

# Amigos Pasa?

The Official Newsletter of Amigos Library Services, Inc.

Volume 29, No. 2

June 2008

## Amigos Members Conference

Amigos hosted over 180 members and vendor sponsors for the 2008 Amigos Member Conference, focused on branding and marketing in libraries, May 8-9 at the Crowne Plaza North Dallas-Addison.

A standing-room-only crowd gathered Wednesday morning for the 2008 Amigos Member Conference Opening Session, where panelists Tina Lackey from the Wyoming State Library, Jenny Johnson from OCLC, and Mary Evangeliste, co-founder of the marketing company Fearless Future, discussed the importance of brand identity, targeted marketing, and tips for creating marketing campaigns geared toward a target audience. Audience members were encouraged to join in with their questions.



Members visit with sponsors at the 2008 Vendor Fair and Reception.

Throughout the day, conference attendees split into several break-out sessions that focused on aspects of marketing and programming for every area of the library. (Continued on p. 2)

## Viewpoint from the Chair



Rita Hamilton, Chair,  
Board of Trustees

Over the past 35 years, members have collaborated and shared their resources through Amigos' diverse programs. Collaboration through Amigos results in member discounts on a variety of supplies and electronic resources. Membership provides access to disaster preparedness and recovery services and consultation about imaging and preservation needs. Collaboration through Amigos facilitates and strengthens sub-regional and state-wide projects. It attracts federal funding to the region. It supports a much-needed delivery service among member sites. It also provides access to continuing education on a wide variety of technical and professional topics. Do members continue to require these services? Can the Amigos cooperative continue to fund these long-standing services and develop new services that meet the needs of diverse types and sizes of libraries in the region?

Going forward, a balance between service fees and membership fees must be defined to fund the continuation of this member cooperative. The hallmark of Amigos has always been its diversity: we are a multi-state, multi-type library service cooperative. Should we retain our membership diversity and the strength it brings in terms of a broad membership base? A diverse membership requires diversity in programming, and not all members will participate in all services. The stability and continuity of the co-

### In this issue...

Maricopa County Installs Potomac Messaging.....	2
Member Meeting Highlights.....	3
OCLC Members Council Updates.....	4

operative requires a dues structure that sustains basic infrastructure services as members shift their usage (and dollars) among the various program offerings.

The Amigos Board of Trustees is forming a working group comprised of deans/directors from member libraries representative of the full membership to help define a funding structure that meets the needs of the cooperative. I am pleased to report that newly-elected Trustee Bill Hair from Baylor University Libraries will chair the Membership Structure Working Group. This Working Group will reflect the needs of our diverse membership, incorporating comments and suggestions shared by members during the May 2008 membership meeting and exploring diverse models for creating a balance between service fees and membership fees. We will convene during the first quarter of FY2009 and share recommendations with members this fall.

I have no doubt that with the diligent efforts of my fellow FY2009 Trustees, the staff of Amigos, and the continued support of members across the region, we will navigate through the issues I mention above and continue meeting the diverse needs of the membership. Thank you for providing me the opportunity to serve as Chair of the Board of Trustees through this critical transition year. And thank you for your strong participation and collaboration in the Amigos network.

# Maricopa County Installs Potomac Messaging System

Residents of Maricopa County (AZ) can easily stay informed about events and programs at their county library system. Maricopa County Library District's fifteen branches and one administration office work together to keep patrons up-to-date about news and events at the library with the Potomac electronic messaging system.

The Potomac, which displays full-color slides created by library staff on television or computer monitors over a secure HTTP connection, is a simple solution for libraries or library districts such as Maricopa County. And Potomac works: "Everybody who walks into our branches is stunned at the quality of display," says Vicki Terbovich, Chief Technical Officer at Maricopa County.

The high-tech, cutting-edge library system needed a way to broadcast information to patrons from a centralized source but with flexibility to accommodate needs of different user groups over a large geographic area. Maricopa County's 4 million residents are spread over a thousand square miles, so the ability to program Potomac slides to the specific needs of sixteen individual branches or small groups of branches was crucial. Slides are programmed and controlled from the central administration office and are coordinated to run at individual branch or groups of branches,



*The library's slides advertise branch events.*

which the system administrator creates ad hoc. "Patrons like it because they can see what's coming up," says Terbovich.

Christine Pearson, Web Developer for the library district, controls and coordinates the slides for the entire district. Sometimes librarians send her a request for what they want a slide to look like or say, or sometimes they send her slides to upload. Pearson makes sure the design elements are consistent among all the slides so that Potomac slides system-wide have the same look and feel. Often, though, the slides vary on central themes in order to accommodate for a diverse user population. "Slides need to match the distinct flavor of each community," says Terbovich.

Once the slides are developed, Pearson orchestrates their display throughout the district from her desk at the Administration Office. She cues slides for individual libraries, groups of libraries, or for the whole system. The programming is simple, and once the slides are programmed, they run non-stop as long as the monitor in the branch library is turned on.

Maricopa County Library System chose Interface Electronic's Potomac because it was a library-specific, pre-packaged solution available through the Amigos Member Discount Program. Terbovich and Pearson are happy with their decision to purchase the Potomac, and they're hopeful for the future: "The newest iteration is to put monitors in City Hall," says Terbovich, which extends the library's reach outside the library itself. "And we hope to make better use of video soon, too."

If you are interested in learning more about Interface Electronic's Potomac system, please contact Amigos A-Plus Representative Rita Patrick at [patrick@amigos](mailto:patrick@amigos).

## Conference Cont'd.

Day Two's Closing Session featured Leigh Estabrook, co-author of the report User Satisfaction with Access to Government Information and Services at Public Libraries and Public Access Computing Centers. Her presentation engendered lively discussion among the membership to close the conference.

Amigos thanks the following sponsors for their contribution to this year's Member Conference: Diamond Sponsor: Atlas Systems, Inc.; Platinum Sponsors: H.W. Wilson, Serials Solutions, and Emerald; Gold Sponsors: BioOne, Ingram Digital Group, and Columbia University Press; Silver Sponsors: OCLC, Oxford University Press, Cambridge University Press, Lexis Nexis, Interface Electronics, Greenwood Publishing Group, Sage Publications, Swets, Alexander Street Press, and ebrary; and Participating Vendor Credo Reference. For this year's sessions and presentations, visit [www.amigos.org](http://www.amigos.org)

### MARKETING COLLEGE SERIES

Amigos Library Services is pleased to announce a new continuing education course to focus on marketing in libraries. The Marketing College Series, taught by library consultants Lou Wetherbee and Susan Loving, will be held this fall in Dallas and is intended for library managers, directors, and marketing staff.

Participants will meet for three face-to-face sessions from September through November. Participants will leave each course with knowledge and experience with building effective marketing programs in their libraries. For more information about the Marketing College Series, visit the [course description](#) on the Amigos website.

## Member Meeting Highlights

The Annual Member Meeting and election of Trustees was held during the second day of this year's Member Conference. As a membership organization that values member involvement and input, Amigos is governed by a 12-member Board of Trustees elected by representatives of member institutions. The Board, which meets quarterly, consists of nine librarians and three non-librarian Trustees, each of whom is elected to a three-year term and can serve a maximum of two consecutive terms. The election results from the Annual Member meeting are as follows:

Elected to serve three-year terms on the Amigos Board of Trustees:

- Shirley Dickerson, Library Director, Stephan F. Austin State University, Nacogdoches, TX
- Bill Hair, Associate Dean and Director of University Libraries, Baylor University, Waco, TX
- Rita Hamilton, Library Director, Scottsdale Public Library System, AZ
- Kenneth Morris, Okmulgee, OK

Returning Trustees previously elected to the Board include:

- Carolyn Henderson Allen, Dean of Libraries, University of Arkansas Libraries, Fayetteville, AR
- Sharon Jenkins, Director of Library Services, New Mexico Junior College, Hobbs, NM
- James Karney, Library Director, Waco-McLennan County Library, TX
- Danny Amos, Plano, TX
- Alice Coleman, Library Director, Texarkana Public Library, TX/AR
- Patrick Heath, Boerne, TX
- Sara Lowman, Vice Provost, Rice University, Houston, TX
- Sharon Saulmon, Dean, Learning Resources Center, Rose State College, Midwest City, OK



*From left: Sharon Saulmon, Amigos Trustee, Benjamin Wakashige, Chair, Amigos Trustees, and Bonnie Juergens, Executive Director, Amigos*



*Amigos members voting at the 2008 Member Meeting.*

Members also participated in electing three new Delegates to the OCLC Members Council.

The following delegates were elected to three-year terms:

- Jeffrey Baskin, Director, William F. Laman Public Library, North Little Rock, AR
- Anne Prestamo, Associate Dean for Collection and Technology Services, Oklahoma State University, Stillwater, OK
- Robert Shupe, Library Director, Mohave County Library, Kingman, AZ
- Kathy Hoffman, Executive Director, Medical Research Library, University of Texas M.D. Anderson Cancer Center (Alternate)

Returning Amigos Members Council Delegates are:

- Joan Heath, Assistant Vice President, University Library, Texas State University-San Marcos
- Rita Hamilton, Library Director, Scottsdale Public Library System, AZ
- Bonnie Juergens, Executive Director of Amigos, Standing Last Alternate.

Amigos members also approved retaining current annual member fees effective July 1, 2008. The General Member Fee is \$350 per year and the OCLC Full User Fee is \$1,100 per year. These member fees, combined with surcharges applied to members' use of OCLC products and service-specific fees related to other Amigos programs, underwrite the region's resource-sharing infrastructure provided by Amigos.

# OCLC Members Council Update

By Anne Prestamo

On May 20, the OCLC Members Council (MC) passed a resolution brought forward by the OCLC Board of Trustees to change the governance structure of OCLC. This resolution was the culmination of a governance study process that I wrote about in the March 2008 issue of QuePasa. Preceding the vote there were three sessions where the primary discussion topic was the proposed resolution.



*Anne Prestamo,  
OCLC Members  
Council Delegate*

It initially appeared that many delegates had serious concerns or reservations regarding the lack of detail in the resolution. As the discussions continued, however, there was a sense that delegates were accepting verbal reassurances about the transition process and future. Ultimately, the vote was 59 in favor of the resolution and 12 opposed.

Your delegates followed the recommendation of the Amigos Board of Trustees, and the advice from Amigos members that attended the annual Amigos Member Meeting, and voted no on the resolution. The resolution as adopted includes substantial changes to the Articles of Incorporation and Code of Regulations. The new governance structure will be comprised of: Members, Regional Councils, a Global Council and Board of Trustees.

- **Members:** OCLC Members are those entities that meet a minimum threshold of engagement with OCLC as defined in the Membership and Governance Protocols. A more complete definition of membership will be developed as part of the transition process. The Members will participate in meetings of their respective Regional Councils.

- **Regional Councils:** The purpose of the Regional Councils is to strengthen the cooperative throughout the world and make it easier to participate in its governance. Members will convene at one or more Regional Council meetings each year to keep current on issues of vital and immediate interest to the OCLC cooperative. The Regional Councils will also elect Member Delegates who will attend the Annual Global Council Meetings. Although the number of Regional Councils worldwide has consistently been described as 3-6, the number at this time remains undefined.

- **Global Council:** The Global Council will be comprised of Member Delegates elected by the Regional Councils. The Global Council's principal responsibilities are to elect six members of the Board of Trustees and ratify amendments to the Articles of Incorporation and Code of Regulations of OCLC. The Global Council will convene at least once a year at an annual Global Council meeting at a location to be determined by the Council.

- **Board of Trustees:** Under the new structure, the Board will normally have 15 trustees elected to a four-year term, but can vary in size from 13 to 17 trustees from time to time as determined by the trustees. The Global Council will elect six trustees, and the Board will elect the remaining trustees. The President and CEO will continue to hold a voting seat on the Board. Normally, a majority of the Trustees will be members of the library or cultural heritage communities. The Board of Trustees performs all of the traditional fiduciary and constituency duties related to such governing bodies.

The new Global Council will replace the Members Council in a transition that is expected to take 12-18 months and will be coordinated between representatives of the 2008-2009 Members Council and the Board of Trustees. It is expected that the newly elected Members Council Executive Committee (see [www.oclc.org/us/en/news/releases/200812.htm](http://www.oclc.org/us/en/news/releases/200812.htm) for summary of elections) will serve as the Members Council transition team representatives.

During the transition period, the Membership and Governance Protocols will be revised to establish the structure of the Regional Council system, the definitions of membership and contribution, and to establish a method for allocation of Global Council seats to the respective regions.

Following passage of the Board of Trustees' resolution, a resolution was introduced from the floor. It reflected concerns about the current Council's power to approve or reject the new structure when the many missing details are developed over the next few months.

Throughout the 12-18 month transition period your Amigos delegation to Members Council will use this newsletter, as well as other Amigos communication channels, to keep you informed of progress and changes. Members of the Amigos Delegation welcome your questions, concerns, and advice. Delegates to the OCLC Members Council are:

- Anne Prestamo ([anne.prestamo@okstate.edu](mailto:anne.prestamo@okstate.edu)), Oklahoma State University, Stillwater, OK
- Jeffrey Baskin ([jeff.baskin@laman.net](mailto:jeff.baskin@laman.net)), William F. Laman Public Library, North Little Rock, AR
- Rita Hamilton ([rhamilton@scottsdaleaz.gov](mailto:rhamilton@scottsdaleaz.gov)), Scottsdale Public Library System, AZ
- Joan Heath ([jh06@txstate.edu](mailto:jh06@txstate.edu)), Texas State University – San Marcos, TX
- Robert Shupe ([Robert.Shupe@co.mohave.az.us](mailto:Robert.Shupe@co.mohave.az.us)), Mohave County Library, Kingman, AZ

# Amigos Fellowship Winners .....

The winners of the Amigos Fellowship Program were announced at the 2008 Amigos Member Meeting. The Fellowship Program awards up to \$7,500 annually to information professionals from Amigos member institutions to fund research, demonstration, or educational projects. The winners are:

- Tanya Finchum and Juliana Nykolaiszyn, Oklahoma State University, Stillwater, OK  
*Project Title:* Survey of Oral History Collections In Oklahoma

- Toni Hoberecht, University of Oklahoma – Tulsa Library, Tulsa, OK

*Project Title:* Benchmarking Web 2.0 Technology Use at the University of Oklahoma – Tulsa Library

- Scott Muir, Arizona State University – Downtown Phoenix Campus Library, Phoenix, AZ

*Project Title:* Great Libraries: The Technology and Implementation Behind the Service

Complete descriptions of previous fellowship projects are available on the Amigos website ([www.amigos.org](http://www.amigos.org)).



View the **Amigos Continuing Education Services Training Schedule** at [www.amigos.org/learning/](http://www.amigos.org/learning/) for up-to-date training schedule and registration information.

*Do you have a creative way to engage patrons? Doing something innovative at your library? We want to help you spread the word! Send your story or idea to [fitzpatrick@amigos.org](mailto:fitzpatrick@amigos.org) for the opportunity to be featured in an issue of ¿QuePasa?*

## Did You Know?

Amigos offers the successful STOP & Learn series of online OCLC update sessions **free** to members. These 60-90 minute sessions, previously priced at \$25 per institution, provide Amigos members with the latest information on OCLC programs and services. Session topics include CONTENTdm, OCLC cataloging services, FirstSearch, and QuestionPoint. Session content is periodically updated as OCLC updates its programs and services. All sessions are recorded and available for later viewing. For complete STOP & Learn program information, contact Chris Brown at Amigos, 1-800-843-8482 or [brown@amigos.org](mailto:brown@amigos.org).

## Job Bank .....

The Amigos Job Bank, launched in April 2008, is gaining ground as a regular stop for job seekers and employers in the Amigos region. Employers at Amigos member libraries utilize the Job Bank as a no-cost service to members that provides high visibility for their job vacancies. “The Job Bank is useful [for employers] because it targets librarians already working in the Southwest as well as those who are already active in collaboration (that is, membership in Amigos),” says Elaine Davis, Director of the Daughters of the Republic of Texas Library, San Antonio, TX.

Job seekers like the Job Bank because it is one-stop shopping for professional jobs throughout the Amigos region. As the Job Bank continues to grow, it will provide even more value to Amigos membership at an individual and institutional level.

For instructions on posting positions or to view openings, visit [www.amigos.org/job\\_bank](http://www.amigos.org/job_bank).

## Save the Date in '09...

**The Amigos Member Conference 2009 will be held at The Crowne Plaza Hotel North Dallas-Addison, May 6 - 7, 2009!**

¿Que Pasa? is published quarterly by Amigos Library Services, Inc., 14400 Midway Road, Dallas, TX 75244-3509

Telephone: 1-800-843-8482 (972-851-8000) Editor/Layout: Sean Fitzpatrick; Copywriter: Sean Fitzpatrick

14400 Midway Road • Dallas, Texas 75244-3509 • 972-851-8000 (Dallas area)

1-800-843-8482 • 972-991-6061 (Fax) • [www.amigos.org](http://www.amigos.org)