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Trending..The Latest From PLOnline

- Sameer Siruguri is passionate about coding and computer science. And he wants to share his passion with everybody—especially those who are underserved in the technology industry. “My passion is to bridge barriers for beginners in the tech world, and provide some guided explorations of intro topics that will help answer questions like—where should I get started, and is this tech work something I like?” said Siruguri, the co-founder of [Digital Strategies](#), a technical consulting agency. He was searching for a venue to host a [RailsBridge](#) workshop, weekend event that teaches coding to diverse groups of people, in the East Bay Area in California. The local library seemed like a good place to start. He connected with Dan Beringhele, an adult services librarian at the [Berkeley Public Library’s Central Library](#). With the support of Anwan Baker, the supervising librarian for adult services, the three planned an introductory class to coding for adults. Read the entire article, "[Breaking Barriers: How One Library Is Making Coding More Accessible](#)."


- Librarians are natural problem solvers, so engaging with the community and helping to solve real-life community challenges should be an easy fit for us. And for some, it is. For others, who like the safety of the library’s four walls and the status quo of traditional library services, community outreach can be daunting. Rest assured that there are many tools and resources to help you look outward and help make your community better. Communities across the nation face many of the same challenges: lack of high-paying jobs, low civic engagement among residents, and increasing poverty levels. But within the unique fabric of our communities, more specific issues may arise, such as youth obesity, low high school graduation rates, and drug and alcohol abuse. Librarians can help their communities as they work alongside their city governments, nonprofit, and educational communities to find solutions. Find out more in "[Five Ways to Connect With Your Community](#)."



still have an old-fashioned-view idea of what libraries have to offer. Why is this? Libraries are so much more than books. Today's libraries have cutting-edge technology, dynamic programming, and knowledgeable staff, yet so many people seem to be unaware of how libraries have changed over the years. Trenton Smiley, Marketing and



Communications Director at [Capital Area District Libraries \(CADL\)](#), says, "One of the most common mistakes libraries make is allowing others to define them. Although libraries have evolved, there are still many stereotypes and misperceptions among the pool of potential patrons. If the public isn't educated about your library, it can negatively impact growth, as well as further perpetuate the misinformation." A successful marketing strategy can help libraries connect with their community and find an audience for the materials and services that they are trying to promote. PL Online asked Smiley, recipient of the [John Cotton Dana Library Public Relations Award](#), to give us some insight into the world of marketing and how a good marketing plan can benefit public libraries. Read the complete interview in "[Marketing 101 With Trenton Smiley.](#)"

- On March 1, 2016, Governor Scott Walker signed [Senate Bill 466](#) into effect, taking a step toward recouping business losses for Wisconsin's public libraries that tally in the millions. According to a report by WTMJ-TV, Wisconsin library patrons annually fail to return \$3 million in taxpayer-owned materials. Instead of encouraging patrons to be more conscientious, however, will this bill do more harm to



Wisconsin's library patronage? With the possible consequences, patrons may look for new options to borrowing materials from a brick-and-mortar library. Find out more in "[Will Reporting Fines to Police Hurt Library Patronage?](#)"



FYI: The *Public Libraries Podcast* Is On The Air! Check out PLA's new podcast series, [FYI: The Public Libraries Podcast](#). These short, information-packed segments offer an easy way to explore initiatives or hear more about new ideas in the public library world. You can listen directly from our site, or subscribe via iTunes. Four episodes are currently available.

- [Episode One](#): PL Editor Kathleen Hughes talks to new Palm Beach County (FL) Library System Director Douglas Crane, who emarked on a project to interview

- **Episode Two:** Hughes talks to Valerie Gross, president and CEO of the Howard County (MD) Library System about the principles of two library initiatives, Libraries=Education and Choose Civility.
- **Episode Three:** A conversation with Sarah Kittrell, author of the new PLA book, *The Bed Bug Guide for Public Libraries*. Kittrell, collection development manager at the Wichita (KS) Public Library, details how to recognize the signs of a bed bug infestation; create an action plan; related policies and procedures and much more!
- **Episode Four:** Hughes talks to Amy Koester, youth and family coordinator at the Skokie (IL) Public Library about the concept of unprogramming: creating and offering programs that are at once highly engaging and collection-driven without requiring large amounts of planning, funds, and staff time.

Midweek Media Mash-Up

A Choice Selection of Links for Your Perusal

- [Florence Nightingale Was a Trailblazer in the World of Data](#)
- [Preparing Children for Online Conflict](#)
- [Using Podcasts in the Classroom](#)
- [Complaining is terrible for you.](#)
- [How to Disagree with Your Boss \(Watch 0:50\)](#)

Ask Us Anything

If you have questions about PLOnline, *Public Libraries*, PLA or anything else, send them in. Just hit reply and send your question on its way! We'll get back to you as soon as possible. Thanks for reading!

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