

**2008 Annual Meeting and Conference
Spread the Word**

Program Schedule

Wednesday, December 3, 2008

9:00 a.m. -5:00 p.m. **REGISTRATION TABLE OPEN – Main Lobby**

10:00 a.m.-6:00 p.m. **EXHIBITS OPEN – Visit the vendors – Exhibit Center**

Lunch on your own

1:00 p.m.-2:00 p.m. **FIRST GENERAL SESSION & KEYNOTE ADDRESS** by Beth Yoke,
Executive Director of ALA's Young Adult Library Services Association - **Governor's Hall**

1:45 p.m. – 2:15 p.m. – Coffee/Beverages Available – **Exhibit Center**

BREAKOUT SESSIONS

2:00 p.m. – 2:50 p.m.

Federal Register: Search for Rules That Effect Your Daily Life

Federal Register is the official daily publication for rules, proposed rules, and notices of Federal agencies and organizations, as well as executive orders and other presidential documents. These regulations that affect the “daily lives of all American citizens, including the food they eat, the water they drink, the air they breathe, the cars they drive, and the airplanes they fly as well as consumer protection, terrorism protection, and much more.” Learn how to effectively search the Federal Register. Learn how to download *.pdf rules and notices for your patrons.

Marian Armour-Gemmen, WVU Libraries – **McKinley Room**

Book Discussion Group: Big Stone Gap (One Book, One Conference)

The WV Center for the Book has selected Big Stone Gap for the 2008 One Book, One West Virginia Read program. Big Stone Gap written by Adriana Trigiani, is the first of four novels placed in Big Stone Gap, Virginia, a small coal-mining town where the author grew up. Trigiani loved living in Big Stone Gap and has immortalized the spirit of the town and its eccentric populace which makes the book the perfect title for our 2008 One Book, One Conference Read. WVLA members are sure to find Big Stone Gap an enjoyable book to discuss, while also preparing librarians to provide a common reading experience (One Book, One West Virginia) which places the library as a major player in their communities' cultural life.

Susan Hayden, West Virginia Library Commission – **Eisenhower Room C**

Accelerated Reader Enterprise

This session will focus on the online version of Accelerated Reader. Librarians who have experience with this version will be on hand to discuss their experiences.

Karen Figgatt and others from the School Division – **Hayes Room**

A Picture is Worth a Thousand Words: Cataloging Your Community's Pictorial History

Many libraries are becoming a repository for the the history of the community served. A special item in these collections are the photographs the document the pictorial history. During this session, learn how to make these unique items available through the library online catalog.

Heather Campbell, West Virginia Library Commission – **Mountaineer Room**

3:00 p.m.- 3:50 p.m.

Happy, Healthy, Productive: Starting a Wellness Program at Your Library

Employee wellness programs provide information and activities to encourage weight loss, increase fitness, improve nutrition, enhance emotional well being, treat existing medical issues, and generally increase the wellness of library workers. The West Virginia University Libraries have provided a successful wellness program by partnering with the Public Employees Insurance Agency (PEIA) since 2004. In this session, you will learn how to plan and implement no-cost or a low-cost wellness program at your library. It will include an overview of WVU's program, instruments to assess your needs, samples of fun programming, and assessments of success.

Linda Blake, WVU Libraries – **Fillmore Room**

Working in the Oral Tradition: The Veteran's History Project

The session will present the challenges, opportunities and resources for libraries to promote community engagement in collecting the firsthand stories of its war veterans. In 2000, Congress created a grassroots effort spearheaded by the American Folklife Center at the Library of Congress to gather and archive the stories of all veterans.

Joel Beeson, West Virginia University – **Hayes Room**

Conducting a Big Digital Project on a Shoestring

In 2005, the WVU Libraries' WV and Regional History Collection, with the assistance of Library Systems and Cataloging staff, embarked on a project to digitize a collection of more than 25,000 historical photographs for both access and preservation purposes. With no dedicated funding, the project is being conducted mostly by student workers who create both scans and simple Dublin Core based catalog records for each photograph. The project results have exceeded all goals both in terms of progress (over 30,000 photos completed to date) and users popularity. The project website now receives more than a half million visits per year. This session will demonstrate how a major digital collections initiative can be conducted in an academic library on a shoestring budget.

John Cuthbert, Gordon Ernst, Dennis Newborn, WVU Libraries – **McKinley Room**

How Google Works: Are Search Engines Really Dumb?

Google processes 4 billion searches per month -- how does it work? Does Google favor Wikipedia? Does Google index the whole Web? (No - you can prove it!) Learn search syntaxes (title field searching, proximity searching with Exalead, domain limiting, link checking using Yahoo) to improve your searching.

Paul Barron, George C. Marshall Foundation – **West Virginia Room**

What's Red on the Outside and Green on the Inside?

County Public Library has just finished building a new branch at Salt Rock that incorporates many energy-saving and ecology-friendly features from the HVAC system and lighting down to the carpeting and furnishings. Even rain water is collected for reuse. Some "green" features were incorporated for very little additional expense and several of the energy-savings modifications will pay for themselves in a few years. Come see how this innovative building was planned and constructed and discover what you can incorporate in a new building, an addition, or even in your existing building.

Steve Christo, Cabell County Public Library – **Mountaineer Room**

4:00 – Division Meetings

Academic Division – **Fillmore Room**

School Division – **West Virginia Room**

Public Division – **Mountaineer Room**

Trustee Division – **Hayes Room**

4:30 pm. - 7:00 pm - **Reception at the White Sulphur Springs Public Library** – Wine and Hors D'Oeuvres

Dinner on Your Own

8:30 – Selected New Films on West Virginia and Appalachia

Steve Fesenmaier, WV film author (Charleston Gazette, Graffiti, Goldenseal), has been promoting WV's filmmakers for 30 years. 2008 has been one of the best years for WV's many fine independent filmmakers. He will show opening scenes from some of the films including -

KEN HECHLER – IN PURSUIT OF JUSTICE, MOTHER JONES – THE MOST DANGEROUS WOMAN IN AMERICA, THE WIDEN FILM PROJECT, TRAILER TRASH – A FILM JOURNAL, THEM THAT WORK – How Matewan Inspired a State, MONONGAH REMEMBERED, THE LAST SIN EATER, THE LAST GHOST OF WAR and FIGHTING ON TWO FRONTS – THE UNTOLD STORIES OF AFRICAN-AMERICAN WW2 VETS.

Mountaineer Room

Thursday, December 4, 2008 Program Schedule

9:00 a.m. -5:00 p.m. **REGISTRATION TABLE OPEN – Main Lobby**

10:00 a.m.-6:00 p.m. **EXHIBITS OPEN – Visit the vendors – Exhibit Center**

1:00 p.m. **Silent Auction Bidding – Begins and continues throughout the day – Exhibit Center**

Breakout Sessions

9:00 a.m. – 9:50 a.m.

Name That Tune: Music Reference Without a Music Collection

Music questions got you singin' the blues? Learn about free internet sites, affordable print resources and how to use non-music databases to answer basic music questions. We'll discuss search strategies for classical music, how to locate popular and international songs, and the different formats of printed music and sound recordings.

David King, Carnegie Library and Nobue Matsouk-Motley, American University

Tyler Room

West Virginia Libraries and Schools: Starting to Turn Greenish

SRRT presents two sessions back-to-back on actual greening projects in WV schools / libraries. Three presenters / 15 minutes each will speak during this first session, then each at a table display with literature and Q & A time at the 10:00 – 10:50 session.

- 1) Allen Johnson – networking for pollinator gardens
- 2) Bill Willis, WV Division of Energy
- 3) Jane Levitan – continued greening of children/family programs.

SRRT Roundtable – **Fillmore Room**

Genealogy Research at the West Virginia and Regional History Collection

This session will introduce librarians to the genealogical resources available to the general public at the West Virginia and Regional History Collection. These resources include census records, compilations of genealogical data, family histories, city and county histories, biographical resources, newspapers, county court records and other public records, unpublished manuscript genealogies, military records, maps, atlases and gazetteers, databases and more. While the emphasis of the session will be on West Virginia genealogical research, sources from other states available at the WVU Libraries will also be discussed.

Kevin Fredette, WVU Libraries – **West Virginia Room**

The Secret Patron at Your Library **

During the summer of 2008, the Library Development department of the West Virginia Library Commission initiated a Secret Patron program. This involved sending a person completely unknown to the public library to see how the library interacted with patrons, to learn how resources were being utilized, and to get a new point of view of the library. Come and see if your library was one of those our Secret Patron visited and learn what happened.

West Virginia Library Commission – **Taft Room**

Experts on Duty: No Fees

Since 1992, librarians have been helping other librarians with patrons' reference questions. Originally called "Stumpers," this volunteer service is now "Project Wombat," part of "Project Gutenberg." In 1998, Allexperts.com, a free service for fast and reliable answers from knowledgeable volunteers began serving people with questions. The remaining members of the "All Family" were soon added for general readers, sci-fi fans, and movie/TV watchers. This presentation will explore these free resources, with "samples" [both serious and hilarious]. New pay services being offered by some academic and public libraries [e.g., Tutor.com] will also be profiled.

Ted Nesbitt, West Liberty State College – **Hayes Room**

9:45 – 10:15 - Coffee/Beverages Available – **Exhibit Center**

10:00 a.m. – 10:50 a.m.

Digital Learning Team: Meeting Students on Their Turf

A team of librarians is transforming how information literacy initiatives are delivered and taught at Marshall University. Forming the Digital Learning Team, Sias, Csir, and Thomas focused their instructional efforts in three areas: an embedded librarian project, library roadshow (library instruction delivered in the classroom), and online learning modules.

Jennifer Sias, Floyd Csir, Sabrina Thomas, Marshall University Library – **Hayes Room**

West Virginia Libraries and Schools: Starting to Turn Greenish (Continued)

Attendees will have the opportunity to visit each presenter at table displays, with time for questions and answers.

SRRT – **Fillmore Room**

West Virginia's Spectral Literature

West Virginia Spectral Literature will show how ancient storytelling techniques from across the globe merged to give Appalachia a distinctly indigenous library of ghost and monster stories.

Some of ghost stories will be from well-known West Virginian collectors, such as Ruth Ann Musick and Dennis Deitz. Other stories will be heard for the first time publicly. Presenters will use media sources to place the stories within a historical context.

Kelly Diamond, Jason Burns, and John Mullins, West Virginia University – **Tyler Room**

Your Public Library in the Future **

Peggy Cadigan will present a session geared towards trustees but open to everyone, that will include a discussion of what might be found in West Virginia public libraries in the future.

Peggy Cadigan, New Jersey State Library Consultant for Innovation & Communication – **Taft Room**

SELA Conference: Of Interest to School Libraries

Your school division co-chairs recently attended the South Eastern Library Association conference held in conjunction with the Kentucky Library Association conference. We will report on sessions and information of interest to school librarians in West Virginia.

Karen Figgatt and Celene Seymour – WVLA School Division Co-Chairs – **West Virginia Room**

11:00 – 11:50 a.m.

Multi-Media and Other Student-Centered Technology at WVU Libraries

The WVU Downtown Campus Library, in the first phase of a project to provide more technology-rich assistance for today's student, opened a new multimedia center at the end of August. At the Evansdale Library, a new study room reservation system allows students to reserve rooms online. Come hear about the changes taking place in both these libraries and see an example of a multimedia presentation created by students.

Martha Yancey and Hilary Fredette – WVU Libraries – **Hayes Room**

Evidence-Based Practice for School Library Media Specialists

West Virginia School Libraries are an endangered species. Evidence-based practice, combined with action research, may provide the results-focused arguments we need for maintaining our school libraries and our positions.

Suzie Martin, Brookhaven Elementary School – **Tyler Room**

How Not to Get Publicity for Your Library **

Many librarians want better public relations and publicity for their libraries. James E. Casto, veteran newspaper editor, will offer in this workshop some sure ways NOT to get publicity, but in doing so answer the audience's questions concerning the positive steps to take to build a good

relationship with the media and get the attention that the library deserves. James E. Casto, The Herald Dispatch (retired) – Sponsored by the Director's Roundtable - **Fillmore Room**

Building a Regional Collaborative Digitization Program

PALINET has established the PALINET Mass Digitization Collaborative to assist members with their digitization needs. The initial focus is on mass digitization of text; the first goal is the digitization of approximately 60,000 books. The new digital assets created through the service will be available through the Internet Archive as well as through participating institutions' own digital collections. Session attendees will learn more about the project and how they can participate including selection guidelines, costs and digitization details. Representatives from West Virginia University will discuss their experience with the collaborative.
Laurie Gemmil, PALINET – **West Virginia Room**

Noon – 2:00 P.M. **Second General Session - Awards Luncheon with Speaker Cliff Landis - It's All About the User: Libraries, Technology & the Future (Ticketed Event)**

Cliff Landis is Assistant Professor and Technology Librarian at Valdosta State University, Valdosta, Georgia. He is known for speaking on the connections between libraries, technology, and user-centered services. **Crystal Room**

2:00-2:50

Funding for Libraries **

Fundraising is relationship building! Learn about fundraising for you library.
Beth Raps – **Fillmore Room**

Cover Art in Adolescent Literature: Catching the Reader's Eye

This program will look at the history of cover art in adolescent literature and how cover art plays a substantial role in what books readers select. Ways to use cover art to “sell” books to young readers will be discussed. Cover art will also be explored as a way to teach visual literacy.
Celene Seymour, Marshall University Libraries – **Tyler Room**

Experiencing Technical Difficulties? You're Not Alone

Feel like managing printing, signing computer users in, enforcing time limits, and troubleshooting public computers is all you have time to do? Wish you could discover secrets other libraries have learned to help manage public access computers? Attend this interactive session with Brenda Hough, from the MaintainIT Project (www.maintainitproject.org), and hear stories gathered from public libraries around the country.
Brenda Hough, MaintainIT Project – **Mountaineer Room**

Legislation of Interest to School Librarians

This session will focus on what is being done to inform legislators about the condition of school libraries in West Virginia. Thanks to Cathy Davis, an assessment of current school librarians was completed this summer and we will use this document to discuss ways of communicating our needs to the state. There will also be a discussion about adopting a School Librarian's Procedures Manual.

Karen Figgatt – **McKinley Room**

Comics Come of Age: Graphic Novels Educate and Delight in Public and Academic Libraries

Graphic novels support academic curriculums and public library missions, and they are more inclusive of race and gender than you might expect. This session will cover major achievements and categories, recommend how to get started and promote your collection, and warn and inform you about complications of collecting and cataloging. A selection of graphic novels will be on display.

Beth Toren, WVU Libraries – **Hayes Room**

2:45 – 3:14 Coffee/Beverages Available – Exhibit Center

3:00 – 3:50

Research and Project Based Learning Using Think.Com

This presentation will demonstrate how to use Think.com to display student projects. It will show the steps used in creating student web pages for a unit on Colonial careers. It will display how students can use the Internet to share research and projects in a safe and secure learning environment.

Ginny Frank and Jan Frenzal, Bridgeport Middle School – **West Virginia Room**

The Foundation Center: Where the Money Really Is

Since libraries almost always need money, I will show how to use the Foundation Center online, where there is a Foundation Center near your library, and search some of the major publications produced by the Center. This can serve as a guideline to learn what is available for you and your project!

Oliva Bravo, Kanawha County Public Library – **Taft Room**

Public Libraries and Insurance **

Speaker from Brim – **Hayes Room**

Academic Division Program: A Recipe For A Great Team

More and more of our work in libraries is done within a team environment. Team leaders, team members, team sponsors all play an important role in the success or failure of a team. How can you ensure your team is successful? This program will provide examples of successful and

unsuccessful teams and discuss methods you can use to create a positive and productive team environment.

Lisa German, Assistant Dean for Technical and Collections Services, Penn State University Libraries Sponsored by the Marshall University Libraries and the West Virginia University Libraries - **Eisenhower Room (3:00-5:00)** – Reception for members of the Academic Division follows the program.

Dinner on Your Own

8:00 - Party In the Bunker at the Greenbrier - Various Fun Activities – Including Silent Auction and Video Gaming – Complimentary Wine beginning at 8:30 – Silent Auction Winners Announced! (Must be present to win)

Friday, December 5 Program Schedule

9:00 – 9:30 – **Roundtable Meetings**

Social Responsibility - **West Virginia Room**

Reference/ILL – **Hayes Room**

Digital Projects – **McKinley Room**

GODORT – **Pierce Room**

Directors – **Tyler Room**

Public Library Technology Program Advisory Board – Fillmore Room

9:45- 10:15 - Coffee/Beverages Available – **Conference Center**

Breakout Sessions

10:00 - 10:50

Information Literacy in West Virginia: The Conversation Continues

Jennifer Sias and Carroll Wilkinson will report on information literacy program development at Marshall and WVU in 2008. They will invite librarians interested in information literacy from

throughout the state's higher education institutions to join in the discussion on their blog. Interested session participants will become immediate blog contributors.
Carroll Wilkinson, WVU and Jennifer Sias, Marshall University – **West Virginia Room**

The Future of Government Documents in Libraries

Ted Priebe

Director, Library Planning and Development

United States Government Printing Office –**McKinley Room**

Ask-A-Librarian in The Virtual World

Are you interested in expanding your reference service through free Internet chat software? Would you like to reach your young (or not-so-young), computer-savvy patrons? Explore the world of virtual reference through instant messaging accounts and Meebo.com. Technical set up, scheduling, and training based on WVU's recent experience will be covered.

Penny Pugh, Beth Royall and Susan Arnold, WVU Libraries – **Fillmore Room**

B.J. Gudmundsson: Lewisburg's Filmmaker

B.J. Gudmundsson was chosen as "West Virginia Filmmaker of the Year" in 2005. She began her career directing "Out of the Storm," produced with extensive cooperation not only from the Pocahontas Free Library System but also libraries in New England where interviews and presentations took place. She produced her recent award-winning film, "#30 - Cal Price and the Pocahontas Times" with extensive cooperation from PCFL. During the last decade she has become one of the state's leading activist filmmakers, producing a series of films about mountaintop removal mining, most recently, "Rise Up! West Virginia" that had its world premiere in spring 2008. She has worked with many local groups including the Shepherd Center of the Greenbrier Valley, the city of Lewisburg setting up an interactive video kiosk, and much more. She will show clips of her films and talk about her life as a leading independent filmmaker.

Governer's Hall

Beginning a Healthy Life

KCPL and two other community agencies received a \$250,00 IMLS grant for a program called "Beginning a Healthy Life" which was targeted to children ages 2-8 and their caregivers. I'll share inexpensive and free ideas of how you can recreate some of the programming and collection development activities to help combat childhood obesity.

Terri McDougal, Kanawha County Library – **Hayes Room**

11:00 - 12:00 - Third General Session

Business Meeting and State of the State's Libraries - **Theatre**

12:30 – 1:30 – Executive Board Meeting – White Sulphur Springs Public Library

** Programs aimed towards trustees