



Colorado Association of Libraries Report
MPLA Board Meeting October 2, 2002
by Suzanne Taylor, Colorado Representative to MPLA

❖ Colorado's @ Your Library Advocacy Campaign

The Colorado Association of Libraries is promoting an opportunity to learn first-hand, with colleagues, how to plan and implement advocacy on behalf of your library. This project will be conducted under the purview of the Colorado Association of Libraries. It is a three-pronged, statewide advocacy campaign, including elements of public relations, marketing, community relations, and related areas, to build visibility and support for Colorado libraries within the state. LSTA are providing the financial support for the campaign. The American Library Association launched the *@your library*, continuing through 2005, in response to challenges facing libraries in the new millennium. Colorado's @your library 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. More information about this campaign can be found at: <http://www.cal-webs.org/atyl.html>

❖ The CAL Legislative Committee has a Web page devoted to information and resources related to state cuts to library programs. The page (<http://www.cal-webs.org/leg.html>) includes resources such as bookmarks, posters, quotable facts, how to call your legislator, and vital links.

❖ The CAL Conference is almost here: October 17-20, Keystone, Colorado
<http://www.cal-webs.org/conference.htm>

Among the conference events are:

The Big Book Bash! Sunday, October 20, 10:30 am -1:00 pm Meet more than 150 authors, get signed books, arrange visits. Participate in genre discussions with the writers.

Hats On! at the Conference: Challenge your boss, a fellow librarian, a colleague - you choose - to attend the conference Film Night IN COSTUME, dressed as a character from one of the great Hollywood "librarian films" and yes - you choose the character. Get to see your fellow staffers, or your boss dressed as a librarian from a Hollywood film - they have to come in character to the annual film night at the CAL Conference.

❖ CAL Legislative Workshop and Luncheon (<http://cal-webs.org/index.html>) will take place on February 20, 2003.

❖ Colorado will be hosting a National Library Week Poster Contest. Information about and the rules for the 2003 Contest are located at:
<http://www.cde.state.co.us/libnewsletter/slcent2002/slcent090602.htm>

❖ Two people have received the annual Library Services to Special Populations Scholarships. The scholarships are presented by the Special Populations/Special Issues Committee of the Colorado Council for Library Development, Colorado State Library, each year to help students working toward a

master's degree in library science. The scholarships are designed to encourage diversity in the library profession as well as support services to all people. Winners this year are Sylvia Garcia of Fort Collins, studying at the University of Arizona (Tucson) in Information Resources and Library Science and Mark F. Skinner of Alamosa who is currently enrolled in the Emporia State University in the School of Library and Information Management program.

❖ Colorado librarians became the subject of a recent news article in the Rocky Mountain News on the national Patriot Act. In the article "Patriot Act gives libraries pause," journalist Sue Lindsay reports "'Cloak of secrecy' doesn't mesh with free access." Douglas County librarian Jamie LaRue; Eloise May, director of the Arapahoe Library District; Jefferson County Librarian Bill Knott; and Martin Garnar, chair of the intellectual freedom committee for the Colorado Association of Libraries, were interviewed. "We're not in the business of breaking the law," May said, "so when a federal agent comes, we need to comply with the law. But we're also not in the business of violating the civil rights of our patrons. I'm hoping that the judicial arm of our government will help us with this." To see the entire article, visit the Rocky Mountain News web site:
http://www.msnbc.com/local/rmn/DRMN_1375120.asp

❖ The Colorado Nexus database is now available on the Colorado Virtual Library (CVL). With this tool, you can search the databases of 30 southeastern Colorado school and public libraries. Colorado Nexus provides access to 142,670 titles and 199,531 copies through the union catalog, individually by library, or through Interlibrary Loan.

❖ The Colorado Association of School Libraries (CASL – a division of CAL) sponsored several librarians who attended a September meeting in Chicago to learn about the new National Board Certification program – a model project involving additional studies and portfolio assembly to receive a national certification. Teachers who receive such certification may receive a bonus from their districts. The Board is considering a new program for a similar certification for media specialists. Information learned at the training will be disseminated through the CAL Newsletter, *Colorado Libraries*, and at the CAL conference.