



Southeast Signal

News, Events, and Information from Around the System

From the Director



“It was impossible to get a conversation going, everybody was talking too much.” - Yogi Berra

If you watch the news, read web pages, or participate in

social networking – you are probably hearing and seeing a lot of talk. There’s so much getting sent out about so many things that it sometimes feels like being in a room full of people with bullhorns trying to make their points.

One of the key mistakes I see some people making when trying to influence a decision is when they barrel through with their talking points, and if that didn’t work, barrel through again. This just adds to the noise, reinforces the differences in points of view and instead of making steps forward, you get a standstill or you trigger the “backfire effect” and make things worse. *

If you listen in a debate or argument, and I mean really listen, you can find areas where you can change your approach or ways to couch your argument in a way that the other person will actually grasp.

I’ve been in meetings where both sides were supposedly arguing about the same point, but one

side was stuck on talking finances and the other side on access. Instead of one side even addressing the other person’s point of view or trying to reframe the discussion and possibly making headway – they continued to “stick to their guns” and no progress was made.

So – listen to the city councils, mayors and administrators, not just when something comes up about the library but from day one of their terms. Read what other ordinances and statements they make, and learn what they see as important. Show them where and how your end goal, whatever that is, matches theirs. Have conversations instead of just talking. This is no guarantee you will change their minds, but you will have a better chance than using some other methods.

*The backfire effect is when a person hears facts that go against deeply held beliefs, the brain reacts as if the person was under a physical attack and rebukes the new information very strongly and reinforces their previous beliefs. See <https://www.nature.com/articles/srep39589> for an academic article about it or <https://youarenotsosmart.com/2011/06/10/the-backfire-effect/> for a more lay person’s description.

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Calendar

- May 12, SELS Training Extravaganza, Seward Memorial Library
- May 13, National Apple Pie Day
- May 14, Mother's Day
- May 19, [CASTL, "Fundraising," Nelson Public Library](#)
- May 23, National Taffy Day
- May 24, National Scavenger Hunt Day
- May 26, [Golden Sower Reading Day](#), Seward Memorial Library, p. 8
- May 28, National Hamburger Day
- May 29, Memorial Day, SELS OFFICE CLOSED
- May 31, National Speak in Sentences Day
- June 1, National Penpal Day
- June 3, National Prairie Day
- June 8, National Best Friends Day
- June 9, [School Librarians in the Digital Age](#), p. 9
- June 10, Open House at SELS Office, MLS Program at University of Missouri, p. 10
- September 7-8, 23rd Annual Joint Youth Services Retreat



Photo of the Month



On March 21st, we celebrated the completion of the newest addition to the Auburn Library. Thanks to a dear little lady named Dorothy Blount, we were able to add approximately 1100 sq. feet onto the east side of the library. This addition includes 2 small meeting rooms and open seating area. We are so excited to have it done! —Heather Koeneke

CASTL Wrap-Up

Upcoming CASTL Meetings

May 19

Nelson Public Library
“Fundraising”

June 23

Wahoo Public Library
“ADA Compliance”

July 21

Wymore Public Library
“Library Exteriors”

August 18

Clay Center Public Library
“Summer Reading
Successes”

The CASTL meeting for April was held in Pawnee City and hosted by Library Director Lola Seitz. The topic of the morning was on having a marketing policy. On the accreditation application, it is one of the policies that public libraries can get points for having, but what is it really? A marketing policy documents how the library will generally inform people about the library’s services and staff expertise through publicity, PR, and advertising.

We can suggest four things you would probably want in a marketing policy. The first is a statement on who is authorized to work with the press. Some questions this section answers would be: Does everything go through the library director before going to the public? Can the library board president make comments to the press without first discussing a matter with the rest of the board?

Another thing that might belong in a marketing policy is a section talking about branding issues. Some items to consider are: Do you have a logo that you place on every flyer? Do you have a consistent layout for your newsletter? Are there certain typefaces you always use?

If you already have a website and/or a social media policy, you may want to include it in this more comprehensive marketing policy. This section talks about your electronic presence. Some areas this would discuss would be: What do you have on your website, who is in charge of maintaining it, and how often are things updated.

The final thing that might find a home in your marketing policy are statements on the types of photograph or video usage releases (if you require them), where they are stored, and for how long. Some things you would see here are: Whether release forms are gathered for events being photographed or recorded. How old does a person need to be to sign a release on their own? Who is in charge of maintaining the releases after collection?

Upcoming Basic Skills Courses

To see the full calendar & register for classes, [click here](#). Here’s what’s coming up next:

<u>Dates of Class</u>	<u>Topic</u>	<u>Registration</u>
June 12 —June 23	Reference	May 8 —June 1
July 17—July 28	Collection Management	June 12 —July 6
July 31 —August 11	Library Policy	June 26—July 20

News Around the System

Palmyra Memorial Library Hosts 4th Annual Family Game Night

By Glenda Willnerd

The Palmyra Memorial Library hosted the 4th Annual Family Game Night on April 7th at the Palmyra Activities Center. The event has tripled in size and we may need to seek a larger venue next year. We had over 65 in attendance. Cameron and Angela Iwan and their sons Henry and Samuel provide over 200 board games



for folks to play. The most popular game this year was "Happy Salmon." The library provides the treats and takes care of the publicity. It is a fun event for the entire community!

Pictured are Angela and Cameron Iwan. Photo courtesy of Jackie Bremer.

Lego Creations

By Sara Lee

LEGO Club had a very special visitor this week at Central City Public Library! Debbie Bjorklund of St. Paul, NE brought in some of the very special items that she has assembled from LEGOs! Her creations are very intricate and took a tremendous number of hours to assemble. The items will be on display in the children's section for the next couple of weeks. Adults are as captivated by them as the kids in the photos were!



News Around the System

“Truckin’ Through Nebraska” in Wahoo

Provided by Denise Lawvers, pictured below with a buffalo hide

“Truckin’ Through Nebraska: A Mobile Children’s Museum” pulled up in front of Wahoo Public Library on April 12. During the 2 1/2 day visit over 800 people came through the museum and we never heard one negative comment, despite periods of wind, rain, and lightning. The outside “chore challenge” (see a video at <https://www.facebook.com/103561299677621/videos/1514487238585013/>) was a timed challenge consisting of the completion of various chores, with many kids doing it over and over. Our volunteers had fun as well while helping the kids make old time yarn dolls, whirlygigs, and more.



News Around the System

Reliving the "Good Old Days"

Picture by Shirley Brunkow

Judy Rada spoke to the Senior Citizens and other guests at the Milligan Public Library on April 20, 2017. She told about the Tobias, NE museum and the Saline County Museum at Dorchester, NE. She brought several articles from each to show the group. As she told about the early days, the audience reminisced with her and told about some of their memories of "the good old days".



May Books in Aurora

Contributed by Emmy Fiala

Look at the May displays and bookmarks at Aurora Middle/High School Media Center!



News Around the System

Hebron Secret Library Busy

By Terry Olson, Photos by Staff

It's a busy, busy, time of year. On April 8th we celebrated our annual Hippity Hop Story Time with a group of fun and active children. The event featured a fabulous guest reader, Joyce Kroll, crafts, and the Easter Bunny.

In celebration of National Library Week April 9- 15 we promoted our library services and our new library holdings.



Blueprint 4 Summer

Contributed by Sarah Johnson



The first Fillmore County "Blueprint 4 Summer" youth fair was held May 4 from 6 p.m. to 8 p.m. at the Geneva Public Library. Wanda Marget from the Fairmont Public Library, and staff from the Geneva library, hosted tables to promote and advertise their summer reading programs and other activities. The two libraries were joined by 24 other businesses and organizations who hosted tables to promote their respective summer youth activities. An estimated 150 people attended the event.



MAY 26 GOLDEN SOWER READING DAY

Get acquainted with 2018-2019 potential nominees

Come and join us! We will have all the picture books available for you to read during the morning. In the afternoon we plan to have book talks on Chapter Books and Golden Sower Novel titles.

Schedule:

9:00 am

Kathy Schultz: Announcements about Golden Sower
Reading of Books from Primary List

12:00 pm

Lunch on your own

1:00 pm

Discussion of Titles from Chapter Book and Golden
Sower Novel Lists

READ ALL
POTENTIAL PICTURE
BOOK NOMINEES IN
ONE LOCATION!

MAKE AN IMPACT!

NETWORK WITH
YOUR COLLEAGUES

HAVE LUNCH AT ONE
OF SEWARD'S
CAFES

SEWARD MEMORIAL LIBRARY

233 South 5th Street
Seward, NE 68434

Register at
<http://bit.ly/GoldenSower>

May 26
9 AM – 3 PM

School Librarians in the Digital Age

June 9

8:45 am – 12 pm

Computer Lab B
Lincoln Public Schools District Office
5905 O Street
Lincoln, NE 68510

Sponsored by:

Southeast
Library System

&

Nebraska
School
Librarians
Association

WORKSHOPS:

9:00 am

Connecting Students to Courses, Experts, and Virtual Field Trips

Beth Kabes and
Linda Dickeson

10 am

The Facets of Fair Use

Scott Childers

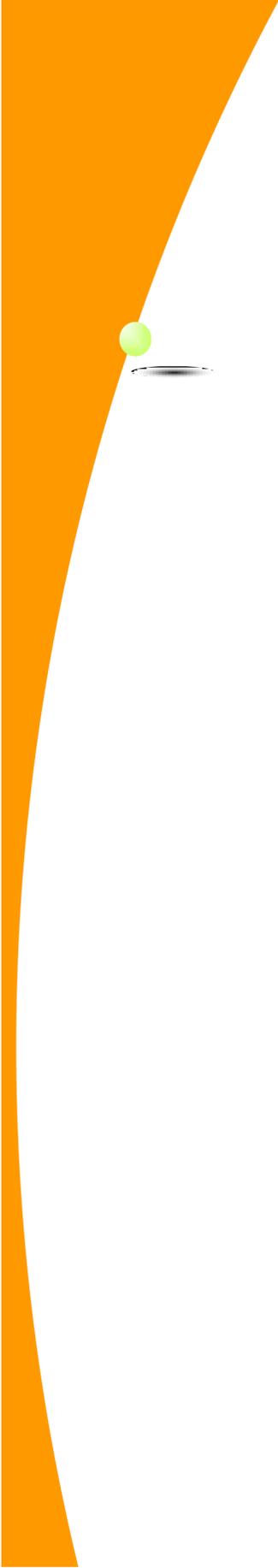
11 am

Creating Your Own Book Trailers

Carrie Foell

Online Registration:

<http://bit.ly/2017DigitalAge>



University of Missouri–Columbia
School of Information Science
and Learning Technologies
(SISLT)
Open House

**Saturday, June 10, 2017
9-11 am**

**Southeast Library System Office
(5730 R St, Suite C-1, Lincoln NE)**

Join us for an open house and learn about the opportunity
to earn your MLS from Missouri!

- In-state tuition
- Rolling admissions
- Most classes online, fits your schedule
- Graduate assistantships, fellowships and awards

**Laura England-Biggs
Program Liaison, SISLT**

Phone: 402-290-3969
E-mail: engandle@missouri.edu

HEY SUMMER READERS!

Complete your library's summer reading program and you will be automatically entered to **win one of fifteen \$529** NEST 529 College Savings Scholarships. Five will be awarded in each of Nebraska's three congressional districts.

\$529

And, the library of each winner will also win \$250!
Questions? Talk to your librarian.

To see the official rules, go to NEST529.com

THANKS TO OUR PARTNERS
Nebraska Library Commission
Nebraska Regional Library Systems
Nebraska Public Libraries



READ TO WIN \$529



What's NEST 529? NEST 529 is Nebraska's College Savings Plans. This is a type of investment account offering a tax-advantaged way to save money for college. Nebraska taxpayers can deduct up to \$10,000 in contributions from their state income tax!

The money you save with NEST 529 can be used at virtually all universities, community colleges, technical schools and graduate schools. You can pay for tuition and fees, books, supplies, room and board expenses and more! You can learn more and open an account at NEST529.com.



Investments Are Not FDIC Insured* No Bank, State or Federal Guarantee May Lose Value *Except the Bank Savings Individual Investment Option



Library and Information Services

Online Course Offerings

<http://www.cccneb.edu/library/>

Enrollment for Summer and Fall opens April 7, 2017

Summer 2017: May 22, 2017 – July 27, 2017

Fall 2017: August 21, 2017 – December 15, 2017

Summer 2017

LIBR 2100 Reference Resources and Services

Marty Magee, Instructor

- Effective use of print and digital resources, databases, and websites
- Professional competencies including legal and ethical responsibilities
- Reference Interview process

Fall 2017

LIBR 1010 Foundations of Library and Information Services

Marty Magee, Instructor

This course, the recommended first in the Library and Information Services curriculum, provides introductory information in multiple areas.

- Library history and organizations
- Foundation Principles/Code of Ethics
- Information databases and Internet usage

LIBR 2250 Leadership and Management in Library and Information Agencies

Michael Stratmann, Instructor

This course includes the theories, concepts and activities integral to leading and managing 21st Century libraries and information agencies.

- Leadership principles
- Management strategies
- Policies and procedures

LIBR 2940 Library and Information Services Capstone Practicum

Erica Rose, Instructor

This capstone course is the last course in the Library & Information Services program. Students will complete 40 hours of service learning in a host library. The course also includes a review of the principle pieces of learning from the LIS program.

- Prerequisites: LIBR 1010, 2100, 2150, 2210, & 2250

Library and Information Services Online Course Offerings 2017-2018		
Summer 2017	Fall 2017	Spring 2018
Libr 2100 Reference Resources and Services	Libr 1010 Foundations of Library and Information Services	Libr 2150 Managing Collections in Libraries and Information Agencies
	Libr 2250 Leadership and Management in Library and Information Agencies	Libr 2210 Cataloging and Classification
	Libr 2940 Library Science Capstone Practicum	Libr 2940 Library Science Capstone Practicum

For information concerning Admissions or Registration, contact: Dee Johnson
djohnson@cccneb.edu, 402-562-1418 or Toll Free at 877-222-0780

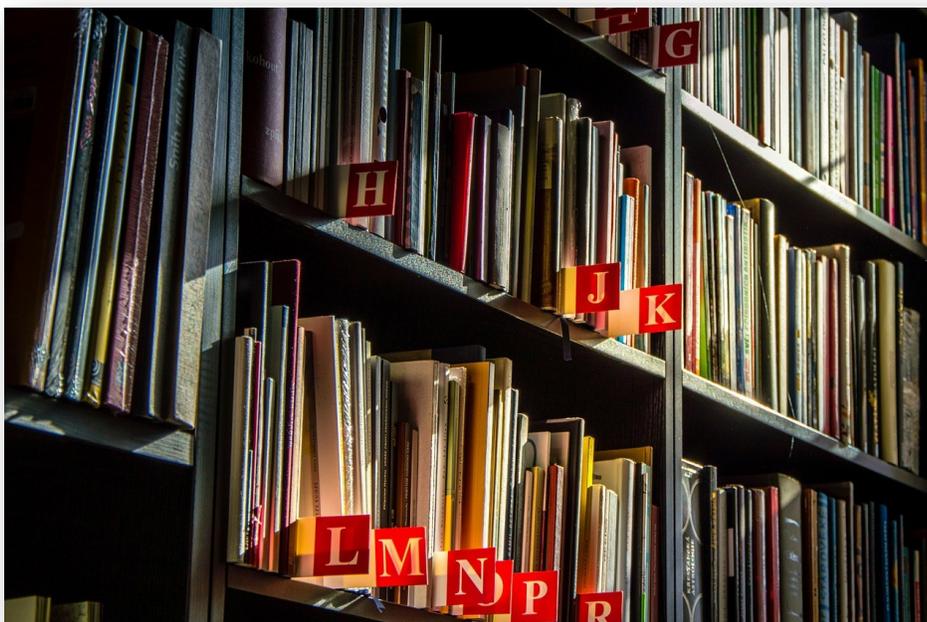
System Spotlight

Time to Weed?

Are your shelves over-filled? Do you have books that are dilapidated? Do you have materials that are inaccurate or out of date? Or perhaps you even have items that don't fit into the scope of the library's collection?

Then it's time to weed! Don't let a fear of weeding or a lack of time keep you

from this necessary work. Todd and Scott are willing to come out to help. Just call us at 402-467-6188 or email Todd at todd.schlechte.sels@gmail.com. We will set up a time that works both for you and for us.



Southeast Library System

<http://libraries.ne.gov/SELS/>

Butler • Clay • Fillmore • Gage • Hamilton • Jefferson • Johnson • Lancaster • Merrick • Nemaha • Nuckolls •
Otoe • Pawnee • Polk • Richardson • Saline • Saunders • Seward • Thayer • York

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