I am so honored to be serving as president of CLA this year. Early in my career I was encouraged to join and to participate as a member of what is now the CLA support staff section (CLASS) and served as chair for two years. That formative experience helped me learn and grow, meet colleagues, and prepared me for new opportunities. I'm delighted to help continue that tradition.

As I write this, there’s been a week of uproar in social media following the publication of an uninformed opinion piece by an economics professor on Forbes.com titled, “Amazon Should Replace Local Libraries to Save Taxpayers Money.” Following a deluge of outraged responses, Forbes deleted the piece, citing the professor’s lack of expertise, and then posted “The Librarian and the Astrophysicist,” a love letter by an astrophysicist about how his rural hometown library shaped his destiny. It’s a beautiful, heartening story about the value of the work we do in settings large and small.

We’re lucky that we have defenders out in social media ready to come to our defense. It speaks to how libraries transform lives, as the current ALA communications initiative says.

Here in Connecticut as the state’s ongoing budget crisis leads to cutbacks in funding to schools and towns, libraries and school libraries are feeling the pinch even as the nation finally rebounds from the Great Recession. Certified school librarians are cut out or cut back, school library paraprofessionals are eliminated, and public libraries cut hours, freeze positions, or reduce book budgets as towns struggle with reduced state funding. Outsiders propose to restore and modernize library services with a strategy of firing employees and replacing or rehiring them with lower salaries and lesser benefits so they can make a profit on the difference.

These local challenges call for local, on the ground, defense at the level we saw on social media when the Forbes article ran. Library workers at every level and in every setting need to speak to the value of their work. Sally Tornow, at the Milford Library, quickly shared a chart created by EveryLibrary.org outlining what residents receive for their $4.50 per month versus what they’d get from Amazon.

It’s an easy and inspiring example of how a simple response can push back on a thoughtless attack on the value of local libraries. You can use this one or produce one for your library easily and post it to social media or pop it into a newsletter. Some libraries are providing patrons with receipts calculating the value of their checked out materials—see if that’s possible with your ILS. Set up a library savings calculator on your library’s website and feature it regularly in social media.

CONTINUED ON P. 3
Battle of the Browsers: Patrons, Privacy, and Choosing a Web Browser

By Andrew Boyles Petersen

From Netscape Navigator to Internet Explorer to today’s myriad of offerings, browser wars have shaped the way we access the internet. Browsers also are crucial to developing and maintaining your online privacy. In the last issue, we talked about browser privacy extensions, which can be used to block trackers and increase your security. Alongside strong extensions, it’s crucial to assess the browser you’re using to access the web, as choosing secure options can greatly support your privacy.

One key step to maintaining online privacy in our post-“don’t be evil” age is examining what information we’re sharing with Google and other major companies. By default, many popular browsers, including Chrome, log information about your activities online. When signed into a Google account this log is linked to a user profile, saving information on sites visits, search history, and ad interactions. You can access the information being stored about you at https://myactivity.google.com.

Google uses this data to group an individual’s interests into advertising categories of “likes” and “dislikes”. Based on the advertising categories you and other users have been placed in, Google can then modify or prioritize your search results and target you with ads. As described by Safiya Umoja Noble, this “personalization is, to some degree, giving people the results they want on the basis of what Google knows about its users, but it is also generating results for viewers to see what Google Search thinks might be good for advertisers by means of compromises to the basic algorithm” (Algorithms of Oppression, 54).

In other words, although Google’s search algorithm uses user data to return results individuals are most likely be interested in, it also can modify those results to target individuals with the paid advertising they will be most susceptible to. With Google and other for-profit companies currently dominating the U.S. browser market—48.62% of the market for Google Chrome, 31.52% for Apple’s Safari—one great step to taking control of our information is breaking from the mold and choosing a privacy-focused browser.

One easy strategy is to pair Mozilla Firefox with the privacy extensions we discussed in the last issue. As a corporation, Mozilla has repeatedly backed user rights, partnering with the Electronic Frontier Federation, Tactical Technology Collective, and others to promote data encryption, digital security, and online rights. Mozilla’s Firefox is free, open source, and easily modifiable to enhance user privacy—particularly by adjusting the Firefox privacy settings, about:config configuration settings, and the aforementioned privacy extensions. Although Firefox does still collect some user data by default, it isn’t being used for targeted advertising or sold to the highest bidder, as highlighted...
I’m planning to focus efforts this year on how we can communicate our value with arguments that speak to heads (data) and hearts (storytelling). CLA’s longstanding editorial and publicity committees recently merged into a new Publicity & Communications Committee to reflect today’s complex communications landscape.

Take advantage of the opportunity to join NELA and attend the advocacy boot camp at the NELA conference on Oct. 21. The CLASS section has a great conference planned for Friday, Oct. 26 featuring storytelling as a key way to tell our stories. Be on the watch for other opportunities throughout the year to develop your advocacy skills.

We have dedicated supporters in our communities, it’s our task to activate them. Together we can prepare those allies to speak up and turn out when needed. Let’s make misinformed articles about the relevance of libraries a thing of the past. ♦

Kate Byroade is director of the Cragin Memorial Library in Colchester.

---

<table>
<thead>
<tr>
<th>Services</th>
<th>Amazon</th>
<th>Library</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Access</td>
<td>$9.99/month</td>
<td>$4.50/month</td>
</tr>
<tr>
<td>Music</td>
<td>$7.99/month</td>
<td>Included</td>
</tr>
<tr>
<td>Stem Toys</td>
<td>$19.99/month</td>
<td>Included</td>
</tr>
<tr>
<td>Magazines, ebooks</td>
<td>$9.99/month</td>
<td>Included</td>
</tr>
<tr>
<td>Newest Movies</td>
<td>$2.99-$5.99 per rental</td>
<td>Included</td>
</tr>
<tr>
<td>Storytimes</td>
<td>Unavailable</td>
<td>Included</td>
</tr>
<tr>
<td>Homework help</td>
<td>Unavailable</td>
<td>Included</td>
</tr>
<tr>
<td>Services for Seniors</td>
<td>Unavailable</td>
<td>Included</td>
</tr>
<tr>
<td>Services for Veterans</td>
<td>Unavailable</td>
<td>Included</td>
</tr>
<tr>
<td>Career help</td>
<td>Unavailable</td>
<td>Included</td>
</tr>
<tr>
<td>Learning Programs</td>
<td>Unavailable</td>
<td>Included</td>
</tr>
<tr>
<td>Access to the Internet</td>
<td>Unavailable</td>
<td>Included</td>
</tr>
<tr>
<td>Professional Information Services</td>
<td>Unavailable</td>
<td>Included</td>
</tr>
<tr>
<td>Services to Entrepreneurs</td>
<td>Unavailable</td>
<td>Included</td>
</tr>
<tr>
<td>Access to market data for small businesses</td>
<td>Unavailable</td>
<td>Included</td>
</tr>
<tr>
<td>Access to research databases</td>
<td>Unavailable</td>
<td>Included</td>
</tr>
<tr>
<td>Physical work space</td>
<td>Unavailable</td>
<td>Included</td>
</tr>
<tr>
<td><strong>TOTAL COST</strong></td>
<td>$150 or more per month</td>
<td>$4.50 per month</td>
</tr>
<tr>
<td></td>
<td>(depending on how many things you purchase or rent)</td>
<td>(no matter how much you use it)</td>
</tr>
</tbody>
</table>

---

NELA/RILA Joint Conference

21st to 23rd October, 2018

Crowne Plaza Warwick, RI

**Movin’ On Up!**

*from the Career Development Committee*

**Q** How do I get an interview when I don’t have much experience?

**A** From Richard Conroy, Director of the Essex Free Library

This is an age old question that presents an obstacle for everyone trying to break into a new profession. As is the case with so many challenges in life there is no magic, one size fits all, answer to it. That said, there are some steps that can be taken to increase the chances that you will at least get an interview for that first library job.

To begin with, it’s important to remember that you should be realistic when you set out to apply for a position. Don’t use the shotgun approach and apply for every opening you see posted, especially if you’ve just earned your degree and don’t have significant experience other than the work study job you held as a student. You may aspire to be a senior reference librarian someday, but it’s highly doubtful that you’ll get an interview for such a position right out of the gate.

Avoiding the shotgun approach is especially important when it comes to applying for openings at larger libraries that frequently post jobs. If you apply for everything that comes up at that library, from page to assistant director, regardless of your qualifications, it’s quite possible that the person responsible for hiring will eventually become annoyed and will simply delete your email or toss your letter as soon as they see it. There’s a fine line between persistence and desperation, which is not a quality that will endear you to those who are responsible for screening applications.

So set your sights relatively low, at first, but not so low as to be shut out because you’re overqualified. For example, in most cases you will not be considered for a job as a page if you have an MLIS. The person responsible for filling that position will know that someone with your qualifications is not apt to stay very long, which means that they will have to go through the whole process of hiring and training someone for that job all over again. Unless a lower level job posting specifically invites MLIS candidates or recent graduates to apply you may well be wasting your time and effort if you do so.

“Fine”, you say, “but you still haven’t answered my question!” While there’s no magic method that will get you an interview, there is a tried and true way to gain a foothold – which is networking.

*Continued on p. 5*

Do you have a question about your career that you would like to see answered in the next issue of CLA Today? Send it to: editor@ctlibraryassociation with “Movin’ On Up” in the subject line.
You’re reading this newsletter because you’re a member of CLA. Join, and actively participate in, one of the 20 odd sections or committees that pertain to an area of interest to you (Public Libraries, Intellectual Freedom, Technology, etc). As daunting as it may seem to voluntarily put yourself in a situation where you’re dealing with people you don’t know, your help will be welcomed. Most importantly for you, your name will become recognized by people already working in the field. That’s the best way to learn about job openings that may not even have been posted yet.

Another way to establish connections is by first determining the type of library setting you think you’d like to work in (small rural public, mid-sized academic, large urban public, etc). Next, identify libraries whose qualities fit that criteria. The State Library’s annual Statistical Profile is a good place to start for finding appropriate public libraries.

After you’ve developed a list of those libraries, reach out to the director (or a relevant department head in larger settings) with a request to make an appointment for an information interview. You can say that you know this person doesn’t have any current openings, but you’d appreciate it if they’d be willing to spend a few minutes with you to offer some advice on how to proceed with your job search and, if they’re willing to do so, review your résumé. This is one time where persistence pays off since you may have to approach several people before you find someone who is willing to sit down with you. It’s even better if you’re able to set up these types of interviews with people at multiple libraries.

By the way, you should also keep your eyes open for opportunities to have your résumé reviewed during CLA-sponsored events such as the annual conference. For example, that option was offered at the Library Leadership Skills Development Institute. You can also reach out to me personally anytime (rconroy@essexlib.org) with a request to have your résumé and/or cover letter reviewed. I will either do so personally, or I will pass it along to someone who I might think is better qualified for that task based on your background and the type of job you’re pursuing.

So keep your head up, set realistic expectations, and do your best to establish a network of people who are already working in the field that can help you find that first job. And don’t forget the importance of a good cover letter. A cover letter is your first chance to make a good impression – sort of like the profile picture people post when they set up an account with an online dating site!

---

**Around the State**

At the UConn Library at Hartford Public Library, Escape the Library! came about while brainstorming ways to engage the campus community.

Staff talked about possible team building activities and one suggestion was to visit the new escape room in the area. That led to talks about creating our own escape room here in the library.

We researched different escape room activities online for inspiration, and crafted an original narrative involving our own missing librarian.

Submitted by By Marsha Lee and Claudia Lopes
I was lucky enough to attend the ALA annual conference in New Orleans this year, and it was amazing. I received a mentorship through the Association of Specialized and Cooperative Library Agencies (ASCLA) for their 2018/19 Mentoring Program. The ASCLA is a division of the American Library Association, which focuses on providing a voice and advocating for underserved library populations—such as people with sensory, physical, health or behavioral conditions, or those who are incarcerated or detained.

As part of the mentorship, I was required to attend the conference in New Orleans, which the ASCLA enabled me to do. While I was getting ready to go, I applied, and was accepted, to be a speaker on a panel about Fresh Takes on Youth Services—or new and exciting library programming for children. I packed my bags, wrote my speech, and hopped on a plane Thursday morning to the great state of Louisiana.

Upon arrival, I grabbed my badge and scoped out the conference—noticing the amazing Marti Gras floats that decorated the conference floor, the giant jester dominating one corner of the hallway, and the giant signs pointing the way. While the conference floor was still being set up when I arrived, everything was larger than life. Seeing everything without the crush of attendees was a good way to get a feel for the layout. I was given a manual that contained everything and the kitchen sink about the upcoming programs—where panels were to be held, what vendors were where, and what time speakers would be, among other things. With this in hand, I began planning my conference experience.

Friday marked the beginning of everything, and was the day I was most looking forward to—it was the Opening Ceremony. We filed into the auditorium and found our seats. The lights dimmed, and the music started: a full jazz band of high school-aged kids, playing their hearts out on the big band jazz for which NOLA is famous. And then, from offstage, came Trombone Shorty—a famous trombone player and philanthropist in Louisiana. The kids playing onstage were amazing, and were participants of his Foundation.

After the opening ceremony and remarks, Michelle Obama graced the stage to thunderous applause. She talked about the importance of keeping an identity when you’re in the public eye, of being able to have it all (just not all at the same time), and shared a few anecdotes from her upcoming book. She shared several funny stories from her time in the White House, and how there were so many amazing experiences, she sometimes forgot the countries she’d been to. She was grace and poise personified. I left the opening ceremony feeling energized, excited, and ready to take on the conference.

CONTINUED ON P. 7
The following day was filled with meetings related to my mentorship, meeting my mentor (and the other mentees) in person, discussing our projects, setting goals for the year, and learning about the good that the ASCLA does. It was great to talk with like-minded people about the division, listening to their stories about triumphs and struggles, and absorbing as much as possible. That evening, I went on a tour all about voodoo and Marie Laveau, which was fascinating, and allowed me access into one of the old cemeteries! Due to stricter laws, which were brought about because of vandalism, you can only visit the cemeteries with a guide. Did you know that there were probably as many as 17 practicing voodoo priests and priestesses at the time? But Marie was just the best as advertising, so she’s one of the only ones we know about!

The next day, Sunday, I gave my speech. I talked about how to throw Big Idea Programs at your library and talked about the Southington Library ComiCon and Renaissance Faires. I broke down my programming model, and did my best to demonstrate that these types of pop culture programs can be run by anyone. It was a rush to be up in front of so many people, at a national conference. I got to meet some “celebrities” in the library world and talked more in-depth with them about my topic after the speech was over. I was asked to write guest posts for a few prominent blogs and an ALA division publication. I gave out my email to several other librarians who were interested in throwing their own Big Idea Programs, and wanted to chat about how to do it.

Interacting with my colleagues in that way, relatively early in my career, was validating; knowing that my ideas were carrying some weight, and had appeal to other librarians, was invigorating.

Following the speech, I met with my mentor, the ASCLA board, and several ASCLA members for a special luncheon at Conchon, a well-known butchery/restaurant. We talked about our conference experiences thus far, and what panels we attended, and which panels we wished we could attend. A few attendees waxed poetic about meeting Emilio Estevez at the showing of “The Public,” and how being seen in that way was so refreshing. We summarized panels for those who weren’t able to get to them, and shared funny after-hours stories about what happens once the conference ends for the day. Several attendees had been to NOLA a number of times, so they made sure to highlight which places to check out for dinner, dancing, jazz, and shows. We bonded over shared plates, shared stories, and a shared love of library services, which combined to make my experience unique, fun, and memorable.

The weekend wrapped up—leaving me exhausted; but there was no rest to be had. I was up at 5 a.m. the next morning to catch my return flight back home. I didn’t want to leave, but I was energized to get back to my library and put everything I’d learned to the test.

Molly Virello
works at Southington Public Library.
She also likes to cosplay as Wonder Woman!

SAVE THE DATE

Join us for a showing of Frederick Wiseman’s documentary film Ex Libris: New York Public Library, followed by a reception and panel presentation.

Wednesday, August 22
10am-4:30pm
Spotlight Theatre
39 Front St., Hartford, CT

For more information and to RSVP, please contact the UConn Library at homer@uconn.edu
Passport Program Wrap-Up

The 2018 Passport to Connecticut Libraries program was a resounding success during the month of April. The event was planned by the CLA Public Libraries section to promote National Library week and to give families a fun staycation activity during spring break.

With 149 libraries participating, people from all over the state had a chance to explore the variety of services, programming, and unique characteristics that make every Connecticut public library worth visiting. Patrons brought their “passport” with them to be stamped and received a small gift at each location.

At the end of the program, two $150 Visa gift cards were awarded to adults and two $100 gift cards went to children. Patrons had to visit a minimum of five libraries to be eligible to win. In each age group, the person who went to the most libraries won one gift card and a random winner was drawn from the remaining entries. Adult winners were: Suheyla Akarca Biyikli of Storrs for the random drawing and Kenneth Anderson who visited all 149 libraries. Ashley Holt of Westbrook won the children’s random drawing and 7-year-old Coen Widmeyer visited 78 libraries for the “most libraries visited” award.

According to statistics from those libraries who responded, 627 passports were handed out and a total of 2,664 stamps were issued.

The Public Libraries Section plans on running the event again in 2020. Passport to CT Libraries was originally launched in 2014 by former Section Chair, Sally Tornow. To keep the interest level high and because the program is labor intensive, it was decided that this should be a bi-annual program.

CLA Support Staff (CLASS) Professional Development Conference 2018

“Tell Your Story with CLASS!”
Friday, October 26, 2018
8:30am-3:30pm
Manchester Community College

$50 CLA Members/$65 Non-CLA Members
This conference is open to all library staff. Stay tuned for more details and registration information.
After 53 years at the Simsbury Public Library, Reference Librarian Celia Roberts will be retiring at the end of September. Everyone in the library community is invited to come and wish her well on Friday, Sept. 28. There will be an informal reception from 9:30 a.m.—3 p.m. in the reference area of the library followed by a formal reception at 3 p.m. in the library's program room. The library staff wish her all the best as she begins a new chapter in her life.

Librarian Alba Morris retired from Southern Connecticut State University after 17 years.

Susan O'Brien will retire on Sept. 11 after 21 years of service at the Meriden Public Library. O'Brien served the public at the information desk, worked in technical services, and selected titles for the media collection. MPL hopes she will continue being a mainstay of the Classics Book Discussion Group even after retirement!

Wesleyan University was pleased to welcome Andrew W. White as the Caleb T. Wincheste Library Librarian on July 2. White came from Bates College, where he was the director of academic and client services and served as the interim vice president for information and library services. He worked extensively on technology and facilities issues, integrating academic support services into the library and promoting awareness of library services. Prior to Bates, he was at Connecticut College, working closely with faculty to match teaching and research needs with technology. White holds a BA in English from SUNY Buffalo and both an MA in English and an MLS from Indiana University.

Trish Tomlinson is the new director of the Plainville Public Library.

Philip Bahr became head of adult services for Fairfield Public Library. Bahr has been a reference librarian at FPL since 2013.

Brandie Doyle of Russell Library was laterally transferred into a new role as assistant director for administrative services (chief administrative officer).

Deborah Holland has been hired as a library assistant/circulation & information at the Easton Public Library. She is a former history teacher who has decided to change careers and pursue her MLS degree.

Cindy Schofield is transferring from library services to be a professor in the department of information and library science at SCSU.

Clara Ogbaa is the new library director at SCSU’s Buley Library. She was previously the director at Gateway Community College’s library since 2008.

Lisa Murno is the new assistant librarian at Ledyard Bill Library. Murno has worked in the Prospect Library and in the Hamden Miller and Whitneyville Libraries.

At the Avon Free Public Library, Jaimee Eldred is the new part-time children’s library specialist.

Olivia Scully has been named the new information technology librarian for the Cyrenius H. Booth Library.

CONTINUED ON P. 10
Amanda Stern is the newest member of the CT Library Consortium team. She is the events and special projects manager.

Tina Panik, reference & adult services manager at Avon Free Public Library, was given the Avon Lion’s Club Community Service Award for her work strengthening the Avon community through library programming.

Marie Shaw received the Jan Gluz Cooperative Spirit Award at the annual CLC meeting in June.

Anne Shaw Burgan passed away after a difficult battle with cancer. Burgan was a beloved library director from 1992 until 2005, when she retired. She was instrumental in leading the Douglas Library though its renovation in 1999, and was a great advocate for library services and for the Town of Hebron.

To all our Connecticut library colleagues, it is with sadness that I have to inform you that LDA Publishers will no longer publish the Official Directory of Connecticut Libraries and Media Centers. It has been a long journey since the Connecticut Library Association and the 6 region directors sat down to create your directory more than 30 years ago!

It has been an outstanding pleasure working with every one of you these many years and heartening to see that the Connecticut library community has worked so diligently to successfully rebrand libraries in order to continue their primacy in their communities. Congratulations!

LDA has shared along with libraries their struggle with budgets by trying to keep our directory affordable! But through your persistence and endurance the library professionals have succeeded in maintaining the centrality of libraries in their communities.

I realize that some libraries may have an outstanding credit on their account but you will be reimbursed shortly. For those that still wish to purchase our last edition, the 2018, it is still available by contacting me at elainesprance@hotmail.com.

Regards and good luck to all in maintaining the essential nature of your libraries in your community!

Farewell,
Elaine Sprance, Editor
Andrew V. Ippolito, Publisher

Connecticut’s professional organization of librarians, library staff, friends, and trustees working together: to improve library service to Connecticut, to advance the interests of librarians, library staff, and librarianship, and to increase public awareness of libraries and library services.

CLA Today is the newsletter of the Connecticut Library Association. Published every other month, it is posted to the CLA website. Please send submissions for future issues to editor Jennifer Datum at editor@ctlibrarians.org.

www.ctlibraryassociation.org
in the Firefox Privacy Policy and Mozilla’s Pledge for a Healthy Internet. For more information on optimizing Firefox’s privacy settings, I’d highly recommend Restore Privacy’s Firefox Privacy – The Complete How-To Guide.

Another terrific option is the Epic Privacy Browser, developed by Hidden Reflex. For those already familiar with Google Chrome, Epic is an easy transition, being built on the same open-source Chromium platform. However, the similarities stop at basic browser functionality, with Epic being purpose built for user security. Epic’s privacy and data use policies are clearly laid out and highly user-friendly: by default, browsing history isn’t saved, third-party cookies aren’t allowed, and secure HTTPS connections are prioritized. In addition, Epic features an easy-to-use proxy feature that encrypts your browsing and masks your IP address. For a complete list of Epic’s privacy features, I’d recommend viewing their ‘Key Features’ page. Overall, Epic is quite a good option for an everyday privacy browser, particularly when utilizing its one-click encrypted proxy feature.

For upmost privacy, the Tor Browser is the best browser in your toolkit. Originally developed to help safeguard government communications, Tor “protects you by bouncing your communications around a distributed network of relays run by volunteers all around the world” (Torproject, 2018). By routing your web browsing through a randomized, encrypted network, Tor is able to anonymize your browsing, and when paired with its built-in privacy tools, it makes for a powerful, feature-rich browser. With how effective the Tor Browser is at anonymizing user data, it has disappointingly been used in some high-profile criminal cases, including the 2013 FBI bust of the online Silk Road marketplace. This nefarious usage has garnered the browser a bad rap for many users; however, Tor is used by many for a myriad of legitimate reasons, including protecting privacy, avoiding corporate surveillance, and circumventing censorship.

For more on when, how, and why to use Tor, I’d highly recommend checking out the TorProject’s Who Uses Tor? page. Whether you’re using Mozilla, Epic, Tor, or another privacy browser, securing your browser is a crucial first step to managing your data privacy online.

Andrew Boyles Petersen
Instruction and Outreach Librarian, The Loomis Chaffee School Member, CLA Intellectual Freedom Committee

The CLA IFC will be overviewing a current privacy issue or tool for each CLA Today this year, discussing such topics as two-factor authentication, secure browsers, password managers, and anti-tracking extensions and applications. To build on this, we will discuss possibilities for implementing these tools in your libraries as well as techniques to aid patrons in safeguarding their online identities.

CONTINUED FROM P. 2