

media

spectrum
The Journal for Library Media Specialists in Michigan



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From the Editors

By now you have surely noticed that **Media Spectrum** has a new look. The change in the cover design is the result of conversations with both the **Media Spectrum** editorial board and the MAME Board of Directors. The effect is clean, crisp, and professional and the webbing effect that stretches across the page is representative of the encompassing nature of our profession.



While the cover has changed, the content has not. We continue to bring you the best that our membership has to offer. The spring issue has always been devoted to leadership, and this year is no different. In these pages you will read about award-winning leaders within our organization and the qualities that make them leaders. You will also find suggestions for nurturing those qualities within yourself, as well as ideas for improving service. In her column, our president, Ginger Sisson, points out that each of us is a leader in our own way, and MAME membership offers many opportunities for leadership, as well as strong support for our members.

Change is an integral part of our profession. Our profession parallels our changing cover. Many of our careers have spanned dramatic shifts in the ways we do our jobs. The role of the school library media specialist has often been one of a change agent, leading others to accept, even embrace, new methods. Despite the fluid nature of our positions, our basic mission has never varied—to nurture the love of reading and to teach the skills that will enable our students and staff to access information efficiently and use it effectively. You will find excellent examples for successful leadership in these areas within this issue. We hope you will be inspired! ●

—Loretta Mitchell

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A Weekend with David Loertscher

by Cyndi Philip, Grand Haven Schools

David Loertscher gave an enlightening and inspiring presentation at the MAME 2002 Leadership Conference at the Bay Valley Hotel and Resort in Bay City.

Loertscher urged attendees to make their media center the source of “information power” by making the library’s webpage the “portal” to the world of information for their whole school/district. The media center’s webpage should be the first stop for students, teachers, and the community. Make sure it is their “place of choice.” To quote Loertscher: “Being the third click down on a district web page is third rate.” The media center web page needs to include:

- 1) tools like word processing, graphics packages, storage, web pages, Blackboard, and conversion software to create PDFs;
- 2) the “push side” (to get users’ attention) which includes teachers’ webquests, assignments, help sites, announcements, sporting events, email, etc.;
- 3) the “pull-side” (to draw them in) which includes the databases and meta search engines students and teachers use.

Such a tool can track the data of who is using what, when, and how. This data can be used for decision-making and validation.

Loertscher presented what research, theory and practice suggest about the research process and the ideas and skills needed to enhance learning. He has seven points in his research process including:

- 1) questions and wonders (formulates and shapes an inquiry);
- 2) finds and sorts (maps and navigates information space)
- 3) consumes and absorbs (reads, views, listens, observes, collects, computes);



- 4) thinks and creates (compares and contrasts; judges, and tests);
- 5) summarizes and concludes (draws together a position based on the best information);
- 6) communicates (in all forms of media);
- 7) reflects on process and product (how well did I do and how could I do better right now).

Loertscher also addressed collaboration between teachers and library media specialist, reading research and the link to academic achievement, and how technology can enhance learning. All of these topics and more are covered in Loertscher’s latest publications.

Loertscher has three new books out. They are ***Increasing Academic Achievement Through the Library Media Center: A Guide for Teachers***, ***Reinventing Your School’s Library in the Age of Technology: A Guide for Principals and Superintendents***, and ***Information Literacy: A Review of the Literature 2nd Ed.*** All three are available to order from his website <www.lmcsource.com>. In addition, the website offers other valuable titles for sale. Click the “Reviews and Freebies” tab to see “Dave’s List of Professional Materials for School Library Media Specialists and Children’s Librarians,” “Dave’s List for Children,” and “Dave’s List for Young Adults.” Check it out. ●