

# FRIDAY BULLETIN

NEWS FROM THE ALASKA DIVISION OF LIBRARIES, ARCHIVES & MUSEUMS

1/24/2014

*This newsletter is available weekly and previous issues are available at <http://lam.alaska.gov/fridaybulletin>.*

*Submissions for the Friday Bulletin should be sent to [linda.thibodeau@alaska.gov](mailto:linda.thibodeau@alaska.gov) and may be edited for content and length if used.*

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## NEWS FROM THE DIVISION

### QUARTERLY TECH TALK

Each quarter, State Library and Division of Libraries, Archives and Museums IT present a webinar covering a basic tech topic, usually tips and tricks that may help you use standard software more powerfully and efficiently. We also provide an opportunity for questions on that topic or others. While geared toward employees of the State of Alaska, these webinars are open to all. The next one is this coming Friday at 2:30 pm, and focuses on Microsoft Word. For more information and to register, go to <http://library.state.ak.libcal.com/event.php?id=573857>. If you'd like a flyer that you can customize for your own library, contact Freya Anderson at [freya.anderson@alaska.gov](mailto:freya.anderson@alaska.gov).

### CONSULTING ARCHIVISTS PROGRAM STILL ACCEPTING APPLICATIONS

But not for long! Applications will be accepted through Thursday, January 30<sup>th</sup>.

Could your small archives benefit from an on-site consultation from an experienced Alaskan archivist? The Alaska State Historical Records Advisory Board (ASHRAB) has initiated a program to

provide hands-on consultation to six smallfield archives across Alaska. Experienced archivists from the Sealaska Heritage Institute, UAA Archives & Special Collections, UAF Alaska & Polar Regions Collections, and Alaska State Archives will conduct preliminary work and travel to rural locations between mid-February and May to selected institutions to make best practices recommendations at no cost to the field institution.

The Program, sponsored by the ASHRAB and the National Historical Publications & Records Commission will provide three days on-site consultation about archival policies, procedures, and confidentiality of materials. The visiting archivist will address appraisal, description, arrangement, conservation needs, access, and security of archival documents. The archivist will provide training to assist staff in managing and preserving unique, irreplaceable materials.

Those interested in participating in the program must complete an Application Questionnaire by January 30, 2014. ASHRAB will select the institutions to receive assistance in mid-February.

For an Application Questionnaire or more information contact State Archivist Dean Dawson at [dean.dawson@alaska.gov](mailto:dean.dawson@alaska.gov).

## **NEWS FROM L.A.M.S IN ALASKA**

### **CONGRATULATIONS TO SOLDOTNA ON GRAND OPENING**

The Joyce K. Carver Memorial Soldotna Public Library opened their doors Saturday January 18, 2014 for their Grand Opening celebration. Highlights included a community ribbon cutting ceremony (pictured) with children, teens, and adults from the community room cutting the ribbon to open their library as well as performances by Kenaitze Indian Tribe drummers and dancers and the Kenai Peninsula Orchestra. Library staff and community members showcased new programs at the library in a week long celebration following the Grand Opening.



## **OTHER ANNOUNCEMENTS**

## LANGUAGE LEARNING WITH OWL

The State Library has been hosting weekly study and practice groups for learners of Spanish and French. These aren't classes; we use a variety of tools and resources in our ongoing quest for fluency. The Spanish group has been watching movies with Mango Premiere, and the French group is currently listening to and discussing News in Slow French, as well as their French for Beginners Language Theater. While most participants have been local, the French group has had some success using OWL to broaden access. If your library has OWL and the space and equipment is generally available 12-1 on Fridays, consider offering French practice to your users. Contact Freya Anderson at [freya.anderson@alaska.gov](mailto:freya.anderson@alaska.gov) or 907-465-1315 for more information, or to discuss possibilities for other languages or times. Sign up to participate by emailing Video Conferencing Services at [ua-owlvideo@alaska.edu](mailto:ua-owlvideo@alaska.edu).

## CONNECT WITH GEN C

The January 2014 edition of *Think with Google*, shares good news for libraries, archives, and museums in the article, The Power of Gen C: Connecting with your best customers. The very first sentence reads: "Gen C consumers thrive on creation, curation, connection and community."

According to the unnamed author, Gen C is: a "psychographic" rather than a demographic, "a mindset that spans generations." While many of us may be unfamiliar with "psychographic", their characteristics are: content creators who advocate for brands they love, respond actively to ads, and visit YouTube regularly. At first, I thought that the lack of a clearly defined age group would make Gen C difficult to reach, but Google seems to have the answer for this: maintain a fun and substantive presence on YouTube.

While geared to advertisers, the article has some interesting ideas on how to connect with these power users and advocates. Check it out at <http://www.google.com/think/articles/the-power-of-gen-c-connecting-with-your-best-customers.html>.

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