

Seneca District Newsletter

March 16, 2009

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District Libraries

- *Bradford Area Public Library*
- *Barbara M. Brown Memorial Library*
- *Johnsonburg Public Library*
- *Friends' Memorial Library*
- *Marienville Area Library*
- *Mt Jewett Memorial Library*
- *S.W. Smith Memorial Public Library*
- *Ridgway Free Public Library*
- *Sheffield Township Library*
- *Hamlin Memorial Library*
- *St. Marys Public Library*
- *Sugar Grove Free Library*
- *Tidioute Public Library*
- *S.S. Bovard Memorial Library*
- *Warren Library Association*
- *Wilcox Public Library*
- *Youngsville Public Library*



Your Mission

A mission statement is a great way of informing the library's staff, community & trustees about the purpose of the library. It is an excellent tool for quickly introducing people to the library's role in the community & it also provides guidance in planning & decision making.

A mission statement should answer the following questions:

- What do you do?
- Who do you serve?
- How do you do it?

When writing your statement be clear, concise & direct but be sure you give a sense of the library's fundamental purpose.

What follows is a list of tips for writing a mission statement from *Libraries, Mission, & Marketing: Writing Mission Statements That Work* by Linda Wallace (ALA, 2003):

- *Aim for one, no more than three, short sentences.
- *Avoid jargon.
- *Ban bulleted lists.
- *Use active voice.
- *Personalize the statement. Use "our" rather than "the Library's."
- *Don't feel you have to start with the words

- "Our mission..." Go directly to the point.
- *Choose words that are meaningful to your audience.
- *Be specific about what you aim to accomplish.
- *Describe the most important thing your library does as though you were telling a friend.
- *Write in a tone appropriate for your library
- *Say the statement out loud to see whether it flows off the tongue.
- *Edit ruthlessly.
- *Remember words are powerful.

Once the library has its mission clearly written out, use that statement. Make sure staff, trustees, key supporters, etc. all are aware of the mission & how they can help the library achieve it. Use the mission statement as a tool for promoting the library. Place it on library letterhead, web-sites, promotional items, library cards, etc.

The mission statement can also be used as a guideline when writing technology plans, long-range plans, marketing plans, collection development policies, programming guidelines, etc. If the item or the service does not support the library's mission, maybe it is not a wise investment or an acceptable plan.

WebJunction Staff, "Writing a Mission Statement." webjunction.org. March, 27, 2008 http://www.webjunction.org/organizational-management/articles/content/452206?_OCLC_ARTICLES_getContentFromWJ=true



District Happenings

Fundraising:

Tidioute Public Library will be holding a book sale during the entire month of March.

Friends' Memorial Library in Kane is the recipient of the income from the Winter Carnival hosted by the Kane Day School Preschool Board.

Friends' Memorial Library will have their Soup'n

Pie luncheon on March 17, 2009 from 11 AM to 1 PM with 15 different kinds of soup and ten flavors of pie.

Hamlin Memorial Library in Smethport will hold their annual auction/dinner on March 21, 2009.



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District Happenings (cont'd from page 1)

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Welcome:

Marienville Area Library announces a new library director. Please welcome Sue Watson.

Congratulations:

Wilcox Public Library held their grand opening and ribbon cutting ceremony to celebrate their new facility on March 2, 2009 from 11 AM to 1 PM. They then celebrated with a whole week of special activities which included an Open House, Bedtime Story Hour, Women's Lunch & Movie Matinee & more. Congratulations!!

S.W. Smith Memorial Library in Port Allegany has acquired a used bookmobile that has twice the book capacity of their old vehicle. However, the driver now has to obtain a CDL license.

Hamlin Memorial Library in Smethport reopened after their renovation/expansion project. Not all is complete but even with work still in progress, Smethport is thrilled with the results.

Barbara Moscato Brown Memorial Library Director Anna English recently received a Specialized Diploma in Library Technical Assistant from Northampton Community College. Congratulations Anna!

Programming:

Warren Public Library will be hosting a visit from the One Book, Every Young Child author team Florence and Wendell Minor on May 12, 2009. The Minors wrote *If You Were a Penguin* and are scheduled for 3 programs, 2 at Warren Public Library and 1 at Seneca Headstart.

Warren Public Library will present *Dr. Stephen Phillips Forensic Anthropology Program* on Saturday, May 9, 2009 at 11:00 AM in the Slater Room. Dr. Phillips is the Research Assistant to the Curator-in-Charge of the Egyptian Section of the University of Pennsylvania Museum of Archaeology & Anthropology. The illustrated program will introduce the audience to the methods and techniques of forensic anthropology through actual examples of bones.

Revevrand's Library Laws

- ◆ If you made the system foolproof, you discover that everybody has suddenly become geniuses.
- ◆ When 60% of your book order is back-ordered, you can safely bet that 90% of the back-orders are out of print.
- ◆ Books will remain upright on the shelf until you go to place another book beside them.
- ◆ No matter how many books you have on a subject the student always thinks they're all "too big."
- ◆ The volunteer aide who files the worst is the one who volunteers the most.
- ◆ If you have a system that works you must be doing everything wrong.
- ◆ When you re-catalogue a book to correct an error, you automatically create seven new problems.
- ◆ The thinnest books have the longest catalogue numbers.

From *The Bookmark*, September 1989, p. 48-49
M. L. Revevrand, teacher-librarian, KLO Secondary School



District Reminders

District Meetings:

April 17, 2009—Negotiated Agreement/PA Guaranteed Savings Plan for College programming for libraries presented by Kevin Soles—9 AM to Noon

May 15, 2009—*Great Displays for Your Library* presented by Susan Phillips—9 AM to Noon

September 18, 2009—topic to be announced

October 9, 2009—topic to be announced

Regional Workshops:

May 6, 2009—*Senior Spaces: Pennsylvania Style*,

Hampton Inn, Clarion, registration due April 17, 2009

Annual Report:

Annual Report is due on or before April 6, 2009.

National Library Week:

National Library Week is April 12-18, 2009.

Annual Institute for Trustees and Friends:

April 3-4, 2009—Four Points Sheraton Pittsburgh North

April 24-25, 2009—Harrisburg/Hershey Holiday Inn



Reference Updates

Companies People Industries Expert Advice

HOOVER'S ONLINE: Business Information All In One Place

Hoover's Online provides access to in-depth company profiles for more than 40,000 companies, public and private, worldwide, as well as to financial information, news, and industry information. Hoover's offers business intelligence provided by a large staff of industry experts, supplemented by tools that convert that intelligence to meaningful insight. Whether researching a new business, checking out prospects or competitors, preparing for an interview, or compiling information for a school assignment, Hoover's proves a high quality resource. This quality is demonstrated through:

- **Comprehensiveness:** Up-to-date company and industry coverage that synthesizes company documents, press releases, investment research, and newspaper and magazine articles.
- **Industry Expertise:** Objective, fair, and accurate information about companies and industries, intelligently written by our expert staff in a balanced, engaging, easy-to understand format.
- **Variety:** Comprehensive content that includes executive biographies, competitors, and financial information on both US and international private and public companies.
- **Ease of use:** Intuitive design to facilitate easy navigation of the site.
- **Access to Comprehensive company profiles,** including corporate history, executives, products, operations data, financials, and news.
- **A cohesive view of the competitive landscape and industry benchmarks.**
- **Key people for each company are included.** Executive compensation data, age, other company affiliations, and biographies are included for US public and top private businesses.

This database, which is updated monthly, is an excellent starting point for company research. The library's subscription content is only available from public computers located libraries in Warren County. Libraries outside Warren County, please contact Warren Public Library reference staff to obtain information from this tool.



District Professional Collection

Doucett, Elisabeth, *Creating your library brand: communicating your relevance and value to your patrons.* Chicago, American Library Association, 2008.

McDonald's golden arches are the visual representation of McDonald's brand or the meaning & message of the company. Branding is a part of the marketing process that focuses on developing a message & the means to communicate that message to the public. But how does branding fit in the library world?

In today's society, libraries need to effectively communicate their benefits as preferred providers of information & entertainment resources. By using the step-by-step guidance provided in this resource, libraries can begin to develop branding that is tailored to the nonprofit public library arena.

Creating Your Library Brand covers everything from

working with outside experts to evaluating your library's brand. End-of-chapter exercises enhance the feedback process. Included are tips, suggestions for success & answers to frequently asked questions.

Phillips, Susan P., *Great displays for your library step by step.* Jefferson, NC, McFarland & Co., 2008.

Do the displays in your library look uninspired? Have you run out of ideas? Want to better showcase some of your library's great resources? Susan Phillip's book is for you. It will guide you in creating unique visual statements for library spaces.

Susan offers practical advice on utilizing everyday materials to create attention-grabbing but economical presentations on all sorts of topics including authors, world cultures, traditions, book genres, etc. The 46 featured

More District Professional Collection

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displays include a brief introduction, an explanation of the origin of the idea, specifics regarding the information included, step-by-step instructions for assembly, & ideas on how to customize the display to any available space.

Phillips includes a “Month-by-month Display Ideas” appendix which contains 77 additional display suggestions.

While most of the display topics are based on adult subjects, all of the ideas are adaptable for youth, teens, & individual library needs. The book is designed to inspire readers to locate & showcase the treasures in their own collections.

Susan Phillips will be providing a hands-on workshop for the Seneca District on May 15, 2009.



Quick Notes

Links to fundraising resources/ideas:

*WebJunction—fundraising section
<http://www.webjunction.org/fundraising/resources/wjarticles>

*WebJunction—funding strategies section
<http://www.webjunction.org/funding-strategies/resources/wjarticles>

*WebJunction—funding brainstorm section
<http://www.webjunction.org/rural-funding/articles/content/442669>

*WebJunction—fundraising action plan
<http://www.webjunction.org/fundraising/articles/content/433897>

*LibrarySupportStaff.com—Fundraising for Libraries: Links & Resources

[http://www.librarysupportstaff.com/find\\$.html](http://www.librarysupportstaff.com/find$.html)

Free Programming for your library:

The Pennsylvania Insurance Department will send a representative to present a program based on one of their “Outreach Topics” and answer patron questions anywhere in the state at no cost. Here are just a few of the topics:

- ◆ Life Insurance—securing your family’s future.
- ◆ Flood Insurance
- ◆ Renters Insurance—Are you protected?
- ◆ Travel & Vacation Insurance
- ◆ Saving on your Auto & Homeowners Insurance
- ◆ Out of a Job?—health care options.

If interested contact: Stephen Rzonca at 717-346-2668 or srzonca@state.pa.us.

Meet the Librarian



One of the Seneca District’s newest library directors is Heather Koech. Heather is the Director of the Tidioute Public Library and began her library duties in December 2008.

Heather was born and raised in Erie, PA. In fact, she lived there until just 15 years ago. Heather and her husband operated his family restaurant, Syd’s Place, for 33 years. The last 15 of those years they owned the business. In 1993, they sold the business and “retired.”

However, Heather went on to work at Beverly Healthcare, partially to be near her mother. In 1997, she became the Dietary Manager of that facility. She holds the required certification from Florida State University. After 10 years at Beverly Healthcare,

Heather once again “retired.”

The Koechs moved to Tidioute in 1984. They were drawn to the area since they had a camp just outside Tidioute.

Heather’s involvement with the library began when she started volunteering and then was asked to join the Board of Directors. On December 1, 2008, she became the Tidioute Public Library Director. Her comment was that, “I am having a circus doing this.”

Heather enjoys reading (of course), sewing and gardening. She also says she has become a recent addict to eBay. Please welcome Heather Koech to the Seneca District.

SENECA LIBRARY DISTRICT

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Email: lstrycula@warrenlibrary.org



**Seneca Library
District**

Serving 5 counties in Northwest PA

*We're on the web at
www.warrenlibrary.org*



Moments in Our Lives

- ◆ **Lois Strycula**, Seneca District Consultant is delighted to announce the birth of her third grandchild and first granddaughter, Clarissa Ann, on January 5, 2009.
- ◆ **Lori Rounsville**, Director of Hamlin Memorial Library, is excited to report that her son Josh & his wife are expecting their second child in October 2009. Congratulations, Grandma!
- ◆ **Garrett Culver**, District Technology Consultant, received the Microsoft MVP Award. This award recognizes exceptional technical community leaders from around the world who voluntarily share their high quality, real world expertise with others. MVPs are recognized for their inspirational commitment to technical communities and a willingness to help others. Congratulations, Garrett!



Women in History

March is Women's History Month so here are a few historical facts:

- ◆ Queen Mary I (Bloody Mary) was the first reigning queen of England in 1553.
- ◆ Virginia Dare was the first child born in the American colonies, on August 18, 1587, on what is now Roanoke Island.
- ◆ Margaret Corbin was the first woman awarded a disability pension by U.S. Congress in 1779. She fought in the Revolutionary War.
- ◆ Mary Kies was the first woman to be issued a U.S. patent in 1809. The patent was for a technique for weaving straw with silk and thread to make bonnets.
- ◆ Mary Lyon founded the first woman's college in the U.S. in 1837—Mt. Holyoke College.
- ◆ Victoria Woodhall was the first female to run for U.S. President in 1872.
- ◆ Susanna M. Salter became the first woman U.S. mayor in 1887 for Argonia, KS.
- ◆ Alice Wells was hired by Los Angeles as the first policewoman in the U.S. in 1910.
- ◆ Jeannette Rankin from Montana was the first woman elected to the U.S. congress in 1916.
- ◆ Nellie Taylor Ross became the first female state governor in 1925. She was governor of Wyoming.
- ◆ Lettie Pate Whitehead served as the first female director of a major corporation in 1934—the Coca-Cola Company.
- ◆ Julia Child is the first female to be designated a full-fledged "Chef" in 1958.
- ◆ Janet Guthrie is the first woman to qualify and race at the Indianapolis 500 in 1977.