

# OFF THE SHELF



## Twin Cities Area Church Library Association

Mission Statement: To energize Church Library Ministry through education, resource sharing, spiritual encouragement and fellowship.

Winter 2014



*"The Midwest's premiere destination for original musical comedy!"*

### In This Issue

2. Treasurer's Report  
Marion the Librarian  
Farewell Note

3. New Year's Resolutions

4. Live Big

5. Rejuvenate Library

6. Reservation Form

7. Books Worth a Look

## THE CHURCH BASEMENT LADIES IN THE LAST (POTLUCK) SUPPER



**Join your TCACLA friends! Make your reservations NOW to attend the popular musical comedy, "The Church Basement Ladies in the Last (Potluck) Supper."**

**We have 25 great seats reserved for the matinee performance on Saturday, February 8, at 3:00 p.m. at the Plymouth Playhouse. We'll have a wonderful time!**

If you would like to join other members for lunch (not included) at 1:00 p.m., we will reserve space in the Green Mill Restaurant. This lunch would be on your own, and

**Note Reservation must be received by January 15th.**



## Treasurer's Report

Members: 38 churches, 1 individual

8/31/2013 \$ 881.67

\$ 270.00

2014 Dues

\$ 528.00

Fall Mtg. Reg.

\$ 798.00

\$ (13.00)

Web page

\$ (37.74)

Fall OTS

\$ (522.00)

Fall meeting expenses

\$ (100.00)

Winter meeting expense

\$ (672.74)

12/20/2013 \$ 1,006.93

### General Information

TCACLA is a non-profit support organization serving church librarians. Membership is open to individuals and churches of all Christian denominations that desire to network with others on library development.

### TCACLA Board

#### Vacant, President

#### Hazelle Nyberg,

#### Vice-President

763-561-2762

hnyberg@access4less.net

#### Jane Scofield, Secretary

763-486-2119

dandj1974@q.com

#### Laura Dirks, Treasurer

612-378-3026

lauraedirks@gmail.com

#### Chapter Website

www.tcacla.com



#### Chapter Facebook Page

<http://www.facebook.com/TCChurchLibraryAssn>



Marion says

#### Useful Winter Tricks

This is the perfect time to highlight various parts of your collection that get lost in the stacks. Pull out and feature items such as biographies, parental helps, grief, etc. You will be surprised at how the circulation of these items increases.

#### **Farewell to Our President**

We bid farewell to Dulcie Campana and thank her for her service. She led us through the transition after the demise of NCLA. We thank her and her husband for developing our new constitution and putting together the necessary legal work for us to continue to function. She will be busy attending to family needs in the coming months.



# New Year's Resolutions for Librarians

This week we embark another new year. The world of libraries is always talking about change and moving forward, so what are your library's New Year's resolutions? Below are some of my ideas for library and librarianship resolutions as we enter 2014:

**Continuous Learning & Sharing of Knowledge.** Just think, if each librarian at your institution learned about one new gadget or piece of technology per day we would always be surrounded by creative ideas and solutions. Think of all the open source software that's out there that isn't being utilized in libraries. All the Firefox add-ons ([screen grab](#) has pretty much changed my life) that none of us even know about. Let's all commit to taking a few minutes every day to find something new, experiment with it, and when we find something useful – share what we find with our colleagues. Praise to those that are already doing exactly this.

**Marketing, Library-Style.** Marketing appears to be a relatively new concept in libraries, but with the constant budget cuts and fighting for support we really need to take it seriously. To be honest, my initial reaction when I saw the word “marketing” in a [SIRLS class](#) was pretty negative. It sounds business, corporate, and equivalent to “advertising” which makes me think of deceiving people into buying something they don't need. But in reality, there is much more to marketing than public relations and advertising. Creating a marketing plan for your library requires assessment, analysis, and refinement of vision, mission and objectives. A marketing plan can increase a library's worth and its visibility in your community, and in the world of academic libraries it can ultimately increase student success. Maybe it's not so bad. Maybe it's necessary to move libraries forward in the right direction; to keep us relevant and responsive to our users. So resolution number two for libraries: create a marketing plan. For librarians: listen to your customers, and use marketing tools to increase the visibility of your library and its services.

**Emerging Technologies.** I'm not going to say “library 2.0” because that phrase has become so overused that it's starting to lose all meaning. But I will throw these nuggets out there: educational technology, collaborative technology, technology for assessment, open source technology. It's all over, and has the power to transform libraries into thriving educational environments that inspire learning, discovery, and creativity – both physically and virtually. Third resolution: utilize these technologies (wisely, of course) to improve your library both within your organization internally and externally with what you library has to offer its users.

**Usability.** Libraries are coming to realize that navigating their websites, and their OPACs particularly, are not intuitive to users. If you have any say whatsoever in your own library's website, make reading Krug's [Don't Make Me Think](#) first on your list if you haven't done so already. Hold usability testing to see what library users actually have trouble with when searching for library services and materials. Advocate for better information architecture in databases your library subscribes to. Don't jeopardize the friendliness of your library by having a poor web presence. So as a final resolution: make sure your library users can easily use your library's services.

These resolutions are pretty broad but they are intended to be, and in reality I don't think they are difficult to achieve. And I'm thinking they will be well worth it, so I will try to hold myself to them.

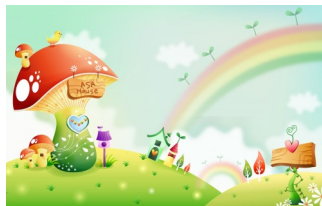


## Living Big

I don't want to dwell on sad things but I also could not let the anniversary of my parents death go by without writing a little something here because I know many of you knew my mom (and dad) personally and may be feeling a little sad today as well.

It's funny because no matter how much I think about this horrible day and the fire a year ago, the things that keep reigning bigger in my mind are their lives and their hearts. That made me think about how important it is that we all live BIG. Something like a fire could easily be a big enough event to steal our focus and memories. A fire that size is scary and almost has a life of its own because it is so uncontrolled. If someone lived a small life, it might be the scary fire that kept invading our thoughts when we remembered them. But neither of my parents lived small lives. They did many small (and big things) with BIG kindness and BIG love. They reached out and made people everywhere feel welcome and special.

So yes, I think about the fire sometimes but that fear and sadness gets so quickly pushed away by the bigness of their love and the way they impacted us all while they were here. What an important thing that we all live with big love and passion because that is what we will leave behind for others to remember no matter how we leave the planet. That step into the next life is so quick but what we do with our lives while we are here impacts those around us forever. How many people can we help while we are here? How many people can we love? Are there people we could make smile today with a phone call? Is there someone whose day could be turned around by a little encouragement? That is the BIG stuff of life. So yes, a little fire may be occasionally thrown into our lives but that is so small compared to how BIG we can live. I want to make sure the things in my life that should be big are BIG! It is our love and our passion that will live on long after we are gone and that really is a wonderful legacy. God bless you all.



## How to Begin or Renew a Church Library

*In the beginning God created the heavens and the earth. And the earth was without form and void; and darkness was upon the face of the deep. And the spirit of God moved upon the face of the waters. And God said, Let there be light and there was light."(Genesis 1:1-3, KJV).*

This passage could also be describing the beginning of a church library ministry. In the Living Bible verse 2 says "the earth was at first a shapeless, chaotic mass . . ." When this new ministry is first contemplated by a church, it has no shape and its intended space is dark. If the church is trying to revive the ministry it may seem like a chaotic mass.

Beginning a library ministry or reviving a dormant library is an exciting time in the life of a church. Planning with the pastor and other church leadership just how this vital new ministry will enhance the life of the church family can be an invigorating experience. In the beginning stages of planning a library, many questions must be answered.

- **What is the mission statement for your church?** Everything done by a church library team needs to carry out the mission of your church.
- **Who? What? When? Where? How?** Explore the answers to these questions as you apply the mission of the church to the ministry of the church library.
- **How will our library be organized?** Consider the types of spiritual gifts needed by individuals on the church library ministry team. Identify the types of positions for team members. A team leader is one position. The other positions need to relate to responsibilities assigned to team members. For example, your team may have a technical specialist and a promotion specialist.

**How will we train our team?** You will find several avenues are available for training your church library team. First, the [Christian Growth Study Plan](#) has five certificate plans for church librarians. These courses can be done individually, as a team, or in a conference. Second, your association and/or state convention may sponsor library networks as well as [training conferences](#) throughout the year. Third, LifeWay will have four online courses for your team members to work through at your own pace. Watch for these courses at [www.lifeway.com/churchlibrary](http://www.lifeway.com/churchlibrary). In addition, the articles you find at [www.lifeway.com/churchlibrary](http://www.lifeway.com/churchlibrary) are excellent training tools to use with your team.

**What criteria will we use for selecting media?** The church library ministry has the responsibility to serve as steward of media resources that strengthen and support the total church ministry. A selection and gift policy is suggested to help guide the library team with selection decisions. This policy is also very important to help when unsuitable material is donated. The selection policy needs to be voted on by the church in a business meeting, thus reflecting the desires of the church rather than the opinion of one individual. A sample policy is in the resource [Church Library Ministry Information Service](#).

**How do we plan a budget?** Budget planning is an important task that impacts everything else through the year. Budgeting information and forms are available in the resource [Church Library Ministry Information Service](#).

**What about space and furnishings?** Look for a location with high traffic flow, where people gather, and that is easily accessible. A separate room is best but a table or a mobile shelving unit works well. For more information about space and furnishings, see the resource [Church Library Ministry Information Service](#). Contact LifeWay Church Sales for furniture and shelving information by emailing [churchfurnishings@lifeway.com](mailto:churchfurnishings@lifeway.com).

**How do we circulate media?** Develop policies regarding the hours the library will be open, length of time media can be borrowed, the use of fines for past-due media returns, and other circulation concerns. For guidance, use the resource [Church Library Ministry Information Service](#).

**How do we prepare media for circulation?** The technical tasks of accessioning, cataloging, labeling, storing, and shelving are important parts of the preparation of media. Tools for helping you do these tasks include [A Classification System for Church Libraries](#) and [Church Library Ministry Information Service](#).



**How do we encourage people to use the library?** Promoting the use of the library involves planning for the visual, verbal, printed and activity-oriented ideas. continued on Page 6.

Begin circulation as soon as media processing has begun rather than waiting until everything completed. Help people feel they are part of the new library ministry. This approach will generate excitement and become a great promotional tool. The resource [Church Library Ministry Information Service](#) can provide you with ideas for a great start in promoting your library. The online book *Creating Promotion That Communicates* (parts 1, 2, 3, and 4) by Charles Businaro can guide you in designing promotion materials.

**What services should we provide?** The basic service of the library is to provide easy access to appropriate media. As personnel and resources are available, add services such as story time for children, media clubs, book reviews, and special support activities for age-group ministries. For guidance, use the resource [Church Library Ministry Information Service](#).

**Must register prior to January 15 for the event**

Your Church name \_\_\_\_\_

City \_\_\_\_\_

Name(s) of person(s) attending

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Number of **TCAC member** Ticket : \_\_\_\_\_ x **\$31.00** = \_\_\_\_\_

Reserve Lunch space (cost not included) \_\_\_\_\_ x **\$ 00.00** = \_\_\_\_\_

Write check payable to: TCACLA.

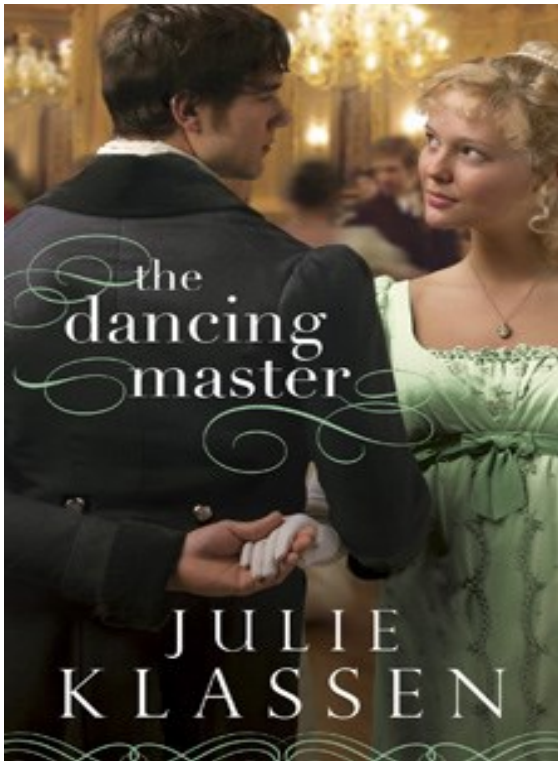
Mail registration form to:

Laura Dirks, 333 8th Street SE, Apt. 206, Minneapolis, MN 55414-1246.

Questions? Email Laura at [lauraedirks@gmail.com](mailto:lauraedirks@gmail.com) (note new email) or call her at 612-378-3026.



## Books Worth a Look



### The Dancing Master by Julie Klassen

Finding himself the man of the family, London dancing master Alec Valcourt moves his mother and sister to remote Devonshire, hoping to start over. But he is stunned to learn the village matriarch has prohibited all dancing, for reasons buried deep in her past.

Alec finds an unlikely ally in the matriarch's daughter. Though he's initially wary of Julie Midwinter's reckless flirtation, he comes to realize her bold exterior disguises a vulnerable soul—and hidden sorrows of her own.

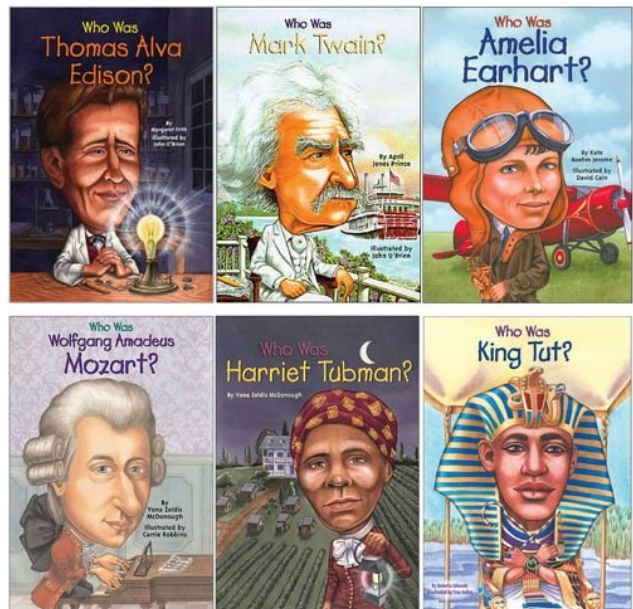
Julia is quickly attracted to the handsome dancing master—a man her mother would never approve of—but she cannot imagine why Mr. Valcourt would leave London, or why he evades questions about his past. With Alec's help, can Julia uncover old secrets and restore life to her somber village . . . and to her mother's tattered heart?

Filled with mystery and romance, *The Dancing Master* brings to life the intriguing profession of those who taught essential social graces for ladies and gentlemen hoping to

## Who Was Books

Captures the interest of boys and girls from 3 - 7 grade

An array of famous people. written about in these clever books! Even adults can learn about some of these famous people. They are rejoiced! They are popular with the children. They love the information they get about these famous people. Add a few of these to spice up your children's easy readers. They are priced very reasonably.





**Spring Meeting**  
**April 5th**

**OFF THE SHELF**

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**Twin Cities Church Library Assn.**

**Reservation by January 15th!!**

