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South Dakota Library Association  
Mountain Plains Library Association Report, May 2007  
Submitted by Colleen Smith, SDLA Representative to MPLA

Library Training Institute offered by South Dakota State Library.

The SD State Library will hold the 2007 Library Training Institute will be held on the Northern State University campus in Aberdeen, SD June 3 – 15. The Library Training Institute is a four-year program of continuing education for library practitioners, support staff, and trustees of small public libraries. Participants will learn the basic skills necessary to run an effective public library in a small or medium sized South Dakota community. Participants will earn four college credits each year of attendance, culminating in a Public Library Management Certificate.

The 2007 Institute will concentrate on library management, strategic use of trustees and Friends, fundraising, and library law.

“South Dakota Libraries: a Public Agenda” distributed during National Library Week.

SDLA (South Dakota Library Association), SDLN (SD Library Network, and the South Dakota State Library crafted a Public Agenda for Library Service in South Dakota and distributed it to legislators, media, trustees, librarians, and others during National Library Week. The document emphasizes the unique role each of these 3 organizations serves in providing library service to South Dakota citizens. The document also voices the “Standard” of library service that “South Dakota Citizens Deserve” by listing several necessary components of “necessary” library service. Six goals for library service in South Dakota, including agenda items for each goal, are also presented in the document.

SDLA received LSTA grant to develop and distribute library promotional materials.

Deb Hagemeyer, SDLA Library Issues Committee Chair and former SDLA President, was successful in receiving a LSTA grant to develop and distribute library promotional materials. Hot Pink Ink, a promotional organization from Rapid City, SD, assisted in the creation of the promotional materials including a Library Brochure, Workshop presentations to provide customer service training for library personnel at the SDLA Convention, provide marketing workshops for library employees, develop and air library promotional radio advertisements, etc. These radio advertisements were aired for the second time during National Library Week.