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Colorado Department of Education

## Centennial State Libraries Online - January 2000

Welcome to the first issue of *Centennial State Libraries Online*.

January's articles are listed here. Click to read those that interest you.

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For additional information, E-Mail: [Kathleen Sagee. sagee\\_k@cde.state.co.us](mailto:Kathleen.Sagee.sagee_k@cde.state.co.us)



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## What's Happening at the State Library by [Nancy Bolt](#)



I've been consciously waiting for the new millennium for about 20 years. It was at that point I began hoping I would live that long and see the dawn of a new era. I find I'm much more excited about this turning of the year than any other .

We are starting off the new year/decade/century/millennium with our new electronic newsletter. My monthly column will continue electronically as it has in print. For the last few years, I've shared my new year's resolutions, but this year I want to make wishes for our future. I've just put down a few. I found it easier to think concretely about the near future than further away. Join me in this exercise. What are your wishes for the year, decade, century, millennium?

### **For 2000, I wish that. . .**

- schools work with children successfully so that more kids learn reading, writing, and math skills and C-SAP scores begin to rise.
- school libraries are included in all school accreditation contracts due July 1
- the legislature passes and the Governor signs a bill for state funding for libraries
- your library use numbers go up, your complaint numbers go down, and your funding body recognizes the library's worth and provides more money
- state agencies begin using Dublin Core or another method to provide uniform descriptors about electronic state publications

### **For the decade, I wish that. . .**

- all students score proficient or above on Colorado C-SAP tests
- all schools make their accreditation goal within the first three years
- all teachers pass the PLACE test with flying colors
- all libraries have full Internet access at whatever speed becomes standard over the years
- all librarians are trained to provide the highest quality reference service with no questions unanswered
- all libraries have their resources on ACLIN with full public access catalogs for their users
- one search will retrieve books citations, full text articles, photographs, historical document facsimile, audio recordings, and video streams -- and that it happens fast.
- the Colorado Digitization Project successfully melds Colorado library and museum documents and artifacts to be the most comprehensive source for Colorado information
- the Department of Corrections recognizes the vital contribution of prison libraries ("if they're reading they aren't rioting") and increases their funding.
- the Talking Book Library increases its users by 50% and obtains the resources to meet that need
- all students learn information literacy skills in school

**For the century, I wish that. . .**

- our world is finally at peace
- librarians are recognized for the critical role they play in organizing information, teaching people to find and use information, and in preserving formats and information for future generations
- we don't forget that reading is also for pleasure, whether read from paper or a screen

**For the millennium, I wish that. . .**

- a librarian is considered an essential staff member on the first colonization ship to another planet
- librarians continue to provide access to information for people as we have done for at least the previous two and maybe three millennium.

*Happy new year, decade, century, and to the year 3000!*

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## Colorado Digitization Project Takes Giant Step

A grant of nearly half million dollars will help Colorado become the first state to develop an Internet-accessible collection of digitized images from museums, libraries, archives, and historical societies.

The Colorado Digitization Project (CDP), established as a pilot project in fall 1998 by the Colorado State Library, received the award from the Institute of Museum and Library Services through the University of Denver. The \$499,999 grant permits the CDP to expand its activities over the next two years. The IMLS is a federal grant making agency located in Washington, D.C., that fosters innovation, leadership and a lifetime of learning, by supporting museums and libraries.

The CDP is a collaborative initiative to create a virtual collection of Colorado's special collections. During the first phase of the project, the collaborative identified existing digitization projects, established standards in scanning and digitization, created a pilot project to test the standards and initiated a Web site <http://coloradodigital.coalliance.org>.

The CDP represents the first statewide implementation of standards for digitization and creation of metadata by these various types of organizations. The CDP has developed a collaborative digitization model, C4 , that can be adopted by other library/museum digitization initiatives.

The continuing collaborative will demonstrate that a collaborative including all types and sizes of institutions, rural and urban, well-funded and under-funded, can create and build a virtual collection of digital resources. Furthermore, it plans to show that all four types of institutions can utilize a collaboratively developed set of guidelines for the creation of metadata and scanning, and can agree upon a collection development policy.

Participants feel collaborative efforts capitalize on the strengths of each type of institution. The availability of digital collections can enhance the public's understanding of the role of libraries and museums in lifelong learning as well as children's education.

The expanded project expects to increase the number of institutions contributing digital images to the virtual collection. Grants to more than 30 organizations should be announced in January. Many of these will participate via four regional scan centers that will assist in the technological needs of digitization.

In addition, it is expected that more than 50,000 digital images will become available through local collaborative projects; local staff will receive training; and more digitization initiatives will be linked to the CDP Web site. Access to the images will be enhanced through a clickable map of Colorado, as well as through a union catalog of metadata (description of the digital objects).

The CDP also will conduct research on two main topics:

- Impact on onsite use of libraries and museums when portions of their collections are available on the Internet; and,
- Different approaches to displaying digital objects and which approach best meets consumer needs.

Project participants are making a significant contribution to this project. In a total budget of more than one million dollars, more than half is expected as in-kind contributions from participating institutions. Additional contributions include expertise in the development of training materials, promotional material preparation, hardware, and telecommunications.

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# Colorado State Publications - Colorado Legislative Council

## Colorado Legislative Council

The Legislative Council was created in 1953 to collect research data, consider important issues of public policy and to prepare reports, bills, and other documents for presentation to the General Assembly. The council is a legislative committee, but has a permanent research staff. The staff serve as the nonpartisan research arm of the Colorado General Assembly.

The council maintains a Web site that includes links to ballot issues, economic forecasts, fiscal notes, school finance, and sunrise/sunset reviews. The reports listed below as well as many additional public policy research reports and legislative information are found on the Council Web site at: [www.state.co.us/gov\\_dir/leg\\_dir/lcs.htm](http://www.state.co.us/gov_dir/leg_dir/lcs.htm).

The following reports are a selected list of publications from the Legislative Council that are all available at the State Publications Library.

Two reports that describe the rules and practices of the General Assembly are:

- ***The legislative process.*** 1998, 66p. GA4.2/L52/1998
- ***Colorado General Assembly.*** 1999, 1 sheet. GA4.2/G29/1999

Public policy research, as well as school paper and debate topic material, are located in the selected list of the Research Publication Series below:

- ***An overview of the Colorado adult criminal justice system: report to the General Assembly.*** 1998, 187p. GA4.9/452
- ***Recommendations for 1999: study of hazardous material response and preparedness: report to the Colorado General Assembly.*** 1998, 26p. GA4.9/446
- ***Recommendations for 1999: study of the dropout rate in secondary schools: report to the Colorado General Assembly.*** 1998. 37p. GA4.9/443
- ***Recommendations for 1999: Welfare Oversight Committee: report to the Colorado General Assembly.*** 1998, 49p. GA4.9/450
- ***Report of the Children's Information Management Committee.*** 1998, 13p. GA4.9/449
- ***School district size factors: report to the Colorado General Assembly.*** 1999, 27p. GA4.9/451
- ***Study of commuter airlines, recommendations for 1999: report to the Colorado Legislative Council.*** 1998, 18p. GA4.9/448
- ***Tax handbook: state and local taxes in Colorado: report to the Colorado General Assembly.*** 1998, 106p. GA4.9/447

Abbreviated subject research is found in the "Issue Brief Series" including:

- ***The big picture: an overview of state finances.*** 1998, 1 sheet, GA4.20/98-4
- ***Chemical warfare disposal.*** 1998, 1 sheet, GA4.20/98-6
- ***Colorado's School-to-Career Program.*** 1998, 1 sheet, GA4.20/98-8
- ***Health education and public policy.*** 1998, 1 sheet, GA4.20/98-5
- ***How Colorado compares in K-12 funding.*** 1999, 1 sheet, GA4.20/99-1
- ***Initiatives and referenda in the 1990's.*** 1999, 1 sheet, GA4.20/99-2
- ***Transportation finance.*** 1998, 1 sheet, GA4.20/98-1

To borrow any of these publications, contact the State Publications Library, 201 E. Colfax Ave., Room 314, Denver, CO 80203; 303/866-6725; fax 303/866-6940. Hours are 8 a.m. to 4:30 p.m., Monday through

Friday. Publications may also be available at depository libraries that carry state government documents, or through interlibrary loan. For information, access the Web site at [www.cde.state.co.us/stateinfo/index.htm](http://www.cde.state.co.us/stateinfo/index.htm).

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## Summer Reading Program 2000

### Drama is Center Stage for Colorado's 2000 Summer Reading Program

The focus of the Colorado 2000 Summer Reading Program (SRP) is drama, a subject that lends itself to an abundance of activities, entertainment, and creative expression. And, for the first time, a theme for young adults joins the offerings for the younger set.

**Book Play**, for pre-kindergarten to sixth graders, features the intriguing and delightful art of award-winning illustrator/author Steven Kellogg. Kellogg's work will decorate the manual, poster, bookmarks, and other items for the SRP. Kellogg has published over 90 books for children.

**Art for Summer Scene**, the young adult SRP, was created by Castle Rock teen artist Cameron Armstrong, recognized locally for his talent. Armstrong's illustration is of an actor taking bows for books.

The volunteer SRP Advisory Committee of librarians and community representatives has developed these items to assist public libraries and schools in encouraging students to read:

- A large manual, incorporating a section for young adults, containing resources such as crafts, playscripts, clip art, songs, story lists, entertainers, games, and other items about drama, stage, comedy, films, and acting.
- Promotion/recognition materials, posters, reading logs, bookmarks, t-shirts, Web site.
- An outreach effort to schools to ensure that all interested students learn about their local Summer Reading Program.

The SRP is presented by the Colorado Center for the Book each year, with the assistance of the Colorado State Library, private sponsors, and the Advisory Committee. Many of the state's public libraries use these materials for their major vacation offerings for children. Reading experts agree that children who read recreationally during the summer maintain and even increase their reading skills.

Orders are strongly encouraged in January, and lower prices apply. Materials will be shipped no later than February 2000. For an order form, call the Colorado Center for the Book at 303/839-3320. The CCFTB is a statewide non-profit organization affiliated with the Library of Congress to promote a love of reading and literacy. Visit the CCFTB Web site at [www.aclin.org/~ccftb](http://www.aclin.org/~ccftb).

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## Summer Reading Program Outreach to Schools, Homeschools, Preschools

While the idea of a summer reading program is popular with teachers, parents, even kids, library staff know not all children participate. Why?

Think about your own life. It's probably busy, every hour filled with obligations. Sure, you should take time to volunteer, write to your Congressperson, patch a broken fence, fill in with your own nagging guilt. You just don't have time. Other people are no different. So the key to increasing outreach to the community and, ultimately, increasing the children sharing in summer reading is to keep it simple. Make everything as easy as possible for yourself as well as the people you're trying to reach.

Create a flyer, bookmark, or sticker that gives the basics about your SRP. The simpler and shorter, the better. Make a list of community groups you'd like to involve. Brainstorm with staff. See if you can get an individual name and telephone number for each group. Decide what you and your library reasonably can try to accomplish. Set some goals for both timing and numbers of contacts. If you can't visit every classroom in your area, think about visiting a key person at each school. Lack time to call preschools? Try asking staff, volunteers, and patrons if they are in contact with groups of tots that they can take flyers to. Over the next few months, we'll offer more tips for reaching out to kids in your area.

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## Commemorative Stamp Honors Library of Congress, Local Libraries to Participate in Bicentennial

The Library of Congress invites local libraries to participate in the issuance of a commemorative stamp honoring the institution's bicentennial to help promote libraries and build partnerships.

The stamp will be issued on the library's bicentennial date, April 24, 2000, in a ceremony at the library's Thomas Jefferson Building in Washington, D.C. The stamp, designed by Ethel Kessler known for her work as the designer of the breast cancer stamp, shows the interior rotunda of the Library of Congress. The stamp will sell for 33 cents.

When a new stamp is issued by the United States Postal Service, it is initially offered for sale in one city on the first day and then throughout the country on the second day and thereafter. The first date of sale is designated as the "official" First Day Of Issue. Envelopes, referred to in stamp-collecting circles as "covers," postmarked with the new stamp on the issue date are known as "First Day Covers." The postmark on first and second-day covers is a special cancellation available for a limited time. First Day Covers, as well as the covers from second-day events, are available in limited quantities.

Special envelopes for the covers, called "cachets," with customized design of words and/or pictures to enhance the meaning and appearance of a cover and to highlight the new stamp, are created. Some collectors seek covers by one artist or on one subject. Approximately 300 firms create cachets for new covers; cachets are available by subscription, others are available individually. The Library of Congress will provide information about cachet makers to participating libraries.

This is an innovative opportunity to create a cachet design for second-day issue events at Colorado libraries. Blank envelopes or an envelope with the library's logo can also be used.

Second-day issue events, which can be scheduled between Tuesday, April 25, 2000, and Wednesday, May 31, 2000, provide an opportunity for every library to be as creative as it would like. Typically at stamp issue ceremonies, a library or community representative presides over the event, welcomes the guests to the ceremony, and dedicates the stamp. Libraries can use second-day issue events to honor a high-profile community member or to work with interested organizations, groups, or constituents to exemplify the theme "Libraries Build Community."

The local postmaster or other local postal service official will bring the commemorative bicentennial postage stamp and the special cancellation to the event and will manage aspects of the program related specifically to the stamp and its cancellation. The Bicentennial Program Office in the Library of Congress will be meeting



with an advisory group to provide programming ideas and suggestions that participating libraries may want to consider for the second-day issue events. That office will provide materials to each participating library to assist with tactical planning, such as programming suggestions, checklists, suggestions for the issuance ceremony, contacts with local stamp clubs or organizations, and other items to support and assist a well-organized celebration.

For additional information or to participate in this collaborative venture, contact Kathy Woodrell in the Bicentennial Program Office, by email at [kwoo@loc.gov](mailto:kwoo@loc.gov), by telephone at 202/707-7206, or tollfree at 800/707-7145.

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## New Representatives Appointed to Colorado Council for Library Development

The Colorado State Board of Education appointed five new members to the Colorado Council for Library Development (CCLD) to replace retiring members. CCLD is the principal advisory body to the State Board of Education, the State Librarian (Commissioner of Education), and the Assistant Commissioner, Office of Library Services on library matters.

**Michael Barentine** is the new representative for the Handicapped, Disadvantaged, and Institutionalized; **Christiane Citron** (Denver) is the citizen representative for Congressional District I; urban/large public schools will be represented by **Su Eckhardt**; **Melanie Fairlamb** of Delta represents citizens of Congressional District III; and citizens of Congressional District VI are represented by **Robert Schantz** of Lakewood.

CCLD members are appointed to serve three-year terms, and may be appointed to one additional three-year term. The Council is empowered to study, advise and recommend action on issues pertaining to all types of libraries in Colorado. CCLD considers the aspects of problems brought before the Council, as well as those aspects which are of immediate concern to each council member's principal interest area. The council is responsible for monitoring the progress of the plan for library development and acts as the official advisory body for programs under the Library Services and Technology Act (LSTA). For more information about CCLD, visit the CCLD Web page on the Colorado State Library Web site at <http://www.cde.state.co.us/cdelib/cclid.htm>.

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## Use of Libraries Climbs in State

Good news for library fans -- Colorado public libraries are more popular than ever! A recently released study from the Library Research Service of the Colorado State Library shows that despite increased access to bookstores (virtual and otherwise) as well as skyrocketing Internet use, patronage of public libraries is increasing.

Figures for circulation (check-out of items) are escalating in Colorado. Figures for average circulation per capita for the state show a climb from 6.9 items per capita in 1991 to 8.5 items in 1998. That is a gain of 23 percent during the period. Not only are circulation statistics showing a healthy growth, but also average library visits per capita also rose from 4.9 visits in 1991 to 6.5 in 1998 for an increase of 33 percent.

Rochelle Logan, Associate Director of the Library Research Service, says Colorado librarians, like their colleagues in the rest of the country, have been concerned about the impact of super bookstores, the Internet, and video stores. Information compiled from 1998 annual reports from public libraries across the state belies that concern, she said.

According to an American Library Association poll conducted by the Gallup Organization in 1998, 66 percent of Americans used a public library at least one time during the year. Patrons come to a library for many reasons. Eighty-one percent of the visitors checked out a book; while 51 percent used reference materials; 50 percent read newspapers and magazines; 32 percent borrowed records, CDs or videos; and 19 percent called the library for information.

An overview of the report is available at the Library Research Service Web site in *Fast Facts* for November 15, 1999. See <http://www.lrs.org/documents/fastfacts/162plcirc.pdf> for details, or call 303/866.6900.

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## ACLIN Update

by Mary McCarthy, [mccarthy\\_m@cde.state.co.us](mailto:mccarthy_m@cde.state.co.us)

### New Director of Networking and Resource Sharing Appointed

Brenda Bailey joined the Colorado State Library staff in October as the new director of Networking and Resource Sharing. Among Brenda's many duties is responsibility for the oversight of ACLIN.

At the Resource Sharing Board Annual meeting she described some of her plans for the future of ACLIN. She said, "ACLIN presents a wonderful opportunity for making electronic information resources easily available to all of the citizens of Colorado. ACLIN will provide one-search access to a wide variety of information -- online library catalogs, indexes to magazine and journal articles, full text magazine articles, Web resources, and materials such as historical photographs that are part of the Colorado Digitization Project. Search interfaces will be designed with particular segments of the library population in mind -- one for children, one for adults, and one for scholarly researchers." Watch for changes in the ACLIN interface in the late spring.

Bailey has a long history with libraries in Colorado. She served as the Public Services librarian at Fort Lewis College, and is a former editor of *Colorado Libraries*. During her five years with CARL Corporation she worked with a wide range of libraries in the state before she went to the UnCover Company. Most recently, she worked at OCLC Online Computer Library Center, first as an account representative for the BCR states, then in management. She has an MLS from Kent State University, a MM from the University of South Dakota, and is currently working on a Ph.D. in public administration at the University of Colorado - Denver.

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## CLC Update

*As of December 31, 1999*

### **New CLC members to add for the month of December:**

- Career & Technical Education Resource Center, Denver; Victoria Adamitis; 303/340-7351
- Centennial School Library, San Luis; Lynn N. Friesner; 719/672-3691 x2235
- Hinkley High School, Aurora; Nancy Peterson; 303/340-1500 Greeley-Evans School District: Platte Valley Youth Services, Greeley; Susan Eastin; 970/304-6275
- Lewis-Palmer School District: Lewis-Palmer Charter Academy, Monument; Beth Rinn; 719/481-1950
- Weld Library District: Platteville Public Library, Platteville; Dianne Norgren; 970/785-2231

### **Corrections to directory:**

- Ute Mountain Tribal Library - contact Flora Harrison and Sarah Brewer

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## Notes to Note

***Through the Eyes of the Children*** was written by Diane Hirschinger Gallegos and the students from kindergarten through fifth grade at Tope Elementary School and Lincoln Park Elementary School. The one-of-a-kind Colorado field guide was created because of the need for a user friendly guide to this unique area. After two years, 25 field trips, 3000 pictures, 500 children's writings and help from various state agencies and local experts, Gallegos self-published the 112 page book of 400 color photos, featuring geology, history, wildflowers and wildlife. The book won the 1999 Colorado Book Award for best children's book. For more information or to order contact Diane Gallegos, 3324 Music Lane, Grand Junction, CO 81506, 970/243.1565, email [gallegos@wic.net](mailto:gallegos@wic.net). Price is \$14.95, with a special discount price for libraries and schools of \$10 plus \$1.50 shipping.

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A new resource from the American Library Association will help librarians develop and communicate policies on Internet use. Barbara A. Jones' ***Libraries, Access, and Intellectual Freedom: Developing Policies for Public and Academic Libraries***, published by ALA Editions, offers key resources librarians need to draft, implement, communicate and defend effective policies. The book includes the Freedom to Read Statement and Development of Materials Selection Policy in its appendices and may be used in conjunction with ALA's *Intellectual Freedom Manual, Fifth Edition*. The price is \$40. ALA members receive a 10 percent discount. ISBN: 0-8389-0761-X. To order, call 800/545-2433, press 7.

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The **Special Libraries Association Rocky Mountain Chapter** now has a Web site. Visit it by clicking [www.sla.org/chapter/crmt](http://www.sla.org/chapter/crmt). The site has officer contacts, membership information, member library Web sites, newsletter, events calendar, chapter bylaws, and manual.

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Three, full-color, traveling displays are available from the Center for Energy and Environmental Education to give libraries an innovative way to promote materials in their collections. The three-panel tabletop exhibits, developed by the CEEE at the University of Northern Iowa, are targeted for use with adult audiences. The titles are: ***Is stuff taking over your life?***, ***Are you in control of your money?***, and ***You are what you eat. . . What are you eating?***. Displays fit onto the top of a standard eight-foot table, and include handouts and other information of interest to viewers, and are available for three-week time periods. The shipping and photocopying of handouts, if necessary, are the only costs for exhibiting. Master copies of handouts are provided. The shipping cost is estimated at \$15-\$25. To view the displays, go to [www.cns.uni.edu/simplify](http://www.cns.uni.edu/simplify). For more information on the displays, contact the CEEE by e-mail at [ceee@csn.uni.edu](mailto:ceee@csn.uni.edu) or by phone at 319/273-2573 or 319/498-4516.

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The Institute of Museum and Library Services (IMLS) has launched a monthly email newsletter, ***The Primary Source***. The newsletter explores how museums and libraries across the country use IMLS awards to further their service to the public. It provides the latest information about IMLS activities, grant programs, and publications, and showcases best practices. Every issue contains valuable links to information on the IMLS Web site. To read or receive *The Primary Source*, please visit the IMLS site at [www.ims.gov/whatsnew/new\\_ims.htm#ps](http://www.ims.gov/whatsnew/new_ims.htm#ps). You will find current and past issues of the newsletter and subscription information.

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The Public Library Association (PLA) has released a series of **10 Web-based Tech Notes**. This new series of mini Web publications provides technical information on issues affecting the planning, support, and delivery of public library services using contemporary computer technology. *Tech Notes* also supplements *Wired for the Future: Developing Your Library Technology Plan*, a recent PLA publication. Current topics include Digital Object Identifier (DOI), intranets, metadata, video teleconferencing, electronic statistics, wireless networks, push technology, digital disaster planning, and filtering. *Tech Notes* is available at no cost on the PLA Web page at [www.pla.org](http://www.pla.org).

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The Association of College and Research Libraries (ACRL) invites quality proposals for its 10th National Conference, **Crossing the Divide**, to be held March 15-18, 2001, in Denver. The conference will focus on changes facing academic and research librarians in the 21st century and will explore innovative ways librarians can react to and implement change. Conference programs will address issues such as advocacy, collections, distance/distributed education, information literacy, leadership and management, partnerships and collaborations, and services for users. ACRL seeks proposal submissions for contributed papers, panel sessions, workshops, poster sessions, preconferences, and roundtable discussions. The full text of the call for participation is available on the ACRL national conference Web site at [www.ala.org/acrl/denver.html](http://www.ala.org/acrl/denver.html). Proposals and the completed program proposal form should be sent to the appropriate committee.

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## Survey Finds Teens Enjoy Reading, But Lack Time

Teens enjoy reading for fun and would read more if they had time. That was among the findings of a recent online survey by SmartGirl.com and the Young Adult Library Services Association (YALSA) conducted for Teen Read Week in October.

A total of 3,072 young adults ages 11-18 responded, including 59 percent girls and 41 percent boys. Seventy-two percent of the respondents said they read for fun when they have the time. Of that group, 36 percent said they "read constantly for their own personal satisfaction." However, 81 percent of girls and 62 percent of boys said they would read more if they had the time.

Among their favorite books during the past year were literary classics such as *To Kill a Mockingbird* and *The Catcher in the Rye*; young adult novels including *The Giver* and *Bridge to Terabithia*; Stephen King best-sellers; and the popular Harry Potter series. Mysteries were cited as the most popular type of books among teens, followed by adventure, horror, and true stories.

When kids are not reading books, they say they are reading magazines (more than 66 percent), newspapers (59 percent) and even the back of cereal boxes (48 percent). Seventy-seven percent of teen girls reported

reading teen magazines dedicated to fashion and beauty. Nearly half of the boys surveyed read magazines about videogames, while 24 percent read computer/electronics manuals.

"We are thrilled to see that teens are reading -- and not just for homework assignments," says Jana Fine, YALSA President. "However, the survey also makes it clear that having time to read for fun is a critical factor. Nearly half the teens surveyed said they did not have much time to read for enjoyment. We need to help teens make the time so they'll be encouraged to read more."

The survey found that more than 60 percent are regularly encouraged to read and 80 percent were read aloud to as children either "sometimes" or "all the time." Girls showed more enthusiasm and interest in reading for fun (50 percent) than boys (31 percent), who said they were more likely to read to learn.

"We were surprised the survey showed such a disparity between boys' and girls' interest in reading," adds Isabel Wolcott, president and founder of SmartGirl.com. "The results show that it may be useful to focus specific efforts on enticing boys to read."

She noted that 36 percent of girls and 24 percent of boys reported talking to their friends about books. The number was even lower for talking to parents about reading, 15 and 12 percent respectively. Research shows that talking about books is linked with higher reading scores.

The survey was posted online on October 2 and taken down on October 25 immediately following Teen Read Week. Detailed results, a copy of the survey and methodology can be found online at [www.smartgirl.com/results/trwsummary.html](http://www.smartgirl.com/results/trwsummary.html). Launched in 1996, SmartGirl.com is a Web site written by and for teenage girls ages 12-19. With more than 14,000 pages of content, the site offers girls the opportunity to share their opinions on a wide range of interests and issues. SmartGirl also conducts market research for companies and organizations interested in learning more about teens. You can visit the SmartGirl Web site at [www.smartgirl.com](http://www.smartgirl.com).

YALSA is a division of the American Library Association (ALA). Its mission is to advocate, promote and strengthen service to young adults ages 12 through 18 as part of the continuum of total library service. Visit the ALA Web site at [www.ala.org](http://www.ala.org).

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