

# LOUIS LAGNIAPPE

THE OFFICIAL NEWSLETTER OF LOUIS: THE LOUISIANA LIBRARY NETWORK

VOLUME 4, ISSUE 4 | APRIL 30, 2018

**AFFORDABLE LEARNING  
LOUISIANA**

CORE: Creating Open Resource  
Education

**DR. KIM HUNTER  
REED NAMED  
COMMISSIONER  
OF HIGHER  
EDUCATION**

**MEMBERSHIP  
MEETING  
RECAP**

Page 13



# CONTENTS

8

**CORE: CREATING OPEN RESOURCE  
EDUCATION**

14

**LOUIS COLLABORATOR: LAURIE BLANDINO,  
LOUIS**



5

**A GUIDE TO OPENING YOUR SOCIAL  
MEDIA CHAKRAS**

7

**STAFF NEWS FROM SIMS MEMORIAL  
LIBRARY**

9

**HIGHLIGHTING AFFORDABLE  
LEARNING PROJECTS**

10

**CRISIS MANAGEMENT AND AVERSION  
IN MODERN LIBRARIES**

11

**A FIRST-TIMER'S EXPERIENCE WITH  
FUNDRAISING**

13

**MEMBERSHIP MEETING RECAP**

# DR. KIM HUNTER REED NAMED COMMISSIONER OF HIGHER EDUCATION

by Public Affairs, Louisiana Board of Regents



L to R: Dr. Joseph C. Rallo, Commissioner of Higher Education, Regent Robert W. Levy, Regents Board Chair, Dr. Kim Hunter Reed, Commissioner Appointee, Governor John Bel Edwards, & Regent Marty J. Chabert, Board Vice Chair

**T**he Louisiana Board of Regents unanimously selected Dr. Kim Hunter Reed as the ninth Commissioner of Higher Education on April 18, 2018, subject to Senate Confirmation.

"This was a difficult decision for the board as we had three worthy candidates for the position," said Board Chair Robert W. Levy. "We believe that Dr. Kim Hunter Reed is uniquely positioned to lead Louisiana Higher Education into the future and is poised to face the challenges that lie ahead."

After two days of interviews with the board, staff, stakeholders, business leaders and heads of the LSU, Southern University, University of Louisiana, and Louisiana Community and Technical College systems, the finalists gave

public statements today, sharing their backgrounds and expressing their interest in the commissioner position.

During a press announcement, Governor John Bel Edwards commented to Reed, "We are looking forward to your leadership and know that you bring a lot of experience both at the U.S. Department of Education and most recently as the Director of Higher Education for the state of Colorado, but you've got deep roots here in Louisiana. So I believe it's the perfect fit. We are excited to have you and I look forward to working with you."

Reed replied, "This is a wonderful opportunity. It's critical that we talk about the importance of making sure more people have access to good

education and training, that our funding is stable, that our vision is big and bright, that we align workforce and that we are doing all we can to ensure there is more opportunity. So I look forward to this work."

As Louisiana's Commissioner of Higher Education, Reed will provide coordinating, collaborative leadership with the presidents of Louisiana's four systems of public postsecondary education. She will lead Regents' efforts of statewide academic planning and review, budgeting and performance funding, research, and accountability.

Reed currently serves as Executive Director of the Colorado Department of Higher Education, assuming the role on February 15, 2017. Working with the Colorado Commission on Higher Education, she leads efforts to drive increased educational attainment and erase equity gaps as identified in the statewide strategic plan for higher education, *Colorado Rises*.

Reed previously served in President Barack Obama's administration as Deputy Undersecretary

at the U.S. Department of Education, leading postsecondary diversity and inclusion work, supporting strong student and outcomes-focused policies and aggressive national outreach efforts. She also led the White House Initiative on Historically Black Colleges and Universities.

A Lake Charles native, Reed chaired the State's higher education transition team in 2015 and has served as Louisiana's state policy director. Earlier, Reed worked at the Louisiana Board of Regents as chief of staff and deputy commissioner for public affairs.

Reed received a doctorate in public policy from Southern University, a master's of public administration and a bachelor's degree in broadcast journalism from Louisiana State University.

It is anticipated that Reed will assume the position in July, following the retirement of the eighth Commissioner, Dr. Joseph C. Rallo.

Previously published on the April 18, 2018 in Regents Recap, Volume 6, Issue 4; Updated by Public Affairs on April 27, 2018.



Dr. Kim Hunter Reed, Commissioner Appointee,  
Governor John Bel Edwards





# A GUIDE TO OPENING YOUR SOCIAL MEDIA CHAKRAS

by Travis H. Williams, LSU Law Center



Social Media has progressed to a point that almost any business entity is expected to have a presence there. In my own experience, I have become instantly suspicious of any restaurant that doesn't have a Facebook page. A recent study, "Academic Libraries on Social Media: Finding the Students and the Information They Want" (Information Technology and Libraries 37, no. 1: 8-18), notes that "Social media is a key component of how students communicate with classmates, families, friends, and other external entities. It is essential for libraries to communicate with students regarding services, collections, events, library logistics, and more." Gone are the days when social media was a passive marketing tool. Today, to be effective, a library's social media page must be dynamic and engaging.

I was humbled when LOUIS named me a "Social Media Guru" at the LUC Conference last fall.

Though I admit that the award, given in recognition of my work managing the social media for the LSU Law Library, left me wondering, "Am I really a guru?" After all, a guru is primarily a teacher. So, in the hopes of living up to the title so generously given to me, I would like to share with you what I have learned about effectively managing social media for an academic library. I have acquired this knowledge not through hours of deep meditation on a mountaintop, but through years of being a social media user and extensive research in virtual texts. If practiced properly, this information (passed down over generations that date back to the time before Myspace, Livejournal, or AOL Instant Messenger) will allow you to access the viral energies that vibrate throughout the world wide web.

Prepare yourself by sitting comfortably with your phone or lap top. Take a series of slow, deep breaths. Close your eyes.

We will begin by opening the Social Roots Chakra. This is your base – the foundation you will build upon. You must choose the right platform. The study mentioned earlier notes that Instagram, Twitter, and Facebook are the platforms students are mostly likely to look for the library to be on (YouTube and Snapchat rounded out the top five). This guru favors Instagram because it forces the content to be visual (and therefore more likely to be shared) and because the app has an easy-to-use feature that allows users to post to other social media outlets with the click of a button (translation: one post shared to three platforms instantly!). Know your users. Find out what they are using and put down roots there.

Next we have the Managerial Chakra. This controls how your social media will be governed. Choosing the right person to be in charge of social media is essential. The intern with 4,000 followers who is only working with you for the summer is a bad idea. You also want to make sure it's someone who uses the same platforms for personal use. The agoraphobic librarian who doesn't use email is another bad choice. Running social media is a challenge – you want someone creative, hardworking, and reliable. A solid sense of humor, though not required, is preferable. One last thing to keep in mind is that this person will be engaging directly with the public. It should be someone with enough discretion to understand what not to post. The last thing you want is a call from the main office over a poorly-chosen post.

Then we move on to the Solar Calendar Chakra. It is better to not have an account than to have one that's rarely updated. An out-of-date account does nothing to fight the stereotype that libraries are outdated. If you are going to do social media – you need to do social media. Post and post often. Add social media to your daily routine. Don't treat it as an afterthought, make it a priority. Make a schedule for the week (or month, or year) of

what you'd like to post. Your chakras (and patrons) yearn for consistency.

Now it's time to tap into the Heart n' Soul Chakra. This is where the self, or what we might call "identity" resides. Everyone on social media presents themselves in a certain way. Let's face it: you have friends on social media whose posts you love, and you have friends whose internet presence drives you up the wall. Think of your library's social media presence as a person. The most successful social media pages are the ones that display a sense of personality. It makes the organization feel human and accessible. There are times things can be funny (the day before a holiday), there are times to be very serious (the death of a faculty member). The key to keeping the positive energy flowing between all your social media chakras is balance. For academic libraries, balancing tone can be a challenge. One does not want to appear stuffy and cold, nor does one want an official university page to be insensitive or juvenile. Understanding the mission of your library is also key. Make sure every post stays "on brand" and supports the institution's overall goals. A final consideration here: diversity. Remember, as a library, we have an ethical obligation to represent all of our patrons regardless of race, sexual orientation, gender, religion, political affiliation, or socio-economic status. Social media posts should be balanced so that all feel welcome. When in doubt – ask for help.

As we continue moving we come to the Throw Me Something Chakra. Here a lightness of being is key. That is to say, as often as possible, keep your posts light and playful. Humor (or, at the very least, a sense of not being stuffy), goes a long way on social media. Learn what memes are popular and find the apps and website that let you make your own. Photos can have fun filters. Creating a collage lets you share lots of photos in a single post. Throw your followers something good and they will come back for more.

The Third Eye Chakra is our penultimate stop on this journey. This third eye must always be open to see the ever-changing trends in social media. What's hot today can be dated tomorrow. The epic wave of this hour may have crested by the next. You have to be ever-vigilant and ever-adapting. Here we must also remember variety – don't post the same types of things every day. Your library has resources. It has services. Remember holidays (both the serious and less serious). Most of all, remember: a library is about people – users, staff, and guests. Keep your eyes open for the days their stories are interesting and share them with the world. The third eye looks for connection with our fellow humans.

Finally, we arrive at the Crowning Glory Chakra. At this level it should be clear: the key to social media enlightenment is posting things that will be shared. Information so useful or amusing it begs those who see it to pass it on. To be social. What

gets shared? Things that are funny to a lot of people. Cute animals. Things that ask for direct feedback. People. People share themselves and other people. It's got to feel warm and personal rather than cold and corporate.

Exhale and open your eyes. Now that your social media chakras are fully open and you have achieved enlightenment, I would offer you these final words of wisdom: don't expect instant results (building an engaged following takes time). Also, don't pay for anything unless it is part of a very specific targeted ad campaign. Finally, remember that social media is not the Holy Grail that will have patrons knocking down your door. It is yet another tool that can be used for communication and marketing. You can't ignore it – your patrons expect you to be there. In fact, your absence on social media could cause frustration. So be there – and be there with your chakras open.

image: Human, Google, Pinterest, Polaroid by geralt is licensed under CC0. <https://pixabay.com/en/human-google-pinterest-polaroid-3175023/>

## STAFF NEWS FROM SIMS MEMORIAL LIBRARY

by Angie Balias, Southeastern Louisiana University

Sims Memorial Library welcomes Ryan Castillo, a new Reference & Instruction Librarian. Ryan comes from Waukesha, Wisconsin, where he taught information literacy classes for eight years at Briggs and Stratton College. He has a Bachelor of Arts in Religious Studies and an MLIS from the University of Wisconsin-Milwaukee. He is an avid hiker and is looking forward to exploring Louisiana and Gulf Coast nature.

Brett Williams is the new Interlibrary Loan Supervisor. He has a Bachelor of Science degree in Biological Sciences and Psychology from Southeastern Louisiana University. Brett brings over five years of library experience to the position, having worked as a Cataloging Student Assistant and Night/Weekend Circulation/Media Supervisor at Sims Memorial Library. His new role

includes overseeing the borrowing, document delivery and lending processing for our institution.

Ben Bell, a Reference/Instruction Librarian, was recently named Outstanding Teacher by the Southeastern Chapter of the Gamma Beta Phi Society. Bell is in his fourth year of teaching Southeastern's for-credit information literacy class.



Pictured above: Brett Williams

# CORE: CREATING OPEN RESOURCE EDUCATION

Using Open Educational Resources (OER) in General Education Courses for LCTCS Canvas Commons and Following the Quality Matters Rubric Standards

by Wendy Johnson, River Parishes Community College

With funding for stipends to eleven faculty at RPCC, we are creating eleven OER or low-cost courses that utilize Open Educational Resources (OER). A few courses have utilized vendor platforms that will cost between \$25 and \$33 per student (mostly courses that need mathematical equations incorporated in assignments), but the majority are using free and open textbooks and materials that will not cost students anything. The RPCC funding will also produce a Canvas course template that is structured to Quality Matters standards for instructors to use as a starting point when creating new courses by adding their content.

The course will be shared in Canvas Commons across the LCTCS system this summer. They include:

- American History I
- Anatomy and Physiology I
- Chemistry I
- College Algebra
- English Composition I
- English Composition II
- Fundamentals of Drafting and Design
- History of Western Civilization II
- Introduction to Statistics
- Macroeconomics
- Physical Science I

There are numerous reasons to pursue creation of OER courses beyond the beneficial cost-savings to students. Our LCTCS 2020 Plan encourages innovative ways to double the number of graduates, quadruple the number of transfers to four-year

universities, and double the number of students served annually. Reduced-cost or free textbooks in OER General Education academic courses and some technical courses could help to accomplish all three of these goals by attracting students.

The grant proposal was written by Wendy Johnson, Director of Library Services, and RPCC librarians have been heavily involved in the process of producing these OER courses. Connie Chemay, Head of Public Services is developing the Canvas course template as a deliverable in the project. Training for teaching faculty, as well as help locating appropriate OER resources has also been provided by librarians. Teri Gallaway of LOUIS contributed a letter of support to the original proposal, which helped ensure its funding success. All OER courses and the course template will be available in May of 2018 in Canvas Commons for other instructors to adopt and customize for their own course and student needs.

\*Part of the LCTCS e-Learning Innovation Fund:  
Open Educational Resource Initiative

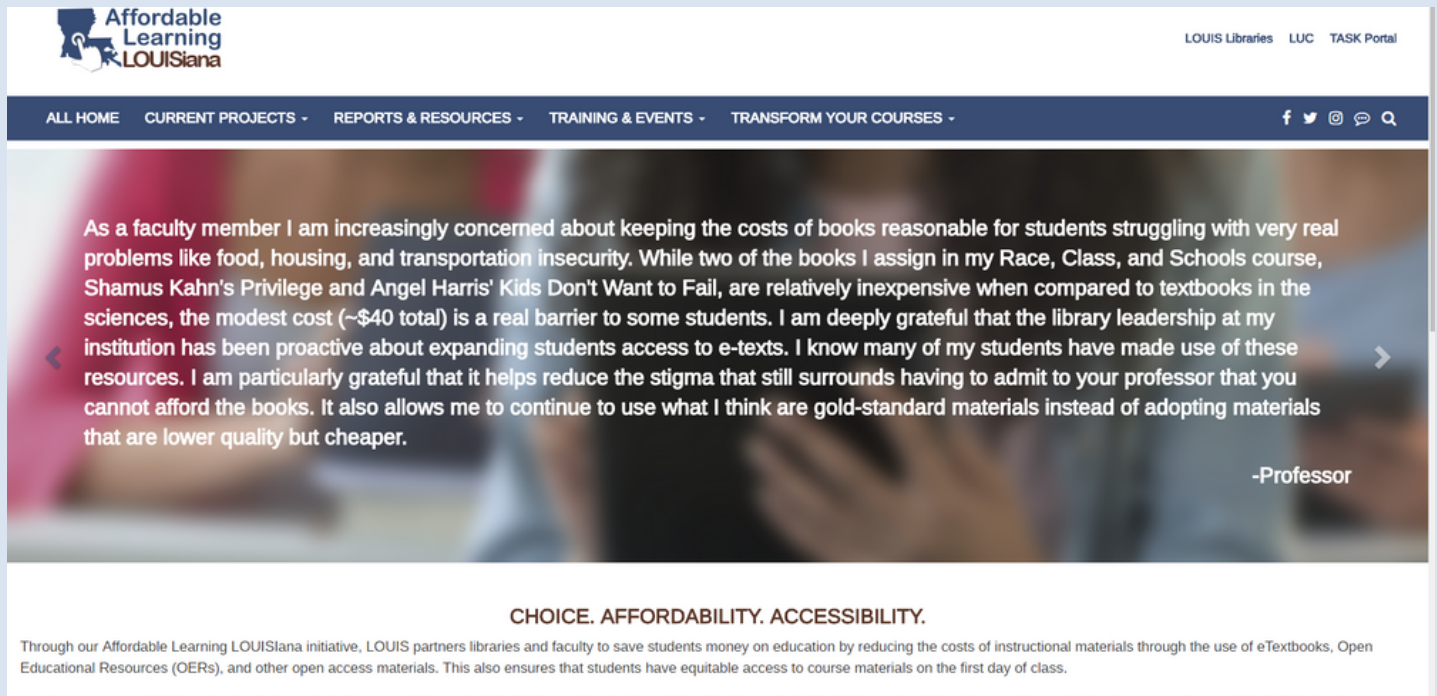




# HIGHLIGHTING AFFORDABLE LEARNING PROJECTS

Institutional Project Pages on the Affordable Learning LOUISiana Website

by Teri Gallaway, LOUIS



LOUIS is currently developing institutional profile pages on the Affordable Learning LOUISiana website. These profile pages will highlight affordable learning projects at universities and colleges in the state of Louisiana.

Campuses that are currently developing their profiles are:

- Bossier Parish Community College
- Fletcher Technical Community College
- Louisiana State University

These profile pages are being developed through LibGuides CMS. This enables LOUIS to provide editorial access to a designee, so that campuses can update their profiles as projects begin or progress.

We're modeling these profile pages after OhioLink's Ohio Affordable Learning Campus Initiatives profile pages. You can view examples at <http://affordablelearning.ohiolink.edu/c.php?g=721993&p=5223107>

If your campus is interested in highlighting its ongoing efforts to provide no-cost or low-cost courses to students, contact Jaime at [jaime.barrilleaux@regents.la.gov](mailto:jaime.barrilleaux@regents.la.gov).

Watch next  
issue for  
updates!

# CRISIS MANAGEMENT AND AVERSION IN MODERN LIBRARIES

by Megan Lowe, University of Louisiana at Monroe, and Lindsey Reno, University of New Orleans

## Introduction

Librarians are no strangers to crises of all sorts. Drug overdoses, tornadoes, domestic violence, and riots have all touched libraries; these are not events that happen in other places. And public libraries are not the only libraries affected by such events. How can librarians, library staff, and library administration across the spectra of libraries – public and academic, school and special, law and medical – ensure and enhance the safety of their patrons and their spaces while preventing or mitigating crises?

This publication will seek to identify and report, through well-researched chapters, case studies and examples of how crises have affected libraries of all types and how those libraries have responded to these events. It will seek to identify solutions and ways of preventing or mitigating the risk of various crises in the context of the library. It seeks to cover a wide range of libraries, acknowledging that different types of libraries serve different types of populations, though none are immune to the unexpected crisis. Furthermore, different types of libraries may well experience different types of crises, so it is useful to examine this phenomenon from multiple perspectives.

## Objective

Not only do different types of libraries serve different types of populations, the old real estate adage about the importance of “location, location, location” cannot be ignored. What does

crises look like in urban libraries versus rural ones? What do crises look like in libraries in developed countries versus developing ones? What do crises look like in public libraries versus academic ones? It is critical to understand this phenomenon from a variety of perspectives to (1) gain a better understand of the phenomenon itself as well as (2) to identify solutions that are working which could be of use to other libraries with similar problems and (3) help libraries develop policies and procedures that make the library safe for patrons and employees alike.

## Target Audience

Librarians, researchers, administrators, advanced-level students, information technology professionals, and library staff will find this title useful for both understanding the phenomenon of crises in libraries and identifying approaches for prevention and mitigation which can underpin library policies and procedures to enhance safety for employees and patrons alike.

## Recommended Topics

Contributors are welcome to submit chapters on the following topics related to crises in libraries and active approaches towards prevention and mitigation. Possible topics include but are not limited to: Case studies, library reactions, policy and procedure analyses of any type of library crisis, such as acts of violence and terrorism, civil unrest, natural disasters and weather emergencies, catastrophic budget cuts, public health hazards, and accidents.

**Proposal deadline: May 31, 2018. Submit proposal at <https://www.igi-global.com/publish/call-for-papers/call-details/3052>**

# A FIRST-TIMER'S EXPERIENCE WITH FUNDRAISING

by Brandy Burbante, Nicholls State Louisiana



On March 27, 2018, Nicholls State University held its first Give-N-Day event organized by the Nicholls Foundation, a corporation set up to manage the university's fundraising and other enhancement efforts. This unique opportunity allowed any campus organization or department to take part in fundraising, and the best part was that the money donated stayed in the department or organization to be used as needed.

Sign us up!

As a new librarian at Ellender Memorial Library, Give-N-Day became my first project. As a perfectionist eager to get started and prove my worth, the mental to-do list began scrolling. Complete paperwork to register the library. Check. Attend a meeting to learn how to be an administrator for our campaign. Check. Write a

blurb explaining our causes. Check. I was all set to start campaigning and raise \$5,000 for the library. Like I said, I was eager and extremely optimistic. I was also nervous, so I enlisted the help of my coworker, William Charron, to co-administrate with me. Since he's our tech guy and this fundraiser was an online effort, it was a no-brainer to choose him to help me out.

Thank you William!

One thing I didn't think to add to my mental to-do list was researching how to fundraise. With no experience in this area and as a librarian, how could I not think to do this? The majority of campaigning took place through social media, and the donations were made online via the website: [www.givenday.org](http://www.givenday.org). Nicholls Foundation gave us many tools including templates and



graphics, but I think we could have raised more if I would have learned some fundraising strategies. This is a big tip that I'd give to anyone who is taking on a fundraising task. Get to know who you are marketing to and get to know the big players in the community.

Do your research!

My goal of \$5,000 turned to \$1,000, which then turned to \$500 once I started to see the amounts of donations the library and others were getting. Overall, Ellender Memorial Library raised \$800 through 19 donations! Considering there were 85 organizations fundraising for this event, we didn't do badly. The library ranked 24th in most amount raised and 14th in most donors. We will use the money to purchase some textbooks to keep on

Reserve. Even though we were hoping for more, well I was hoping for more, I am still considering this a win. I hate math, but I know \$800 is more than \$0, which is something to be celebrated.

Something is always better than nothing, and fundraising is harder than I thought! Overall, taking part in Give-N-Day was a learning experience that forced me out of my comfort zone, and I am thankful that I was involved. I posted student stories to our social media accounts by going "live" on Facebook and Instagram, convinced students to pose with a ridiculously large sign, and I was able to grow our social media followers. This not only helped us get more funds to grow our textbook initiative, but it was some excellent marketing for the library.



# MEMBERSHIP MEETING RECAP

Spring 2018

The deans and directors of the LOUIS libraries met on Friday, March 16th at the Rapides Learning Center in Alexandria for the Fall Membership Meeting. The day-long meeting is one of two annual opportunities for this group to meet and conduct business.

A full agenda can be located at <http://louislibraries.org/about/leadership/meetings>

Several actions that were taken by the Executive Board during their meetings were reported, including the selection of re:work Library Consulting to facilitate the strategic planning and assessment process in collaboration with Strategic Planning work group. re:work will begin the strategic planning process this spring with stakeholder interviews. Over the summer, the consultants will host focus groups in the north and south of the state. Reports from re:work will inform and support the work of drafting a strategic plan for LOUIS, which will be shared at a town hall meeting at the LOUIS Users Conference in September.

In other business, an update was given on the vendor remediation plans that were developed through the Library Services Platform (LSP) self-assessment and RFI process. At this time, the Executive Board has approved LOUIS to continue working on remediation plans and incorporate those into negotiations for the next ILS contract.

Executive Board Chair, Stanley Wilder, gave an update on the Licensing workgroup chaired by Peggy Hoon of LSU. This group is tasked with

creating a set of aspirational licensing principles that will be incorporated into future LOUIS license agreements with the assistance of a legal firm that will be retained for this purpose.

Voting was conducted by a quorum to approve the 2018-19 membership fees and for the election of new LOUIS Executive Board Members. The following deans and directors will comprise the board starting July 1, 2018:

- **Chair:** Debbie Johnson-Houston (McNeese)
- **Past Chair:** Stanley Wilder (LSU)
- **Chair Elect:** Tim Stamm (Delgado)
- **Secretary:** Sarah Dauterive (Fletcher)
- **Member-at-Large (second year of two-year term):** Eric Johnson (Southeastern)
- **Member-at-Large term (first year of one-year term):** Megan Lowe (ULM)
- **Member-at-Large (first year of two-year term):** Katherine Rolfes (SLCC)

The membership also approved revisions to the bylaws. Notable changes include updates to procedures for open meetings compliance, and adding requirements and consequences for attendance at the two mandatory meetings. Revised bylaws can be found at <https://louislibraries.org/about/leadership/bylaws>

The Fall membership meeting, which is traditionally hosted by the Chair, will be held on Friday, October 5th at McNeese State University in Lake Charles. Details and agenda are forthcoming.

# LOUIS COLLABORATOR:

An interview with Laurie Blandino of LOUIS

## What is your job title?

Member Services Administrator

## If you had to tweet your job description, what would it say?

It's evolving! Basically I'm here to make sure that member libraries are getting the support, resources, and information they need.

## When you were graduating high school, where did you see yourself in 10-15 years? How accurate was that vision?

My local public library and my school libraries were the places I wanted to spend my time growing up in Houma, LA. I always hoped to work in libraries in some form, even before I knew there was such a thing as a masters degree in library and information science. I got that masters degree and then took a 15 year detour into the world of records management. Working with libraries was always my dream, so I'd say my high school self was wiser than she realized!

## What is your greatest professional achievement so far? Why?

I was given the opportunity to start a records management program for a large state agency. With a whole new staff we conducted an inventory on 20,000 linear feet of records. We developed policies and procedures, a training program, a records retention schedule, a new classification scheme, and much, much more to get the agency back on track towards gaining control of and access to their records. During the inventory we uncovered some amazing historic pieces that found new homes at the State Archives and the State Library. There were blue prints for the new State Capitol building, a



**DISCLAIMER:**  
She is stubborn when she thinks she's right.

German Prisoner of War Camp in Sulphur, and beautiful hand colored maps of the Mississippi River. It was very rewarding to know that our work led to those amazing pieces being preserved and will prevent such records from being lost in the future.

## What has been one of the most memorable (or comedic) moments in your career?

We once loaded a construction size dumpster with old books for disposal. We later heard from the disposal company that books are apparently really heavy and their equipment couldn't lift the dumpster. I spent an afternoon inside the dumpster unloading books into trashcans.



**Who or what inspires you? Why?**

Lifelong learning. Whenever I find myself feeling bored in any part of life, I know it's time to learn a new skill or take on a new challenging project that will push me outside of my comfort zone.

**How do you motivate or inspire others?**

Somewhere along the way I read this quote attributed to Henry James: "Three things in human life are important: the first is to be kind; the second is to be kind; and the third is to be kind." I know I don't always succeed, but I try to remember that as I go about my day. I hope that kindness is contagious.

**If others described you in one word, how do you think they'd describe you?**

Quiet

**If you describe yourself in one word, how would you describe you?**

Observer

**If you came with a disclaimer, what would it be?**

She is stubborn when she thinks she's right.

**What do you find most relaxing in your down time?**

Reading, reading, and reading.

**What is your favorite song in your playlist right now?**

Tegan and Sara - Closer

**What book are you currently reading?**

Jeffrey Eugenides, Fresh Complaint

**What words of wisdom do you have for emerging students or new employees entering the field today?**

Don't feel like you need to get your forever profession right, right away. Try out many things to see what feels like the right fit.

**Any other random facts or anecdotes you'd like to add?**

After Hurricane Andrew, my Dad and I put a new roof on our house. 26 years later, it's still up there.

## Want to be featured as the next LOUIS Collaborator?

Go to  
<http://louis.libsurveys.com/louis-collaborator>  
to complete your  
Collaborator Profile today!



# Get Connected. Stay Connected.

Want to publish in the next  
LOUIS Lagniappe?

Contribute at  
<http://louis.libsurveys.com/lagniappe>



Subscribe to our newsletter at <http://bit.ly/lagn-subscribe>

LOUIS 