

See You in Vancouver! Chair's Column

The big news is this year's WLA Annual Conference, taking place in Vancouver, next week. Actually, as you undoubtedly know, it's our quinquennial (that's a fancy word meaning "every 5 years") joint OLA (Oregon Library Association)/WLA (Washington Library Association) conference.

This combined conference always seems to attract a larger than usual audience from both states. It gives us a wonderful opportunity to expand our horizons beyond the confines of Washington State, and to circulate, hobnob, network, and otherwise socialize with our colleagues from the south. As a native Oregonian myself, I always enjoy meeting, mixing, and mingling with old friends!

This year, due to a somewhat unique opportunity that initially kind of just fell into our laps, but which required a significant amount of follow-up work to pull it off, WLFFTA is able to co-sponsor an appearance by the noted library thinker, author, and speaker, Walt Crawford.

Walt first came to my attention a number of years ago when he co-wrote with Michael Gorman, the influential and slightly notorious book, *Future Libraries: Dreams, Madness and Reality* (Chicago: American Library Association, 1995).

Since then, I've had the opportunity to hear him speak on several occasions, and have been a regular follower of his online publications, especially *Cites & Insights*. Walt never fails to have something interesting, useful, and/or thought-provoking to say, and I'm delighted that we're able to assist in bringing him to the conference.

Walt is presenting 3 times during the conference. First, a pre-conference



on Wednesday afternoon, on the topic of "Open Access."

Next, and probably of the most interest to library advocates of all stripes, is a program based on his recent book of the same title: *Give Us a Dollar and We'll Give You Back Four*.

Finally, Walt will explain how libraries can participate in the self-publishing movement that is sweeping the industry. Here are the detailed descriptions of each program:

Pre-Conference: Open Access: What You Need to Know Now; Wednesday, April 24, 2:00-5:00 p.m.

Libraries routinely struggle to afford access to expensive journals, and patrons may not be able to obtain every scholarly paper they need. Is Open Access (OA) the answer?

In this presentation, Walt explains what OA is (and isn't) as he summarizes the benefits and drawbacks of different OA models, such as "Green," "Gold," "Gratis," "Libre," and various hybrid forms.

Addressing the subject from the library perspective while taking a realistic view of corporate interests, Walt presents a coherent review of what Open Access is today and what it may become. Future implications for libraries will be discussed with time for questions and interactive discussion.

Give Us a Dollar and We'll Give You Back Four; Thursday, April 25, 4:00 - 5:15 p.m.

Your public library is in competition with a lot of other agencies for money—city, county, district, even state. You want your library to sustain its current services and expand them in the future. You know you get a lot

of bang for your buck, but how do you show that to the people who hold the purse strings?

Walt has compiled, analyzed, and organized library funding and service data from all around the U.S. Using a custom study for the public li-

brary systems in Oregon & Washington, Walt will discuss his research methodology and the results, and how our libraries compare with libraries across the country.

The custom study will be available in PDF format. This program is essential for all library advocates!

The Librarian's Guide to Micropublishing; Friday, April 16, 10:30 - 11:45 a.m.

In this talk, Walt demonstrates how libraries (both public and academic) can provide important new services at little or no cost.

Based on his recent book of the same title, Walt explains the how, what, and why of libraries and community micropublishing. He details the use of no-cost/low-cost publishing tools such as Lulu and CreateSpace and describes how libraries can guide their patrons in the production of quality print books.

Micropublishing is one way that libraries can move into the forefront of the rapidly changing publishing marketplace. This is pertinent to all types of libraries, programming staff, administrators, outreach coordinators and others.

We hope to see you there! *Will Stuiwenga is WLFFTA Chair. Contact him at will.stuiwenga@sos.wa.gov.*

Table of Contents

Chair's Column: Vancouver!..	Page 1
The New Trustee Manual.....	Page 2
Other WLFFTA News	Page 2
Online Book Selling.....	Page 3
United for Libraries	Page 4
Public Library Funding Study	Page 5

Preview the New WA Public Library Trustee Manual

Join us for a preview presentation showcasing the brand new edition of the Washington Library Trustee Manual, developed by the Washington State Library. Diane Hutchins, WSL Library Development Consultant, will present two online preview sessions on May 2, 2013. The first session will be presented from 10 – 11 a.m., with a repeat session from 2 – 3 p.m.

The Washington State Library has published trustee manuals for public libraries in the past (2001, 2002), and is about to release a new online edition with extensive updating reflecting the many changes that have occurred in the past decade including:

- Legislation affecting libraries;
- New technologies that have affected the way libraries interact with and serve their communities;
- The governance of the Washington State Library.

While working on the revision of the *Manual*, it seemed logical to move from print to an online format to more easily and readily connect users to the underlying RCWs, WACs, Articles of the State Constitution, Attorney General opinions, etc., that were the basis for statements made in this new electronic publication.

Additional resources from a wide variety of organizations and agencies provide additional clarification and guidance at the click of a mouse or a tap on a touch screen. These include:

- United for Libraries (formerly Association of Library Trustees, Advocates, Friends and Foundations), a division of ALA;
- The Municipal Research and Services Center of Washington (MRSC);
- The Washington State Department of Revenue;
- The Washington State Auditor's Office.

Mark your calendar now for this sneak preview of the wiki and see how easy it will be to connect to the information you need. Two sessions of this online presentation, sponsored by Washington Library Friends, Foundations, Trustees & Advocates (WLFFTA), an interest group of the Washington Library Association, will be offered.

Webinar information:

- When: Thursday, May 2, 2013, 10:00 – 11:00 a.m. PDT;
- Repeated the same day from 2:00 – 3:00 p.m. PDT;
- Cost: Free;
- Register at www.sos.wa.gov/quicklinks/WaTrustee.

WebJunction Resources for Friends and Trustees

If you haven't visited WebJunction (webjunction.org), you're missing a valuable tool to help you in your support for libraries. WebJunction is an online learning tool especially designed to help library staff stay up-to-date on all the issues facing libraries.

Happily, though, the folks at WebJunction understand that Friends and Trustees are valuable allies for libraries, and they ensure that learning tools are available for library supporters as well.

Under the heading "Explore Topics," on the WebJunction homepage, you will find a category titled "Friends and Trustees" under "Leadership." You can find information shared by other Friends groups and Boards of Trustees. For example, Trustees can find a list of various policies written for small, medium, and large libraries making it possible for boards to skip reinventing the wheel and instead find policies that can be modified to work in their own communities.

WLFFTA Business Meeting

We invite all WLFFTA members to join us for the WLFFTA annual business meeting, held at the WLA/OLA Joint Conference in Vancouver. The Washington Library Friends, Foundations, Trustees, and Advocates IG will be meeting in Thursday April 25th, at 12 noon in the Hilton Hotel's Pine Room. We hope to see you there!

Baker & Taylor Awards for Friends and Foundations

The Baker & Taylor Awards recognize Friends groups and library Foundations for outstanding efforts to support their library. Awards are given for a specific project culminating in the year prior to application, or based on the full scope of the group's activities during that year.

Applications are judged on the following:

- Planning,
- Implementation,
- Evaluation,
- Innovation,
- Community involvement

More details, including the application and release forms, as well as descriptions of past winners, are [available online](#).

Submissions are due May 1, 2013. Winners will be notified by May 15, 2013.

Friends and Trustees will also find tools to help them better promote and advocate for their libraries. Currently available is a webcast titled "Advocate or Die." All library supporters will find lots to think about under "Communications" and "Marketing and Outreach."

ALA's [United for Libraries](#) has much to support the work of Friends, Trustees, and Foundations but there's always more to learn. Check out WebJunction for new ideas for your library.

Getting Started with Online Book Selling (Part I of 2)

This article, by Marsha Bennett, Community Relations Manager, Johnson County (Kan.) Library; in cooperation with Matt Delaney, Internet Sales Supervisor, Friends of the Johnson County Library, originally appeared in The Voice for America's Libraries, Vol. 14, No. 1, Jan/Feb, 2013, and is reprinted here by special permission of [United for Libraries](#).

Introduction.

The Friends of the Johnson County (Kan.) Library (JCL) has been involved with online book selling since 2004, after hearing about the successes of other Friends groups at a Nuts & Bolts session at an ALA Annual Conference. This Friends group started out small, but has grown the online portion of their used book operations into a strong moneymaker that accounts for more than a third of their revenue.

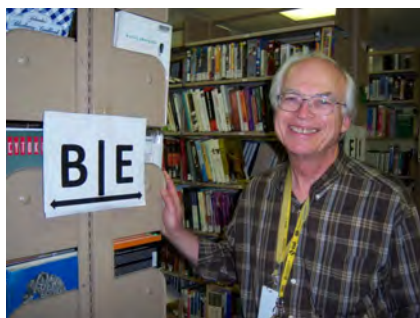
In this article, the Friends of JCL shares some ideas for Friends groups who are considering online sales as part of their revenue stream. A follow-up article which will deal with growing online sales for those who are already selling online but may not have reached their full potential, will appear in the March/April issue of *The Voice*, and will be reprinted in a future issue of the *Advocate*.

Used book sales have been the mainstay of local Friends of the Library fundraisers for years. Many Friends groups have opened used book stores to expand book selling to a year-round venture. And some brave Friends groups have crossed over to the global marketplace by selling books online.

Why sell online?

Friends groups are beginning to realize there is more value in some books than the 50 cents or a dollar that a used book sale might generate. Or that the person who might be interested in a specific item may not live in the local community or walk into a Friends used book store.

So what is the best way to test the waters and see if selling online is right



for your Friends organization? What are the considerations for starting an online book sale business? When is the best time to begin?

Start small.

Any Friends group, no matter its size, can sell online. All it takes is a person or volunteer with some time, a little book knowledge, and a computer. You can't tell the value of a book by its cover. Books that are thought to be valuable should be set aside from those going to book sales. These items can be looked up online through various sites by the ISBN (International Standard Book Number) to determine their value.

You can set your prices a bit lower than what you find online. Develop a philosophy of your threshold for listing a book online; it could be \$10 or \$20 or higher depending on your resources and how many items you can list and manage.

Do your homework.

What sells best? Look at some of the online booksellers (Amazon, AbeBooks, even eBay.) You will find that nonfiction library weeds, textbooks and some contemporary fiction may command a higher price than bestsellers that can go for just a few cents.

People are often looking for that one special book tied to their hobby, geographic location, favorite author, or special interest. It may not be a really old book or a recently released new book that brings in the most money. What you are looking for is a book that has a higher Amazon best-sellers rank; for example, a rank of 600 is better than 6 million.

Find the right volunteers.

Do you know of someone who loves books and is computer savvy? This person is a good candidate to help get your online sales off the ground. The person you select will need to be able to enter a title or ISBN number and accurately describe the quality of the books or audiovisual materials you would like to sell.

The general description of the item is most likely already on the site. People really enjoy the prospect of volunteering in this capacity. This function is great for those who have computer skills and recently retired, and it can also bring younger volunteers to your organization. Check with your local community volunteer centers or recruit in your newsletter for the skillset for these tasks.

Acquire equipment.

Your Friends group may need to purchase a computer or volunteers can use their home computers. You may be able to acquire used equipment from the library or through organizations that provide computers to nonprofit organizations.

Some of your members may be upgrading their computer equipment and would consider donating computers to you for this purpose. Or, you could use some of your book sale funds for this type of purchase. You will also need some type of shelving to house the books and AV items you are listing.

Develop a system.

Start with a simple system. Each item you list online should have its own SKU (stock keeping unit) number. Develop a numbering system that is easy. You may want to assign each volunteer a range of numbers, such as John Doe 10,000-19,999; Mary Smith 20,000-29,999. Then each person listing assigns the SKU number as they list the item online. Use a 4 x 5 index card with the title and SKU number.

Inventory needs to be stored in a way that items can be easily located

Continued on Page 4

Continued from Page 3

and retrieved. For example, place items for sale on a lettered shelf, A-1, A-2, A-3, B-1, B-2, etc. You do not need to follow the Dewey Decimal System. Keep track of where the SKU item is housed by adding its shelf location to the index card, which should be filed alphabetical by title.

Select a site for your listings.

Set up an account with Amazon.com. It is the easiest for beginners. They have all the necessary information online and provide an easy sign up process. You will be asked for email and business address, business credit card, and bank account number.

Amazon costs are usually 15% of the book selling price plus 99 cents per item. Postage of \$2.99 or \$3.99 per item is added, and your account will be credited with the postage cost. But it is up to you to mail the item and affix correct postage regardless of actual shipping costs.

Start listing your items.

Once your account is set up, search

Amazon for the title you want to list. It will pull up the title. Make sure you have the correct edition and paperback or hardback designation. On the right side of the screen there is a button that says "Sell on Amazon." Click on the button and fill in the information required.

You will need to be able to describe the condition of the item you want to sell. What makes your item unique? If there is a dust jacket, specify that. Make sure you list any defects or library markings and rank the book such as used good, very good, etc. Then set a price for the item. In the beginning you may not want to select the check box for international shipping because of the high postage costs. If you have questions, you may contact Amazon's customer service department through phone, email, or chat.

Wait for the orders to come in.

You will receive an email from Amazon when each order is received with a link to the order information and a place to click and print the order packing slip. You may purchase postage through Amazon or affix your own postage.

Respond quickly to orders and try to mail them within one business day. Your reputation will be on the line with your customers, who can rank your level of service. Make sure to remove the listing from your index card inventory. You may want to make note of the selling price and customer name and address.

ANNUAL INTERNET SALES

YEAR	\$	# ITEMS
2004	\$3,888.22	116
2005	\$11,926.29	278
2006	\$14,320.58	323
2007	\$25,453.04	551
2008	\$48,470.20	702
2009	\$68,028.90	1,771
2010	\$98,718.67	3,159
2011	\$101,315.20	4,143
2012 thru Oct	\$120,236.47	5,649

Ship the orders.

Using media mail, or library mail if you are attached to a library, is less expensive than first class mail. Your account has been credited for the postage, so look at the rates carefully as you mail items and determine the best ways to ship or mail.

You will need to purchase or acquire mailing supplies—padded enve-

lopes or small boxes, plus brown craft paper or bubble wrap to ship the orders. Volunteers may be recruited for this job of wrapping or boxing the order, taking it to the post office, and paying for the postage.

Monitor your account.

Check your account on a regular basis to make sure your prices are current. Prices can fluctuate due to demand or an increased number of the same title. You may no longer be the lowest priced seller and want to consider adjusting your price. Also, if a book has been listed for over a year, you may want to pull the item and sell it through other venues.

Document what you are doing.

Keep written notes on how you do things and your monthly sales totals. This is helpful to use as a training tool when you add more people to list items online. Develop written procedures for this aspect of your online used book operations.

Continued on Page 5



United for Libraries
 Association of Library Trustees, Advocates, Friends and Foundations
 A division of the American Library Association

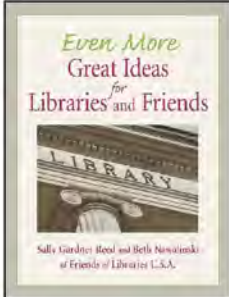
Join United for Libraries and receive:

- FREE Newsletters**
- FREE Toolkits (\$120+ value)**
- FREE Digital Publications (\$150+ value)**
- FREE Webinars**
- Discounts, awards, and much more!

www.ala.org/united/membership/mbrbenefits

Even more FREE!

Join both your Trustees and Friends by June 30, 2013, and receive a FREE copy of *Even More Great Ideas for Libraries and Friends*, a retail value of \$74.95. Call (800) 545-2433, ext. 2161 to take advantage of this special offer.



Continued from Page 4

It is also fun to see where the orders come from and pinpoint them on a map. Share this information with your volunteers as positive feed-back on the job they are doing.

Online book selling does require an investment of time and resources, as well as committed volunteers and/or Friends and library employees. But the rewards can be beneficial for your Friends group and the library you support. Your group of potential buyers for an item increases exponentially when you open the worldwide door.

Now is a good time to start. Try on those online selling shoes and see how they fit. The Friends of the Johnson County Library has found internet sales to be growing while book sale and used book store revenues have flattened.

The first year the Friends of JCL

grossed \$3,888.22 with 116 items sold. As of Oct. 31, 2012, Internet sales in 2012 totaled more than \$120,000, with 5,649 items sold. The number of people involved has grown from one computer and one person to five computers and fifteen volunteers listing and shipping supervised by a part-time Friends employee.

The second article in this series will appear in the March/April issue of The Voice, and will cover growing your internet sale business, using scanners, listing on multiple sites, mailing short-cuts, and inventory/order management systems. The article will be reprinted in a future issue of the Advocate.

Those interested in online bookselling can find more information by logging into the [United for Libraries Friends & Foundations Zone](#) and accessing the two tool-kits on online booksales.

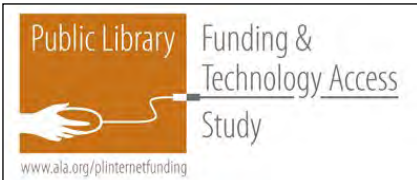
Public Library Funding & Technology Access Study

The report, [Libraries Connect Communities: Public Library Funding & Technology Access Study 2011-2012](#), assesses public access to computers, the Internet, and Internet-related services in U.S. public libraries, and the impact of library funding changes on connectivity, technology deployment, and sustainability.

Today's public libraries are vital community technology hubs that millions of Americans rely on for their first and often only choice for Internet access. Despite increased demand for library computers, however, libraries typically have not seen a corresponding increase in budgets and many are challenged to provide enough computers or fast-enough connection speeds to meet demand.

The Public Library Funding and Technology Access Study is a multi-year project that assesses public access to computers, the Internet and Internet-related services in U.S. public libraries, as well as the impact of library funding changes on connectivity, technology deployment and sustainability.

Built on the longest-running and largest study of Internet connectivity in public libraries, begun in 1994 by John Carlo Bertot and Charles R. McClure, this study provides information that can help library directors and library IT staff benchmark and advocate for technology resources in communities across the nation. The data are also of importance for policymakers at local, state, and federal levels, manufacturers of information and communication technologies, and the communities served.



Key Findings:

The report, issued by the American Library Association, says strategic vision and careful management have helped U.S. public libraries weather the storm of the Great Recession, supporting their role as a lifeline to the technology resources and training essential to full participation in the nation's economy. However, the report underscores the competing concerns that face America's libraries: cumulative budget cuts which threaten access to libraries and services, increasing demand for technology training, and the chronic presence of the digital divide.

Key points:

- 62% of libraries report that they are the only source of free Internet access in their communities.
- 91% of public libraries provide free Wi-Fi, and 74% of libraries report use of Wi-Fi increased in 2011.
- 76% of libraries offer access to e-books; 39% of libraries provide e-readers for check-out by patrons.
- 57% of libraries report flat or decreased operating budgets in FY2011.
- For the third year in a row, 40% of state libraries report decreased state funding for public libraries.
- 65% of libraries report having an insufficient number of public computers to meet demand, this increases to 87% in urban libraries.

The project is made possible by a generous donation from the Bill & Melinda Gates Foundation and the American Library Association.

ADVOCATE

Published by WLFFTA and WLA

Receiving the *ADVOCATE*, a publication of the WLA Washington Library Friends, Foundations, Trustees & Advocates Interest Group, is a benefit of interest group membership.

The *ADVOCATE*'s mission, like that of WLFFTA, is to advance community and statewide support for libraries, encourage library Friends, trustees and foundation associates to share ideas and enthusiasm, assist in their training, and link library supporters across Washington to address effectively issues impacting libraries.

The deadline for submissions is open. Contact the editor for specific issue deadlines. More information about WLA and WLFFTA can be found on the Internet—see www.wla.org/wlffta

Comments and suggestions for articles and WLFFTA activities are welcome.

Views and opinions expressed here do not necessarily reflect those held by the editor, WLA, or the WLFFTA Board.

Editor: Will Stuiivenga,
Washington State Library
360.704.5217 • will.stuiivenga@sos.wa.gov

WLA Executive Director:
Dana Murphy-Love
425-967-0739 • dana@wla.org