

The itizen

The newsletter of Citizens for Maryland Libraries
P.O. Box 267, Funkstown, MD 21734

Number 7

Summer 2001

Annual Meeting of the Maryland State Friends of Libraries

Under the sponsorship of Citizens for Maryland Libraries and the Division of Library Development Services, the Maryland State Friends of Libraries held their Annual Meeting, at the Radisson Hotel in Annapolis on April 7. Below is a round up of the sessions.

Enoch Pratt Free Library received the 2001 Citizen Support of Libraries Grant Award for their new Children's Services Bookmobile Program. The program is designed to remove the major barrier that now limits the program participation of preschool aged children. "If children cannot come to the library, we will bring the library to them," said the program designers, who will use the funds to purchase appropriate enrichment equipment for early childhood programs, as well as materials for storytelling and craft activities.

Speaking on The Future of Libraries, Maurice Travillian compared the new digital divide to 'immigrants' - those born after 1964, and 'natives' - those born before 1964. 'Natives' prefer things the way they were, while 'immigrants' are more willing to try something new. Maurice outlined certain trends. By 2012 not just humans will be on the Web, but 90 percent

of the machines will be talking to one another. VIVO - (Voice in Voice out) may cut down on literacy, making us more of an aural society. There will be interactive multimedia, where machines can read books to the user. Increasingly, young people recognize this as they watch more TV and want more information in graphic form. By 2010 computers will hold 1 million books. Patrons will come into the library to download their choices. Genetic manipulation will have implications for health, ethics, environmental and safety issues.

In this increasingly complex and changing environment, Maurice envisioned the role of libraries as one that will provide a public green space, where anybody can go. Libraries should make this area very inviting with a retro look. For example, hide computers, thus providing a retreat for the "natives," while helping the "immigrant." Libraries could put a brand on digital information, providing help on the Web sites, - a challenging feat since sites change so rapidly. They could also take a role in publishing, for example the events in the community, and also to provide an archival function.

Continued on reverse

Awards/Events/News

Past President of CML, Maurice H. Rindskopf was presented with the Maryland Library Association 2001 Volunteer of the Year Award, at the Maryland Library Association Conference in Solomons Island. Maurice was honored for his 18 years as trustee and president of the AACPL, his presidency of the MLA Trustee Division, and for his current service on the Board of CML. Congratulations Maurice, and thanks for all your hard work to serve Maryland citizens through their use of libraries.



□ The Maryland Library Community said farewell to Norma Hill, Director of Howard County Library, in a ceremony at the Furnace Inn on June 12. At the event, Norma was given several citations, and recognized for her contributions to the library community. Traveling is on the agenda of the soon-to-be-retiree.

□ It's never too early. Visit most public

libraries and you will see a poster with the portrait of an enchanting toddler, surrounded by insets of family members reading to their small children. This is DLDS/MSDE "It's never too early campaign" highlighting public libraries' vital roles in preparing children between the ages of birth and five to learn to read. The campaign was launched in March, in a ceremony officiated by Dr. Nancy Grasmick, Superintendent of Schools, MSDE.

□ Hornbake Library at UMCP, now houses the Maryland Room. This was welcome news for Professor Ridgway, a long time user of the Maryland Room, who is preparing materials on the political history of Maryland. Its brightness, openness, exhibition space, glass front and convenient parking enhance the new facility.

□ Friends of Charles County Public Library. *Murder in Elsinore, or Who put the bam, bam, bam in Hamlet?* A murder mystery play in three

Continued on reverse

Thank You

Citizens for Maryland Libraries say THANKS to those libraries and Friends that provide support to CML in its mission as library advocate for the citizens of Maryland. Baltimore County Public Library publishes our quarterly newsletter, *The Citizen*, and has provided refreshments for coffee breaks at Friends Conference. Charles County Library donated the brochures and agendas for 2001 Friends Conference. Carroll County Public Library maintains CML's financial records and fund accounts. Western Maryland Regional Library and Washington County Free Library provide volunteers to reproduce CML meeting notices, brochures, letterhead etc. WMPL also provides access to the color photocopier and has an inkjet printer on permanent loan to CML. Friends of the library for the Blind and Physically Handicapped have provided refreshments for morning breaks at Friends Conference. Glenwood Library, Towson Library and Damascus Library have provided us with meeting room accommodations. As we continue our advocacy efforts for Maryland Libraries and citizens, we hope to add many other library systems and Friends.

Letter by CML Board member, Davis McCairn, published in The Washington Post on May 5.

BLAIR G. EWING,
President,
Montgomery County Council,
Rockville

Montgomery County's funding problems have become particularly evident in its public libraries. While other elements of the county government have enjoyed increased capital for eight years, library funding in constant dollars per county resident has declined every year.

Montgomery County now ranks behind most of the state in service hours per resident and in staff per resident. This reduction has occurred even as more resources are required to meet the traditional demand for books and the increasing demand for new media and Internet access and services. The Post's editorial stated that "a harder look at appropriations, program by program, ought to yield any additional funds the council delivers for schools or other initiatives this year." Considering the modest amounts involved (the library gets about one percent of the budget), the harder look should address the decline in library services.

DAVIS B. McCARN,
Bethesda.

(The writer is chair of PUBLIUS, a political action committee for Maryland's libraries).



Awards/Events/News *continued*

acts. June 23, La Plata meeting room. For information call 301-645-3319.

❑ The Reference Dept. of the Annapolis branch of the Anne Arundel Public Library now has a collection of books on nonprofit management and fundraising, through donations from Chesapeake Community Foundation and the Maryland Chapter of the Association of Fundraising Professionals. Titles include *Fund Raiser's Guide that Make a Difference*, and *Strategic Marketing for Nonprofit Organizations*.

❑ The Enoch Pratt Free Library's Board has formed the Pratt Advisory Council, a citizen's community forum that will serve in an advisory capacity to the Board of Directors. The Council's mission will be to provide a forum of mutual exchange of ideas and information and to facilitate problem solving between representatives of the branch library communities, the Central Library/State Library Resource Center, the Board of Directors and library staff. The Council consists of community members, including teenagers; representatives from the Friends of the Enoch Pratt Free Library; and representatives from the Mayor's office and City Council, will meet quarterly.

❑ The Port Deposit Library now has an intercom to enable individuals with handicaps to communicate directly with the librarian - part of the library's effort to make the library accessible to all customers.

❑ On May 5, an early morning fire damaged the Randallstown Library, which will be closed until further notice. Donations to assist in the reopening of the library, may be made by calling Lori Ford, 410-887-4474. Checks may be sent to: Foundation for Baltimore County Public Library, 320 York Road, Towson, Maryland 21204-5179.

Annual Meeting *continued*

Round Tables Discussions

Recruiting Corporate Donors, facilitator, Roger Downward.

❑ Identify need. Decide if you want a partner, sponsor or just a contributor. Have a well-developed plan and outline of program, with an idea of the kind of support needed.

❑ Different kinds of contribution. Know ahead of time the kind of in-house contribution (donations of services, facilities, products, money and or sponsorship). Identify potential donors/partners/sponsors or businesses in the community, who are either past contributors or who can provide what is needed. Then ask. Best to go to the decision-makers, making sure you know the funding cycle of the organization.

❑ *Bequests and Planned giving*. Plant the seed to let potential donors know that your organization is worthy of their gift. Repeat the message often. Publicly recognize gifts.

At the Fund Raising Table, facilitator, Mary Mallery

Participants shared the successes about funds raised from the various events they conducted in their respective counties. Events ranged from lectures, authors luncheons, celebrity sports events, literary events, mystery dinners, traveling dinners, galas, dunking booths, pledge events such as fun walks and runs, readathons, bikeathons, golf tournaments, silent auctions, antiques appraisals, and a sponsored event at the races or ball games. Considerations for events are costs, pre-event expenses, advance planning, suitable dates and times, labor involved in planning events, community and other competing events.

Membership, Recruitment and Retention of Members, facilitator, Mary Aldous

Ideas shared to attract and retain members included, making individual calls to inactive members, to participate in one-time activities, and using a telephone tree. Potential sources for new members are Community Service Clubs, churches, PTAs, high schools, colleges and businesses. One library formed a High School Friends group that helped to raise funds and made themselves available to help during special events.

Book Sales, facilitator, Glennor Shirley.

Decide on goal of the sale. Is it to be a money maker or a community get together? If it is for fund raising, careful planning is needed. Decide on date, location, storage and volunteers to organize before and on the day of the event. Before the day of the sale, decisions must be made about sorting and pricing. On the day of the sale, manpower is needed to put out the books, manage the crowd, restock the shelves and act as cashier. The cashier should be someone who does not get flustered easily and who can handle the money well. You need lots of change, and should price the books so that making small change is minimal. Have some security measure in place to guard the person handling the money. Someone should remove large sums from the sale area. After the sale, manpower is needed to clear the area and dispose of the unsold books.

Membership Application

Yes, I want to join CITIZENS FOR MARYLAND LIBRARIES (CML) along with the many citizens and organizations across the state of Maryland, who through their membership in CML continue to work

Name _____
Address _____
City _____ State _____ Zip _____
Telephone _____ FAX _____ E-mail _____

- | | |
|--|--|
| _____ \$10 Individual (through December 2001) or | _____ \$25 Individual (for THREE years, through December 2003) |
| _____ \$25 Friends of Library Groups | _____ \$50 Corporations / Organizations |
| _____ \$100 Benefactor | _____ \$500 Life Member |

Additional contributions to CML \$ _____ or to PUBLIUS \$ _____ work toward improved library service and libraries in Maryland.

Payment

Checks should be made payable to:
CML (fully tax-deductible)
or to **PUBLIUS**
(not eligible for tax deduction).

Mail to

Citizens for Maryland Libraries
P.O. Box 267 / Funkstown, MD 21734