



Helping build stronger Georgia communities through stronger Georgia libraries

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Our Mission

To create an informed statewide voice for Georgia's libraries through a grassroots network of citizens who communicate the value of libraries as essential community services

To strengthen the ability of local Friends organizations to support their libraries

BETWEEN FRIENDS

News for Friends Of Georgia Libraries

Save the date: Spring Workshop

Friday April 19th

9:30 am Registration, Meeting 10 am-2:30 pm

East Cobb Library -- Marietta

Two topics FOGL members request most!

Twisting Arms Gently: The Art of Raising Funding Growing Friends Membership

Includes lunch and author presentation

\$20 for members, \$30 for non-members, includes 1-year membership



Miss the Fall Workshop on technology? Turn the page for a recap of great ideas and photos.



Have you renewed your FOGL membership?

FOGL needs your continued support. Your annual membership expired December 31. (Note: If you paid your membership fee at our October 19 workshop in Fayetteville, you are paid up through 2013. Your FOGL membership fees enable us to:

- sponsor educational workshops designed to help your friends group achieve its annual goals
- provide grants to local friends groups in support of author appearances/events
- recognize and reward the local friends group that accomplishes the most on behalf of its library
- support the FOGL speakers bureau, through which a FOGL board member may be requested for consultation or to address local friends groups

Please send your renewal checks (made out to Friends of Georgia Libraries) to the address below. The individual membership rate is \$10, and the friends group rate is \$50. If you are willing and able to increase your tax-deductible support of FOGL, the Contributing Member level is \$500 but any amount is welcome. For inquiries regarding your membership status, e-mail the FOGL treasurer at wbmitch@georgiasouthern.edu.

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Two Minutes with Kathy Ash, FOGL President

Our hearty thanks for hosting the Fall 2012 Workshop to Fayetteville Public Library Director Chris Snell, and the Friends of the Fayetteville Public Library for their warm, welcoming spirit. We had a great meeting, and good fellowship among Friends from all over the state.

As I perused the surveys from the workshop, attendees' notations remind me of the constant that every Friends group faces: how to grow and maintain membership in our Friends organizations. This continues to be the focus issue as FoL groups meet. It is discussed, workshop-ed, brainstormed, and educated to – throughout the country.

Friends are encouraged to reach out to newly-retired Baby Boomers who might be looking for opportunities to volunteer in their communities. Friends are encouraged to reach out to PTAs and parents. Friends are encouraged to reach out to organizations in their communities.

How do you reach out to new members?

Beginning to see the theme here? Part of the answer to growth lies in the 'reaching out'. It's also the toughest part for most of us – the 'ASK'. We all understand why folks should support libraries. That passion has motivated us to become Friends. How to make clear to our communities why they should offer support? The Golden Question! Is there a Golden Answer? A single secret to be shared?

Make it personal.

For me, as president of FOGL, and president of my local Friends group, the challenge is time – 2 minutes. We are all familiar with the concept of the '2 minute elevator speech'. No matter how often that message is rehearsed, we freeze when we enter that elevator! If I was to share a single secret, not so much a secret as my personal 'biggest challenge', it would be personalizing that 2 minute message to

each person I meet. The 'ASK' made personal to the captive audience in that elevator (parking lot) might include a mention of the Story Hour schedule to the grandmother whose just had kids move back home due to the economy. The 'ASK' might include a mention of the resume-building session being offered at your library – to the newly-unemployed bank employee. The 'ASK' might include a mention of the GALILEO program offered by Georgia's libraries – to the mom who is home-schooling. The 'ASK' might be to inquire about a neighbor's new e-reader – and to remind them of the e-book checkouts at your library.

Offering these ideas reminds folks that our community libraries offer more than books in the 21st century. Offering these ideas reminds folks that libraries are a long way from 'becoming obsolete due to the internet'. Offering these ideas gathers library supporters, and makes the 'ASK' easier.

What can you do today? This week?

So I challenge you as Friends – to challenge yourselves. Once each day, in an email to a neighbor, or once each week as you run errands, take 2 minutes to speak to someone about what YOUR library has to offer them. That 2 minutes often leads to recruitment of new library Friends and volunteers.

The Spring Workshop will have a full session on growing your FoL groups. FOGL can also sponsoring regional sessions for its members and Friends groups. If your group would be interested in hosting one of these sessions, please contact us at www.georgia-friends.org. And, of course, we encourage you and your group to continue its FOGL membership and help provide statewide support for Friends groups and Georgia's libraries!

FOGL is on Facebook and Twitter.

We're working to post updates on issues that affect us all. Do you have an idea that would interest others? Post it!

Facebook: Friends of Georgia Libraries

Twitter: FriendsGA

Fall Workshop Recap: Higher Technology, Always Social

Tim Daniels, an independent information technology consultant, was the speaker for the workshop. Daniels has also been an assistant state librarian for technology. He shared some history of the online and digital movement, and offered some insights and suggestions for Friends groups and their libraries.

Meeting needs of 21st century Georgia libraries

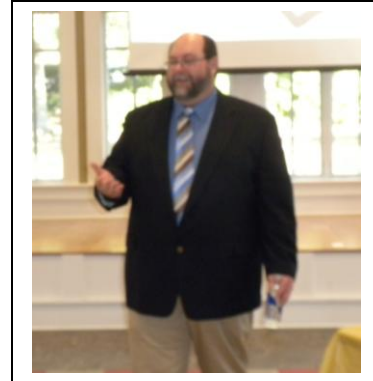
E-books/E-readers are an area that needs further discussion in libraries. While books are and will continue to be the vast majority of library check-outs, research by the Pew Trust suggest 12% of people have borrowed e-books. The issues around costs of digital copies for libraries, length of patron check-out periods, maintaining depth of catalog and which e-book system to use, continue to evolve.

Advantages of e-books

- They're portable and a single reader keeps
- Multiple books available at all times
- Patrons can download books for immediate reading 24/7
- The text is searchable
- They're ecologically "green"
- They can be a gateway technology for older patrons

Challenges of e-books

- They're hard to gift
- The downloads don't always work well
- Library staff may need training to help patrons. Daniels noted that some Friends groups provide the funds to buy an e-reader for the staff to train on.



Social media to grow your library community

Social media is an essential way to reach younger library users, and has growing strength with all age groups. Over a billion people belong to Facebook, and more than 225 million are Twitter users.

The power of Social Media

- You need social media in addition to a web page.
- Remember to reach out through multiple outlets: Facebook, Twitter, Linked In, Google Plus and others.
- Also use photo and video sharing such as flickr, YouTube, Instagram, Pinterest

5 common online security mistakes

- Not updating programs, particularly security programs
- Not using a firewall
- Bad email hygiene -- downloading attachments or clicking links from unfamiliar senders
- Using same user name and password for all accounts
- Not backing up the computer memory regularly.

Good online security habits

- Use separate email accounts for different needs
- Create a unique password for all accounts; consider a free service that manages all your passwords.
- Beware of phishing emails; never click links in emails; never open attachments from people you don't know. If unsure, run a scan
- Avoid public WiFi -- it opens you to hackers

University of West Georgia Ingram Library announces *FDR : His Vision, Our Freedoms, Still Alive* February 11-March 8

The University of West Georgia's Ingram Library will host the national exhibit "FDR: His Vision, Our Freedoms, Still Alive," which highlights President Franklin Delano Roosevelt's leadership through the Great Depression and World War II and the enduring achievements of his administration. The exhibit will be on display in the Ingram Library from February 11 through March 8. It is free and open to the public.

Photographs, documents, posters and more

The exhibit combines historic photographs, documents, cartoons, and posters from the collection of the Franklin D. Roosevelt Presidential Library and Museum in Hyde Park, New York, to tell the story of the president who led the United States during two of the gravest crises in its history. Roosevelt's presidency successfully combated the Great Depression, reducing unemployment by half. In the process, it dramatically enlarged the scope of the federal government. Under Roosevelt's leadership, victory was gained in World War II and the United States emerged from that conflict as the world's greatest power. The exhibit chronicles Roosevelt's style of presidential leadership, major New Deal programs, his role as commander-in-chief during World War II, and his commitment to progressive ideals.

Objects from the Warm Springs Little White House

The exhibit will also include a display of objects which highlight President Roosevelt's lengthy residence at The Little White House in Warm Springs, Georgia. Roosevelt first came to Warm Springs in 1924 for treatment for the infantile paralysis (polio) which had struck him three years earlier. Later, he purchased land and built a home there which came to be called "The Little White House." FDR traveled to Warm Springs repeatedly during his presidency. He died at The Little White House on April 12, 1945.

Allan M. Winkler, FDR historian, to speak

Allan Winkler, Professor of History at Miami University, and author of "Franklin D. Roosevelt and the Making of Modern America" will speak Thursday, February 21, at 7:00 p.m. at Ingram Library.

The exhibit is presented by Ingram Library friends group, the Penelope Melson Society, with support from the Georgia Humanities Council, the National Endowment for the Humanities and through appropriations from the Georgia General Assembly. Additional funding was provided by the Carroll EMC Foundation. Georgia artist Steve Penley graciously provided an original painting of FDR for use in association with exhibit publicity.

Further information about the exhibit is at <http://uwglibrary.wordpress.com/2013/01/16/fdr-his-vision-our-freedoms-still-alive-on-exhibit-opening-at-ingram-library-on-february-11/> and at <https://www.facebook.com/IngramLibrary>

Citizens-Save-Libraries making 20 grants to aid troubled libraries

United for Libraries, a division of the American Library Association, has secured \$75,000 from the Neal-Schuman Foundation to support library advocacy at the local level for libraries with troubled budgets. The Citizens-Save-Libraries grants will pay for travel and fees to send expert advocates to 20 locations over the course of two years to help friends of the library groups, library directors and trustees develop individual blueprints for advocacy campaigns to restore, increase or save threatened library budgets. The application deadline is April 15, 2013. More information at http://www.ala.org/united/grants_awards/neal-schuman.

Call for Volunteers: Are you ready to serve with FOGL?

The Friends of Georgia Libraries Board of Directors is always seeking new members! The FOGL Nominating Committee is seeking volunteers to serve three year terms on the FOGL Board of Directors, to begin in April of 2013. The Board is responsible for leading the organization's strategic efforts to achieve its mission: creating an informed and unified voice for Georgia's libraries through a grassroots network of Georgians who communicate the value of libraries as essential community services; and strengthening the ability of local Friends organizations to support their libraries.

Help make FOGL stronger – volunteer today! To nominate, volunteer, or obtain additional information, please contact Nominating Committee Chair Bede Mitchell at wbmitch@georgiasouthern.edu.

Get involved! Support libraries and reading.

Send a message to Washington Library Legislative Day -- May 7-8

The American Library Association's National Library Legislative Day is May 7-8 in Washington, DC. Librarians and library lovers from across the nation will meet with ALA staff for a briefing then visit Senators and Congresspersons to make the story of libraries personal. And a FOGL representative will join Georgia's State Librarian Lamar Veatch in the effort. You can be part of it. Visit <http://www.ala.org/advocacy/advleg/nlld> to learn about the issues, download a poster for your library, and then contact your legislators in support.

500,000 free books World Book Night -- April 23

Have you heard of World Book Night? It's an annual celebration dedicated to spreading the love of reading, person to person. Each year on April 23, tens of thousands of people in the U.S. go out into their communities and give a total of half a million free World Book Night paperbacks to light and non-readers. Here's how it works: 30 books are chosen by an independent panel of librarians and

booksellers. The authors of the books waive their royalties and the publishers agree to pay the costs of producing the specially-printed World Book Night editions. Bookstores and libraries sign up to be community host locations for the volunteer book givers.

After the book titles are announced, members of the public apply to personally hand out 20 copies of a particular title in their community. World Book Night vets the applications, and the givers are chosen based on their ability to reach light and non-readers. The selected givers choose a local participating bookstore or library from which to pick up the 20 copies of their book, and World Book Night U.S. delivers the books to these host locations.

Givers pick up their books in the week before World Book Night. On April 23rd, they give their books to those who don't regularly read and/or people who don't normally have access to printed books, for reasons of means or access.

Many Georgia libraries, bookstores and individuals have been chosen to participate this year. Give them your thanks and support -- and remember to get involved next year yourself! Find out more at www.us.worldbooknight.org.

Did You Know?

Georgians rely on public libraries for education, job and career information, research, training and entertainment

The 33.4 million annual visitors to Georgia's public libraries in FY2012 far exceed the number of visitors to many of the state's other attractions -- combined!

- Overnight visitors to City of Savannah: 6.5 million
- Centennial Olympic Park: 3 million
- Atlanta Braves home games: 2.5 million
- Georgia Aquarium: 2.3 million
- UGA and Georgia Tech home football games: 956,000
- Zoo Atlanta: 866,000
- Atlanta Hawks home games: 502,000

**33.4
MILLION**

visitors to Georgia
public libraries in 2012

Georgians believe libraries are vital public resources.

- 2,757 Georgians work in public libraries.
- More than 2,500+ Georgians volunteer with public libraries, either directly or as members of local "Friends" organizations.
- Nearly 2,000 Georgians serve as trustees for their local public libraries.

Georgians value the benefits their public library cards provide.

- Georgia population: 10.5 million
- Georgians with library cards: 4.5 million
- Georgians with PINES cards: 2.8 million

**4.5
MILLION**

Georgians have library cards

Public libraries are accessible to virtually every community.

In Georgia, there are:

- 400 public library branches and service outlets
- 212 communities with a public golf course
- 207 Starbucks stores
- 180 Publix grocery stores
- 133 Wal-Mart stores
- 63 state parks
- 60 Holiday Inn hotels

400

Georgia public library branches

Thank you for being a Friend of Libraries!