



MFOL NEWS

MASSACHUSETTS FRIENDS OF LIBRARIES

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The annual Massachusetts Friends Of Libraries/Massachusetts Library Trustees Association conference was held on October 27 at the Worcester Technical High School with a full house attendance. Kudos to the planning staff led by Jack Donahue and Alice Welch and to the catering staff at the school. This issue of the newsletter gives you a brief look at some of the sessions.



Keynote address by Beth Nawlinski

Beth Nawlinski from United for Libraries began her discussion of attracting baby boomers (born between 1944 and 1964) as volunteers with some statistics. One in four Americans is a baby boomer and boomers volunteer at a higher rate than other categories of people. She talked about the differences between older volunteers and the

boomers. The boomers are healthier and more active and better educated and they often view retirement as a second half of their life with opportunities remaining to do significant things. They have lots of volunteer opportunities so you need to find a way to appeal to their needs and interests to make sure that your library is one of the choices they make.

How do you get some of those volunteers for your libraries? The most frequent incentive for

them is being asked by someone they know but they find social interaction appealing and they want to do something for their community. They are often more likely to respond to appeals for tasks that have both a definite result-oriented goal and a finite time commitment.

Beth suggested that your volunteering efforts should focus on sustainability rather than retention, providing flexibility for your volunteers and allowing the organization to continue to function effectively when an individual volunteer moves on. What shouldn't you do? Invite them to lots of meetings. Boomers are more task force oriented and want to find opportunities where they can use their skills and experience to provide a positive impact.

While her presentation focused on boomers, she also talked about Gen X (born between 1965 and 1981) and Gen Y (born after 1981) volunteers and the best way to attract them. Like boomers, they are interested in result-oriented shorter term tasks but both these groups are more intensely into social media. Gen X people are heavily into their careers so they are often interested in volunteer opportunities that will use their skills and help them advance. Gen Y's are very tolerant, used to working in groups and, unfortunately, have a high unemployment rate at this time. Providing projects that can enhance their resume will be attractive.

Providing flexibility, offering a wide variety of options including virtual volunteering, engaging their skills and expertise, allowing them to see their impact on your mission and setting out clear expectations of time, tasks and training are good ways to attract these very valuable volunteers.



by Carol Gifford

One of the fundamental ways in which Friends organizations support their libraries is through the purchasing of Museum Passes. Used by patrons and often the greater community, they allow families and individuals the ability to visit parks, museums and historical societies either free or at a discount. This year the MFOL/MLTA conference welcomed representatives from three libraries of various sizes (Wayland Public Library, Taunton Public Library and Cambridge Public Library), who shared how their libraries manage and organize the museum pass program, the policies that work best for them and a list of all the museums they offer to patrons.

Representatives from the Taunton Public Library spoke first about their museum pass program which started over 35 years ago. Because of the support from the Friends of the Taunton Public Library, their program now includes 27 passes including several from over the border in Rhode Island: Blithewold Mansion, Gardens and Arboretum, the Providence's Children's Museum and Roger Williams Park Zoo. Taunton

explained that the museum pass program has been one of trial and error but continues to be very successful. Patrons are allowed to reserve passes from home with their Sails library card and PIN number. Patrons must live in one of the eligible communities (The Bridgewater sub-region) to use the museum passes and all information regarding the passes is easily accessible

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on the library website. It was noted that museum passes require a lot of work for librarians which is why it is good to have a system in place that keeps the passes organized and easily accessible for patrons to reserve.

Cambridge public library focuses on the museums in the greater Boston area or museums that are easy to get to using the transit system. 2/3rds of the cost is funded by the Friends. Harvard and MIT offer their museums for free and some passes are paid for by donors. Like most libraries, they have a limited number of passes per museum, per day. Policies include limiting how many times a patron can take out a pass per month, late fees if passes are returned late, fees for lost passes and allowing the patron to reserve a pass up to one month in advance. Museums that Cambridge offers include the Harvard Art Museums, Harvard Natural History Museums, the MIT Museums and the JFK Museum/Library.



basis. The library tries to add new ones each year and always welcomes patron suggestions. Museums passes that Wayland currently offers include the Wheelock Family Theater which will admit one person free with their library card when you buy one ticket for a Friday or Saturday evening performance, the Spellman Museum of Stamps and Postal History, and Historic New England which has several historic properties for patrons to visit. Another great idea was the use of a red pouch which keeps the passes safe and allows patrons to return in the book drop

without damaging them.

The talk on Museum Passes was very informative and having libraries with a variety of methods to organize the passes, stay updated on them and make it easy for patrons to reserve was educational to the attentive audience. For more information please check the following websites:



www.tauntonlibrary.org

<http://www.cambridgema.gov/cpl.aspx>

www.waylandlibrary.org

Wayland Library passes are funded completely by the Friends of the Wayland Public Library and currently offer 26 passes to Wayland residents and non-residents alike. The Wayland Library staff have a very organized system and use the Tixkeeper software program, a product by Plymouth Rocket (Eventkeeper), which allows patrons to reserve passes on the web. The neat thing about Tixkeeper is that it allows patrons access to all the information needed to check out a museum, reserve a pass, and cancel passes, all from the comforts of home. Wayland keeps statistics on museum pass usage which helps them determine which passes are popular and used on a regular

Welcome to new MFOL Board member John Tavares. John is a member and treasurer of the Friends of Acushnet Public Library. Some of you may remember John's enthusiastic presentation at our 2010 joint conference on recruiting and retaining Friends members.



photo by Dick Luxner



Friends Email List

TOPICS

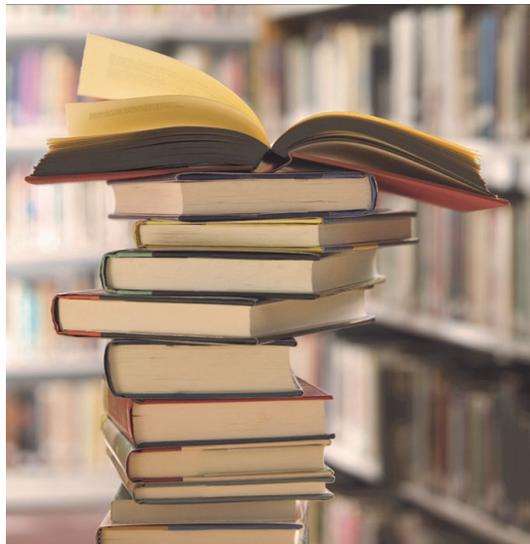
Discussion topics can be whatever interests you – revitalization efforts, member recruitment, fundraising ideas, the possibilities are endless. Participants agree to follow these simple guidelines below.

GUIDELINES

- All participants are to be treated with courtesy.
- Spam is not allowed.
- Commercial solicitation is prohibited.

MESSAGES

When you send an email message to the discussion group it is automatically sent to all subscribers, and their messages are sent to your email. Messages are automatically archived for future searching.



- Have questions for other Friends groups in Massachusetts?
- Have ideas you want to share? Looking for new ideas?
- Sign up for the Friends email list!

The Massachusetts Friends of Libraries organization and the Massachusetts Board of Library Commissioners introduce a new email list for Friends groups to communicate with each other online.

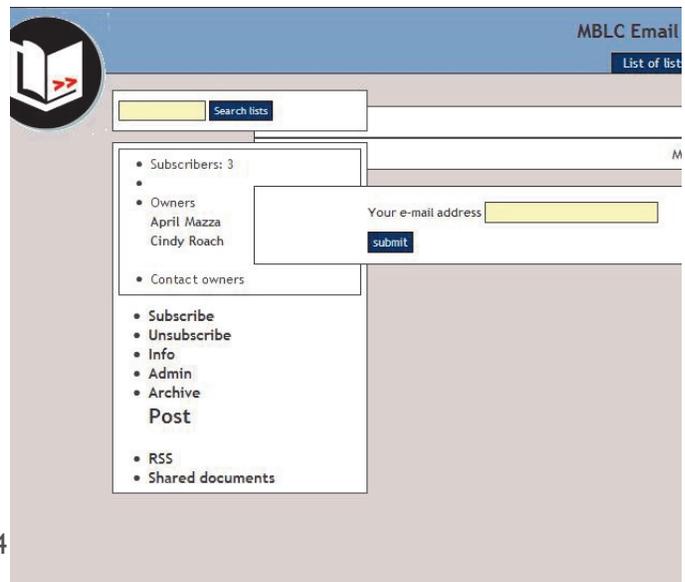
The Friends email list provides an electronic information forum for Massachusetts Friends members to discuss topics of interest and to share advice and best practices.

To sign up simply go to <http://mblc.state.ma.us/sympa/info/friends>

click “subscribe” and enter your email address into the box. Once subscribed send messages to:
friends@mblc.state.ma.us

Questions? Need help?
Contact:
April Mazza
Trustee/Friends Specialist
MBLC
617-725-1860 x 232
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Visit us online at
<http://mblc.state.ma.us/>



Fantastic Friends Award

The first annual Fantastic Friends Award was presented to the Friends of the Maynard Library and received by friends vice president Jan Rosenberg. The Maynard Friends were nominated by Maynard Library Director Steve Weiner for a program they presented last spring.



Maynard Public Library Director Steve Weiner holds the plaque.

Their goal was to expand awareness of the library in the community, especially focusing on young adult readers and senior citizens. The project they chose to do this was a 3-month Maynard Reads Together program that concluded with a full day book and author festival. The award included a handsome plaque and a grant of \$300 to the Maynard Friends and \$200 to the Maynard Public Library.

Nineteen nominations were received by MFOL and all of the Friends groups did amazing work for their libraries. You can see a brief summary of all the entries at our website: <http://mla.memberlodge.org/mfol>

A Word from the President

A big thank you goes out to all Friends who attended our MFOL/MBLC conference



helping to make it a big success. Legislative breakfasts will be held in all of our districts in the near future.. I would like to encourage everyone to attend their local breakfast and meet their legislators as advocates for all our local libraries. Happy and healthful holidays to everyone.

Alice Welch

Advocating for your Library

by April Mazza

The Massachusetts Library System and the Massachusetts Board of Library Commissioners partnered with the Massachusetts Library Association, the Massachusetts Library Trustees Association, the Massachusetts Friends of Libraries, the Massachusetts School Library Association, Western Massachusetts Library Advocates & the Cape Cod & Islands Library Association in a historic collaboration of efforts across the Commonwealth to offer a grassroots advocacy workshop. The series of programs kicked-off at the MLTA/MFOL joint conference to eager audience members. Nancy Rea, library consultant, started off by presenting the “who, what and why” of advocacy. She then guided participants through practical exercises from a toolkit designed to help develop your library’s message and advocacy plan. In part two of the program John Ramsay and Eric Poulin from the Western Massachusetts Library Advocates shared real-life successes and challenges they faced while building advocacy in their local communities. Two other sessions of the workshop were held later in November on the Cape and in the Western region. The goal is to provide the Massachusetts library community with the tools and resources to hold their own “Take Action” training program. Look out for news from MLS and MBLC to take advantage of this opportunity in the future. In the meantime, all the resources from the program, including the toolkit, are available from the MLS website at <http://guides.masslibsystem.org/LibraryAdvocacy>

Baby Boomers – Engaging a Powerful Support Group

by Robert Hayes

Beth Nawalinski – Director of Marketing & Communications for *United For Libraries: The Association of Library Trustees, Advocates, Friends and Foundations* – presented “Baby Boomers – Engaging A Powerful Support Group” to a packed conference room.

Beth Nawalinski discussed how baby boomer volunteers are different from senior volunteers. She notes that, to attract younger volunteers, groups must offer more flexibility and options; create opportunities that take advantage of their skills and expertise; show them their impact on the group’s mission; provide clear expectations of the time, tasks and training required of their position; and show them how the job will be fun and/or fulfilling. Baby boomer volunteers tend to be more project-oriented, not schedule-oriented; favor task forces over standing committees; and prefer as few meetings as possible. Younger volunteers want to be a part of a team that creates results, not reports.

Beth Nawalinski explained how to develop a leadership team with young volunteers. She mentioned five key elements – annual planning; creating job descriptions; continuously recruiting new members; assigning a task force liaison to report back to the larger group; and developing a process of evaluation and modification. She noted that job requirements for a leadership team leader may include: meet four to six times per year; plan events for the upcoming fiscal year; develop job description for project leaders; recruit project leaders for



each team; and to monitor each team. When planning for the upcoming year, she urged groups to determine what you need to accomplish most and create teams surrounding each desired accomplishment.

Beth Nawalinski showed how a project team should work, using an author fundraising event as an example. She outlined the first five steps for the team – determine when the project should take place; determine what resources (e.g., budget) the team will have at its disposal; develop a job description for the project team leader; recruit a project team leader; and assign a liaison from the larger group to oversee and monitor progress.

Nawalinski recommended breaking the job into discreet, manageable tasks – one team member finds the author; one team member finds the venue; one team member determines the ticket pricing; one team member orders the author’s books or partners with a bookstore, etc.

She shared some additional helpful tips – (1) evaluate the success and weakness of every project for continuous improvement; (2) get contact information from every team member; (3) ask those who shine whether they would like to be involved in a future project; (4) don’t rule out college kids, high school students, Gen X’ers, and Gen Y’ers as potential volunteers; and, most important of all, (5) always say ‘thank you!’

HOLD THE DATE!

Friends Sharing with Friends on Saturday March 9, 2013 at the Walpole Public Library. Focus will be on using social media to reinvent and revitalize Friends Groups. Check our webpage for details as we get closer to the date.

EBooks Update with Jack Donohue

by Carol Gifford

For the second year in a row, MLTA president Jack Donohue presented a talk on the current status of EBooks to a full room of Friends, Trustees and Librarians at the 17th Annual Conference.

Jack spoke on the popular ebook formats including the various Amazon

products (Kindle, Kindle Fire) and Barnes and Nobles' the Nook, the Apple iPad and others.

Kindle is a propriety system where you must use the Kindle software and have authorized Amazon DRM to access the information. The others

use the epub format which is an industry standard. EPub format allows the reading of books on computers, the Nook, the Sony reader, IPads, and Google ebooks or any device that is compatible with the epub forma and that satisfies the DRM of that publisher. Jack then explained the various marketing models (wholesale and agency). Kindle/Amazon uses the wholesale model which allows retailers to sell their books at any price. Sony-Nook-Apple uses the agency model which allows publishers to set the ebook price.

EBooks, as Jack noted, presents a dilemma for libraries. Companies such as Amazon and Apple are in the business to make money and that is incompatible with the mission of libraries. He stated that e-books have become “the 7 inch vending machine”, a merchandising portal. Companies have not been willing to work with libraries as they would prefer to sell their books

outright. Jack explained that in the area of Digital Rights Management or Digital “Restrictions Management” as he phrased it, the industry is still navigating in murky waters. The legality of what is being done is still a work in progress with many groups vying for control. DRM is a way for companies to control the who, how, and what of ebooks but presents problems for libraries who want to offer patrons access to books in all formats and on any device.



In 2007 Amazon sold all ebooks at \$9.99. Other publishers scrambled to meet that price or price books lower. A lawsuit came about with the Department of Justice regarding the pricing of ebooks and the end result was it forced Amazon to raise its prices.

Libraries have become involved because use of ebooks has risen and patrons are demanding access to ebooks through libraries. Because they try to meet the needs of the public and are obligated by their mission to offer knowledge and information, and are very concerned with the digital divide, librarians are making their opinions known. ALA President Maureen Sullivan has stated that “We must build on the long-standing, successful partnership between publishers and libraries.”

So where does this leave libraries? As Jack noted, they are in a quagmire as publishers are unable to do anything because of the Department of Justice lawsuit. Publishers are waiting for the ALA to move forward and make decisions, while the ALA is waiting for publishers to take the next step. The reality is that if someone doesn't make sense of this, another group will.

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FIRST CLASS

← Your expiration date

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