

West Virginia Library Association
93rd Annual Conference
October 13 – 15, 2010
Stonewall Resort
“Let’s Grow WVLA Together”

Wednesday, October 13, 2010

9:00 – 5:00 Registration Table Opens

10:00 – 6:00 Exhibitors in Birch Room

9:00 – 12:00 Preconference

- **Transforming Our Image through Words that Work, Part I** / Valerie J. Gross, CEO Howard County Library, Maryland.

This workshop describes a straightforward concept that enables libraries to heighten their importance by replacing traditional terms with powerful, intuitive, value-enhanced terminology. Join in to learn how strategic vocabulary can immediately convey your true value—even to someone who has never set foot in a library.



Stonewall Ballroom II

1:00 – 2:15 Breakout Sessions

- **Transforming Our Image through Words that Work, Part II** / Valerie J. Gross

The “what” and “why” of the simple, powerful “Libraries = Education” vision. This session will focus on the “how”.



Stonewall Ballroom II

- **The Rare Book Pedagogy Module at West Virginia University: Growing a New Approach to Education with Rare Books** / Stewart Plein, Independent Scholar and Dr. Marilyn Francus, WVU The module is designed as a platform for faculty to integrate rare book studies into their courses.

Maple Room

- **Fundraising Ideas: Beyond the Book Sale.** / Karen Goff, WVLC

Learn what other libraries are doing to raise money. Share your successes, frustrations, and tips. (Trustee Track)

Summersville Room

- **FastAcq: Acquisitions and Interlibrary Loan Working Together.** / Jill Rafter, WVU Libraries This session will discuss how WVU re-engineered and improved its procedure for purchasing interlibrary loan requests in Acquisitions.

Tygart Room

- **Crisp Communications: Producing Clear, Concise Policies, Procedures, and Public Relations Material.** / Ed Rossman, Adult Services Librarian, Shaker Heights Public Library, Shaker Heights, OH.

This workshop will give participants experience with writing and producing library documents. Participants will learn skills needed to take advantage of the efficiencies of print and online channels to enhance staff and public communication.

Stonewall Ballroom I

2:15 – 2:45 Visit the Exhibitors



Birch Room

2:45 – 4:15 **First General Session**

- **Business Meeting of the Association**

Stonewall Ballroom I & II

- **Team Building and Communication.** / David Beam, Certified Business Coach, Wheelersburg, OH
This presentation will tie to the theme for the year of “Let’s Grow WVLA Together” and will give suggestions of how we might communicate more effectively and build our team even if we are spread all over the state.

4:30 – 5:00 **Roundtable Meetings**

- Reference/ILL
- Preservation
- Technical Services
- Children’s Services

Summersville

Maple

Tygart

Stonewall Ballroom I

6:00 – 8:00 **Trans-Allegheny Asylum Paranormal and Historical Tour**

Join WVLA on the Trans-Allegheny Lunatic Asylum (and no, it is NOT a library) tour. Cost is \$25.50 per person at the asylum. If you make it through, the tour should last about 1.5 to 2 hours.

8:30 – 12:00 **Halloween Party**



Stonewall Ballrooms I & II

Thursday, October 14, 2010

9:00 – 5:00 **Registration Table Opens**

9:00 – 5:00 **Exhibitors** (Exhibits close at 5:00 for the conference)

Birch Room

8:30 – 9:45 **Breakout Sessions**

- **West Virginia Humanities Council Grants** / Amy Saunders, WV Humanities Council

Amy will discuss major grants, mini grants, fellowships and other grants available through the Humanities Council to further the Humanities in West Virginia. (Trustee Track)



Summersville Room

- **Find out how successful libraries host literacy groups at their library!** / Pam Bryan, Literacy West Virginia.

A round table event with librarians who currently host literacy groups within their library.

Tygart Room

- **We’re Going Mobile! Library services for hand-held devices.** / Penny Pugh, WVU Libraries
This session will look at the demographics of mobile phone use and at the trends that will impact public and academic libraries.

Bluestone Room

- **Connect Your Data with the Eyes That Should See It.** / Jan Anderson, Baker & Taylor

Learn how Bibliostat Connect makes it easy to find compelling statistics and present them effectively in charts and graphs that get noticed.



Stonewall Ballroom I

- **West Virginia Connecting to Collections Town Meeting** / Kathleen Bledsoe, MU Libraries and Tom Claeson, LYRASIS

The libraries, museums, and cultural heritage institutions in West Virginia have made a great response to this fall's web-based statewide preservation survey. Come hear more about the national Connecting to Collections program, West Virginia's statewide efforts, and participate in a discussion led by national preservation expert Tom Claeson to help shape the programs which will address WV's preservation needs now and in the future. **Stonewall Ballroom II**

10:15–11:30 Breakout Sessions

- **Resource Description and Access Update.** / Heather Campbell-Shock, WVLC

This session will outline what changes have occurred to the “under-development” cataloging code since the October 2009 conference, as well as what developments catalogers can expect in 2011. **Bluestone Room**

- **Funding the Public Library.** / J. D. Waggoner, WVLC

A strong financial base is the foundation of a successful public library. WV law places the responsibility for financing the library squarely on the shoulders of the public library Trustee. During this session, participants will discover and discuss the legal, moral, and creative responsibilities of the Trustee in funding the public library. (Trustee Track) **Summersville Room**

- **Getting Games Going: Adding Video Games to Your Collection.** / Jay Stephens, Director, Warren County Memorial Library, NC

This session will present ways to introduce games into the collections including ideas for special programs involving games and using games to bring more teens into the library. **Stonewall Ballroom II**

- **Magic Search: Getting the Best from Your Catalog** / Gordon Ernst, WVU Libraries

This program will illustrate how to use LC subject heading subdivisions to more effectively search your online catalog. **Tygart Room**

- **The Great Textbook War: The Past is Present.** / Henry Battle, Kanawha Valley Historical & Preservation Society, Trey Kay, Radio Journalist/Producer, and Stan Bumgardner, Exhibit Designer
- Hear a portion of the award winning 60 minute audio documentary and join the discussion session on the 1974 attempts to exercise that bane of librarians—censorship of the Kanawha County WV School Board's choice of textbooks. **Stonewall Ballroom I**

11:30 - 1:30 Visit the Exhibits See what's new in the exhibits before or after lunch **Birch Room**

11:30 – 1:30 Lunch and Poster Sessions

12:00 - 1:00 Past Presidents Lunch

Kanwaha Room

1:30 – 2:45 Breakout Sessions

- **Finding Reliable Health Resources on the Web.** / Mary Spalding, Western Maryland Area Health Education Center, Cumberland MD

This session will demonstrate reliable health resources on the web with the National Library of Medicine (NLM) sites, Medline Plus and PubMed highlighted. **Stonewall Ballroom I**

- **SAS Curriculum Pathways.** / Mark Moore, WV Department of Education

Educational resources for the areas of Math, English, Science, Social Studies, and Spanish. SAS covers middle and high school material and concentrates on problem solving and high order thinking skills. **Bluestone Room**

- **Pink Slip Madness** / Brent Aikman, Steptoe-Johnson

Regrettably, involuntary terminations occur from time to time. This session will explore the limits on the employer's discretion and how to avoid liability for wrongful discharge, as well as the importance of conducting terminations appropriately. (Trustee Track) **Summersville Room**

- **Media Literacy: The Grammar of Images & Why it Matters** / Celene Seymour, Marshall University Libraries.

This session will describe what visual and media literacy are and why they are particularly important to student learning in the media age. **Tygart Room**

- **The Joy of Censorship Roundtable** / Joe Raiola, senior editor of *Mad Magazine* and J. D. Waggoner, WVLC

This session essentially takes the form of a panel discussion between Joe Raiola and JD Waggoner. It will be an interactive session, encouraging discussion with those who attend. The focus again is on first amendment and related issues that are important to local library professionals.

Stonewall Ballroom II

3:00 – 4:15 Breakout Sessions

- **Economic Census: What's It All About?** / Dr. Majed Khader, Marshall University Libraries

Economic census sheds light on industry, company size, business specialization, detailed industrial statistics and other useful business information. Attendees will learn where and how to find such data. **Tygart Room**

- **Using MySpace, YouTube, Facebook, Twitter, and other Sites to Reach Non-users in the Community** / Heather Campbell-Shock, WVLC

A panel discussion on how different libraries use websites (MySpace, YouTube, Facebook, Twitter, Goodreads, etc.) and different technologies to find inform and inspire non-traditional library customers to become library regulars. **Stonewall Ballroom II**

- **Using VoiceThread as an Instructional Tool** / Karen Figgatt, Flinn Elementary School. VoiceThread is an innovative interactive way of instructing library skills or simply to showcase an aspect of your library. **Bluestone Room**

- **Are Mash-ups Fair Use? Copyright and Different Media Format Descriptions** / Marian Armour-Gemmen and Beth Royall, WVU Libraries

This session will discuss copyright, fair use, derivative works, licensing, public domain and plagiarism. **Stonewall Ballroom I**

- **How To's and What Not's of Minutes.** / Terri Reasor, Parliamentarian, Huntington, WV

Are you a secretary or a historian, or both? This will be a brief course on the how's and why's of taking the minutes. There will be time for questions, so come with your questions for Terri, who is a registered parliamentarian. (Trustee Track) **Summersville Room**



4:30 – 5:00 Roundtable Meetings

- Social Responsibilities
- Digital Projects
- Directors
- Legislative

Bluestone Room

Summersville Room

Tygart Room

Kanawha Room

5:00 - 6:00 Reception and Cash Bar break area and deck in front of..**Stonewall Ballrooms I & II**

6:30 – 9:00 Awards Banquet and Second General Session

Joe Raiola, senior editor of *Mad Magazine*, will give his presentation on the “Joy of Censorship”
This is a funny look at censorship and all that it entails. **Stonewall Ballrooms I & II**

Friday, October 15, 2010

8:30 – 9:45 Breakout Sessions

- **Making Your Library a Star** / Heather Campbell-Shock and Mark Lanham, WVLC
Online videos are a great and simple way for libraries to connect and communicate to their customers. With assistance from the Library Television Network, learn about the video creation process and steps on how to create library videos for the Internet. **Stonewall Ballroom II**
- **The New Thinkfinity** / Mark Moore, Technology Coordinator, WV Department of Education
Thinkfinity provides tens of thousands of educational resources, free to everyone. The new Thinkfinity community provides a way to organize your Thinkfinity and Non-Thinkfinity resources. **Tygart Room**
- **Connecting With Communities** / Mary Wilkins Jordan, Assistant Professor, Simmons College.
This session will discuss the results of a research study on finding out what communities want from their libraries. **Summersville Room**
- **Tweets, Posts & Apps: Using Social Media to reach your patrons** / Rachelle Beckner, Kanawha County Public Library
Learning how to use social media tools to market your services, people, and programs. Learn the dos and don'ts of social media; challenges of adopting these new technologies into your marketing plans and why they are key to your library's future success. **Maple Room**
- **Are You Tolerant?** / Paul Sheridan, WV Attorney General's Civil Rights Division
Mr. Sheridan will present a workshop addressing the legal and practical issues that we experience daily in dealing with people who are different than we. (Trustee Track) **Stonewall Ballroom I**

10:00 --10:45 Third General Session and the State of the Libraries

/ J. D. Waggoner, WVLC

Stonewall Ballroom II

11:00 – 11:50 Division Meetings

- Academic Library Division **Maple Room**
- Public Library Division **Stonewall Ballroom I**
- School Library Division **Tygart Room**
- Trustee Division **Summersville Room**

12:00 – 12:30 Executive Board Meeting

Birch Room