

We also hope that new folks will attend the next session from 9:40-10:30 AM, "**Recruiting the Next Generation of Nebraska Librarians @ the Movies ®, Part 2**" which could also be a great opportunity to meet people who are new to the profession who are interested in developing their library career, and in scholarships, educational opportunities, and working with a mentor

We hope to see you there!

Mary Jo Ryan
Communications
Coordinator

Kit Keller
Planning and Data
Services Coordinator

Cindi Hickey
Library
Consultant

Cynthia Taylor
Research
Analyst

Recruiting the Next Generation of Nebraska Librarians @ the Movies
Nebraska Library Commission
1200 N Street, suite 120
Lincoln, NE 68508

First Thursday Session 8:30 - 9:20 a.m.*Room 212***Speed Networking: Amp Up Your Library Connections, Part 1***Amy Barr, Youth Services Librarian/Assistant Library Director, Kilgore Memorial Library, York and Chris Jorgensen, Chair, NLA NMRT*

Are you a library employee, student, or associate looking to increase your library contact list in a hurry? With Speed Networking, you will engage in a series of five-minute one-on-one conversations to expand your library networking circle. We can't help you find the love of your life, but we can help you increase your professional connections. Continued by Second Thursday session: "Recruiting the Next Generation of Nebraska Librarians @ the Movies®." *Sponsor:* NLA NMRT and NLA College & University Section.

Second Thursday Session 9:40 - 10:30 a.m.*Room 212***Recruiting the Next Generation of Nebraska Librarians @ the Movies®, Part 2***Cindi Hickey, Library Consultant*

Continuation of First Thursday session: "Speed Networking: Amp up Your Library Connections." Learn about educational opportunities. Learn about scholarships. Learn about working with a mentor. Preview recruiting tools and provide feedback. This overview of the 21st Century Librarian Mentoring program and 21st Century Librarian scholarships will help you explore library career options. *Sponsor:* Nebraska Library Commission, NLA NMRT and NLA College & University Section.

**Nebraska Library Association
Nebraska Educational Media Association
2006 Fall Conference**

Wednesday, October 25, 2006*1316 Jones Street***Pre-Conference: Blockbuster Marketing with *The Hollywood Librarian* Pre-Conference 9:30 a.m. – 4 p.m.***Ann Seidl, Documentary Film Producer*

Explore the diversity of library staff and the roles that everyone in the library can play in marketing and customer service. Learn about historical and current attitudes toward (and images of) library service careers by analyzing how movie clips and other medias present librarians. Explore strategies to increase public awareness of the complex nature of librarianship and how to help librarians redefine themselves, with a focus on professional image and self esteem. This pre-conference will be held in the Old Market at 1316 Jones Street, and is FREE of charge! *Sponsor:* NLC and the NLA Paraprofessional Section, TUFS, NMRT and Diversity Committee. *Audience:* General.

*Joslyn Art Museum, 2200 Dodge Street***Sneak Peek of *The Hollywood Librarian: Librarians in Cinema and Society* 6:30 – 10 p.m.**

Attend a special Sneak Preview of clips from this unique film, currently in post-production, by writer and producer Ann Seidl, featured in the Pre-Conference on Blockbuster Marketing, at the Joslyn Art Museum's Witherspoon Concert Hall. Doors of the east steps open at 6:30 p.m., with a cash bar and access to the South Gallery. Sneak preview and presentation at 7:30, followed by reception and cash bar at 8:45. Ollie the Trolley will leave the Hilton's north doors for the Joslyn starting at 6:25 and run in a continuous loop, with the last trip leaving the Hilton at 7:30. Ollie will return to the Qwest Hilton from the Joslyn's east steps at 9, 9:20, 9:40 and 10 p.m. *Sponsor:* Nebraska Library Commission, Friends of the Omaha Public Library. *Audience:* General.

Appendix O. Lincoln Journal Star Article on Lincoln City Libraries Prime Time Family Reading Time® Program^{1,2}



Weekly gatherings emphasize a different style of storytelling

BY ERIN ANDERSEN / *Lincoln Journal Star*
Friday, Nov 10, 2006 - 12:16:17 am CST

Martha Balderas remembers the stories her grandfather used to tell her when she was a little girl — wild, fanciful tales brought to life by his range of character voices and mannerisms.

But when she became a mother, she said, she simply read to her son Victor. She didn't bring the characters to life the way her grandfather used to.

Until ... she joined Lincoln's Prime Time, a nationally recognized reading program hosted by the Nebraska Humanities Council in Lincoln, Omaha, Crete, South Sioux City, Grand Island, Gering and Scottsbluff.

Every Wednesday evening at 6, Balderas and 9-year-old Victor head to Lincoln's Eiseley Branch Library, where they are treated to dinner, bilingual storytelling and discussions about broader issues revealed in children's storybooks.

The Balderases are among 60 Hispanic parents and children who say they wouldn't miss the weekly gatherings. The fact that Prime Time offers dinner, transportation, preschool programming, translation and books in both English and Spanish eliminates virtually all barriers, said Pat Leach, youth services supervisor for Lincoln City Libraries.

"It's like a book club deluxe. We have translators, food, story time. We're reading aloud and getting everyone to talk about books."

Early studies indicate the program has been a tremendous success, said Chris Sommerich, development officer with the Nebraska Humanities Council.

Prime Time got its start 15 years ago in Louisiana. The idea was to bring low-literacy, low-income families together for a meal, storytelling and books in hopes of improving family reading skills and discussion.

Lincoln introduced Prime Time in 2002.

Last spring, Nebraska narrowed its Prime Time focus to Hispanic families. Studies indicate Hispanic children are the least likely of all groups to graduate from high school, largely due to language problems and reading difficulties, the Humanities Council said.

Nebraska's Hispanic population jumped 27 percent from 2000 to 2004, and is now the state's largest minority group, so the council decided to put its emphasis on families where it could make the most difference, Sommerich said.

"Definitely, the goal is to lower the high school dropout rate," he said. "It is in everyone's interest to have an educated population. Kids who are read to at home by their parents perform better in school than those who

¹ Andersen, E. 2006. Weekly gatherings emphasize a different style of storytelling. Lincoln Journal Star Newspaper. November 10, 2006.

http://www.journalstar.com/articles/2006/11/10/local/doc4553b77c_4a383412561603.txt

² Andersen, E. 2006. Weekly gatherings emphasize a different style of storytelling. Lincoln Journal Star Newspaper. November 10, 2006. http://www.journalstar.com/articles/2006/11/10/local/doc4553b77c_4a383412561603.prt

aren't."

Early tracking surveys of Prime Time families find they are using the library more, reading aloud and talking to their children more and becoming more involved in their children's educations, Sommerich said.

The program targets families with children age 6 to 10. In Lincoln, families from Everett, Belmont, West Lincoln and North American Martyrs schools were invited. Cost of the program is underwritten in part by Tier I Charitable Foundation.

Favio Ramirez remembers the first time he took Annelise, 7, and John, 5, to Prime Time.

"The kids were really excited about it and they asked me if we could come the next day. I had to tell them they had to wait until next Wednesday," he said.

John prefers to hang out with the preschoolers who read stories and then do art activities. Annelise, who cannot read enough books to satiate her appetite, picks up Prime Time books and check out new books from the library each week.

"We are supposed to have the books for three weeks, but we always finish them right away," their dad said.

Each week a different theme is addressed: dreams, courage, cleverness, fairness, greed and determination. Children's stories that fit into these themes are read aloud in Spanish by Amanda Baron-Fritts. Storyteller Leta Powell Drake pulls out the props so parents and children can act out roles.

Afterward, Baron-Fritts leads a discussion about the story and its themes. "We go beyond, 'What color is the house?' We teach families to think ... and talk about the issues that matter to them."

For example, in a recent discussion about "The True Story of the Three Little Pigs," a take-off on the fairy tale from the wolf's point of view, Baron-Fritts asked:

What is believable?

How does the American philosophy "innocent until proven guilty" play into the wolf's treatment?

What are the stereotypes?

What makes a home strong — besides brick and mortar? What can make a home weak?

"I like the idea that we are not just telling stories, but getting them to think about the story," Powell Drake said.

The ultimate goal is to get the parents to help their children think creatively, Baron-Fritts said. In bilingual homes, it is often the kids who teach the parents to think creatively, because the kids interpret for their parents, she said.

"Problems are not always verbalized. These discussions help children say, 'That happened to me just like in the story,'" Baron-Fritts said. "Then parents realize how to get more involved."

Maria Moran, who joined Prime Time this spring with her two children, said her kids speak Spanish well but don't read it, so she finds the bilingual books helpful.

Favio Ramirez always reads the stories to his children in Spanish first, and then in English. Since joining Prime Time, he says, he reads differently.

"Before I didn't tell stories like you were supposed to. Now when I read books I act like the characters. My son gets really excited and waits for me to do something."

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Appendix P. Program Schedule

November 2005-October 2007 Program Schedule

- November 18, 2005 – Presentation to State Advisory Council on Libraries
- January 2006 – Planning sessions with Cindi Hickey for mentor training sessions.
- January 11, 2006 – School Library Media graduate scholarships made available, with Commissioners’ approval at January 10 meeting.
- January 11, 2006 – LTA/undergraduate scholarships available, with Commissioners’ approval at January 10 meeting.
- January 2006 – Planning sessions with Creative Crook for preparation of media kit materials.
- February 2, 2006 – Presented update to Regional Library System Administrators.
- March 15, 2006 – Received the rough assembly of recruitment PSA from Overdue Productions.
- March 15, 2006 – Previewed rough assembly of recruitment PSA and presented mentor session to Paraprofessional Section of Nebraska Library Association’s spring recruitment conference and for Nebraska Literary Heritage Association (NLHA)
- March 15, 2006 – Web site responsibilities transferred to in-house IT staff
- April 6, 2006 – Received rough cut of recruitment PSA from Overdue Productions.
- April 8, 2006 – Colloquium presented by Joe Janes; state-funded match.
- May 12, 2006 Spring Meeting, College and University Section of NLA
- May 19, 2006 Southeast Library System Training Extravaganza
- May 22, 2006 Spring Meeting, Public Library and Trustees Section of NLA (Gering)
- May 24, 2006 Spring Meeting, Public Library and Trustees Section of NLA (Lexington)
- May 25, 2006 Spring Meeting, Public Library and Trustees Section of NLA (La Vista)
- May through October 2006 – Pilot Mentor Training Sessions
- June 11, 2006 – Annual Meeting, Eastern Library System, Elkhorn
- June 1, 2006 Annual Meeting, Northeast Library System, Wayne
- June 2, 2006 – Annual Meeting, Republican Valley Library System, Harlan County Dam
- June 20, 2006 – Annual Meeting, Southeast Library System, Lincoln
- July 21, 2006 – Annual Meeting, Panhandle Library System, Bridgeport
- Fall 2006 – Launch of media campaign, mentoring program and project Web site
- October 25, 2006 – Hollywood Librarian pre-conference, Quest Center, Omaha, Nebraska.
- October 26, 2006 – Mentoring Session at the Nebraska Library Association/Nebraska Educational Media Association Conference, Omaha
- January 8 and 22, 2007—OPAL mentor training sessions with Cindi Hickey
- February 9, 2007—College of DuPage Videoconference Training: Next Gen Librarianship: Where Do We Go from Here? with Rachel Singer Gordon

Spring 2007—Finalization and Distribution of Marketing Kits to Recruiters

Spring 2007— Distribution of PSA through Recruiters to Movie Theatres

April 23-27, 2007—Statewide Mentor training sessions with Cindi Hickey

May 2007—OPAL mentor follow-up sessions with Cindi Hickey

Attachment A. Recruitment Public Service Announcement (PSA) DVD

Attachment B. Financial Status Report (already submitted 12/1/06)