

Reference Services Interest Group
Georgia Library Association

Bright Ideas

1998

A seventh helping of
ideas, hints, and tips



Edited & designed by
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Serving Our Public

Recognize each individual that comes through the door. Speak – Make eye contact – Acknowledge the person as a human being. This helps to discourage undesirable behavior. Don't forget that we are a service industry. If nobody comes through the door, we don't have a job.

*Frances P. Messer
Clay County Library
Fort Gaines, GA 31751*

Offer a Children's Workshop where you share ideas for children's programming.

*Sally Jo Thompson
Ochopee Regional Library
Vidalia, GA 30474*

Our Summer Reading Club participation began to increase after we began reminding little readers in our multicultural community that this program was *free*. Library services are not necessarily free in some of our customers' homelands.

*Gwinnett County Public Library
Norcross Branch*

Use the enormous amount of funding that the major bookstores put towards marketing strategies to your advantage. The next time that you are in a bookstore, notice how they design their floor plans and arrange their materials. Then go back to your library and do the same thing. For

example, put some of the books face out at the end of the shelves so that they will attract potential readers. Put large, comfortable chairs and good lighting near the bookshelves to invite people to linger. Use art and plants to create an atmosphere that is warm and inviting. By making your materials as accessible as possible and carefully designing an environment, you can attract a larger clientele and offer your services to more of the community.

*Gretchen Dombrock
Statesboro Regional Library
Statesboro, GA 30458*

Publicizing Our Services

Changing our automation system was occasionally an overwhelming experience for both staff and customers. The staff went to training sessions to help them learn the intricacies of the new system. To help our customers with the many changes we posted a large stationary sign in each branch with a picture of our mascot for this project, Button the Computer. On this, updates were posted. Each new update was on a different color paper, laminated and affixed to the sign for a designated length of time. This has become a systematic way to keep everyone informed. Including our customers in the information loop has made them more supportive of the change.

*Gwinnett County Public Library
Norcross Branch*

We have given away thousands of our "Connect" cards since beginning distribution in the fall. Designed to be about the size of a business card, the front features the snappy new UGA Libraries logo and the back gives addresses and other information about connecting to our electronic resources. The name of the cards also plays off the name of the Libraries newsletter, "Connections." Librarians give these out at the reference desks, lectures, BI classes, and the grocery, eliminating the need for scratching the addresses out on scrap paper.



UGA Libraries' Homepage

<http://www.libs.uga.edu>

GALILEO: <http://www.galileo.peachnet.edu>

For current password to restricted GALILEO databases
(required off-campus), connect to the GALIN system,
then at any command line, type **galileo**

GALIN: dial-in

357-2880 (28,800 bps) 357-0096 (9,600 bps) 357-2400 (2,400 bps)
<Enter> to Connect, at command, type **galin.libs.uga.edu**

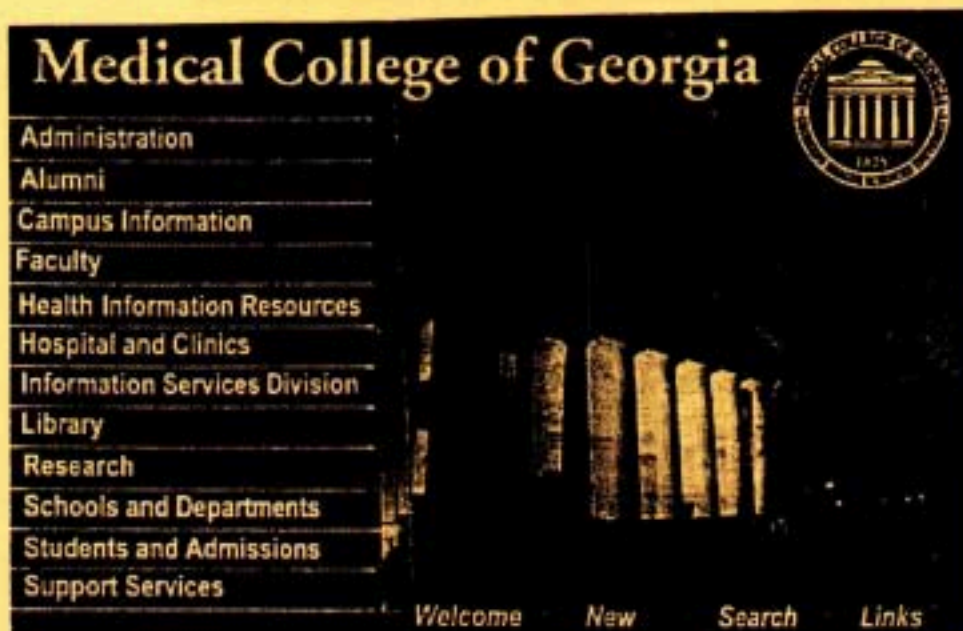
GALIN: Telnet
galin.libs.uga.edu

*Jean Cleveland
Communications Director
University of Georgia Libraries
Athens, GA*

Our system has recently identified a character as our mascot for library activities. He is Dewey the Dinosaur. A local costume company built Dewey's costume and he attends all sorts of library events, from Board meetings to local parades to storytimes in our branches. He is a great hit with customers of all sizes and ages!

*Marketing Coordinator
Gwinnett County Public Library*

One promotional idea that I had for my institution and library was to print out our Web page with URL in a bookmark format. These are passed out at conferences, etc., to promote the Medical College of Georgia. You could also do the same at your library!



**Medical
College
of
Georgia**

<http://www.mcg.edu>

*Donna J. Trainor
Greenblatt Library
Medical College of Georgia
Augusta, GA 30912*

**We can always
find anything**

(usually)

**Brunswick-Glynn County
Regional Library.**

Yours. Free

***Tax Dollars that
you get to take
home***

(for up to two weeks)

**Brunswick-Glynn County
Regional Library.**

Yours. Free

One thing we do at Athens Area Technical Institute, Elbert County Campus, is to put Library News on the electronic bulletin board (TV monitors in the halls) — for example, "Need a journal article for a term paper? Come by the library and ask about using GALILEO to find information."

*Carol Stanley
Athens Area Technical Institute
Elbert County Campus
Elberton, GA 30635*

The Brunswick-Glynn County Regional Public Library has created some attention-getting publicity for library services (see following pages).

*Jack Colbert
Brunswick-Glynn Regional Library
Brunswick, GA 31520*

**"Who built this
#*%@! thing?"**

Need to talk to someone?

**You can find their number at your
Brunswick-Glynn County Regional Public
Library**

**Public Libraries
Yours. Free.**

**If all the digital
information
available at your
public library was
printed out, right
here, right now...**

**You'd be
squashed like a
bug.**

**Brunswick-Glynn County Regional Public Library
Yours. Free.**

Lost Someone?

**You can find them at
the library.**

**Brunswick-Glynn County
Regional Library**

Yours. Free

**In desperate need
of a
thingamabob?**

**You can find it at the
Public Library.**

**Brunswick-Glynn County
Regional Library**

Yours. Free

**Want to find your
Great-Great-Great-
Great-Great-Great-
Great-Great-Great-
Grandma?**

**Brunswick-Glynn County
Regional Library.**

Yours. Free

**Can you have too
much
information?**

Huh?

**Brunswick-Glynn
County Regional
Library.**

Yours. Free.

***How many
libraries does it
take to change a
life?***

One.

**Brunswick-Glynn County
Regional Library.**

Yours. Free.

FAQ's

We have fixed some vertical files for local people and famous places. These have been very helpful with Georgia history projects.

Our director fixed up a Georgia Notebook with all of the information about Georgia: flowers, state bird, state vegetable, etc. This has been very popular. It is very easy to take out to photocopy.

*Sally Jo Thompson
Ohoopsee Regional Library
Vidalia, GA 30474*

We have developed a chronology of major events for our community — Milledgeville/Baldwin County — that is available in print and on our web site at < www.ccmil.com/mvml/ >. This time line allows us to answer the frequent questions that we receive concerning when some event took place in this historically rich town.

*Craig R. Amason
Mary Vinson Memorial Library
Milledgeville, GA 31061*

We created a handout which we call "Taxing Ways" during the tax season this year. It proved quite popular! (For a copy of the handout, see next page.)

*Judy Thompson
Memorial Library
Berry College
Mount Berry, GA 30149*

Taxing Ways for Taxing Days

Web sites for Tax Information & Help

IRS - The Digital Daily

<http://www.irs.ustreas.gov/prod/cover.html>

IRS - Forms and Publications

http://www.irs.ustreas.gov/plain/forms_pubs/index.html

1040.com

<http://www.1040.com>

Tax forms, information, and resources.

GEORGIA Income Tax Forms

GA Department of Revenue

<http://www2.state.ga.us/Departments/DOR/gaforms/index.htm>

Milwaukee Public Library's

List of recommended tax sites

<http://www.mpl.org/files/great/bokmark7.htm#tax>

SecureTax

<http://www.securetax.com>

SecureTax, located in Rome, provides free on-line tax preparation/calculation and printing & electronic filing for a fee.

Displays

We have increased circulation by adding a magazine display bin near the circulation area where people can check out currently donated magazines that were first processed by technical processing for condition and conformity with our selection policy. We seeded the project with copies of various expensive magazines on esoteric subjects we don't subscribe to. The public has gotten into the spirit of the service and added to the esoteric types as well as providing a steady supply of *Southern Living* and family living and crafts issues.

*Sue Williams
Oconee Regional Library System
Dublin, GA 31040*

A student happens to be a costumer for local theater productions, and her daughter makes mannequins (soft sculptured). She brought one — a horrific witch in a gorgeous nineteenth century costume — to the library for our Halloween display. I'd suggest contacting your local theater groups for things like that for displays! It was thrilling! And they get some publicity as well.

*Carol Stanley
Athens Area Technical Institute
Elbert County Campus
Elberton, GA 30635*

Ask library staff members or friends if they would like to loan material from home to the library for public display.

*Nancy Sosnik
Member of the Georgia Library Association
Raleigh, NC 27615*

We recently did a display of library staff's favorite authors or books that went over very well with the public.

We did a display in which we put up two movie reels with the film stretching from reel to reel, with the caption, "Now that you've seen the movie, read the book." Some of the old books really circulated!

*Sally Jo Thompson
Ochopee Regional Library
Vidalia, GA 30474*

The Web

For updates on good Web sites, subscribe to the Scout Report, of the Internet Scout Project, University of Wisconsin, Department of Computer Sciences. Visit their Web site at < <http://scout.cs.wisc.edu/scout> >.

*Carol Stanley
Athens Area Technical Institute
Elbert County Campus
Elberton, GA 30635*

At the GSU Law Library reference desk, we keep a small rolodex that we call the "Web Rolodex." In it are our favorite Web sites arranged alphabetically by subject or common name of the site. To date, we have over 100 cards in the rolodex. Although we could "bookmark" on the computer, we decided to use a rolodex, so we could easily give a patron the URL. Also, that way, we didn't have thousands of sites bookmarked on the computer. Each reference librarian adds his/her favorite or most useful sites to the rolodex. We have found it to be just as useful as our telephone rolodex.

*Rhea Ballard-Thrower
Georgia State University Law Library
Atlanta, GA 30302*

We are transferring our Ready Reference tips card file into HTML. When complete, this will be accessible from our library home page (<http://www.aug.edu/library>) under Reference Services. We are modelling this on the Kanawha County Public Library "Reference Rolodex" (<http://kanawha.lib.wv.us/ref/ro-intro.htm>).

*Roxann Bustos
Reese Library
Augusta State University
Augusta, GA 30904*

Several of our library branches have made an effort to help users find good sites on the Web by providing them with notebooks which include copies of "Netwatch" from the *Atlanta Journal/Constitution* and other lists of sites. One library also includes articles, Internet information, and printouts from good sites.

We also have a committee that reviews sites for inclusion on our home page.

*Angie Stuckey
DeKalb County Public Library
Decatur, GA*

Increased use of the Internet to meet information needs has resulted in a big increase in the number of copies printed. We offer preformatted diskettes for sale at a nominal cost to customers. This actually saves them money in the long run. You can purchase a diskette for 50 cents but that same amount of money buys only five pages of print.

*Norcross Branch
Gwinnett County Public Library*

Acquiring Library Materials

Here are some suggestions for obtaining expensive reference books that are beyond the library's budget:

1. See if other libraries have reference books to swap.
2. Put a notice in the library newsletter or on the Web page inviting patrons to donate reference books.
3. Shop at yard sales or used book stores for reference books.

*Nancy Sosnik
Georgia Library Association Member
Raleigh, NC 27615*

The Conyers-Rockdale Library System improved its health-related materials collection significantly by entering into a partnership with Rockdale Hospital to create a "Center for Healthy Living" in the library. The hospital has paid for a computer, database, and hundreds of books and videos on health-related topics, including some expensive sources we would never have purchased without their help. Also, the hospital leaves health-related brochures for the public in this area of the library.

*David Gantt
Conyers-Rockdale Library System
Conyers, GA 30324*

If I get a brochure or a pamphlet in the mail, I ask the public librarian if the library would like to have it for the pamphlet file.

*Nancy Sosnik
Georgia Library Association Member
Raleigh, NC 27615*

Our Helpers

We have been recruiting and training technology volunteers to assist with the use of Internet terminals. If you would be interested in volunteering, please call the DeKalb County Public Library, Volunteer Services, 404-370-8450. If you are considering starting a similar program in your library and would like to see a copy of the program proposal and the job description for the Technology Volunteer Program at the DeKalb County Public Library, please call Joy Wasson at 404-370-8450 x2241 or Matt Montgomery at 404-370-8450 x2232.

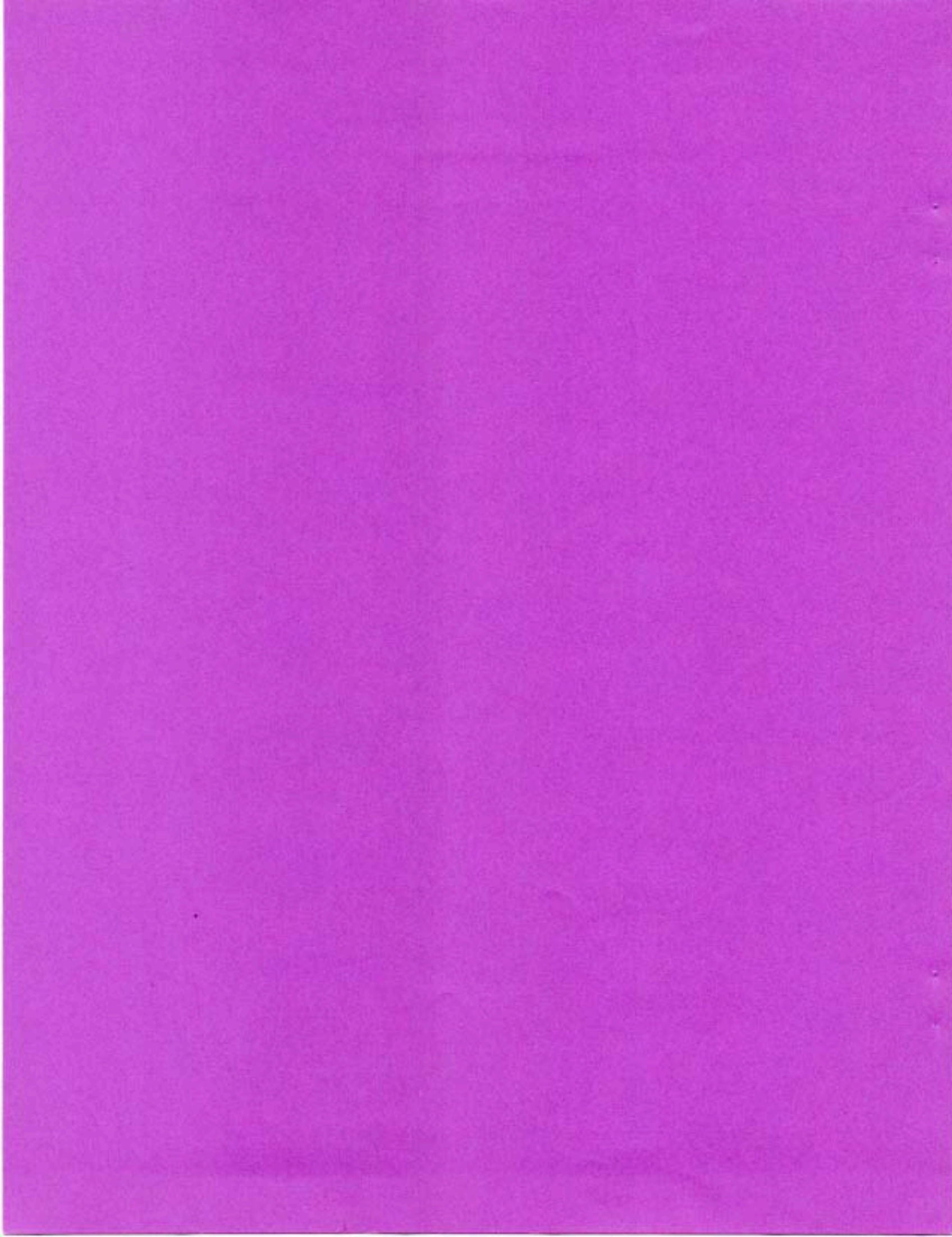
*Angie Stuckey
DeKalb County Public Library
Decatur, GA 30032*

A trustee in our region, who has completed a minimum of two terms of dedicated service and is retiring from further service, may be nominated by his or her local board for award of the title "trustee emeritus" by the regional board. The local government unit or official who appointed the trustee is then invited to present a plaque recognizing her or him at the next library board meeting or at the local government meeting. It has been a good way to say thank you for long service and is appreciated by local officials who need a graceful way to make appointment changes. Trustees emeritus receive a lifetime gold library card, are guests of the regional board at our annual dinner meeting, continue to be kept informed, are asked to help with lobbying efforts, and receive newsletters and annual report information. They are on the invite list for all library programs. Our trustees emeritus have been our strong leaders and we can't afford to lose their ideas, input, and political strength.

*Sue Williams
Oconee Regional Library System
Dublin, GA 31040*

Offer a Reference Workshop for paraprofessionals.

*Sally Jo Thompson
Ochopee Regional Library
Vidalia, GA 30474*



Efficiency!

Having a standard, core Ready Reference collection arranged in the same way throughout all of the branches is wonderful for our customers and staff who move from branch to branch.

*Five Forks Branch
Gwinnett County Public Library*

Automation is great! When I get the bestseller list I post it by the front desk and then I write the bar code beside each title. When a patron asks to be put on reserve I am then able to put the patron on by bar code, thus saving time by eliminating typing the title for reserve.

*Lin Oliver
Cherokee Regional Library
Lafayette, GA*

We share Interlibrary Loan duties at our library. Sometimes we are unable to finish processing and packaging an outgoing ILL request during our shift. To avoid confusion, and insure that the ILL is sent correctly and in a timely manner, we attach a small form to the book that lets the next person see how much of the ILL process has been done on that item. This form has six things to check off: (1) print request; (2) get book from shelf (if available); (3) respond yes/no in OCLC; (4) check book out to ILL; (5) prepare for mailing; (6) file copy of request. This procedure saves us time and improves our efficiency. With modifications to fit your library's needs, it might just work for you, too!

*Joyce Allgood and Holly Heitman
Nancy Guinn Memorial Library
Conyers, GA 30012*

Free Information Available

Attend Swap and Shops, such as the one at the annual COMO meeting, to obtain copies of bookmarks, brochures, and publicity materials produced by other libraries.

*Carol Stanley
Athens Area Technical Institute
Elbert County Campus
Elberton, GA 30635*

Tony Ard at Georgia Southern University has created two pathfinders, one on *Midnight in the Garden of Good and Evil*, the book by John Berendt, and the other on Sherman's March to the Sea. They list reference sources, books for additional reading, and Web sites relevant to these two topics. You can request copies by writing to Tony or e-mailing him at <tony_ard@gsaix2.cc.gasou.edu>.

*Tony Ard
Access Services Department
Zach S. Henderson Library, POB 8074
Georgia Southern University
Statesboro, GA 30460*

How to access the **Georgia Authors** lists on the internet: (1998)



<http://www.rex.public.lib.ga.us> . . . RETURN gets you to
(Georgia) Public Library Services REX (Reference EXchange)

Then: click on whichever Georgia Authors list you would like to see:

- 5) the full, complete 12 page list;
- 6) the African-American Authors of Georgia list (the "A" authors from the full list);
- 7) the Notable Georgia Authors list (the "R" authors from the full, complete list);
- ?) or any other list that appears there.

Or: Add to the first line (above): /gaaauthors.html ... RETURN
/blackauthors.html ... RETURN
/notables.html ... RETURN

*Louise S. White
Compiler, Georgia Authors Lists
706 Stratford Green
Avondale Estates, GA 30002-1362*

