

# Centennial State Libraries

April 11, 2003

## Celebrate National Library Week @your library™

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## National Library Week and School Library Media Month Make Library Headlines

National Library Week is observed April 6-12, 2003. And April is School Library Media Month. In honor of the special events, two Cherry Creek School Libraries are currently being highlighted on the Library Research Services web site:

Prairie Middle School library is pictured on the [LRS](#) home page. [Highline Community School library](#) is on the opening page for the school library studies and current library statistics.

The Colorado State Library is celebrating with two activities. An informal reception for staff of the Colorado Department of Education kicked off the week with coffee, snacks and free posters about reading and libraries (collected by CSL staff at various conferences). Next week—yes, a week off—a reception at the Governor's Residence will honor the students who won awards in the annual Library Week Poster Contest.

Copies of the winning poster were sent to all libraries in the state.

First sponsored in 1958, National Library Week is a national observance sponsored by the American Library Association (ALA) and libraries across the country each April. It is a time to celebrate the contributions of our nation's libraries and librarians and to promote library use and support. All types of libraries – school, public, academic and special – participate. For more information, check the [ALA](#) web site.

## **Fast Facts Show Plethora of Research on Libraries and Their Value**

The Library Research Service has been busy! The office has published FOUR major study summaries in the last few months. The online publications are chock full of lots of interesting statistics and trends. Full publications may be viewed at the [LRS](#) site.

- “Public Libraries and Adult Literacy,” #188, February 4, 2003: Adult literacy levels correlate to employment and wages, and literacy proficiency is strongly related to levels of formal schooling. To improve people's income levels, adult literacy programs are essential. These programs fit naturally in public libraries.
- “Older Patrons Rely on Internet Access & Technology Assistance Provided by Colorado Public Libraries,” #189, March 5, 2003: Senior citizens rely on public libraries for Internet access (more than any other age group) and learn new skills through library courses and staff.
- “No Increase in Number of School Librarians in Colorado,” #190, March 10, 2003: Results from the most recent Colorado School Library Survey show no increase in the number of endorsed school librarians serving Colorado children. This is disappointing in light of the study “How School Librarians Help Kids Achieve Standards,” which found that strong school library programs contribute to measurable improvement in student achievement.
- “Courier Service by Regional Systems Saves Libraries Millions,” #191, March 26, 2003: A new review of the courier service between Colorado libraries estimates an annual savings of millions of dollars annually when compared to US Postal Service or commercial delivery services. The courier, administered by the Central Colorado Library System and funded by all seven regional library systems, delivers nearly three million items between public libraries and almost 500,000 items between academic libraries, as well as enabling school libraries to access thousands of items their students otherwise would be denied.

## **Using the Media to Reach Latino Populations**

The Colorado Chapter of REFORMA (National Assoc. to promote Library & Information Services to Latinos and the Spanish Speaking) hosts Francisco Miraval of Project 21 at a meeting on Thursday, April 24. Miraval, who represents several Spanish newspapers, radio and television stations, will speak on using the media to

communicate and work with Latino populations. He often writes on current interest topics in "La Voz" and other newspapers in either English or Spanish. The meeting is free and open to the public. It begins at 7 p.m., College Hill Library, 3705 W. 112th Ave, Westminister; between Sheridan and Federal Blvd. on north 112th Ave, west end of Front Range Community College Campus, Room L-211. For information, contact [Ruth DeChant Munive](#).

## Show and Sell: Using Retail Techniques in Libraries

How are libraries and bookstores alike? What can we learn from knowing how bookstores market to customers?

- The Colorado Association of Libraries Management and Administration Division (MADCAL) presents a special presentation on Thursday, May 15, 10 a.m. to 3 p.m. on "Show and Sell: Using Retail Techniques in Libraries." Speakers (who include representatives from the Tattered Cover Bookstore, Castlewood Library of the Arapahoe Library District, Cahoots Communications, Denver Public Library's Schlessman Branch, and Brendel APV Architects) will address issues like:
  - marketing trends
  - building and location issues
  - branding
  - promotion
  - how to create an effective display

These experts will teach us how to put some excitement into our library services! Cost is \$.35 CAL members, \$45 CoALL, CCML, & RMSLA members, \$60 non-members (includes lunch and refreshments). The event is scheduled at Arapahoe Library District Support Services, 12855 E. Jamison Cir., Englewood. For information, contact [Rochelle Logan](#), 303.663.1560.

## Revised "Links to State Information by Subject" on State Publications Site

The [State Publications Library](#) recently revised and updated these subject links to state agency web sites. The web page provides an additional point of access for the public as well pulls together electronic information on the same subject from different agencies.

Also, a reminder that the State Publications Library staff are available to answer questions regarding general state information and/or specific publications. For information, contact [Maureen K. Crocker](#), 303-866-6728, fax: 303-866-6940.

The following are the topics covered by the list and the [State Publications Library](#) web page URL.

- Quick Colorado Information
- General Overview
- Business and Economics
- Corrections
- Government
- Health and Environment
- Higher Education
- Colorado History/Genealogy
- K-12 Education
- Legal
- Libraries
- Natural Resources
- Permits and Licenses
- Social Programs
- Tourism

## **European Ministers Highlight Role of Public Libraries in Information Society**

At a recent conference in Portugal, ministers and policy makers from 36 European countries agreed on priorities to support the contribution of public libraries towards developing the information society. The delegates agreed that local and national funding is required to meet the needs of citizens and help implement the eEurope 2005 Action Plan. As Europe's most popular public Internet access points, libraries also have a key role to play in economic and social development, through providing access and training to those who might not otherwise have access. [SOURCE: Cordis News] (c) [Benton Foundation 2003, Communications-Related Headlines](#)

## **National Archive Documents Go Online**

Fifty million historical records in the National Archives are now available online <http://www.archives.gov/> Instead of visiting the Archives or requesting records by phone, researchers, genealogists, and others can now search for records, ranging from the details of battles to immigration information, remotely and free of charge. Veterans in particular are expected to welcome the system to search for information on military action, casualties, and prisoners of war. The database of searchable records contains only a small portion of the archive's electronic holdings and is compiled from 20 federal agencies. To ensure their integrity, the records from the different agencies have not been altered, so some contain typographical and historical errors. (Associated Press, 4 April 2003 (registration req'd)) From the [Edupage technology newsletter](#).

For additional information, E-Mail: Bonnie McCune, [mccune\\_b@cde.state.co.us](mailto:mccune_b@cde.state.co.us)

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