

USL Quarterly

A publication of the Utah State Library

June 2021

Volume 6, Issue 2

Collective Change: An Indigenous Experience

The Utah State Library Division and the Utah Division of Indian Affairs have partnered together through the Book Buzz program to bring a series of ten books to unpack the complex experiences of American Indians, facilitate conversation, and shape greater consciousness. These literary works have been selected to celebrate Indigenous literature and narratives and to honor the immense diversity of their experiences. We invite our community to engage in this opportunity to inspire brave dialogue that can lead to collective action towards inclusive and healing spaces.

Ten Selected Titles:

The Absolutely True Diary of a Part-Time Indian

by Sherman Alexie

An American Sunrise by Joy Harjo

An Indigenous Peoples' History of the United States by Roxanne Dunbar-Ortiz

An Indigenous Peoples' History of the United States for Young Readers

by Roxanne Dunbar-Ortiz

The Bear River Massacre by Darren Perry

Braiding Sweetgrass by Robin Wall Kimmerer

Crazy Brave by Joy Harjo

The Death of Sitting Bear by N. Scott Momaday

There, There by Tommy Orange

Waterlily by Ella Cara Deloria

If you have any questions, please contact:

Utah Division of Indian Affairs

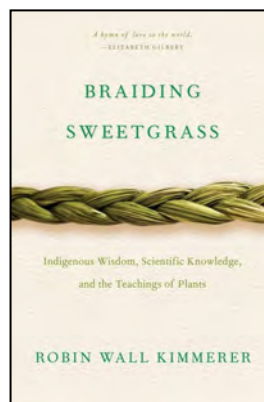
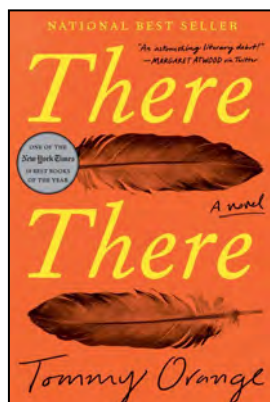
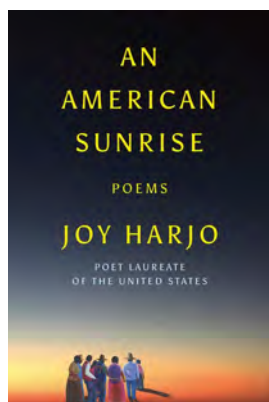
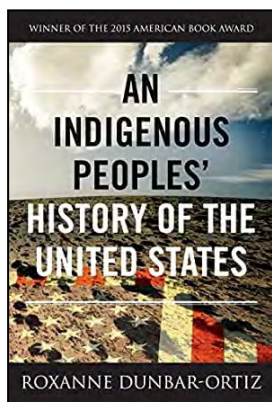
James Toledo, Program Manager

jtoledo@utah.gov

Utah State Library Division

Hannah Jones, Book Buzz Coordinator

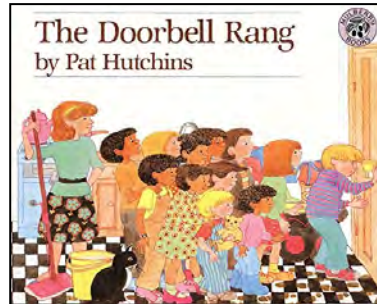
hannahjones@utah.gov



New Big Books Collection

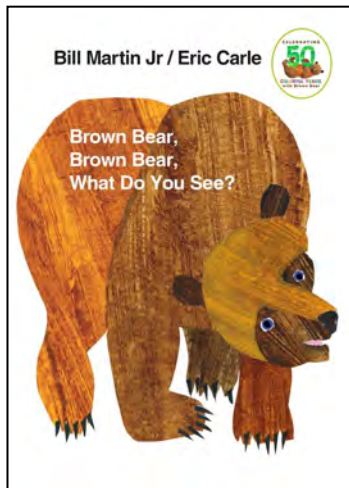
The State Library is launching a new service targeting Children’s Librarians across the state.

We’ve added a selection of “Big Books” to our collection and are making them available for loan for use in library storytimes.

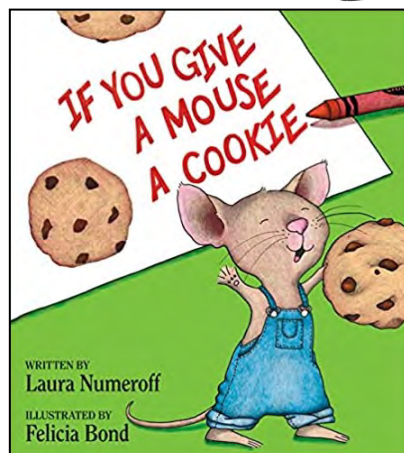


This collection comprises about 40 popular children’s titles in dimensions of 14” x 17” and larger, making it much easier for kids, even those way back in the back row, to see the images on the pages.

For more information on which titles are available and how to request them, go to <https://library.utah.gov/ill/collections/>. Your library will be responsible for return postage, however, since these titles will qualify as an interlibrary loan, the return shipping costs are reimbursable under the Borrower Support Grant if your library is a participant.



If this service proves useful, we’ll continue to expand the collection. Let us know if there are any specific titles we can add for you!



Tech Moment

It’s summer, and that means it’s the season of vacation envy. Instead of grumbling to yourself at other people’s pictures of stunning Venice or exotic Provo, try traveling through the magic of virtual reality, or VR. You don’t even need a fancy VR headset; a phone, tablet or laptop will still be a great experience for these three sites and more.



Browse [YouTube 360](#) for daring escapades and innovative storytelling.

Step into scenes of everyday life with [360 Cities](#). [Google Arts & Culture](#) will take you to museums, landmarks, and even outer space.



With some armchair travel, you can skip the flights and go straight to the attractions. Try finding the longest city name, the place with the most historical markers, or the strangest photo-bomb from a tourist captured in 360°.

While you’re exploring, don’t forget to visit the beautiful libraries of our home state! [The State Library’s 360 tour gallery](#) takes you right to the heart of historic buildings and brand new works of architectural wonder.

Travel today!

Upcoming Trainings

How to Write Effective Survey Questions to Get Useful Data

Thursday, Jul. 1 - 10 AM, MDT*

Is your library planning for upcoming services, programs, or events? They'll be more successful if you know what sorts of things the people in your service area truly want and need. If you don't know exactly how to write and ask the questions, you may find out later that you didn't get any actionable data. Marketer and word-smith Kathy Dempsey can prepare you to avoid survey pitfalls. Sign up for this webinar so you'll understand the tactics:

Every word you choose matters.

Beware open-ended questions.

Always avoid library lingo.

Never ask about "interest."

Ask the same question more than once.

Write, test, tweak, repeat.

What makes people take surveys?

This webinar will also touch on how to distribute surveys to get good response rates.

Serving Homeless Patrons Discussion

Thursday, Jul. 29 - 12 PM, MDT*

On July 1, visit Niche Academy and create a username and password, if you haven't already, and work through the Librarian's Guide to Homelessness. Access Niche Academy here: <https://my.nicheacademy.com/utah-staff>.

Then, July 29, join us for a conversation about how to best serve patrons who are experiencing homelessness. What have you learned? What resources can you share? More details to follow.

How to get \$10,000 a month in free advertising from Google

Monday, Aug. 2 - 10 AM, MDT*

Someone does a Google search and gets a list of results. On the very top are the "paid listings," ads placed by companies. Did you know libraries can place ads there too- for FREE? There's a little known initiative called Google Ad Grants. Every qualifying nonprofit that applies gets a grant of up to \$10,000 per month in advertising credit. This allows nonprofits to place ads at the top of Google search results, just like the big players do.

In this hour-long webinar, you'll learn everything you need to know: Which organizations qualify for the grants, how quickly you can apply and can get set up, why every library should be advertising its offerings in Google, best practices for successful Google Ads campaigns, where to get help in managing your grant and your campaigns, results that other Ad Grants libraries are already achieving and what are the real costs (money & time) of the program.

It's vital for your library to be visible on Google, where nearly everyone starts their searches. Meet the public where they are, and increase their awareness and usage of any of your library's resources.

To register for Workshops & Trainings:

library.utah.gov/workshops

To access live webinars:

stateofutah.adobeconnect.com/usltraining

*Zoom links will be sent to all participants prior to the webinar.

To view archived webinars:

library.utah.gov/webinars

Database Spotlight



Niche Academy Now Available

The State Library has contracted with Niche Academy to provide professional development services to librarians and library staff across the state. You can access the Professional Development academy by going to <https://my.nicheacademy.com/utah-libraries> and creating a login.

In order to make this an effective tool for all libraries, a “Team” has been created for every public library in the state and the USL is in the process of designating directors (or another staff member of their choice) as supervisors of their library team. This will allow directors to assign specific tutorials or pathways to their staff for completion. Tutorials in the academy range from Grant Writing, Customer Service, Serving the Homeless, Technology in Libraries, Leadership and Management, using Utah’s Online Public Library resources, and much more.

We’d love to hear what types of tutorials and trainings you would like to see added to the Academy and how you like what is currently there.

With questions on how to join the appropriate team or how supervisors can assign their team specific tutorials and monitor their progress, contact Marie Erickson at merickson@utah.gov.

Online Book Discussion

Don’t miss the Online Book Discussion, the book club sponsored by the USL, Program for the Blind and Disabled. Anyone can join in, just call in!

Tuesday, July 13, 2 PM to 3 PM (MST)
Discussion led by Paula Stuart

2 Books are available this time!

The Return

by Nicholas Sparks



Summerlost

by Allyson Braithwaite Condie



Summerlost is the second selection for Utah’s One State, One Book reading program. We will also have a virtual meeting with the author in late August. See you there!

To Join the Online Book Discussion:

stateofutah.adobeconnect.com/bookgroup

Participate by phone:

1-877-820-7831, passcode 331626

ARPA Report

By Chaundra Johnson, Director and State Librarian

Greetings Library Friends,

As libraries start to resume pre-covid services many are faced with continued challenges as they continue to navigate pandemic response and recovery.

On March 11, 2021 President Biden signed the American Rescue Plan Act (ARPA). The Institute of Museum and Library Services (IMLS) received \$200 million, which is the largest single increase in the agency's 25-year history. Additional funding will also provide over 7 billion dollars for academic, public, and school library-eligible programs, including the Emergency Education Connectivity Fund through the federal E-Rate program.

Utah received \$2,708,103.00 in ARPA funding from IMLS to spend from April 2021-September 30, 2022. Spending priorities are much like that of the CARES funding from last year. Priorities include digital equity, pandemic response, tribal and museum partnerships, and the new category of general library support. These funds must follow the same guidelines as LSTA funding.

The State Library has taken most of April and May to meet with a variety of libraries and library stakeholders to ask for feedback about how these funds can best be spent to support Utah libraries and communities. Thank you to



everyone who participated in giving us feedback and ideas. We have released one grant round already and have a couple of others that will be released late summer.

We know there is still much uncertainty surrounding the pandemic and recovery. Libraries have played a vital role during this pandemic, which is supported by the historic funding libraries have received.

Let's continue to support each other and the amazing work that is happening in Utah libraries.

Thank you for all you do!

Best Library Wishes,

Chaundra Johnson

If you would like more information on ARPA funding, please contact:

Chaundra Johnson, crjohns@utah.gov

Rachel Cook, rcook@utah.gov

250 North 1950 West
Salt Lake City, UT 84116

Phone: 801-715-6777

Fax: 801-715-6767

In-State Toll Free: 800-662-9150

Program for the Blind & Disabled: 801-715-6789

Website: library.utah.gov



Utah State Library
Division

