

Centennial State Libraries

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Make Progress @your library™

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State Education Department Launches Literacy Web Site

A new web site with all kinds of literacy information—children as well as adults—launched last week. The comprehensive site is intended to provide all audiences with information about CDE's literacy initiatives, contacts, grant opportunities, conferences, and internal and external web links. Browse the [Colorado Literacy Connections](#) site to discover its contents. And libraries are included!

New Advocacy Project Matches Coaches and Players—Applications Wanted

The Colorado Association of Libraries, through Colorado's @your library Advocacy Campaign, presents an exciting opportunity to selected libraries. An opportunity to learn first-hand, with colleagues, how to plan and implement intensive advocacy activities on behalf of your library.

- Planning to launch a fund-raising effort?
- Know you need to be prepared to strengthen support for your library with constituents?
- Hoping to get media to go all-out covering your institution?
- Targeting a group for enhanced services through your collection and programs?

Then the free INITIATIVE (COACH/PLAYER) PROJECT may be for you. An important component of the campaign is the Initiative (Coach/Player) Project. Based on the concept of mentoring, it will match "coach" libraries, which have expertise in some arena of advocacy, with "player" libraries, who wish to receive training, mentoring, and support over the period of approximately a year, to provide intensive advocacy and initiative training based on detailed strategy.

Libraries of all types, sizes and locales will be involved. You need to have a professional staff member willing and able to be involved in this year-long project. Other details are in the application online at the [CAL](#) web site. Applications are due by August 15.

This project is one of three in Colorado's @your library campaign. The campaign will enhance awareness of and support for libraries by increasing their visibility and bringing renewed energy to the promotion of libraries. This will be achieved by building within the Colorado library community, sustainable marketing and public relations expertise through three projects--an Initiative (Coach/Player) Project, Public Relations Training, and a statewide Positioning and Visibility Project--under the leadership of the Colorado Association of Libraries, and with the involvement of an Advisory Committee with members from all types and locations of libraries.

Libraries in the News, Locally and Nationally—Our Five Minutes of Fame

- Pessimists predicted that the Internet would reduce use and support at libraries. Au contraire, see the recent article in the "Christian Science Monitor" entitled "[The Web Didn't Kill Libraries. It's the New Draw](#)". "... rather than lead to the demise of libraries, the World Wide Web may have turned out to be their saving grace. The Internet is fueling an increase in library use which, in turn, has led to a library-construction and renovation boom." Why not copy and post at your library?
- The "Denver Post Letters to the Editor" on July 21 contained an excellent explanation about libraries' responsibility to recover lost or stolen materials, along with pointing out the challenge of providing interlibrary loan in the face of state budget cuts to libraries. The response to the current interest in the media to missing books was from Bob Nyboer of Longmont. The [letter](#) can be found online near the bottom of the page. Or, for future reference, go to the "[Denver Post](#)" web site, and look under "Opinion," then "letters."
- More national news, again the "Christian Science Monitor," which touts librarians and special librarian skills. "[Paying for answers online](#)" discusses online reference service that you pay for or is free but not authenticated. It ends with a substantial discussion about libraries and the age of the electronic librarian. (Thanks to Rebecka Snell for spotlighting this article.)
- The Colorado State Library's summary information on the importance of children reading--and library summer reading programs!--was included in the July 15 issue of "[The Achiever](#)," the online newsletter from the federal program "No Child Left Behind." Scroll down the page to "Tip for Parents." The article links to the CSL web site for more information. We're thrilled that Patricia Froehlich's summary of studies and research is being distributed nationally and that libraries are seen as players on the education team.
- Finally, but equally important, "[School Library Journal](#)" online lists "CSAP @your library," from the CSL, as one of its sites of the week. Search "Sites of the Week" for July 16. It says, "The Colorado State Library and the Colorado Department of Education have assembled a succinct but exemplary Web site presenting the new Colorado Standards for Information Literacy and School Library Programs. Many of the state's media specialists and teachers are currently attending a statewide series of summer workshops to demonstrate—through better collaboration and information literacy teaching strategies—how to accomplish the goals set forth in the standards. A visit to the site is worth the time for anyone interested in encouraging stronger standards in school libraries."

How Well Do You Know Your Internet Customers?

The Pew Internet Project has released a fascinating report detailing just how important search engines are to web users, with some interesting statistics about the

most common kinds of information people search for.

The report, based on extensive research, surveys, and analysis, says that more than eight in ten American internet users have gone to search engines to find information on the Web. Further, more than one in four, or about 33 million adults, use a search engine each day. Fully 85% of American internet users have used an online search engine to find information on the Web. Only sending or reading email outranks search-engine queries as an online activity. The study also examined individual differences and search engine use.

The report also examined how people search for health, government and religious information. There's a lot of good information here, especially about the quality of information and satisfaction with online resources.

Thanks to Steve Therghesen, who drew this report to our attention. ([Search Engines: A Pew Internet Project Data Memo](#). The Pew Internet & American Life Project is a nonpartisan, independent research organization funded by the Pew Charitable Trusts to study the impact of the Internet on families, communities, health care, education, civic and political life, and the work place.)

Reading Rockets Adds to Children's Literacy Resources

[ReadingRockets](#), a service of WETA, the flagship public television and radio station in the nation's capital, provides research-based information on how young kids learn to read, why so many struggle, and how caring adults can help them. The site also includes a best books list monthly, practical teaching advice, etc. It focuses on teaching kids to read and helping kids who struggle. You can sign up for a free monthly e-newsletter with news for parents and kids, too.

More and More on Education—this on Resources About Student Achievement

The [Colorado State Publications Library](#) has recently posted to their web site a listing of resources concerned with student achievement in grades K - 12. Many print and electronic publications and web sites of the Colorado Department of Education support that effort for educators and parents. Listed are selected web pages from CDE and other agencies that can be accessed directly as well as print titles that are available on loan from the State Publications Library.

Collaborative Virtual Reference Symposium Held in Denver

A symposium on collaborative virtual reference was held in Denver, July 11-12, 2002. One hundred-twenty people attended, with representatives from 18 states and Canada. The event was designed to educate Colorado librarians on virtual reference and the issues related to collaborative projects so that the Resource Sharing Board committee being formed can make informed decisions about what steps to take in Colorado to create a statewide virtual reference service. The event was co-sponsored by CCLS, CSL, BCR, and the Resource Sharing Board. Presentations from the symposium will be available online at the Collaborative Virtual Reference Committee web site. <http://www.aclin.org/reference>.

For additional information, E-Mail: Bonnie McCune, mccune_b@cde.state.co.us

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