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a monthly newsletter of the Minnesota Educational Media Organization

President's Column

Jane Prestebak, MEMO President

On origins and evolution: Revision of the MEMO by laws

MEMO is changing. Our organization has a proud tradition of serving professionals who focused on bringing the best educational resources to our schools. We were once librarians and audio-visual specialists. We combined to become library media specialists who provided resources in whatever format best met the learning goal. Integration of new information technologies was an obvious evolution for all of us who focus on using information effectively. Many of our members became very involved with the implementation of technical systems throughout school. As information systems have become more complex, some library media specialists and departments have refocused on instructional applications with other staff in schools focusing on school-wide information systems, technology support for both desktops and complex networks. Other teachers with a deep interest in instructional technology also work toward our common goals. Thus, with the new revision of our by laws, we are officially welcoming into our organization those who provide technology leadership, technical support, teachers interested in educational technology, and all paraprofessional who provide support.

These by laws also emphasize the continued importance of reading to members of our organization. MEMO strives to support professionals committed to providing resources to support basic reading instruction and fostering a love for reading.

If you look at the edited version of our bylaws you will that a great deal of the introductory description

have been revised. The MEMO board approved these revisions at the summer leadership conference with overwhelming support. This broadening of our organization seemed a natural evolution. At our annual membership meeting, members will be asked to approve the new bylaws. Please take moment to examine the parts of the bylaws included in this newsletter and surf to www.memoweb.org to see the complete document. If you have suggestions to changes, please contact me or any board member as soon as possible.

Information and Technology Literacy Standards

Hopefully, through articles in this newsletter or post to the MEMO listserv you are aware that our organization has drafted information and technology literacy standards. Our standards outline information and technology literacy as learning a research process, technology skills, reading and media literacy, and responsible use. We used multiple national and state standards documents to generate the benchmarks that measure information literacy. We compare our work with the new Minnesota content standards to see where connections can be made. At our fall membership

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meeting, you will be asked to approve these standards. Please take a few minutes to take a look at this document. Comments and suggestions can be sent to me or any of the committee members: Jane Prestebak (Robbinsdale) and June Gross (St. Louis Park), Co-Chairs. Lars Stelzner, (Retired; Valley Crossing Community School) Sue Heather, (White Bear), Marsha Filipiak (Roseville), Pat Davis (Roseville), Doug Johnson (Mankato), Sue Baxter, (Metronet), and Becky Stouten (Mounds View).

Programs, 2000).” As it takes a village to educate a child, it takes a team to ensure that all students and staff become effective users of information and technology. The board and I encourage you to share your ideas about this responsibility. We want to have wide endorsement and support for these standards. Please take a look at the document (linked from www.memoweb.org) and make suggestions before our annual meeting in October.

The part of the document that generated the most discussion at the leadership conference dealt with responsibility for implementing these standards. In Minnesota schools information and technology literacy skills are delivered through a wide variety of staffing patterns and course offerings. At this point, our standards state that, “The implementation of these standards is the primary responsibility of a library media specialist. The design and implementation of instructional strategies, lessons, and projects that incorporate information literacy and technology skills are planned in collaboration with content area teachers to ensure integration with classroom curriculum. These standards complement the program goals outlined in *Minnesota Standards for Library Media*

MEMO Calendar

September 21: S.E. Region Meeting, Rochester

September 30- October 2: MEMO Fall Conference, St. Cloud

Oct 13: CMLE/MEMO Annual Meeting and Workshop, Becker

November 11-13: Minnesota Reading Association Conference, St. Cloud

February 6-7: MEMO MidWinter Conference, Alexandria

December 4-7, TIES, Minneapolis

Going to the Fall Conference??

Volunteers are needed to staff the registration desk and to act as session facilitators for the MEMO Fall Conference.

To volunteer for registration please contact Monica Kunkel (mekunkel@bwig.net)

To volunteer to be a session facilitator contact Kathy Wortel (kworte1@isd77.k12.mn.us)

Registration involves greeting conference delegates and handing out registration materials. Volunteer shifts on Thursday are 2 hours long and 1 hour 15 minutes long on Friday.

Session facilitators are responsible for introducing session speakers, assisting with hand-outs, collecting session evaluations and keeping the session within its scheduled time-frame. Facilitate a session your plan to attend! For session schedule and descriptions visit the conference web site at www.memoweb.org/htmlfiles/conference

WE HEAR YOU! STATE LIBRARY SERVICES AND SCHOOL TECHNOLOGY ADVOCACY ACTIVITIES FOR SCHOOL LIBRARIES AND MEDIA CENTERS

BY: Mary Mehsikomer, Project Planner Senior
State Library Services & School Technology
Minnesota Department of Education

Well over a year ago, in response to concerns expressed by professional groups such as MEMO and MLA, the State Library Services and School Technology Division of the Minnesota Department of Education (MDE) began exploring ways for our agency to advocate for and support school libraries and media centers in their role as teachers and guides for students of all ages. The need for advocacy and to raise awareness of the importance of this role has increased significantly within the past few years as the economic downturns experienced in Minnesota have quickly trickled down and impacted funding decisions by school districts. Sadly, we are seeing the results of these economic times evidenced in school library and media center staff being eliminated or reduced to part-time, school libraries closing their doors, and in some cases, the role of the school librarian or media specialist reduced to “that person who checks books in and out” as schools increasingly rely on uncertified or paraprofessional staff to provide limited access to informational materials in the school library.

To say these circumstances can have a tragic outcome in terms of the educational experiences of our students is no exaggeration. We know that numerous studies over the past 75 years have shown that effective school library and media center programs can increase student achievement. According to studies done by Dr. Keith Curry Lance, the increase in reading scores in schools with strong library media center programs can be as much as 10 to 18 percent higher. One would think a superintendent or school administrator seeing those statistics in an era of increased pressure for accountability in student achievement would find it very easy to make the decision to support the school library or media center programs in their schools. Unfortunately, the decision often comes down to the choice between laying off a classroom teacher, whose relationship with the student has a high level of visibility and impact, or making cuts to the school library and media center and its staff, whose critical role in the education of students is too often transparent, and sometimes invisible, to parents and administrators.

School library and media center professionals are also up against the popular notion that “everything worth knowing can be found on the Internet.” While the proportion of informational items worth knowing on the Internet vs. those NOT worth knowing has yet to be studied, the reality is that there is a massive misconception on behalf of much of the general public that libraries are no longer essential for universal access to reading material and information resources. As school library and media center professionals, MEMO members understand the importance of teaching students to use all types of information resources critically and ethically, but you are faced with a constant battle to help parents and school administrators understand and VALUE the critical difference between students developing the ability to ethically use quality, research-based information and grow into critical thinkers and aware citizens vs. the instant gratification available from the commercial Internet. “Don’t believe everything you read” has never been a more important caution as today’s students have access to literally millions of sources information of either good or dubious quality at their fingertips.

The State Library Services and School Technology Division continues to work to find ways to advocate and support school libraries and media centers and the critical nature of their role in student achievement. Some of the initiatives we have undertaken in the past year include:

1. Support of the School Media Center Census and School Media Center Training Needs Assessment as statewide initiatives using federal Library Services and Technology Aid (LSTA) funding and through staff participation in these projects.
2. Funding support from LSTA and state funds for the Electronic Library of Minnesota (ELM) databases for use by school libraries and media centers.
3. Establishing “Role of the School Media Center” in the *2004-2007 Technology Planning Guide* as one of the criteria school districts, charter schools, and nonpublic schools are asked to address when formulating their three-year technology plans. Our goal is to raise awareness of the relationship of school libraries and media centers to technology in learning and the

existing and potential role of the school librarian or media specialist to help teachers and students develop information and technology literacy skills.

4. Appointment of Suzanne Miller as Director of State Library Services and School Technology Director. Suzanne's appointment provides libraries of all types with a knowledgeable, experienced state level administrator and advocate for library services within the MDE.
5. Inclusion of school librarian and media center staffing counts on the school reports published by the MDE for all schools.
6. Addressing participants at the 2004 Annual Superintendents' Conference on the critical role of school libraries and media centers in raising student achievement.

While these efforts represent a good start in terms of building awareness and recognition of the work you do, it is important to note that we have new projects underway for the coming school year, which include:

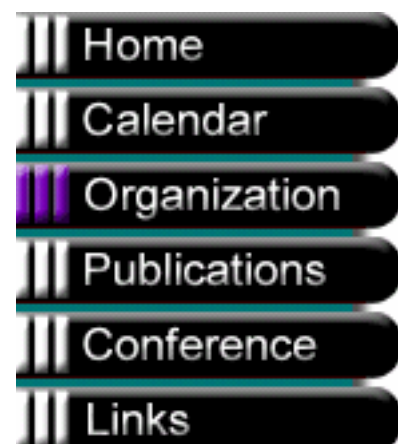
1. Establishment of School Libraries and Media Centers space on the State Library Services & School Technology section of the MDE web site. This section of the site will initially feature information resources, contact lists, and links to key organizations such as MEMO. Long term plans include posting examples of best practice school library media center programs in Minnesota and profiles of how school librarians and media specialists work with teachers and students to achieve information and technology literacy.
2. Continued promotion of the role of school librarians and media specialists as technology integrationists and information literacy experts at the MDE State Library Services and School Technology booth at the TIES Conference in December 2004 and at other conference venues as appropriate. We will also work to seek additional speaking opportunities where staff can advocate for school library media center programs, particularly among administrators' groups.
3. Exploration of ways to build ongoing data collection activities relating to school libraries and media centers, using foundational concepts provided through the School Media Center Census and Training Needs Assessments

developed by METRONET and CMLE through the LSTA program to provide evidence of the impact of the school library media center on student achievement.

The State Library Services and School Technology Division staff will continue to explore ways to advocate for school libraries and media centers beyond these identified projects and to build increased awareness for the important work that you do. We recognize school libraries and media center programs can no longer afford to be the invisible, secret weapon in the battle to raise student achievement but need to be highly visible and recognized as the foundation for learning and first line of defense against illiteracy that you are. You can help us by participating and encouraging colleagues to participate in Department sponsored surveys and data collection activities, working locally within your school and parent community to publicize the work you are doing with students and teachers, and as Dr. Loertscher taught us at the MEMO Leadership Forum this summer, working closely with teachers and clearly documenting activities and measures for how your work contributes to student achievement. You can also help us by sending your ideas and suggestions to us for further advocacy and support services that we could consider providing.

Your work and skills are valuable and essential to the teachers and students in our education system. We need to work together to get that message across to decision-makers and foster strong school library media center programs within our schools.

VISIT our web site: www.MEMOweb.org





New Electronic Library for Minnesota content

MINITEX is pleased to announce the addition of five new databases to ELM as of July 1, 2004. ELM provides on-site and remote access to web-based information resources for users of school, public, academic, and state government libraries.

The newest Gale resource is the *Professional Collection*, with 300 full-text magazines and journals for professional educators. The four new EBSCO databases are *Academic Search Premier*, *Business Source Premier*, *MasterFILE Premier* (for public and school libraries), and *Regional Business News*.

The following resources are currently available through ELM until June 30, 2007, unless otherwise noted:

Gale

- Discovering Collection
- Junior Reference Collection
- Kids InfoBits
- InfoTrac Junior Edition
- InfoTrac Student Edition
- Professional Collection
- Consulta (through June 30, 2005)
- ¡Informe! (through June 30, 2005)

OCLC

- WorldCat

ProQuest

- Newsstand Complete (through June 30, 2005)

EBSCO

- Academic Search Premier
- Business Source Premier
- MasterFILE Premier
- Regional Business News

Also noteworthy is the expansion of the MINITEX Shared Collection of **netLibrary eBooks**, which now has over 13,500 titles (over 2,000 titles were added in June).

The following databases were **discontinued** as part of ELM, effective July 1, 2004. Libraries interested in subscribing to any of these should contact Karen Docherty at MINITEX (kdochert@umn.edu, 800-462-5348 / 612-624-2924) to request a price quote:

Gale

- Contemporary Authors
- Computer Database
- Expanded Academic ASAP
- Business & Company Resource Center
- General Business File ASAP
- General Reference Center Gold
- Health and Wellness Resource Center
- Health Reference Center Academic
- InfoTrac OneFile

OCLC

- ArticleFirst
- Union List of Periodicals
- Electronic Collections Online

FOR MORE INFORMATION ABOUT ELM:

In case you haven't yet gotten through your summer email or that stack of regular mail, you can find all the details and tools needed for making ELM

resources available to your students, teachers, and staff on the MINITEX website at <http://www.minitex.umn.edu/cpers/elm/index.asp>, including:

- Product highlights
- Instructions for setting up access
- Registration (*only if your school has not previously registered*) and IP change form
- FAQs (answers to common questions about ELM)
- Technical support and contact information (who to call for other questions)
- Training (schedules for webinars and hands-on training, or how to arrange training for your district/school)
- Usage statistics (how to track them for your district/school)

ELM is brought to you by your local library or school media center, the MINITEX Library Information Network, and State Library Services and School Technology, the Minnesota state library agency with state appropriations to the Minnesota Higher Education Services Office (MHESO) and the Minnesota Department of Education, and federal LSTA funds under the support of the Institute of Museum and Library Services.

The African American Registry® provides a great Teaching and Learning Tool for Research, the Classroom and Life

The African American Registry® is an "E" Educational Organization. Its mission is to: 1) help educate and inform all people of the tens of thousands of contributions African Americans have made to American history and to the world; and, 2) to communicate that African-American history is American history.

The Registry's website, www.aaregistry.com, is the largest African-American electronic encyclopedia on the internet in the world. It provides teachers, students, and families worldwide with a learning tool for all learners from birth and throughout life. In the last year, the Registry has reached 6,000 educators in the Minneapolis and St. Paul area school districts. They present on-depth and factual information in over 60 categories, such as education, business, the arts, science, mathematics, literature, military, politics, episodes, business, entertainment, religion, sports, and more. The website dates as far back as 560 BC, but it covers in depth the 400 plus years African Americans have been in the Americas.

This Registry's website will adapt to and enhance any school curriculum, any program activity, and all educational initiatives. The website stays factual and current, because it is updated daily. It is a tool that helps everyone be more inclusive, informed, and culturally diverse in any of their educational endeavors.

R MEMO-L listserv address
E The old address,
M <memo-l@mankato.msus.edu>,
I no longer works.
N The new address is <memo-l@mnsu.edu>.
D
E Please update your address books.
R Dr. Don Descy at Minnesota State University Mankato is still the owner. of the list.

Please note!
MEMO's phone AND fax number
effective 9/21/04:

651-771-8672

CMLE/MEMO Annual Meeting and Workshop

This East Central Region event will take place at the Bluestone Restaurant at Pebble Creek Golf Club in Becker, Minnesota on Wednesday, October 13, 2004. Once again, we have scheduled events to begin later in the day so getting subs does not become an obstacle to attending. Bonnie Schwartz, our new State Reading Specialist, will offer her insights on fostering a love of reading, which was identified as the fifth most requested training topic in our region through the PUMP It Up survey. Bonnie served as an elementary reading specialist for five years, in addition to serving as a middle school reading specialist in District 112.

Great River Regional Library is helping us co-sponsor a chat with our legislators and your retired public library colleague Cindy Ahrens will share some tips and success stories for working with legislators. Last, but certainly not least, following a scrumptious dinner, much requested author John Coy will join us for a talk and book signing. John is currently working on a young adult novel and is the author of award winning picture books *Night Driving*, *Strong to the Hoop*, *Vroomaloom Zoom* and most recently, *Two Old Potatoes and Me*. Both *Night Driving* and *Strong to the Hoop* have been adapted as plays, and *Strong to the Hoop* has been published in Spanish as *Directo al Aro*. As part of the Read to Achieve Program, John is a member of the Minnesota Timberwolves/Lynx and NBA All-Star Reading Teams. John's most recent book, *Two Old Potatoes and Me* is based on his own potato growing and is illustrated by Carolyn Fisher. John lives in Minneapolis and works as a visiting author and writing specialist in schools around the country.

Sales from John's books will support our continued ability to offer this annual event. A list of John's books will be made available for advance ordering so we have plenty for everyone. These signed books would make wonderful Christmas gifts for any child in your life, including children, grandchildren, neighbors, church nurseries, and of course school media centers.

The detailed agenda and registration form were included in the Fall CMLE *Exchanger* newsletter.

Please call our CMLE office for more detail if you did not receive a newsletter. An East Central Region MEMO meeting will conclude the evening. We hope you will consider joining us for this evening of entertainment and professional development.

Today I am excited.

Today I am excited because something useful has crossed my (and your) principal's desk. We learned this summer that a research foundation Paper called School Libraries Work! was being printed by Scholastic Library Publishing (Grolier, Children's Press, Franklin Watts, & Grolier Online).

This document has been mailed to every administrator in the country. At affiliate Assembly, I requested a copy and it arrived!

Please rush to your principal's office and ask to look at his/her copy.

Mine came in a large 9x12 white envelope costing \$1.06 in postage. Mine Had a barcode label over the return address so I almost tossed it as bulk mail! Yikes! Rush and be sure to save your principal's copy. With a little enthusiasm, you may inspire them to READ IT!

Librarians, it is time to do something. Let's stop complaining or hiding in hopes they won't cut you if they don't see you. Get up to the Office mail room and get your hands on that document. Your state and national organization is working for you. It is time for you to work for you.

We know that 14 states have done research showing school libraries have a positive impact on student achievement. This document easily brings

everything together. The information is easy to scan. Look at it and highlight a point or two that is important to you. Hand it to your principal and say you'd like to look it over in depth after he/she has read it so you can answer any questions. If they try to give it to you without reading it, insist that they look at it first. Be obtuse if needed and insist that you will only take it after they talk about it with you.

If they haven't received theirs yet, enthusiastically ask them to keep watching the mail for you. You can visit the website

www.scholastic.com/librarypublishing

to download and print your own copy now, but it is much more important to get your principal reading this. Thanks and be aware that I will be asking you as an individual if you have seen this document! We must start taking actions to help our profession.

Diane R. Chen

2004 president Tennessee Association of
School Librarians
Chair-elect Affiliate Assembly

Hickman Elementary Library Information Specialist

Ed note: The above article was submitted by Doug Johnson, MEMO past president

University of Wisconsin- Stout Fall 2004 Online Classes for Media Specialists

Online professional development classes for media specialists begin in September and October. Totally online; no travel to campus required. Participate from your home or school computer via the convenience of the Internet.

COURSES & SCHEDULE

<http://www.uwstout.edu/soe/profdev/media.shtml>

Earn graduate credits and achieve your career goals for licensure renewal, salary advancement, advanced skills, and portfolio documentation for professional development plans.

Comments from past participant:

"The online course was highly relevant to my role in the media center including best practices; the expertise of the responsive and supportive instructor was excellent.

Online learning made it possible for me to complete recertification credits via my home computer without traveling to campus."

<http://www.uwstout.edu/soe/profdev/issues/comments.html>

Web-based classes are designed for experienced or practicing K-12 school media specialists or students enrolled in school library media licensure programs. Check each class website to review dates, syllabus, textbook, and required software.

The university e-tuition is the same fee for in-state and out-of-state students.

UW-Stout's Web-based classes for media specialists and K-12 educators include a wide range of topics:

NEW! School Library and Classroom Collaborations
NEW! Intermediate Web Design: Making Your Website a Learning Center

- * Emerging Issues for Media Specialists
- * Problem Based Learning with WebQuests
- * Teaching Children's Literature in the Classroom
- * Web Design for Media Specialists (for beginners)
- * Visual Literacy and Multimedia Enhancements for the Classroom (Advanced PowerPoint)
- * Utilizing Handheld Computers (PDAs) in Your School
- * Creating Computer Videos in the Classroom
- * Inspiration & Kidspiration: Strategies to Build Study Skills
- * Digital Photography Basics and Beginning Graphic Design
- * Creating Your e-Portfolio

REGISTER ONLINE

<http://www.uwstout.edu/soe/profdev/register.shtml>

FOR MORE INFORMATION...

Email: vanderveldej@uwstout.edu

Joan Vandervelde

Online Professional Development Program Coordinator
School of Education

University of Wisconsin - Stout

Home Page <http://www.uwstout.edu/soe/profdev/>
Newsletter

<http://www.uwstout.edu/soe/profdev/news.shtml>

Call University of Wisconsin-Stout Online Professional Development (715-642-0209) if you have questions.

LITTLE LOON AND PAPA: Facts Behind the Fiction

By Toni Buzzeo, MA, MLIS



In some small ways, it's a curse to be a librarian AND a children's author. While my writing colleagues might blissfully launch a plot about a young animal—a stand-in for a human child, of course—and create a story based on what they know about the animal, the monkey of accuracy rides hard on my back and whispers insistently in my ear as I plan and write my stories! And yet, I'm proud of the authenticity of my animal characters' behavior—and the learning opportunities young readers encounter when they read a Toni Buzzeo book.

For instance, my new book, Little Loon and Papa, illustrated by Margaret Spengler (Dial 2004) is a perfect example. As the owner of a tiny log cabin on the vast shores of Rangeley Lake in the western Maine mountains, I knew about loons from personal experience. I knew that I couldn't paddle my canoe too close to them before they dropped from sight with barely a splash and reappeared great distances away. I knew that their haunting calls were my

favorite bedtime music. I knew that they often stayed together as a family unit, nesting on the freshwater lakes of my adopted state.

In the summer of 2002, my editor asked me if I had any ideas for a Father's Day book. My second book, Dawdle Duckling is, of course, a water bird book, and so my husband suggested that I think about birds as characters again. Loons, I thought! I headed for the library, the Internet, and the bookstore. I needed to research loons if they were to be my characters. Like any good librarian, I took piles of notes from a variety of sources, learning about the parent-child relationships in loon families, studying how young loons learn to dive, reading about childcare arrangements in loon families. All this before I ever started to write!

I relied heavily on that research when I finally wrote and revised the text of what would become Little Loon and Papa. While a stanza like:

Little Loon watches Papa
SQUEEZE air out
TUCK his feathers tight
And ZIP, disappear from sight

might seem simple and poetic wordplay, it actually reflects a pile of research that taught me the mechanics of loon diving! And the moose, bear, and beaver that Little Loon encounters on the north woods shore when he "kick-kicks away from Papa's diving lessons" are carefully selected non-predatorial animals a loon chick might come upon without being endangered. More research!

Once I'd sold the manuscript and begun text edits with my editor, Lauri Hornik, I resumed research. This time, I needed very specific help on loon calls. I turned to Kate Taylor, loon biologist at the Loon Preservation Committee. She spent time explaining the variety of loon calls and guiding me in choosing the "Hoo Hoo Hoo Hoo Hoo Hoo" Papa Loon uses to call Little Loon when the two are in a comfortable proximity. Kate vetted the manuscript and agreed that Little Loon's peenting could be

translated to read “Peep Peep” for my young audience.

Best of all, when Margaret Spengler’s sketches arrived, Kate was willing to have a look at them as well. She gave us some extraordinarily valuable feedback when she noted that Papa had a pronounced bump on his forehead that shouldn’t be there. Margaret had sketched from many wonderful photographs of common loons. She’d repeatedly seen this bump on adult loons’ heads. Kate explained that the bump Margaret was representing were alarm feathers standing up on the loon’s head because a photographer had gotten too close! Loons in the wild with no photographing interlopers have smooth brows, Kate assured us. She also suggested that Papa not become airborne as he dove, more carefully representing the loon’s capacity to simply disappear from sight. Kate’s feedback was invaluable for accuracy of both text and illustration.

So it is with my picture books. The monkey of accuracy gets her way with me each time. The search, the pursuit, the quest for the facts that will underpin the fiction is part of my joy in writing. And the end result is a book like Little Loon and Papa. Beyond the lesson it imparts about the necessity of courage in the face of a new challenge, it teaches young readers about our wonderful common loon, its habitat, its habits, and its behavior. May it inspire a lifelong love affair in them all!



Toni Buzzeo, MA, MLIS, writes for children as well as teachers and librarians. Former Maine School Library Media Specialist of the Year, she is now a member of the Maine Association of School Libraries Executive Board. You can hear her speak at the MEMO conference in October. Meanwhile, visit her website at www.tonibuzzeo.com.

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2004 MEMO Fall Conference

“Information Power Boosts Student Achievement”

Kelly Inn & Civic Center, St. Cloud, MN September 30 – October 2, 2004

Name (as you want it on your name tag) _____

School/Business (as you want it on your name tag) _____

Mailing Address _____

street

city

state

zip

E-mail _____ Phone _____

Pre-Registration

(Must be postmarked by 9/12/04)

Late/Onsite Registration

(Postmarked after 9/12/04 and onsite registration)

CHECK ONE:

	MEMO Members			Late/Onsite Registration	
	MEMO Members	Non-members	Student /Retired Members*	Members	Non -Members
Full Conference	<input type="checkbox"/> \$135.00	<input type="checkbox"/> \$190.00	<input type="checkbox"/> \$ 90.00	<input type="checkbox"/> \$190.00	<input type="checkbox"/> \$210.00
Thursday Only	<input type="checkbox"/> \$ 50.00	<input type="checkbox"/> \$ 70.00	<input type="checkbox"/> \$ 30.00	<input type="checkbox"/> \$ 70.00	<input type="checkbox"/> \$ 90.00
Saturday Only	<input type="checkbox"/> \$ 55.00	<input type="checkbox"/> \$ 75.00	<input type="checkbox"/> \$ 35.00	<input type="checkbox"/> \$ 75.00	<input type="checkbox"/> \$ 95.00

Is this your first time attending a MEMO Fall Conference?

THURSDAY Workshops, Tours and Events

See descriptions below.	MEMBERS	NONMEMBERS
“All Aboard: Plan and Report to Build Library Support” Doug Johnson (1-4:00)	<input type="checkbox"/> Free	<input type="checkbox"/> \$55.00
Library Tour: Sauk Rapids-Rice High School and Miller Center, St. Cloud State University (12:30 – 4:30)	<input type="checkbox"/> \$20.00	<input type="checkbox"/> \$35.00
Past President’s Dinner: <input type="checkbox"/> Wild Mushroom Penne <input type="checkbox"/> Honey Pepper Salmon <input type="checkbox"/> Petite Sirloin Includes Dessert	<input type="checkbox"/> \$27.00	<input type="checkbox"/> \$27.00

“All Aboard: Plan and Report to Build Library Support.” Program assessments generally cause far too much stress for school library media specialists: This workshop will help the participant develop and use effective program evaluations that are not long and tortuous and that truly help increase budgets, improve working conditions, and make the library media program essential to student learning. Participants will learn how proactive, collaborative planning and reporting based on needs assessments can have a tremendous impact on the support given to media programs by teachers, administrators, and the community.

Library Tour: Sauk Rapids-Rice High School and Miller Center, St. Cloud State University: Visit two brand new state-of-the-art library media centers. Learn how print and electronic resources, plus cutting edge technology, blend to provide students with leading information services.

Past Presidents’ Dinner: Open to all conference registrants and guests. This dinner is held in honor of all MEMO Presidents, past and present. Come for the opportunity to renew friendships and as a great way to begin your fall conference. Social begins at 5:00, dinner seating at 6:00.

MEMO ANNUAL MEMBERSHIP

Standard Membership (includes 1 FREE SID see below)	<input type="checkbox"/> New	<input type="checkbox"/> Renewal	<input type="checkbox"/> \$55.00
Student / Retired	<input type="checkbox"/> New	<input type="checkbox"/> Renewal	<input type="checkbox"/> \$25.00
Special Interest Division(s) \$3.00 each (1 free w/membership)	<input type="checkbox"/> Literature	<input type="checkbox"/> Technology	<input type="checkbox"/> Commercial
			\$

Continue Registration on Reverse Side

MEALS: Included with your registration fee

To eliminate food waste, please check all meals you will be attending. You may also order Guest Meal Tickets. A guest is anyone not registered for the conference.

Thursday Hors d'oeuvres with Vendors		Guest Tickets	
<input type="checkbox"/> Hors d'oeuvres Buffet		\$10.00 X (# of Guests)	\$ _____
Friday Breakfast: Key Note Address by <i>Keith Curry Lance</i>			
<input type="checkbox"/> Continental Breakfast		\$ 8.50 X (# of Guests)	\$ _____
Friday Luncheon:			
<input type="checkbox"/> Chicken Caesar Salad (vegetarian salad available)		\$11.50 X (# of Guests)	\$ _____
Friday Awards Banquet			
<input type="checkbox"/> Yankee Pot Roast		\$23.00 X (# of Guests)	\$ _____
<input type="checkbox"/> Garlic Chicken		\$23.00 X (# of Guests)	\$ _____
<input type="checkbox"/> Pasta Primavera (vegetarian)		\$23.00 X (# of Guests)	\$ _____
Saturday Breakfast / Region Meetings			
<input type="checkbox"/> Continental Breakfast		\$ 8.50 X (# of Guests)	\$ _____
Saturday Luncheon & Dessert with <i>Toni Buzzeo</i>			
<input type="checkbox"/> Soup and Sandwich Buffet, Cheesecake Dessert		\$19.00 X (# of Guests)	\$ _____

Total for Registration (including Pre-Conference)	\$ _____
Total for Membership (Including SID's)	\$ _____
Total for Guest Meals	\$ _____
TOTAL Due	\$ _____

Payment Method	
<input type="checkbox"/> School/Personal Check enclosed:	Payable to MEMO
<input type="checkbox"/> School Purchase Order enclosed:	PO #

Please include check/s or copy of School Purchase order and send with this form to:

Deanna Sylte
MEMO Administrative Assistant
POB 130555
Roseville, MN 55113-0005

Payment for guest meals must be received by September 17th.

Refunds after September 27th will be assessed a meal charge. Personal substitutions via written notice are accepted for registrants unable to attend.



Minnesota Educational Media Organization

Hotel Information

Kelly Inn St. Cloud, MN

1-320-253-0606 (ask for MEMO 2004 block)

\$84.00 Single/Double on or before September 17, 2004

General Information:

FULL CONFERENCE: includes all meals, keynotes, sessions and exhibits.

THURSDAY ONLY: features exhibits and hors d'oeuvres.

SATURDAY ONLY: includes Saturday breakfast, lunch, and sessions.

ON-SITE REGISTRATION: Meals are not guaranteed and will be provided on an availability basis only.

Featured Speakers:

Keith Curry Lance,

Director of Library Research Service, Colorado State Library; Adjunct professor, Library and Information Science Program, University of Denver; author of studies on the impact of school libraries on student achievement, including *How School Libraries Improve Outcomes for Children* (co-authored with Marcia J. Rodney and Christine Hamilton-Pennel) and *Powering Achievement: School Library Media Programs Make A Difference: The Evidence* (co-authored with David V. Loertscher).

Doug Johnson

Director of Media and Technology, Mankato Public School; national consultant and speaker on school library and technology issues; MEMO President; author of professional literature including *The Indispensable School Librarian* and *Learning Right from Wrong in the Digital Age: An Ethics Guide for Parents, Teachers, Librarians, and Others Who Care about Computer-Using Young People*.

Nancy Polette

Professor of Education, Lindenwood University; national consultant on K-8 research based strategies for reading, writing and research; author of picture books, junior novels and professional literature, including *Reading Guidance in a Media Age* and *Research without Copying*.

Toni Buzzeo

Library/Media specialist, Longfellow Elementary, Portland, Maine; national speaker on reading and writing and school librarianship; author of picture books and professional literature including *Collaborating to Meet Standards: Teacher/Librarian Partnerships* and *Terrific Connections with Authors, Illustrators and Storytellers: Real Space and Virtual Links*.

Ben Mikaelson

Winner of the 2004 Maud Hart Lovelace Award for the novel *Touching Spirit Bear*.

Conference Schedule:

Thursday

10:00-12:00 Executive Board meeting
11:30-9:00 Registration
12:30-4:30 Conference Workshops and Tours
5:00-7:00 Social Hour/Presidents' dinner
6:00 – 9:00 Vendors: Haws Center
7:00 –9:00 Hors d'oeuvres: Haws Center

Friday Morning

7:00-4:00 Registration
7:00-7:45 Continental Breakfast
7:45 – 9:00 Opening Session with Keynote by
Keith Curry Lance
9:15-10:00 Session 1
10:00-11:00 Visit with Vendors
11:00-11:45 Session 2

Friday Afternoon

12:00-1:00 Lunch
1:00-2:00 Visit with Vendors
2:00-2:45 Session 3
3:00-3:45 Session 4
3:45-4:30 Visit with Vendors, Drawings, Snack
4:30-5:30 MEMO General Membership meeting
5:30-6:30 Social Hour Cash Bar
6:30-9:00 Awards Banquet

Saturday

7:00-10:00 Registration
7:00-8:00 Continental breakfast/Region Meetings
8:00-8:45 General Session: **Keith Curry Lance**
9:00-9:45 Session 5
10:00-10:45 General Session: **Ben Mikaelson**
11:00-11:45 Session 6
12:00-1:30 Lunch/Dessert with **Toni Buzzeo**



Minnesota Educational Media Organization

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MEMO

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