



TAL TALES



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Fall Meeting of the Board

The semi-annual meeting of the TAL Board of Directors took place at the Greenwood Inn in Edmonton on November 26. Highlights included approval of policies on advocacy and licensing to non-members and a revised policy on committees.

The revised policy for committees created a new “Service” category for those committees which provide ongoing advice on development and implementation of a specific service or group of services. As a result, The Alberta Library now has three types of committees: Standing Committees, Service Committees and Project Teams. Standing Committees include Finance, Governance, Advocacy, APLEN and Academic Libraries. Some existing committees that fall under the new Service category will be undergoing name and perhaps other changes to reflect the revised policy. Project Teams are committees that complete a specific project within defined timelines.

Calder Bateman Communications presented an overview of the three-year integrated marketing communications campaign led by APLEN. A proposed theme for libraries in Alberta was discussed.



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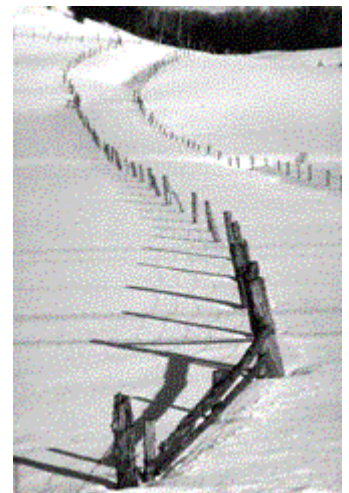
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Have a Safe and Happy Holiday from The Alberta Library Staff!



Back row (left to right): Eric Tull, Sharon Hawrelak, Lori Melanson, Afton Williams, Lucy Pana, Piyapong Charoenwattana. Front row: Martina King, Marcus Roesner, Jenny Wong, Lisa Yeo, Jocelyn LaFace. Missing: Karla Palichuk, Isobel Rancier, Diane GallowaySolowan, Harmony O'Hara, Brian Jorgensen.

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Netspeed 2004 Wrap Up and Plans for 2005

This year's conference was a success with informative, engaging keynote speakers and sessions attended by the 325 participants. Library staff from public, academic, school and special libraries, as well as trustees and visitors from other provinces, came to see over 40 speakers who presented from October 21 – 23, 2004 in Calgary.

Highlights included:

- popular and well-attended pre-conference training on Gale and EBSCO databases
- a sold-out vendor exhibit showcase
- Wi-Fi wireless internet access from D-Link Canada, which was widely used
- positive feedback of conference facilities at the Glenmore Inn
- three participating libraries in the Lois Hole Library Legacy program won \$100 donations in honour of the Netspeed speakers

Speakers' presentations are available at www.thealbertalibrary.ab.ca/netspeed/index.html. Special thanks to Steven Pattison from Marigold Library System for his technical support and assistance with the Wi-Fi access.

Watch for details in the new year for a call for volunteers to participate on the Netspeed 2005 Program Advisory Committee. Staff from all library types are welcome to assist in planning what speakers and topics will be presented at Netspeed 2005.

Netspeed 2005 will be held in Edmonton from October 19 – 21, 2005 and will follow the Access 2005 national library technology conference, from October 17 – 19, 2005. Both will be held at the Crowne Plaza – Chateau Lacombe. For further information, contact Isobel Rancier, APLEN Technology Training Coordinator at (780) 414-0805 (ext. 230), email: irancier@thealbertalibrary.ab.ca.

Netspeed 2005

October 19–21, 2005

Crowne Plaza—Chateau Lacombe, Edmonton

See you there!



Netspeed 2004 in Pictures



Grow Your Library!

The Lois Hole Library Legacy Program was given wonderful recognition at Netspeed 2004. In lieu of speakers gifts, donations were made on their behalf to the program and three lucky winners were drawn from the program's participating libraries. Congratulations to these libraries who each received a \$100 prize towards the purchase of library materials!



**Medicine Hat High School Library
Pincher Creek Public Library
Linden Municipal Library**

Kudos also to the Council of the Town of Oyen, who last month, had unanimously approved a legacy donation to the Oyen Municipal Library to acknowledge Her Honour, the Lieutenant Governor, The Honourable Dr. Lois E. Hole. Wonderful examples of library support! Promote the program and grow your library:

<http://www.visityourlibrary.net/Ihllp/libraries.html>.

APLEN Campaign Update

APLEN recently completed the initial planning phase of a three year promotional campaign for Alberta libraries. Planning included an external environmental scan to accurately position public libraries in the political, economic, social and technological landscape in Alberta.

A three year campaign plan was developed based on the scan and other research. The campaign will utilize a number of strategies on many levels: community development, public relations (including advocacy and media publicity) and marketing (including television, radio and print advertising). The plan has been widely endorsed and the integrated marketing communications recommendation is designed to meet the following objectives:

- Reinforce the library's position as an agent for social and educational advancement in Alberta.
- Raise the profile of libraries as a great source for useable, accurate information.
- Mobilize current users in support of increased funding for libraries.
- Create support for increased library funding amongst MLAs to take full advantage of the Alberta SuperNet.
- Increase libraries' user and support base.

Now specific tactics are being built. APLEN has contracted with Calder Bateman Communications to provide an array of turnkey tools and materials for use by libraries. Stay tuned for details!

For more information on the APLEN promotional campaign, contact Sharon Hawrelak, Communications Director, phone (780) 414-0805 (ext. 232) or email shawrelak@thealbertalibrary.ab.ca.

People

Janet Folkerts, who was the Administrative Assistant for The Alberta Library since August 2002, has left to pursue other interests. Everyone at The Alberta Library wishes Janet all the best and congratulates her on her recent marriage!

Online Reference Centre

New username and passwords required by students, parents and teachers to access the Online Reference Centre (ORC) were sent to school principals for September 1, 2004. This information is necessary for remote access to the LearnAlberta.ca website. Please refer students to their school principal for this information should they need to access the website from your public library.

@ your library®

Promote upcoming events and programs with the @ your library® slogan!

Here's a few examples to consider:

Find holiday traditions
around the world

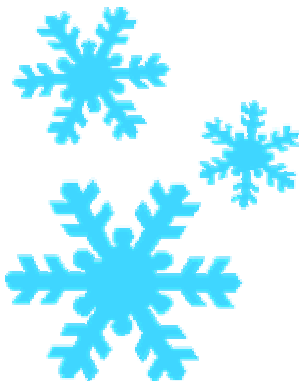
@ your library®

Make holiday crafts

@ your library®

Decorating Ideas

@ your library®



Remember that all regional library systems are welcome to request a presentation about the ORC for their staff or for school library staff members. Sessions cover an introduction to the resources available through the ORC and provide tips for maximizing the use of each of the databases.

For ORC information or to request a presentation, contact Diane GallowaySolowan, Program Coordinator at (780) 414-0805 (ext. 229), email: dgallowaysolowan@thealbertalibrary.ab.ca.