

PRELIMINARY  
PROGRAM

**Advocate**

**Educate**

**Promote**

**Praise**



Virginia Library Association Annual Conference

October 26–28, 2016 • THE OMNI HOMESTEAD RESORT • HOT SPRINGS, VA

**VLA Annual Conference**  
**VLACRL Conference-within-a-conference**

**Wednesday, October 26**

- 2:00 pm – 5:00 pm Choose one of three exciting Preconferences this year (immerse yourself in Advocacy or Sustainability; or hone your Writing Skills.) \$55 for pre-conference only; \$40 with conference registration.
- 6:00 pm – 8:00 pm Dinner on your own or Scholarship and Awards Banquet. Celebrate VLA's scholarship and award winners with a delicious sit-down dinner prepared in The Homestead's award-winning kitchen. \$55; all proceeds will be donated to the Scholarship Fund.
- 8:30 pm – 10:30 pm New Members Round Table Miniature Golf. (Free, with a cash bar.)

**Thursday, October 27**

- 8:30 am – 9:30 am Ribbon-Cutting and complimentary coffee, tea and pastries in the Exhibit Hall
- 9:30 am – 11:00 am Keynote Address by 2015 Newbery Medalist Kwame Alexander
- 11:15 am – 12:00 pm Lunch Break (make it easy with a box lunch for \$15.)
- 12:15 – 1:00 pm Concurrent Sessions
- 1:15 – 2:00 pm Concurrent Sessions
- 2:15 – 3:00 pm Poster Sessions (Fresh ideas and a refreshment break in the Exhibit Hall)
- 3:15 – 4:00 pm Concurrent Sessions
- 4:15 – 5:00 pm Concurrent Sessions
- 5:15 – 6:00 pm Business Meetings
- 6:00 pm – 8:00 pm Dinner On Your Own
- 8:00 pm – 10:00 pm All Conference Social (sweet and savory snacks provided, in addition to one complimentary glass of wine or beer.)
- 10:00 pm – ? Late-night Movie (you know there will be a librarian in the movie! Free.)

**Friday, October 28**

- 8:30 am – 9:15 am Complimentary coffee, tea and pastries in the Exhibit Hall (again!)
- 9:30 am – 10:15 am Concurrent Sessions
- 10:30 am – 11:15 am Concurrent Sessions
- 11:30 am – 1:00 pm Networking Lunch with Past-ALA President Maureen Sullivan (\$30)
- 1:15 pm – 2:00 pm Concurrent Sessions
- 2:15 pm – 3:00 pm Concurrent Sessions
- 3:00 pm End of Conference/Scholarship Basket Raffle

**Click here to register: <http://tinyurl.com/2016VLA>**

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## PRESIDENT'S MESSAGE

Welcome to the gorgeous Omni Homestead Resort in beautiful Hot Springs, Virginia for the 2016 Virginia Library Association Annual Conference. We are thrilled to be in the western side of Virginia for the first time in nine years! The resort offers so much to do and the surrounding grounds are so beautiful this time of year that every attendee should relax and enjoy a great conference. We are also very happy to provide a conference app once again to make lining up your best sessions very easy to do. Networking and professional development opportunities abound during this conference, and we hope you take full advantage of all we have planned to make this **The Best Conference Ever!**

In honor of The Homestead's 250th Anniversary they are serving a different cake every day of the year at 2:50 PM. Be sure to join your colleagues in the grand foyer for cake and coffee at the appointed hour. You can have your cake and eat it too!

This year our theme, **Educate, Advocate, Promote, Praise, Repeat**, came about in a rather serendipitous way, when I said to Lisa Varga one day that I spend a great deal of time advocating, promoting and praising, and we immediately decided it was a great conference theme! The theme ties in very nicely with much of what so many of us in libraries accomplish on a daily basis. We are pleased that so many of you joined us at this time and we hope you will leave here with new ideas and renewed energy.

We'll kick things into high gear with a **Scholarship and Awards Banquet** on Wednesday evening. This year VLA has four new awards and we are very excited to be awarding our inaugural Graphic Novel Diversity Awards, which have received national attention from graphic novel publishers. Another new award near and dear to my heart is the Donna G. Cote Librarian of the Year Award, named after my predecessor who led the Central Rappahannock Regional Library for 34 years. After the awards and dinner, be sure to check out the New Members Round Table Mini Golf in The Homestead, a free event, but with a cash bar offering. What could be more fun after a great dinner and awards?

After breakfast on Thursday morning be sure to join all of your colleagues for our Keynote Address by 2015 Newbery Medalist Kwame Alexander, author of **Acoustic Rooster and His Barnyard Band**, **The Crossover** and **Booked**. Copies will be available for purchase and signing after the talk. I'm sure there will be more excellent sessions and presentations than you will have time to attend! We are once again offering VLACRL's "conference within a conference." You don't need to work in an Academic library to at-



Martha Hutzel

tend – the sessions are open to everyone.

The success of every conference depends on our loyal and dedicated vendors in the Exhibit Hall, many of whom make our events and scholarships possible. Be sure to stop by their booths, check out their products and services and register for their raffle drawings. However, the raffle tickets you will want to be certain to purchase will be for the VLA scholarship baskets! The proceeds from ticket sales go to scholarships for library school. We are celebrating our 25th year of offering scholarships in 2016! There are a wide variety of great basket themes and the lucky winners will be announced on Friday afternoon.

After some great concurrent sessions on Friday morning, plan to join **ALA Past President Maureen Sullivan** for a Networking Lunch. This will be an excellent opportunity to share ideas, network and learn something new from a nationally recognized library leader. Concurrent sessions continue until 3:00, when our conference comes to an earlier-than-usual close so you may enjoy a beautiful drive home enjoying the fall colors, or an afternoon stroll around the resort grounds. Or a last slice of 250th anniversary cake!

Should you have any questions while at the conference, please find me, Lisa Varga, anyone from the Conference Committee, or visit the Registration Booth in the Exhibit Hall. On behalf of VLA, I sincerely hope you enjoy this great conference planned for you by the Conference Committee.

Martha M. Hutzel, President  
Virginia Library Association

## Opening General Session and Keynote Speaker Kwame Alexander

Thursday, October 26, 9:30 am – 11:00 am



### THE GOOD ONES: How Language Marginalizes and Literature Empowers

During this lively keynote address, Kwame discusses equity in education, and shares stories and poems that speak to the power of books as mirrors and windows. He concludes with a set of creative tools and strategies that help teachers help ALL students imagine a better world through accessible and meaningful literature.

Book sales and signing in the Exhibit Hall immediately following keynote. Please visit O'Brien Associates booths 505, 507 and 509 for sales.

**Kwame Alexander** is a poet, musician and educator whose influence within the literary community stretches far beyond the 18 books he's written. He wrote his first poem when he was 12. The poem was for his Mom on Mother's Day. In college, he wrote a poem for another girl ... the girl who ended up being his wife.

Kwame is the founder of two literacy organizations: Book-in-a-Day and LEAP for Ghana. Kwame is a national and international literacy ambassador, having traveled to five continents to lead writing and publishing workshops at schools and conferences. In the U.S., he visits schools and libraries to read his poems and encourage literacy.

In 2015, he became the first writer-in-residence at Bank Street College of Education. He is also the recipient of the 2015 Newbery Medal for his novel, *The Crossover*.

## Conference Information

### LODGING

The Omni Homestead is offering the following incredible group rates (same rate for single or double occupancy) RESERVE YOUR HOTEL ROOM: <http://www.omnihotels.com/hotels/homesteadvirginia/mee#ngs/virginalibraryassociation>

Two nights \$250 + resort fee and taxes (Wednesday and Thursday) One night \$155 + resort fee and taxes (Wednesday or Thursday)

Add Tuesday or Friday for \$155 + resort fee and taxes (based on availability)

The address of the Omni Homestead Resort is 1766 Homestead Dr, Hot Springs, VA 24445.

### REGISTRATION RATES

July 16 – October 12: Advance Registration

	VLA Members*	Non Members
Full Conference	\$175.00	\$262.50
Full Conference for Session Presenters	\$87.50	\$131.25
Full Conference for Student/Retiree/Trustee Members of VLA	\$95.00	N/A
One Day (Thursday or Friday)	\$125.00	\$187.50
One Day (Session Presenters)	\$60.00	\$95.00
One Day (Student/Retiree/Trustee Members of VLA)	\$70.00	N/A
One Day (Presenters who are also Student/Retiree/Trustee Members)	\$55.00	N/A

### Tickets

	VLA Members*	Event Only
Preconference: Sustainability with Rebekkah Smith Aldrich (Wednesday, 2pm – 5pm)	\$40.00	\$55.00
Preconference: Advocacy and Elevator Speech Boot Camp with ALA's Jamie LaRue Marci Merola (Wednesday, 2pm – 5pm)	\$40.00	\$55.00
Preconference: Writing Academy with the Virginia Libraries Journal Editorial Board (Wednesday, 2pm – 5pm)	\$40.00	\$55.00
Bundled Meal Plan (includes Tickets 1-3)	\$90.00	\$90.00
Ticket 1: Wednesday Evening 25 <sup>th</sup> Annual Scholarship & Awards Banquet	\$55.00	\$55.00
Ticket 2: Box Lunch Ticket	\$15.00	\$15.00
Ticket 3: Friday Luncheon with ALA Past President Maureen Sullivan	\$30.00	\$30.00
<b>Complimentary Events:</b>		
Wednesday Night NMRT Mini Golf Social (cash bar)	\$0.00	\$0.00
Thursday Late Night Movie	\$0.00	\$0.00

### REGISTRATION DEADLINES

Advance Registration ends October 12. All registrations received after October 12 are subject to a \$25.00 fee. All cancellations must be made in writing prior to October 12 and will be subject to a \$20.00 processing fee. No meal tickets can be purchased after October 12 or onsite.

## Preconferences

### Sustainable Thinking for the Future of Libraries

WEDNESDAY, OCTOBER 26, 2:00 pm – 5:00 pm

Presenter: Rebekkah Smith Aldrich

While **change is inevitable and threats to libraries are real**, what may need to change the most is how we think and talk about **why libraries**, of all types, are critical to **the success of our civilization**. Libraries must take an active, visible role in building sustainable, resilient and regenerative communities. Our future as libraries depends on it.

“Sustainable Thinking” is a concept that aligns the core values of libraries with the “Triple Bottom Line” definition of sustainability, to result in libraries that are:

- Sustainable: have the capacity to endure
- Resilient: can bounce back in the face of disruption
- Regenerative: bring new and energetic life to their communities

In this session we will explore how to infuse the core value of sustainability into everything we do, taking a whole systems approach to leading our libraries into the future and building our base of support among those we serve along the way.

Those we serve – throughout the communities of Virginia - are **depending on us** to lead the way! The attitude we have about the existing situation will help us see **opportunities** to move our libraries forward, secure operating funds, and breed **intense loyalty** among those we serve.

At the end of this workshop participants will:

- Understand the urgency behind the need to think differently about our future
- Be mobilized to think sustainably about the future of their library and their community
- Have new tools and inspiration for helping their communities thrive
- Advance with confidence into the unknown



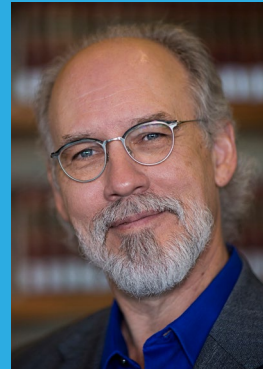
**Rebekkah Smith Aldrich** (MLS, LEED AP, CSBA) is a passionate advocate for public libraries because she knows that libraries can change the world. Rebekkah currently serves as the Coordinator for Library Sustainability at the Mid-Hudson Library System (NY) where she daily assists 66 public libraries in the areas of leadership, funding and facilities. Rebekkah holds an advanced certificate in Public Library Administration from the Palmer School of Library and Information Science at Long Island University; is a Leadership in Energy and Environmental Design Accredited Professional (LEED AP); a certified Sustainable Building Advisor; the author of the Handbook for New Public Library Directors in New York State; co-author of the *Handbook for Public Library Trustees in New York State* and author of the forthcoming book *Sustainable Thinking* from ALA Editions. A founding member of the American Library Association's Sustainability Roundtable,

Rebekkah is proud of her work to help pass the 2015 ALA Resolution on the Importance of Sustainable Libraries. Named a Library Journal Mover & Shaker, Rebekkah is a frequent national presenter on the topic of leading libraries forward in smart, practical and effective ways.

WEDNESDAY, OCTOBER 26, 2:00 pm – 5:00 pm

## Advocacy and Elevator Speech Boot Camp with ALA's Jamie LaRue and Marci Merola

"Who needs libraries?" Beneath those three words is an iceberg of messaging, a fundamental challenge not only to librarians, but to our society. In this joint effort of ALA's Office for Library Advocacy and the Office for Intellectual Freedom, we'll explore some of the brutal facts of our environment, celebrate our assets, and offer practical tips to reclaim a moral sanction for the work we do, and the support our communities deserve.



**Jamie LaRue** is the director of the ALA's Office for Intellectual Freedom, and the Freedom to Read Foundation. Author of *The New Inquisition: Understanding and Managing Intellectual Freedom Challenges*, LaRue was a public library director for many years, as well as a weekly newspaper columnist and cable TV host. He has written, spoken, and consulted on leadership and organizational development, community engagement, and the future of libraries.

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**Marci Merola** has been the Director of ALA's Office for Library Advocacy since its formation in 2007, providing advocacy resources, tools and support to librarians, staff and advocates at the state and local levels, speaking nationally and internationally on library advocacy, as well as working to integrate advocacy efforts throughout the association. She came to ALA in 2001 as the Advocacy Specialist within the ALA Public Information Office. Marci vaguely recalls having other careers and interests prior to her work with libraries, including a career in the publishing industry, working as a freelance writer in the not-for-profit sector, and a passion for poetry, other creative writing and all things language. She has a Bachelor of Arts in English and Journalism from Northern Illinois University and a Masters in Library Science from Dominican University. She lives in Chicago, where she was born and raised.

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WEDNESDAY, OCTOBER 26, 2:00 pm – 5:00 pm

## Writing Academy with the Virginia Libraries Journal Editorial Board

The *Virginia Libraries* Editorial Board invites participants from all types of libraries or library degree programs to this hands-on Writing Academy session. Join us for a discussion of writing goals, the writing process, and tips for preparing journal article manuscripts for submission (to *Virginia Libraries*, or elsewhere). The 3-hour session will focus on brainstorming and developing individual writing goals, and will include discussion and hands-on activities to prepare, and make a start towards your next writing project. Participants attending this session can expect to: 1. Have time to develop topic ideas with fellow participants and Writing Academy facilitators; 2. Identify and be able to apply submission guidelines for *Virginia Libraries* journal (and other journals) while planning a writing project; and 3. Be familiar with expectations and review criteria for journal articles submitted to *Virginia Libraries* journal or other journal publications.

Thursday, 10/27/2016, 8:30 am – 9:30 am

### Exhibit Hall Ribbon Cutting and Registration Packet Pick-Up

Ribbon Cutting outside the Grand Ballroom; pick up your registration packet at the rear of the hall. Complimentary coffee, tea and pastries will be served.

Thursday, 10/27/2016, 9:30 am – 11:00 am

### Opening General Session

Join your colleagues as we officially open our 2016 conference with a Keynote Address by Kwame Alexander. Hosted by 2016 VLA President Martha Hutzell. Kwame Alexander is a Virginia resident, poet, educator, and New York Times Bestselling author of 21 books, including *BOOKED* and *THE CROSSOVER*, which received the 2015 John Newbery Medal for the Most Distinguished Contribution to American literature for Children, the Coretta Scott King Author Award Honor, The NCTE Charlotte Huck Honor, the Lee Bennett Hopkins Poetry Award, and the Paterson Poetry Prize.

Thursday, 10/27/2016, 11:15 am – 12:00 pm

### Kwame Alexander Book Sales and Signing in the Grand Ballroom Exhibit Hall

Box lunch distribution begins at 11:30 in the rear of the hall, near registration. Tickets (\$15) must be ordered prior to October 12. No tickets will be sold onsite. Regular, vegetarian, vegan, gluten-free, and gluten-free vegan options will be available.

## Track/Session Key

- ADV** Advocacy
- CIRC** Circulation
- COLL** Collection Development
- D&I** Diversity & Inclusion
- FAC** Facilities
- HIST** Local History, Genealogy, and Oral History
- LAW** Law/Legal Information
- LDF** Leadership Development Forum
- NEW** New Members
- OS** Outreach Services
- PRO** Programming
- TSTF** Technical Services & Technology Forum
- VLACRL** Virginia Library Association College and Research Libraries
- YS** Youth Services

**THURSDAY CONCURRENT SESSION  
FIRST BLOCK, 12:15 pm – 1:00 pm**

Thursday, 10/27/2016, 12:15 pm - 1:00 pm

**(Almost) No Rules, Just Right:  
Open-Ended Youth Programming**

PRO TSTF YS INTERMEDIATE

Open-ended programs are perfect for libraries as they give kids and teens the opportunity to create and explore at their own pace and in ways that interest them most. Discover the benefits of open-ended exploration, see successful high-tech and low-tech programs, and learn how to host your own open-ended programs.

Presenters: Diana Price and Deadre Henderson, Alexandria Library

Thursday, 10/27/2016, 12:15 pm - 1:00 pm

**My 2 Cents: Injecting New Life  
into your Library with a Minuscule  
Budget**

ADV LDF NEW OS PRO

Learn how one large rural library system in Southeast Virginia transformed the way they delivered library services without the high price tag. This session promises to deliver ideas that are realistic and attainable on a shoe-string budget.

Presenter: Jenny Bailey, Blackwater Regional Library

Thursday, 10/27/2016, 12:15 pm - 1:00 pm

**Saving the World, One Library at a  
Time**

ADV BEGINNER, INTERMEDIATE, ADVANCED

Our future is uncertain. Disruption to our economy, our environment and our society creates communities that are faced with unprecedented challenges. The choices library leaders make today on behalf of their institutions and communities will shape the future. Now is the time to deploy sustainable thinking to align libraries' core values and resources with the local and global community's ability to endure and bounce back from disruption. We have the power, let's use it for good.

Presenter: Rebekkah Smith Aldrich, Mid-Hudson Library System, NY

Thursday, 10/27/2016, 12:15 pm - 1:00 pm

**What Do I Read Next? Adventures  
in Online Reader's Advisory**

OS PRO

Learn how JMRL created an online reader's advisory service using collaborative project management software (Google Drive), staffed it, and promoted it to patrons. We'll also touch on how our strengthened RA skills led to other related projects.

Presenter: Erica Younglove, Jefferson-Madison Regional Library

Thursday, 10/27/2016, 12:15 pm - 1:00 pm

**From Drab to Fab: A Bookmobile  
Cinderella Story**

How a community rallied around its rural library system to replace an old Bookmobile without a vehicle replacement fund and expand the reach of an outdated Outreach department. Learn about challenges and opportunities and get ideas that could work at other systems.

Presenters: Helen Presnell and Julie Goyette, Rockbridge Regional Library System

Thursday, 10/27/2016, 12:15 pm - 1:00 pm

**The Alchemy of Your Career:  
Spinning Straw into Gold**

VLACRL LAW LDF BEGINNER

This program discusses strategies for capitalizing on positive experiences and recovering from missed opportunities from the dual perspectives of the manager/supervisor and the employee.

Presenter: Caroline Osborne, Washington & Lee University School of Law

Thursday, 10/27/2016, 12:15 pm - 1:00 pm

**Identity Theft - A First Hand  
Perspective**

The U.S. government is looking out for you - or so we hope. A number of agencies at both the state and national level are working to make it easier to recover from identity theft and to make it more difficult to perpetrate. This session will give an overview of the process to follow if you or your library user's identity is stolen.

Presenter: Barbie Selby, University of Virginia

Thursday, 10/27/2016, 12:15 pm - 1:00 pm

**Free Lunch? Really?**

PRO YS BEGINNER, INTERMEDIATE  
A surprising 15,800,000 American children lack consistent access to enough nutritious food. This problem is magnified in summer when school lunches are unavailable. How can a library make a difference for young customers? Explore three unique Summer Food Service programs for youth that are hosted by public libraries.

Presenters: Teresa K. Cain and Darcie Caswell, Central Rappahannock Regional Library; Betsy Henning, Pamunkey Regional Library

Thursday, 10/27/2016, 12:15 pm - 1:00 pm

**Poster Sessions for Public Librarians**

ADV LDF OS PRO BEGINNER  
Conference posters are not just for the academics any more. In this session, participants will explore several kinds of posters that can be used for different purposes in all kinds of libraries. Perhaps you want to get feedback or other information about an idea or plan. You could be trying to advocate for continued support from your Friends. Whatever your purpose, posters are a great way to show—not just tell—your library's story both at meetings and at home. Bring an idea for your own poster, and leave with a first sketch for what it might look like in public!

Presenter: K.T.L. Vaughan, James Madison University Libraries & Educational Technologies.

Thursday, 10/27/2016, 12:15 pm - 1:00 pm

**Space Planning: Using Building  
Audit, Benchmarks, and Buy-In to  
Reconfigure Library Space**

FAC INTERMEDIATE  
Old Dominion University Libraries is reassessing the physical space of its main library to address future needs and better meet current needs of all users. A space plan was created through a comprehensive building audit and student/faculty/staff input to maximize efficiency and design areas to meet a variety of functions.

Presenters: Kathryn Boone and Morel Fry, Old Dominion University

Thursday, 10/27/2016, 12:15 pm - 1:00 pm

**Publishing With Peers: Join a  
Writing Circle**

VLACRL INTERMEDIATE  
Educate, advocate, promote, praise, and repeat through scholarly writing. When it comes to engaging in scholarship, librarians often need support, advice, and suggestions. This session will describe the presenter's experience participating in a pilot project sponsored by ACRL's College Libraries Section (CLS) Peer Writing Circle Service.

Presenter: Stacy Baggett, Shenandoah University

Thursday, 10/27/2016, 12:15 pm - 1:00 pm

**Finding Common Ground: Schools  
Censorship, and Legislative  
Advocacy**

Recent events in Virginia have underscored the challenges of a coordinated response from library organizations regarding issues of censorship and legislation that arise in public school and public library settings. This panel will explore how librarians can forge common ground between divergent groups of stakeholders in the library community and translate shared purpose into useful action.

Presenters: Shari Henry, VLA Intellectual Freedom Committee Chair; Carolyn Vibbert, Virginia Association of School Librarians; Tom Shepley, VLA Legislative Committee Chair; Jamie LaRue, ALA Office of Intellectual Freedom. Moderated by John Ulmschneider, VLA Legislative Committee member

**THURSDAY CONCURRENT SESSION  
SECOND BLOCK, 1:15 pm – 2:00 pm**

Thursday, 10/27/2016, 1:15 pm - 2:00 pm

**Calm the Conflict! De-escalate  
the Drama!** CIRC D&I LDF YS BEGINNER,  
INTERMEDIATE

We will discuss common conflict situations library staff could encounter. Participants will learn key indicators of conflict and will learn best-practice techniques for de-escalation. Our session will incorporate role-playing exercises to build rapport with library patrons. This session will include a focus on interaction with children, teens, and their parents.

Presenters: Jeffrey Wood and Marissa Mazek, Roanoke Public Libraries

Thursday, 10/27/2016, 1:15 pm - 2:00 pm

**Ukuleles and Baboon Skulls:  
Integrating 3D Printing into Library  
Programs and Services** OS PRO TSTF  
YS INTERMEDIATE

Are you curious about 3D printing, but unsure of the benefits of having a printer at your library? Come and learn some of the ways that CCPL has been using 3D printing in classes, programs, outreach, and community engagement, and how your library can unlock the potential of 3D printing!

Presenter: Ben Strohm, Chesterfield County Public Library

Thursday, 10/27/2016, 1:15 pm - 2:00 pm

**Public Library Collection  
Management Discussion Forum** COLL  
TSTF BEGINNER, INTERMEDIATE

This will be our second meeting, the first since our discussion session at the 2015 VLA Conference. This will provide an opportunity to follow-up, to share information, network and discuss aspects of Collection Management: Acquisitions, Selection, Collection Maintenance, Collection Analysis and emerging issues.

Presenters: Ann Theis, Henrico County Public Library; Adrian Whicker, Roanoke County Public Library

Thursday, 10/27/2016, 1:15 pm - 2:00 pm

**Come Together, Right Now: The Way  
We Collaborate to Ensure System  
Wide Thinking** CIRC COLL NEW PRO

BEGINNER, INTERMEDIATE

Collaboration is a vital part of making CCPLS run in sync. We will discuss how the Program Team and Public Services Librarians work together towards system wide thinking through monthly and weekly meetings as well as wiki sharing. Also on the table: Staff Meetings, and why it is still so important to have them.

Presenters: Dana Bomba and Jen Phillips, Campbell County Public Library

Thursday, 10/27/2016, 1:15 pm - 2:00 pm

**At-Risk Readers and Survival in  
Young Adult Literature** D&I YS BEGINNER,  
INTERMEDIATE

Explore strategies for engaging at-risk and underserved youth through programming and literature recommendations. The panel features three Virginia authors of contemporary realistic YA literature, moderated by a Virginia librarian who works with incarcerated young adults.

Presenters: Katarina Spears, St. Martin's Press; Kristen-Paige Madonia, Simon & Schuster Publishing; Wini Ashooh, Central Rappahannock Regional Library System; Hannah Barnaby, Knopf Publishing

Thursday, 10/27/2016, 1:15 pm - 2:00 pm

**If You Plan It, They Will Come: A  
How-To Guide for Planning and  
Promoting Live Author Events at  
Your Library** D&I OS PRO BEGINNER,  
INTERMEDIATE

Are you curious to try something new to promote your library and programs to people in your community and around the state? With years of experience planning the Virginia Festival of the Book, we will guide you in planning and promoting live author events to attract new audiences.

Presenters: Sarah Lawson and Jane Kulow, Virginia Center for the Book

Thursday, 10/27/2016, 1:15 pm - 2:00 pm

**Celebrating Children's Day/Book  
Day/Dia! Programs in your Virginia  
Library** ADV D&I OS PRO YS BEGINNER

Join us to learn how you can bring culturally enriching, fun and educational programs that celebrate Día, a national initiative emphasizing the importance of literacy for children of all backgrounds, to your library. Come for a fiesta of ideas!

Presenters: Jeri Morton and Lisa Brady, Chesapeake Public Library

Thursday, 10/27/2016, 1:15 pm - 2:00 pm

**How to Teach Oral History in a  
Public Library** HIST BEGINNER

Do you want to help others document their personal history or the history of their community? Come to this session to learn how to put together an oral history class. I will give helpful advice about how to name the class, create a safe place to share ideas, determine class length, and share useful oral history resources.

Presenters: Alan Hale, Roanoke County Public Library

Thursday, 10/27/2016, 1:15 pm - 2:00 pm

**Library Lushes: Tips and Tricks to  
Coordinating Library Socializing  
Events** D&I NEW OS BEGINNER

Socializing is one of the best ways to network within the library profession. The Virginia Library Socializers has been successful in organizing social events throughout various regions of Virginia since 2011. This session will cover tips for arranging and promoting social events, as well as topics to cover while socializing.

Presenters: Cammy Koch, Henrico County Public Library; Jenny Stout, Virginia Commonwealth University

Thursday, 10/27/2016, 1:15 pm - 2:00 pm

**Jefferson Cup Winners Spotlight**

Please join Jefferson Cup winners Melanie Crowder, author of *Audacity*, and Caroline Starr Rose, author of *Blue Birds*, as they discuss the inspiration for their novels, the research process, and writing in verse.

Presenters: Melanie Crowder and Caroline Starr Rose

Thursday, 10/27/2016, 1:15 pm - 2:00 pm

**Back to the Whiteboard: Large  
Whiteboards and Group Activities in  
Library Instruction** VLACRL FAC BEGINNER,  
INTERMEDIATE

Learn how Mary Baldwin University librarians improved student engagement in library instruction by updating learning spaces with whiteboard paint. This session will cover how to plan a similar renovation, ideas for active learning in a whiteboard painted space, and how we measured increased engagement.

Presenters: Paula Kiser and Anaya Jones, Mary Baldwin University

Thursday, 10/27/2016, 1:15 pm - 2:00 pm

**Building a Digital Humanities  
Community - A Collaboration  
Between Library and IT** VLACRL LDF  
OS TSTF BEGINNER

Through a grant from the Virginia Foundation of Independent Colleges, representatives from both Bridgewater College's IT Center and Library were able to create a Digital Humanities Working Group for faculty. We will outline our successes in building a learning community, along with the challenges that we faced along the way.

Presenters: Cori Strickler and Emily Goodwin, Bridgewater College

**AFTERNOON COFFEE AND SNACK  
BREAK IN THE EXHIBIT HALL,  
POSTER SESSIONS  
2:15 PM – 3:00 PM**

**THURSDAY CONCURRENT SESSION  
THIRD BLOCK, 3:15 PM – 4:00 PM**

Thursday, 10/27/2016, 3:15 pm - 4:00 pm

**GenreCon: Where Pop Culture and Literature Collide** PRO BEGINNER

Learn about the GenreCon series of programs targeted to the difficult-to-reach 13-30 age group. GenreCon melds pop culture and fiction to create a multi-generational space for fans to share their love of a particular character or literature genre. Discover how to adapt this flexible educational and entertaining programming concept to fit your library and community regardless of your space or budget restrictions.

Presenters: Katherine Dow and Rebecca LaPlante, Alexandria City Public Library

Thursday, 10/27/2016, 3:15 pm - 4:00 pm

**Synergistic Success: Combining Teen Volunteers and School Age Programs** PRO YS

Everyone wants more teens in the library, and everyone wishes we could expand the programs we offer school-age customers. By thinking outside traditional volunteer jobs, you can discover and maximize the talents of your teen volunteers, making their contributions more meaningful while they create exciting, hands-on experiences for children.

Presenters: Jody Lewandowski and Josie Wold, Central Rappahannock Regional Library

Thursday, 10/27/2016, 3:15 pm - 4:00 pm

**Change is Inevitable. It's how you Respond that Matters.** VLACRL LDF NEW BEGINNER, INTERMEDIATE

Managers seek out employees who adapt to changing circumstances. From personal career decisions, to organizational level change, hear from a panel of librarians with first-hand experience navigating change in libraries today. Participants will hear our strategies for riding both sides of the change wave: personal and organizational, and begin to develop their own plans for adaptability.

Presenters: Shaunna Hunter and Brian Burns, Hampden-Sydney College; Tammy Hines, Longwood University

Thursday, 10/27/2016, 3:15 pm - 4:00 pm

**Building A Human Library In A Correctional Facility** INTERMEDIATE

Prisons are microcosms of our society. Discover how incarcerated individuals are striving to reduce intolerance and prejudices in their day-to-day lives. Recognizing the negative power of a lack of understanding, volunteer prisoners become walking, breathing books and are available for checkout. Learn how this opens up new understanding for all.

Presenters: Freida Hull, St. Brides Correctional Center

Thursday, 10/27/2016, 3:15 pm - 4:00 pm

**Put VLA.org to Work for You** NEW BEGINNER

During this session, participants will learn about new opportunities for networking and professional development on VLA.org. Then we will moderate a lively discussion of ideas to make VLA.org work better for you. This is your chance to learn how VLA.org can help you educate, advocate, promote, praise and repeat!

Presenters: Elizabeth Land, York County Public Library; Marlene Brawner, Hampton Public Library

Thursday, 10/27/2016, 3:15 pm - 4:00 pm

**Be the change** CIRC LDF NEW BEGINNER, INTERMEDIATE

Managing change, especially rapid, stressful change, can be challenging and difficult for the most resilient employee. But, change can bring opportunities for growth and positive transformation. This program introduces a healthy process for navigating workplace change.

Presenter: Tracy Sumler, DC Public Library

Thursday, 10/27/2016, 3:15 pm - 4:00 pm

**A Vertical File, One Donor and Some Ghost Busters** COLL HIST OS PRO BEGINNER

Our clippings file took a quirky path to becoming The Ann K. and Preston H. Leake Local History and Genealogy Collection. Along the way we encountered donated attic treasures, a donor and a haunted historical site. From these opportunities we grew programs, outreach, and online services, and the evolution continues.

Presenters: Jeanie Langford, Nandhitha Agaram and Chandra McPherson, Appomattox Regional Library System

Thursday, 10/27/2016, 3:15 pm - 4:00 pm

**Rapunzel Can Rap: Storytelling with Songs** PRO YS BEGINNER

If stories shape our world, music is the heartbeat of human experience. This workshop will discuss the important marriage of music and storytelling for children. You'll come away with useful tips and strategies for creating compelling, musical retellings. At the end, we'll write a rap retelling of our very own!

Presenter: Linde Furman, Roanoke Public Libraries

Thursday, 10/27/2016, 3:15 pm - 4:00 pm

**Fixer Upper: Lessons Learned from Renovating a Library System from Programs to Policies** CIRC FAC LDF OS TSTF INTERMEDIATE

In 2013, the Suffolk Public Library started a complete overhaul of its library system. From programs to policies, storytimes to staff, books to buildings, SPL left no stone unturned. This isn't a story of a library who did everything right, rather a story about the bumps along the way and lessons learned.

Presenters: Sarah Townsend, Clint Rudy, Alicia Phinney and Liz Steyer, Suffolk Public Library

Thursday, 10/27/2016, 3:15 pm - 4:00 pm

**Finding the Time to be Active in the Library Classroom** VLACRL BEGINNER

Finding time for active learning in library instruction is challenging when there is a lot to cover in one session. Providing short, active learning opportunities during one-shots can positively impact student learning. Participants in this session will engage in activities that can be used to increase student success in library one-shots.

Presenters: Lucinda Rush and Rachel Stott, Old Dominion University Libraries

Thursday, 10/27/2016, 3:15 pm - 4:00 pm

**An Open Textbook Approach to OER: VIVA and The Open Textbook Network** VLACRL LDF PRO INTERMEDIATE

In the Spring of 2016, VIVA joined the Open Textbook Network (OTN) -- a growing collaboration of schools, universities, and institutions that promotes access, affordability, and student success through the use of open textbooks. Nominated by their Deans or Directors, three system leaders were selected by VIVA to attend the Open Textbook Network Summer Institute at the University of Minnesota, and over thirty campus leaders throughout Virginia were selected to attend Campus Leader Training in early October. Hear from VIVA representatives about the decision to join the OTN and their hopes for the future. Listen to a selection of these librarians discuss what they learned and their plans for their institution and in collaboration. Time will be reserved for discussion and questions.

Presenters: Anita Walz, Virginia Tech; Anne Osterman, VIVA; Claudia Holland and Genya O'Gara, George Mason University; Jimmy Ghaphrey, Virginia Commonwealth University; Olivia Reinauer, Tidewater Community College

SPECIAL SESSION: 4:15 PM – 6:15 PM

**VIVA Users Group Meeting**

Visions for an Evolving Consortium: Voices from the Member Libraries

A series of lightning talks will provide a variety of perspectives on the challenges and opportunities that libraries are facing and how a consortium can play a role in helping its members move forward together. Topics to be discussed include community outreach, open educational resources, linked data, knowledge bases, digital humanities, scholarly communication, and staffing. ALSO: VIVA will update attendees on the consortium's activities; vendors will provide brief updates on their VIVA-subscribed products; and door prizes will be awarded!



**THURSDAY CONCURRENT SESSION  
FOURTH BLOCK, 4:15 PM – 5:00 PM**

Thursday, 10/27/2016, 4:15 pm - 5:00 pm

**A Fair to Remember: 3 Quick Steps to Festival Planning** ADV D&I LDF OS PRO YS INTERMEDIATE

Each year the Roanoke Public Libraries reach almost 40,000 citizens through their outreach programs. Of these programs, their fairs and festivals are the most successful. Come and learn how to plan, organize and present an easy community building experience in your community.

Presenters: Amanda Brown, Amber Lowery and Jason Lane, Roanoke Public Libraries

Thursday, 10/27/2016, 4:15 pm - 5:00 pm

**Improving the Health, Safety and Well-being of LGBT Populations**

VLA-CRL COLL D&I YS BEGINNER

LGBT individuals face many barriers in accessing healthcare, including discrimination, lack of access, misunderstanding, and fear. As a consequence, many LGBT individuals do not regularly access appropriate and timely care. The more informed healthcare professionals are, LGBT patients and clients will become more comfortable in an environment that is often alienating, disrespectful, and traumatic.

Presenters: Tony Nguyen, National Network of Libraries of Medicine, SE/A

**2016 VLA Scholarship BASKET RAFFLE**

Your donations and raffle ticket purchases help to fund the VLA Scholarship and the Clara M. Stanley VLA Professional Associates Scholarship. Please contact Lucinda Rush [lrush@odu.edu](mailto:lrush@odu.edu) regarding basket donations. Winners will be selected on Friday afternoon; you do not need to be present to win. Your basket may be picked up by a colleague but must be claimed by 4:00 pm. Cost for tickets: \$2 each or 3 for \$5.

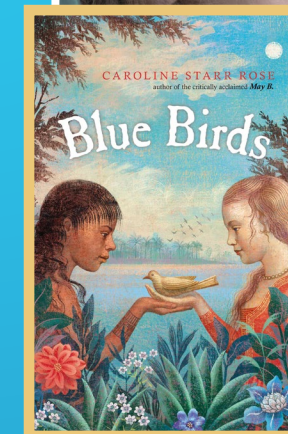
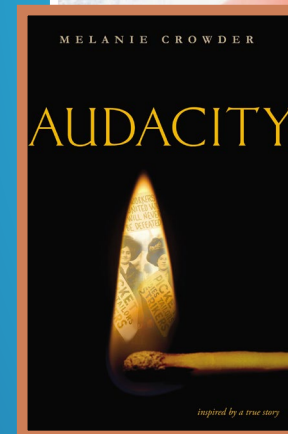
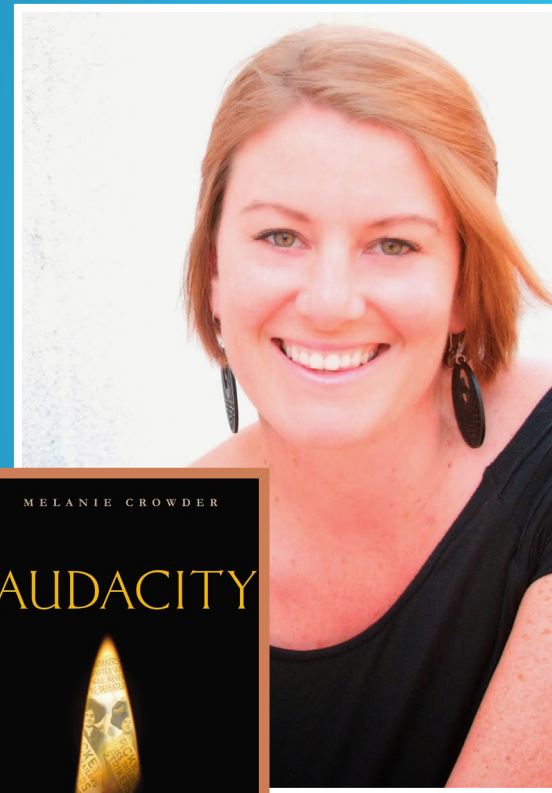


**The 2016 Jefferson Cup Award Winners will be honored at the 25th Anniversary Scholarship and Awards Banquet on Wednesday, October 26, from 6:00 pm - 8:00 pm at the Omni Homestead Resort.**

Individual tickets \$55.00 (must be ordered by October 12)

**Melanie Crowder, 2016 Jefferson Cup Award winner for Young Adult Readers for *Audacity*.**

**Caroline Starr Rose, 2016 Jefferson Cup Award winner for Young Readers for *Blue Birds*.**



Melanie Crowder and Caroline Starr Rose will co-present a session on Thursday, October 27, from 1:15 pm - 2:00 pm. Copies of their winning titles will be available for purchase in the Exhibit Hall and both authors will sign their books beginning at 2:15 pm on Thursday, also in the Exhibit Hall.

Thursday, 10/27/2016, 4:15 pm - 5:00 pm

### Creating a Culture of Leadership in Your Library **LDF** INTERMEDIATE

Creating a culture of leadership is a key component in your organization's ability to grow year over year. It is not something that can be implemented; rather a culture of leadership evolves organically by taking the necessary steps and investing the time and resources that are required to create leaders throughout your organization.

Presenter: Andrew Sanderbeck, People Connect Institute

Thursday, 10/27/2016, 4:15 pm - 5:00 pm

### Managing with Purpose: Integrating Assessment, Planning, and Budgeting **LDF** INTERMEDIATE

This session will equip participants (not just directors!) to manage library services strategically in response to evolving customer needs and environmental conditions. Come learn about concepts and tools such as the logic model, the business model canvas, opportunity cost, six dimensions of assessment, and the principal-agent problem.

Presenter: Greg Smith, Liberty University

Thursday, 10/27/2016, 4:15 pm - 5:00 pm

### 50 Shades of Gray? Well, Maybe Just 3 or 4! **LDF** **CIRC** **YS** INTERMEDIATE

In spite of codes of ethics, Bill of Rights, and policy manuals galore, still there are tricky situations. Join us for an open and facilitated discussion about some recurring issues that just aren't black and white! We may not find all the answers, but together we might come up with some interesting ideas.

Presenters: Candace Schmidt and Rhonda Belyea, Central Rappahannock Regional Library

Thursday, 10/27/2016, 4:15 pm - 5:00 pm

### Where Are the Pirate Books? A Simplified Approach to Picture Book Organization **TSTF** **YS** BEGINNER, INTERMEDIATE

"Where are the truck books? Where are the princess books?" These questions are familiar to any children's librarian. Our library devised a simplified, visual approach to organizing picture books which allows pre-readers to independently browse the collection. Learn how we increased our circulation by 40% without alienating our cataloger.

Presenters: Lisa Tyson and Erica Hall, Tazewell County Public Library

Thursday, 10/27/2016, 4:15 pm - 5:00 pm

### Telling Your Story : Outputs, Outcomes and Real Impact **ADV** **LDF** INTERMEDIATE

Get the attention of your funders, Friends, and community by telling the story about the difference you make. Learn to distinguish between output and outcome measures and when to use them. Tailor your writing to the audience using narrative techniques that engage the reader and further your goals.

Presenters: Barbara Ferrara and Jessica Gonzalez, Chesterfield County Public Library

Thursday, 10/27/2016, 4:15 pm - 5:00 pm

### Macmillan Children's Publishing Group Book Buzz **COLL** **YS** BEGINNER

Join us for a sneak peak at some of Macmillan Children's Publishing Group's upcoming titles from 2016 and 2017. Macmillan Children's Publishing Group is a leading children's publisher and is home to award-winning, New York Times' bestselling, and critically acclaimed authors and illustrators, including many titles considered classics of children's literature.

Presenter: Summer Ogata, Macmillan Children's Publishing Group

Thursday, 10/27/2016, 4:15 pm - 5:00 pm

### Keeping the Desk: Adventures in Student Staffing, Librarian Freedoms and Winning Collaborations **HIST** **VLCRL** BEGINNER, INTERMEDIATE

In a changing landscape where many academic libraries choose to consolidate service points, William and Mary's Swem Library took an alternative approach. Swem saved its research desk, staffing it with graduate students. The benefits are numerous, with statistics showing steady interactions at the research desk and exponential growth in alternative outreach opportunities.

Presenter: Lauren Goode, The College of William and Mary

Thursday, 10/27/2016, 5:15 pm - 6:15 pm

### Business Meetings:

- Virginia Public Library Directors Association
- Technical Services and Technology Forum
- Youth Services
- Virginia Libraries Journal
- Professional Associates Forum
- For-Profit Colleges Meet and Greet
- Ad Hoc Website Content Committee

## FRIDAY CONCURRENT SESSION FIRST BLOCK 9:30 AM - 10:15 AM

Friday, 10/28/2016, 9:30 am - 10:15 am

### Proximity for Promotion: Using iBeacons to Highlight Spaces and Services **VLCRL** **FAC** **OS** **PRO** **TSTF** **YS**

BEGINNER

Proximity beacons send alerts when users come within range with mobile devices. In this session, we will describe our experience developing an iBeacon self-guided scavenger hunt to highlight library locations and services. Come prepared to see this low-cost, easy-to-use technology in action and work on wayfinding for your own library!

Presenters: Katelyn Burton, Virginia Western; Alyssa Archer and Jason Burton, Radford University

Friday, 10/28/2016, 9:30 am - 10:15 am

### Cradle to Grave Intellectual Freedom **VLCRL** **ADV** **LAW** **LDF** **PRO**

BEGINNER, INTERMEDIATE, ADVANCED

Come hear from a panel of librarians representing the academic, public, and school sectors as they discuss what kinds of everyday challenges they face while working to preserve intellectual freedom in the face of an evolving and often polarized political climate.

Presenters: Shari Henry, Arlington Public Library; Mike Mabe, Chesterfield County Public Library; Suzy Szasz Palmer, Longwood University; Angela Branyon, Old Dominion University

Friday, 10/28/2016, 9:30 am - 10:15 am

### Providing Legal Reference Without Breaking the Law **LAW** BEGINNER

This program will discuss unauthorized practice of the law in Virginia and provide guidance on how you can best serve the legal reference needs of your patrons within the strict confines of the law. A panel of law librarians will discuss how to best handle the most commonly asked legal questions from public patrons.

Presenters: Evelyn Campbell, South University; Gail Warren, Virginia State Law Library; Patricia Petrocione, Walter T. McCarthy Law Library

Friday, 10/28/2016, 9:30 am - 10:15 am

### Meeting Patron Needs Through Learning Plans **BEGINNER**, **INTERMEDIATE**, **ADVANCED**

Find out how Chesterfield County Public Library has created a service where patrons receive individualized attention to meet both learning and life goals. Learning Plans support patron learning and engagement while building relationships between patron and librarian. Learning Plans, supported by Roving Reference, are a whole new way to envision reference services.

Presenters: Jennifer Hayek, Rose Marie Green, Barbara Gumulak, and Ann de Witt, Chesterfield County Public Library

Friday, 10/28/2016, 9:30 am - 10:15 am

### Accessible Learning through Universal Design **VLCRL** **ADV** **D&I** INTERMEDIATE

Librarians can create more inclusive learning environments through the application of universal design principles. Students of all abilities benefit when accessibility for as many learners as possible is incorporated from the start. This presentation will cover concepts, applications, and limitations related to universal design in the library instruction classroom.

Presenters: Brian Sullivan and Malia Willey, James Madison University

Friday, 10/28/2016, 9:30 am - 10:15 am

### Gold is the New Pink: GoldieBlox and STEAM Programming for Girls from Idea to Reality **D&I** **PRO** **YS**

BEGINNER, INTERMEDIATE

Is your LEGO club really a boys' club? Try these approaches to STEAM programming that solve the problem of girls not being marketed to directly for engineering programs. Through STEAM programming for girls, learn how you can create library opportunities to combat trends of girls dropping out of STEAM fields.

Presenters: Hayley DeRoche, Henrico County Public Library; Linde Furman, Roanoke Public Library

Friday, 10/28/2016, 9:30 am - 10:15 am

**Our Jefferson Cup Overfloweth** **YS**  
BEGINNER

The 2016 Jefferson Cup Committee Members will present information on many of the books received for consideration of the 2016 Jefferson Cup Awards, including the current Award winners for Younger Readers and YA Readers. We will have bookmarks and posters for attendees, as well as a door prize drawing!

Presenters: Laurian Newell, Churchland Middle School; Susan Catlett, Churchland High School

Friday, 10/28/2016, 9:30 am - 10:15 am

**Maximizing Mystery Fiction Connections OR What Mystery Authors Can Do for You** **PRO** BEGINNER

Need to attract new library patrons, improve reader advisory skills, evaluate mystery holdings, and provide compelling programming? Attendees will learn what Mystery fiction reader/writer organizations can offer. Presenters cover the why, what, and how of exploring these resources, and suggest trial programs.

Presenters: Rosemary Shomaker and Teresa Inge, Sisters in Crime - Central Virginia

Friday, 10/28/2016, 9:30 am - 10:15 am

**Design Matters: Designing and Assessing Flexible Learning Spaces in an Academic Library** **VLACRL** BEGINNER, INTERMEDIATE

Learning spaces matter. But how learning spaces affect student and faculty experiences remains unclear. Building on a growing body of research on learning spaces and student satisfaction, Swem Library and the Herman Miller Corporation collaborated to study the impact of two newly-designed library classrooms on student learning and instructor pedagogy.

Presenters: Paul Showalter and Lisa Nickel, College of William & Mary

Friday, 10/28/2016, 9:30 am - 10:15 am

**Noxious Weeding: Using Data Visualization to Revitalize Your Collection** **VLACRL** **COLL** **TSTF** BEGINNER, INTERMEDIATE, ADVANCED

How do you begin to analyze and weed a monograph collection when it has not been done in living memory? This session will take an in-depth look at a small academic library's approach to this problem and demonstrate a data visualization tool developed in-house to meet their needs.

Presenters: Rachel Maderik and Accacia Mullen, Virginia Military Institute

Friday, 10/28/2016, 9:30 am - 10:15 am

**Manager or Leader: Should I be Either or Both?** **LDF** INTERMEDIATE

People frequently confuse the terms 'manager' and 'leader.' Managers in libraries make sure the doors open on time and books are reshelfed. As a librarian, what can you do to improve your leadership skills? A list of the presenter's favorite leadership books will be shared!

Presenter: Lynne Richardson, University of Mary Washington

**FRIDAY CONCURRENT SESSION  
SECOND BLOCK 10:30 AM-11:15 AM**

Friday, 10/28/2016, 10:30 am - 11:15 am

**Outreach Services: Promoting Library Resources, Building Community Presence** **OS** **PRO** BEGINNER

Have you tried every trick in the book to promote your public library? Outreach Services can play a key role in connecting patrons to library resources while strengthening your brand. Learn about how York County Library expanded its program, and discuss how your own library might grow its outreach efforts.

Presenters: Pearl Derlaga and Adam Webb, York County Public Library

Friday, 10/28/2016, 10:30 am - 11:15 am

**Who Needs a Performer? Utilizing Technology in Giant Storytime Programs** **PRO** **TSTF** **YS** INTERMEDIATE

Wondering how to keep groups of 50-150 children and caregivers engaged and entertained in enormous storytimes where you, the librarian, are the only entertainment? Learn how to use technology to enhance and enrich your storytimes and discover low-tech tricks to help large programs run smoothly.

Presenters: Diana Price and Deadre Henderson, Alexandria Library

Friday, 10/28/2016, 10:30 am - 11:15 am

**Teaching Tech: Developing Successful Technology Training Classes in a Public Library** **OS** **PRO** **TSTF** BEGINNER, INTERMEDIATE

How do you develop a successful technology class program in a public library? This session will examine how staff developed a technology class program that targeted the needs of its users. We will look at how to develop class topics, promote them effectively, and evaluate their success.

Presenter: Bill Edwards-Bodmer, Norfolk Public Library

Friday, 10/28/2016, 10:30 am - 11:15 am

**eMaterials Explained** **CIRC** **COLL** **NEW** **YS** BEGINNER, INTERMEDIATE

Collection Management Overview of eMaterials for Public Services staff: Providing current information about vendors, models, formats, purchasing, issues and more...

Presenters: Ann Theis and Matthew Phillips, Henrico County Public Library

Friday, 10/28/2016, 10:30 am - 11:15 am

**Inside Out: Virginia Offenders Returning to Their Community Libraries** **ADV** **COLL** **D&I** **LAW** **OS** **PRO**

Of 33,000 Virginia Offenders, approximately 10% return to their communities annually. They are used to having access to their facility libraries so they will look to the local public library for resources to aid their transition, access and training on the Internet, and friendly advisors.

Presenter: Anne Pierce, Stratford University

Friday, 10/28/2016, 10:30 am - 11:15 am

**Teaching Leadership From Within** **LDF** INTERMEDIATE, ADVANCED

You already have talented staff--maximize their professionalism and impact at home. Learn how to develop a leadership learning experience within your own organization that provides professional development, practical experience and a unified vision for achieving your library's mission.

Presenter: Nan Carmack, Campbell County Public Library System

Friday, 10/28/2016, 10:30 am - 11:15 am

**The Path to U.S. Citizenship Can Start at Libraries** **D&I** **OS** BEGINNER, INTERMEDIATE

Public libraries play an important role for immigrants to find the information and support they need to begin their path towards U.S. citizenship. Representatives from U.S. Citizenship and Immigration Services and a Virginia public library will discuss how libraries can help immigrants learn about and prepare for naturalization.

Presenters: Gloria Williams-Brevard, U.S. Citizenship and Immigration Services; Susan McClain, City of Fairfax Regional Library

Friday, 10/28/2016, 10:30 am - 11:15 am

### Love at First Byte: VAMPS - A Virginia Model for Preservation Services

VLACRL LAW TSTF BEGINNER, INTERMEDIATE

A Virginia Model for Preservation Services (VAMPS) will provide a network of services that addresses the needs for digitization, description, and preservation across the Commonwealth of Virginia. This is an ongoing effort that seeks to train, educate, and assist any organization that stewards cultural heritage materials.

Presenter: Bradley Daigle, University of Virginia  
Friday, 10/28/2016, 10:30 am - 11:15 am

### Don't Be "That Librarian": Engaging Patrons Appropriately at the Desk and Throughout the Library

VLACRL BEGINNER, INTERMEDIATE  
As librarians, it's imperative that we practice excellent customer service to ensure patrons are comfortable approaching and talking with us. This session will share insights into students' perceptions of libraries and librarians, tips on how you and your staff can improve customer service skills, and recommendations to avoid patron interaction pitfalls.

Presenters: Garrison Libby, Tidewater Community College; Maria Fesz, Northern Virginia Community College

Friday, 10/28/2016, 10:30 am - 11:15 am

### After the Usability Study: Making Website Changes Based upon Results

VLACRL TSTF INTERMEDIATE  
The UNCG Libraries conducted a comprehensive usability study that examined the design, content, and functionality of the primary website. This presentation will provide an overview of the tests conducted and then show how the test results directly informed our decisions on how to modify specific portions of our homepage.

Presenter: Terry Brandsma, UNC Greensboro

Friday, 10/28/2016, 10:30 am - 11:15 am

### Data Visualization for Insights and Better Decision Making

VLACRL COLL OS TSTF BEGINNER

Libraries, often awash in data about the people, businesses, and communities we serve, frequently struggle at leveraging that information for decision making. We will illustrate data analysis through visualization methods, including web-based GIS services, to demonstrate how to develop insights from data visualization and make informed decisions on serving users.

Presenters: Ingrid Hsieh-Yee, Catholic University of America; Jim Gillispie, Johns Hopkins University

## FRIDAY CONCURRENT SESSION THIRD BLOCK 1:15 PM - 2:00 PM

Friday, 10/28/2016, 1:15 pm - 2:00 pm

### The Library of Congress CIP Program: How It Works, What's New, and How to Get Involved

VLACRL COLL OS TSTF BEGINNER

The Library of Congress Cataloging in Publication (CIP) Program provides cataloging in advance of publication for titles most likely to be acquired by the nation's libraries. How does the CIP Program accomplish its mission? What are the new areas of development in the CIP Program? How can institutions get involved?

Presenters: Caroline Saccucci and Camilla Williams, Library of Congress

Friday, 10/28/2016, 1:15 pm - 2:00 pm

### Techsploration: Expanding Tech for Kids

OS PRO TSTF YS BEGINNER

Wondering what's new in the world of tech for kids and what other libraries are doing? Discover how technology continues to be an integral part of library services and programming, and why youth librarians are called to be Media Mentors for children and families. Learn about Darien (CT) Library's TEA (Technology, Engineering and the Arts) Room activities, Montgomery County (MD) Public Libraries' new interactive Summer Reading experiences with tech built right in, and Frederick County (MD) Public Libraries traveling STEM Lab that lets library staff take STEM to small branches within the community.

Presenters: Claire Moore, Darien Library, CT; Janet Vogel, Frederick County Public Libraries, MD; Mary Ellen Icaza, Montgomery County Public Libraries, MD

Friday, 10/28/2016, 1:15 pm - 2:00 pm

### Tag Team: Teen Services Collaboration Between School and Public Libraries

ADV OS PRO YS BEGINNER, INTERMEDIATE, ADVANCED

Public and School librarians have the same goal—to provide access to resources and interactive experiences with their shared patrons, teens. Hear what a high school and public librarian have started, their struggles, and their successes during their first year of collaborating on teen services.

Presenters: Rosanne North-Jack, Bull Run Regional Library; Rheetha Lawlor, Osbourn Park High School

Friday, 10/28/2016, 1:15 pm - 2:00 pm

### Digging in the Crates: Hip Hop & the Library

VLACRL D&I NEW OS PRO YS BEGINNER

Hip hop is one of the few areas of popular culture that regularly addresses issues of race, class, gender, sexuality, authority, and authenticity. The genre's practices are not vastly different than traditional research processes. Incorporating hip hop into library programming presents numerous unique opportunities and challenges. Let's explore them.

Presenters: Craig Arthur and Alyssa Archer, Radford University

Friday, 10/28/2016, 1:15 pm - 2:00 pm

### When You've Got It, Flaunt It: Visualizing Data

VLACRL ADV CIRC COLL LDF OS INTERMEDIATE, ADVANCED

People tell you modesty's a virtue. But in the library, modesty can hurt you. Take your data to the next level and show the whole world what you're about. We'll discuss gathering and exporting important data, how to query results, and how to upload findings into a variety of free and paid programs that can be used to illustrate goals and accomplishments. Special emphasis will be given to resource sharing analysis.

Presenter: Kerry Keegan, Atlas Systems

Friday, 10/28/2016, 1:15 pm - 2:00 pm

### Desperately Seeking Dumbledore: The Value Of Mentorships Throughout Your Career

VLACRL LDF NEW BEGINNER

Finding a mentor can be daunting, but an outside perspective might be just the thing to get your career rolling (or back on track!). In this session, we'll share best practices from a successful mentoring partnership and encourage participants to reflect on their ideal mentoring match.

Presenters: Julia Feerrar, Virginia Tech; Katelyn Burton, Virginia Western

Friday, 10/28/2016, 1:15 pm - 2:00 pm

**Breaking Down the Walls: Re-Imagining How We Connect With Our Patrons** INTERMEDIATE

No reference desk? No problem! When we remove barriers between patrons and librarians, what happens? We will share Chesterfield County Public Library's experience doing this and how it enhanced service and created stronger relationships with our community.

Presenters: Margaret Howard and Meg King-Sloan, Chesterfield County Public Library

Friday, 10/28/2016, 1:15 pm - 2:00 pm

**Libraries and Civic Engagement: Creating Future Leaders through Spring Break Teen Leadership Institutes** OS PRO YS BEGINNER

For two consecutive years Chesterfield County Public Library has hosted a Teen Spring Break Leadership Institute, an alternative spring break experience for at-risk teens, which focuses on developing leadership skills through teamwork, communication, and critical thinking exercises. Learn how to plan a Teen Leadership Institute of your own.

Presenters: Jess Harshbarger and Helen Houchins, Chesterfield County Public Library

Friday, 10/28/2016, 1:15 pm - 2:00 pm

**The Seedy Side of Programming: Washington County's Seed Savers Program** ADV HIST PRO BEGINNER

What is a Seed Saving Library? Why should libraries be involved in seed saving? What are the benefits / risks involved? Washington County PL has offered a seed saving program since 2013. In that time, the seed saving program has brought hundreds of new users into the library and created partnerships within the community.

Presenter: Charlotte Parsons, Washington County Public Library

Friday, 10/28/2016, 1:15 pm - 2:00 pm

**A New Library, Now What? Implementing Responsive, Life-Cycle Space Assessment for Evolving User Needs** VLACRL INTERMEDIATE

Library building projects require extensive needs-assessment during the design process. In an ever-evolving academic world, how do new buildings respond to elements such as use patterns and technology, which may obsolesce quickly? How do academic libraries implement life-cycle assessment of spaces? Two new library projects in Virginia will explore strategies.

Presenters: Sarah Falls and Jeanne Hammer, Virginia Commonwealth University

Friday, 10/28/2016, 1:15 pm - 2:00 pm

**Using Patron Interviewing As A Method For Investigating Reference Consultations: How Can Qualitative Research Inform Reference Services In An Academic Library?** VLACRL INTERMEDIATE, ADVANCED

Qualitative research based upon patron interviewing has the potential to yield rich data. Two academic librarians discuss their experiences using this methodology to investigate reference consultations undertaken in the library of a comprehensive, state university in the southeastern United States. What are the key advantages (and drawbacks) to this approach?

Presenters: Howard Carrier, James Madison University; Emily Rogers, Valdosta State University

**FRIDAY CONCURRENT SESSION  
FOURTH BLOCK 2:15 PM - 3:00 PM**

Friday, 10/28/2016, 2:15 pm - 3:00 pm

**In Through the Out Door: How Libraries Are Using Their Outdoor Spaces to Engage Communities** D&I

FAC OS PRO BEGINNER, INTERMEDIATE, ADVANCED

Join us for a survey of the innovative and the tried-and-true ways that Mid-Atlantic libraries are using their outdoor spaces to delight their customers and expand their possibilities. As this 360 tour and the stories behind these spaces will demonstrate, now is the time to think out of the box, and out of the building, too!

Presenters: John Huddy, Handley Regional Library; Karim Khan, Loudoun County Public Library

Friday, 10/28/2016, 2:15 pm - 3:00 pm

**Guerrilla Storytime** PRO YS BEGINNER, INTERMEDIATE, ADVANCED

Ramp up your storytime expertise with this peer-to-peer skill sharing session, including hands-on challenges and demonstrations. Whether you want to show off a favorite song, crowdsource solutions to real-life issues, or just want to learn what the storytime fuss is all about, all are welcome.

Presenter: Rachel Placchetti, Central Rappahannock Regional Library

Friday, 10/28/2016, 2:15 pm - 3:00 pm

**Quick and Dirty Readers Advisory: Erotica, New Adult Literature, and the Changing World of Romance Novels** COLL BEGINNER

The popularity of Fifty Shades of Gray has resulted in a sharp increase in patron demand for erotica and new adult literature. This session will give information about the newest trends in romance and erotica as well as skills needed to conduct a successful Readers Advisory interview with a patron seeking these materials.

Presenters: Alicia Ahlvers and Alex Hamby, Henrico County Public Library

Friday, 10/28/2016, 2:15 pm - 3:00 pm

**Electronic Resources: Behind the Scenes** VLACRL TSTF INTERMEDIATE

Most librarians use electronic resources from the front end, but what goes on behind the scenes in acquiring these resources? The presenter will cover some of the parts of the process that are often overlooked as well as the details librarians should be addressing beyond standard licensing and pricing issues.

Presenter: Stephanie Adams, Tennessee Technological University

Friday, 10/28/2016, 2:15 pm - 3:00 pm

**Starting from Zero: Getting Digital Repositories Off the Ground** VLACRL

ADV COLL HIST OS TSTF BEGINNER

Increasingly, libraries are facing decisions regarding the development of digital repository platforms that will preserve and provide access to born-digital content and digitized files. Join us for a digital storytelling, showcasing the development of our digital collections followed by a lively discussion on fostering relationships and advocating for digital repositories.

Presenters: Carole Porter and David Wiseman, Roanoke College

Friday, 10/28/2016, 2:15 pm - 3:00 pm

**Community Partnerships for Professional Development: Using a Technology Petting Zoo to Strengthen Academic and Public Library Relationships** VLACRL OS PRO TSTF BEGINNER, INTERMEDIATE

How do you strengthen the community involvement of an academic library and encourage staff professional development? With a Technology Petting Zoo! James Madison University and Massanutten Regional Library teamed up to let patrons test-drive new technologies, encourage employees to stretch their skills, and to nurture a community partnership.

Presenters: Michael Mungin and Mark Lane, James Madison University; Susan Versen, Massanutten Regional Library

Friday, 10/28/2016, 2:15 pm - 3:00 pm

**Promote, Praise, Repeat with People: Enhancing your Staff Morale with Effective Performance Appraisals** VLACRL D&I LDF NEW

BEGINNER, INTERMEDIATE

For many, performance reviews are their most stressful work conversations - and managers often feel the same way. Yet, these reviews are necessary, and many younger workers crave constructive feedback on a regular basis. In this session, we present strategies for simplifying - and enhancing - the performance appraisal process.

Presenters: Amy O'Connor, Muse Law Library - University of Richmond; Suzanne Corriell, Fourth Circuit Library - U.S. Court of Appeals

Friday, 10/28/2016, 2:15 pm - 3:00 pm

**Creating Staff Awareness and Programming for Human Trafficking Awareness Month** OS

PRO YS BEGINNER, INTERMEDIATE, ADVANCED

Human trafficking is a growing problem in the United States. Libraries are uniquely positioned to spread awareness both to their staff and patrons. The assistant director of the Suffolk Public Library System and a human trafficking advocate will share how they implemented a staff training program and library programming for Human Trafficking Awareness Month.

Presenters: Sarah Townsend, Suffolk Public Library System; Shannon Langford, Shared Hope International

Friday, 10/28/2016, 2:15 pm - 3:00 pm

**Boba Fett at the Circ Desk: Library Leadership Lessons from the Empire Strikes Back** LDF INTERMEDIATE

Leadership insights and inspiration can be found many places—from Jim Collins and Stephen Covey to The Art of War and Winnie the Pooh. This engaging and entertaining talk uses The Empire Strikes Back to glean insights on everything from communication and teamwork to embracing failure and having fun at work.

Presenter: Susan Brown, Chapel Hill Public Library

Friday, 10/28/2016, 2:15 pm - 3:00 pm

**Strategic Partnership and Space Sharing: How Academic Libraries Should be Making Decisions** VLACRL

FAC BEGINNER, INTERMEDIATE

Libraries are many things to many people, but "strategic partner" is not usually one of them. On a college campus, space is limited and space has value. Smart administrators leverage library space to align themselves with those that advance the goals of the institution and the library. Learn from our successes and mistakes.

Presenters: Carrie Cooper and Lisa Nickel, College of William & Mary

Friday, 10/28/2016, 2:15 pm - 3:00 pm

**Cultivating Leadership Through Continuous Improvement and Influence** VLACRL LDF BEGINNER, INTERMEDIATE

In the Hesburgh Libraries at the University of Notre Dame we recognized a gap in available opportunities for developing leadership potential. The university sponsors programs for those who are already in leadership positions, but there are no formal programs for either those who are interested in leadership roles or for developing those individuals with skills that allow them to be influencers at any level of the organization. In 2014, we created a Leadership Development Program for individual contributors who are selected by our senior leadership as having potential to develop skills that will allow us to meet our organizational goals. This program will share the details of the framework, process, expectations and outcomes from the first and second cohorts.

Presenter: Marcy Simons, University of Notre Dame

**Poster Sessions will be presented outside the Exhibit Hall on Thursday, October 27 from 2:15 pm - 3:00 pm**

**Empowering Students as Creators - Promoting Intellectual Property Awareness**

In response to a request from the college's administration to help promote the intellectual property policy to students, the library developed a new activity for new student orientation that effectively engaged students in understanding their intellectual property rights and responsibilities and empowered them to think of themselves as creators.

Presenters: Sue Erickson and Patty Clark, Virginia Wesleyan College

**Planting Seeds for Open Access Success: Growing Faculty Participation in a New Institutional Repository**

This poster will provide the roadmap of an academic library's initiative to promote open access among campus stakeholders, specifically highlighting the library's outreach efforts to increase research faculty participation in a new Institutional Repository (IR). This poster will help other academic librarians in the early phase of building an Institutional Repository.

Presenters: Dorinne Banks and Mandy Gooch, George Washington University

**Promoting Instant Message to Increase Virtual Reference Traffic**

Between 2012 and 2015, McConnell Library expanded IM coverage by adding IM widgets to databases and to every page of the library's website. Due to exponential increases, staffing priorities were reevaluated. This poster will explore how the IM widget exposure boosted IM traffic, and how the data collected influenced staffing.

Presenter: Jennifer Resor-Whicker, Radford University

**Variations on an Information Literacy Theme: Student Research Consultations and Multiple Oral Communication Sections**

Bridgewater College librarians and professors realized that the one-shot model was not working for the Oral Communication classes. Instead, an individual research consultation model was developed to find and evaluate resources for their informative speeches. Varying approaches to the consultations allowed the opportunity to compare the success of each strategy.

Presenters: Cori Strickler and Vickie Einselen, Bridgewater College

**Play Your Cards Right: Creating a Library Orientation Game**

A poster presentation covering how a team of academic librarians and staff collaborated on an information literacy themed "Apples to Apples"-style card game to use as a library orientation activity for transfer students.

Presenters: Kelly Giles, Kristen Shuyler, Andrew Evans and Jonathan Reed, James Madison University

**Eye Of The Beholder: Lessons From a Library Observational Study**

Observational studies are valuable tools for understanding when and how patrons utilize library spaces. Learn from one librarian's experiences in developing an observational instrument and training eighteen student assistants to collect observational data. Lessons applied to a subsequent observation are discussed alongside a comparison of the two studies.

Presenter: Jenny Erdmann, Virginia Wesleyan College

### **We're listening: Assessment for Data-Driven Decision Making**

Reynolds Community College Library chose LibQual+, an assessment tool from ARL, to inform our strategic planning. LibQual+ measures user expectation and perception, allows benchmarking, and gives data proving library value. Discover what Reynolds learned, how results were used, and what other libraries can do to assess and improve services. Presenters: Suzanne Sherry and Hong Wu, Reynolds Community College Library

### **Better Citations Please! Aiding Students in Creating Correct Citations**

Virginia International University faces many challenges in teaching a global student population how to cite correctly. Language comprehension along with cultural citation ethics and attitudes create much anxiety in learning these skills. VIU adopted RefMe as a conduit for successful citation creation to accompany traditional citation classroom instruction.

Presenter: Jeffrey Prater, Virginia International University

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### **K.T.L. Vaughan**

James Madison University Libraries & Educational Technologies

### **Lisa R. Varga**

Virginia Library Association

## **The VLA Stipend Raffle is Back!**

**Take a chance on Professional Development! Odds are, you'll have fun! The VLA Fundraising/Development Committee will be drawing the name of 15 participants to receive a no-questions-asked \$100 stipend to attend the 2016 VLA Annual Conference. Entries will be accepted through September 8 and recipients will be notified by September 14. The stipend may be used for registration fee, lodging; food; travel expenses; or any other expenses at VLA.**

**Please visit <http://tinyurl.com/2016VLASTipend>**

**One entry per person.**

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