

Preliminary  
Program



Annual Conference



October 22-24,  
2014



# TABLE OF CONTENTS

Welcome from VLA President Kevin Smith .....	3
Conference Information .....	5
UnConference .....	6
Preconference.....	7
Keynote Speakers.....	8
Jefferson Cup Events .....	9
Thursday Sessions .....	10
Thursday Dine-Arounds .....	15
Thursday All-Conference Casino Night .....	15
Friday Sessions.....	16
Conference Committee.....	23



## Reminder:

Bring your own bag for conference swag!

## What I loved about the 2013 VLA Conference was:



The atmosphere about why libraries are important is all-pervasive and reinforces my motivation.

Being immersed  
in library culture.

Feeling professionally  
refreshed and getting  
new ideas.





# WELCOME

Welcome to the 2014 Virginia Library Association Preliminary Conference Program. We are pleased to be back in the Colonial Capital. The Historic Triangle is a tourist destination so there is plenty to do and many shopping and dining options. We hope this conference will provide you with great professional development opportunities and a chance to network with colleagues.

This year's "spy" theme, Agents of Change, denotes that libraries and information professionals are in the intelligence business. As agents of change, the intelligence we gather and disseminate changes the lives of our individual patrons and students and ultimately the community, the state, and country in which we live. Much like James Bond and Maxwell Smart, we all know that the work we do will save civilization from diabolical masterminds and the chaos of ignorance.

This year we have two very engaging keynote speakers. Dr. Michael Stephens, writer of the monthly Library Journal column "Office Hours" and assistant professor at San Jose State University's School of Information, will speak to us at the opening session on Thursday. Our keynote speaker for Friday is Gene Ambaum, a co-creator of the "Unshelved" comic.

Under the leadership of Mark Lenker, the Conference Committee has worked hard to ensure that you have a diverse slate of sessions to choose from and a track for nearly every interest.

This year we will continue the new tradition of the UnConference where you have the opportunity to discuss the topic of your choosing in an informal setting. Any library topic is appropriate, so keep an eye out for details about how to join or lead a discussion.

We will also host the TWO winners of this year's Jefferson Cup with author talk sessions.

In addition to multiple educational opportunities, there are several networking events too. On Wednesday afternoon there are tours of William & Mary's Swem Library and that evening the New Members Round Table Forum is sponsoring a Deli Crawl. Bus transportation to and from the hotel will be provided for both events.

On Thursday there will be a Dine-Around of local restaurants hosted by the Conference Committee's Local Arrangements Team. VIVA will also host a reception on Thursday to celebrate its 20th anniversary.

The highlight of this year's social will be casino games reminiscent of Casino Royale. Come prepared to play craps, roulette, and black jack. Your mission for this evening, should you choose to accept it, is to beat the dealer and be a high roller. (Tuxedos are optional.)

While you are at the conference, please spend some time visiting with the vendors in the Exhibit Hall. In addition to you, vendors are essential to the success of the conference. They can provide you with information about their products and services and many of them sponsor conference events and contribute to our scholarships.

If you have additional questions, look for Conference Committee members, or visit the Registration Booth in the Exhibit Hall. VLA members plan this conference for you and we hope you have a great time in Williamsburg.

Sincerely,

Kevin W. Smith, President  
Virginia Library Association



Kevin Smith

## Conference Contacts

Kevin Smith, [smithk@yorkcounty.gov](mailto:smithk@yorkcounty.gov)  
Mark Lenker, [lenkerm@longwood.edu](mailto:lenkerm@longwood.edu)  
Lisa R. Varga, [vla.lisav@cox.net](mailto:vla.lisav@cox.net)

# PRICING

## VLA/ACRL/DCLA MEMBERS

	<b>Advance</b> (through October 8)	<b>Late</b> (after October 9 and onsite)
Full Conference	\$150.00	\$175.00
Full Conference (Student, Friend, Trustee, or Retired)	\$80.00	\$105.00
Thursday Only	\$120.00	\$135.00
Thursday Only (Student, Friend, Trustee, or Retired)	\$50.00	\$75.00
Friday Only	\$120.00	\$145.00
Friday Only (Student, Friend, Trustee, or Retired)	\$50.00	\$75.00
Presenter: Full Conference	\$75.00	\$100.00
Presenter: Full Conference (Student, Friend, Trustee, or Retired)	\$65.00	\$90.00
Presenter: One Day	\$65.00	\$90.00
Presenter: One Day (Student, Friend, Trustee, or Retired)	\$50.00	\$75.00

## NON-MEMBERS

	<b>Advance</b> (through October 8)	<b>Late</b> (after October 9 and onsite)
Full Conference	\$220.00	\$245.00
Thursday Only	\$160.00	\$185.00
Friday Only	\$160.00	\$185.00
Presenter, Full Conference	\$110.00	\$135.00
Presenter, One Day	\$80.00	\$105.00

## TICKETS

	<b>Advance</b> (through October 8)	<b>Late</b> (after October 9 and onsite)
Preconference	\$25/member \$30 non-member	\$25/member \$30 non-member
Jefferson Cup Author Event Thursday	\$15.00	\$15.00
Jefferson Cup Author Event Friday	\$15.00	\$15.00
Box Lunch	\$7.00	\$7.00

## FREE ITEMS

Tour of Swem Library (Wednesday)		
New Members Round Table Forum Deli Crawl (Wednesday)		
Dine-Arounds (Thursday)		
All-Conference Casino Night (Thursday)		

## Onsite Registration Hours

- Thursday, October 23: 9:30am-4:30pm
- Friday, October 24: 8:30am-1:00pm

## Cancellation and Refunds

Written requests for conference registration refunds must be sent to VLA and must arrive by mail, fax or email no later than the advance registration deadline (October 8). A \$25 processing fee will be deducted from each refund payment.

Refunds are not typically issued after the deadline. Appeals may be made to the Executive Director for exceptional circumstances. Refund checks will be processed after the conference. There are no refunds for "no-shows."

Substitutions are permitted. Registrations can be transferred to another person if VLA is notified in writing by the original registrant by the Advance Registration deadline (October 8).

# CONFERENCE INFORMATION

## Directions to the DoubleTree by Hilton Hotel

Directions to the conference: DoubleTree by Hilton Hotel, Williamsburg, 50 Kingsmill Road, Williamsburg, VA 23185 (757) 220-2500

From Norfolk: Take 64W to Exit 242A (199W). Take Rte. 60E, turn right on Rte. 60. At 4th stoplight, turn right on Kingsmill Rd. Hotel is on the right.

From Richmond: Take 64E to Exit 242A (199W) Take Rte. 60E, turn right on Rte. 60. At 4th stoplight, turn right on Kingsmill Rd. Hotel is on the right.

## Lodging Information

Sleeping rooms are available at a discounted rate at the DoubleTree by Hilton Hotel, Williamsburg. The VLA rate is \$124 per night, plus taxes and fees, based on single through quad occupancy. Complimentary wifi has been arranged for all rooms reserved in our block.\*

Click here to reserve your room.

The group code is VAC. For government rate rooms (a small percentage are available), please use code VIL.

The deadline for reservations at the reduced rate is October 3.

\*If you connect to the internet via the hard-wired cables in the room, you will incur a \$9.95 charge per night from the hotel.

## Packets

Registration packets can be picked up outside the Presidents Ballroom (first floor of the Conference Center) on Wednesday, October 23, from 3:00 pm-4:00 pm or at the back of the Presidents Ballroom Thursday morning immediately after the 9:00 am Grand Opening, until 5:00 pm that day. The registration desk will be open at the back of the Presidents Ballroom at 8:00 am on Friday and will close at 2:00 pm.

## Exhibits

Exhibits will be open on Thursday from 9:00 am-5:00 pm and on Friday from 8:00 am-2:00 pm.

## Box Lunch

On Thursday a \$7.00 turkey box lunch will be provided for those who request it and pay in advance. In order to receive the box lunch you must request it on your registration form. A ticket to pick up your lunch will be in your registration packet. Tickets can not be sold onsite. Vegetarian option available upon request.

## Registration Information

Register online at VLA.org. Cost to attend the full conference as a VLA member is \$140. Non-members' cost is \$210. VLA offers discounted rates to Trustees, Friends of the Library, Students and Presenters. Please see page 4 for more details.

## Installment Payments

Conference fees can be paid in installment payments. Please contact Lisa Varga, VLA Executive Director, vla.lisav@cox.net and we will arrange a payment plan for you.



# CONFERENCE INFORMATION

## CONTINUED

### Professional Development Endowment Fund Raffle

Take a chance on Professional Development! Odds are, you'll have fun! The Virginia Library Association Professional Development Endowment Committee (VLAPDEC) will be drawing the name of 15 participants to receive a \$100 stipend to attend the 2014 VLA Annual Conference. Entries will be accepted through September 12 and recipients will be notified by September 19. The stipend may be used for registration fee, lodging; food; travel expenses; or any other expenses at VLA. Please visit [VLA.org](http://VLA.org). One entry per person.

### Scholarship Basket Raffle

Please support VLA Scholarships by participating in our Annual Scholarship Basket Raffle! You can help in two ways: purchase tickets for the raffle and/or create a basket to be raffled. If you plan to create a basket, please contact Scholarship Chair Sasha Matthews ([srmatthe@infopeake.org](mailto:srmatthe@infopeake.org)). Anyone can donate a basket; let your imagination run wild! Tickets are \$2 each, or 3 for \$5. VLA accepts cash, checks and credit cards and will be selling tickets in advance via PayPal; your tickets will be waiting for you at the Scholarship Booth if you pay in advance.

### Social Media

Twitter #2014VLA, Tumblr #2014VLA

### Volunteers

Be a part of the conference! Share your talents by volunteering to facilitate conference sessions. For more information and to volunteer, contact Christine White at [cwhite1@vrl.org](mailto:cwhite1@vrl.org) or 757-259-4063.

## UNCONFERENCE



The UnConference will be a participant driven way to exchange ideas and learn from each other in smaller, more intimate groups than ever before. This peer-to-peer sharing opportunity will only be effective if participants are active. Some topics will be solicited a couple of weeks prior to the VLA Conference, and other topics will be selected by attendees on the fly. In the end, the UC can be an excellent source of information and a chance to discuss issues affecting your library now. Do the UC! The UnConference will run all day Thursday and Friday outside the Exhibit Hall.

### VLA NMRT Deli Crawl

Jump start your conference networking and social calendar with VLA's New Members Round Table on Wednesday, October 22nd. Back by popular demand, the deli crawl will explore the stomping grounds of Williamsburg's finest: Green Leafe, Paul's Deli, Brickhouse Tavern, and the College Delly.

VLA NMRT Forum will coordinate safe transportation from the hotel to the delis and participants will be responsible for purchasing their own beverages and food.

Everyone is welcome! We will meet at 6:45 pm in the lobby of the DoubleTree by Hilton Hotel, Williamsburg, in order to begin our evening of networking.

# PRECONFERENCE

## Behind the Lines of the Political Battle for Libraries

(\$25 for members, \$30 for non-members). At this session, Chrastka and Sweeney want to share what they learned while working on the battleground of library ballot campaigns. They want to encourage a public dialog among librarians about the importance of politics in our daily routine and to encourage each other to get involved in the fight for library funding at the ballot box. They will also be sharing many of the tips and tricks that national SuperPACs use to build advocacy and coalitions and communities of supporters.



John Chrastka

PC Sweeney



Mr. Chrastka is a former partner in AssociaDirect, a Chicago-based consultancy focused on supporting associations in membership recruitment, conference, and governance activities. He is president of the Board of Trustees for the Berwyn (IL) Public Library (2006 – present) and is a former president of the Reaching Across Illinois Libraries System (RAILS) multi-type library system. Prior to his work at AssociaDirect, he was Director for Membership Development at the American Library Association (ALA). He is a member of ALA as well as the Illinois Library Association (ILA), and is a member of the American Political Sciences Association (APSA). He tweets at @mrchrastka and was named a 2014 Library Journal Mover & Shaker.

Patrick “PC” Sweeney is a founding Board Member of EveryLibrary (national), Chair of the EveryLibrary California Ballot Committee, and a tireless and innovative advocate for libraries. A 2007 graduate of the San Jose School of Library and Information Sciences, Patrick works in California for Sunnyvale Public Library as an administrative librarian. He is active in the American Library Association where he is an at-large member of their governing Council. He is an ALA Emerging Leader and Eureka Leadership Fellow. His most recent project, the Story Sailboat, works to provide library services and materials, by boat, to advocate for libraries and literacy in the San Francisco Bay area. You can find him online through his blog at [www.pcsweeney.com](http://www.pcsweeney.com).



Getting to catch up with my colleagues from across the state. Every year, I’m amazed at how much I learn from these wonderful, inspiring people!

I also loved learning what other libraries are doing that works for them.

# KEYNOTE SPEAKERS



*Thursday, October 23, 10:00-11:30 am*

**Dr. Michael Stephens** is Assistant Professor in the School of Library and Information Science at San Jose State University. He was the 2009 CAVAL Visiting Scholar in Australia, consulted and presented for US Embassies in Germany, Switzerland, and Turkey, and presents to both national and international audiences about emerging technologies, learning, innovation, and libraries. Since 2010, Dr. Stephens has written the monthly column "Office Hours" for Library Journal exploring the issues, ideas, and emerging trends in library and information science education. To review Dr. Stephen's archive of work, visit his Tame the Web website and blog [tametheweb.com](http://tametheweb.com).



*Friday, October 24, 9:00-10:00 am*

**Gene Ambaum** is a librarian, though now he lurks in libraries more than he works in them. He uses a pen name because he's scared of his own shadow (or so Bill, Unshelved's co-creator, claims). He is good at making fun of strange, difficult customers because he is the strangest, most difficult customer of all. He once taught English overseas because no one there was in a position to criticize his spelling. See pictures of his cats on Twitter @ambaum.



The conference always gives me a boost, from the workshops to seeing friends and talking with vendors, it is always a great experience.

The sense of community was very comforting and inspiring.





# JEFFERSON CUP EVENTS

VLA will offer ticketed events on Thursday, October 23 and Friday, October 24. Attendees at the sessions will be entered into a raffle to win a complimentary, autographed copy of the author's winning title.

## Thursday, October 23, 1:00-1:45 pm, \$15

A. B. Westrick is the winner of the Jeffersop Cup for older readers for *Brotherhood*. Richmond, Virginia lies in ruins in 1867. Fourteen year-old Shadrack is left with no father, a shattered mother and an older brother anxious to take on the role of head of the house.

A. B. Westrick grew up in Pennsylvania and spent most of her summers driving south to visit relatives and camp in state parks. She was an avid reader and liked to write stories but math seemed easier. So off to college she went to become a math major, then a psychology major, and then theology. While encouraging her four children to pursue what they loved she decided to take her own advice and signed up for a creative writing class. In 2006 Ms. Westrick became the Administrative Director of James River Writers. *Brotherhood*, Ms. Westrick's debut novel, has also won the National Council for the Social Studies 2014 Notable Trade Book Award, was an American Library Association 2014 Best Book for Young Adults, a Jane Addams Children's Books Award, and a Junior Library Guild Selection.



A.B. Westrick

## Friday, October 24, 2:00-2:45pm, \$15

The Jefferson Cup award for young readers goes to Matt Phelan for *Bluffton: My Summer With Buster Keaton*. It's 1908 and Henry can't get enough of the star of the troupe of vaudeville performers visiting sleepy Muskegon, Michigan. All Buster Keaton wants to do is play baseball with the boys.

Matt Phelan is an award winning author as well as an illustrator of many books for young readers, including *The Higher Power of Lucky* by Susan Patron. He lives in Ardmore, Pennsylvania with his family. *Bluffton* is his third graphic novel. Phelan won the 2010 Scott O'Dell Award for Historical Fiction for his first graphic novel, *The Storm in the Barn*. Xander's Panda Party by Linda Sue Park is the latest picture book he has illustrated. With a goal of one day writing and directing movies, he studied film and theater in college. However, Matt's first love has always been drawing. In many ways being an illustrator is fulfilling that goal. He is the actor, director, cinematographer and more when he creates a children's book.



Matt Phelan

# THURSDAY SESSIONS

*Thursday, October 23, 9:00-10:00 am, Presidents Ballroom*

## Grand Opening of Exhibits and Registration

Registration is located at the rear of the Exhibit Hall in the Presidents Ballroom. Please form two lines, for last names beginning A-L and M-Z. Remember to wear your name badge for all conference activities and sessions. Entertainment will be provided and complimentary coffee and pastries will be served in the Exhibit Hall.

*Thursday, October 23, 10am-11:30am*

## Welcome and Keynote Address

Please join us for welcoming remarks from The Honorable Mary K. Jones, Chair, James City County Board of Supervisors, and the 2014 VLA Executive Committee. Dr. Michael Stephens of San Jose State University's School of Information will speak about Learning Everywhere: The Transformative Power Of Hyperlinked Libraries. Mobile and Web technologies are changing the way we live and learn. Libraries can play a key role in this future. Imagine the emerging hyperlinked library as a creation space, community space, anything space. Imagine this library available everywhere via mobile devices and tablets. How will services change? What skills will staff require? What does this future look like going forward as we encourage learning everywhere as a means for transformative change for ourselves and our users.

*Thursday, October 23, 11:45 am*

## Box Lunch

Box lunches will be served in the rear of the Presidents Ballroom Exhibit Hall. We offer turkey with bacon, or a vegetarian option. Please choose the appropriate option on your Registration Form. A ticket for your lunch will be included in your registration packet. Lunch tickets will not be available for purchase onsite.

*Thursday, October 23, 12:00-12:45 pm*

## Business Meetings

(bring your boxed lunch and join us!)

- Virginia Library Association College and Research Libraries (VLACRL) Business Meeting & Lunch
- Legislative Committee Meeting
- NMRT Forum Lunch
- Virginia Public Library Directors Association (VPLDA) Executive Committee (12:00-12:30)

## KEY TO TRACKS

- VLACRL** Virginia Chapter of the Association of College and Research Libraries
- NMRT** New Members Round Table Forum
- TSTF** Tech Services and Technology Forum
- YS** Youth Services
- LDF** Leadership Development Forum

*Thursday, October 23, 1:00 pm - 1:45 pm*

## Virginia Authors in Your Backyard **YS**

How can Virginia authors help you? By providing quality books that support your curriculum! We do more than present our books; we talk about the writing process from creative idea to research to presentation to the all-important step of revision, with helpful (and fun!) tips for students.

Presenter(s): Children's authors Jennifer Elvgren, Kathryn Erskine, Hannah Barnaby and Anne Marie Pace

*Thursday, October 23, 1:00 pm - 1:45 pm*

## UnConference

Personalize your VLA conference by discussing what you want to. Participate in the UC. Find a suitable topic or make your own.

*Thursday, October 23, 1:00 pm - 1:45 pm*

## Jefferson Cup: A.B. Westrick **YS**

Ticketed Event (should be purchased in advance, a limited number of tickets will be available onsite)

Sponsored by the Jefferson Cup Committee. Please join Jefferson Cup Award Winner A.B. Westrick as she discusses her novel, *Brotherhood*. Please see page 9 for more information.



# THURSDAY SESSIONS CONTINUED

*Thursday, October 23, 1:00 pm - 1:45 pm*

## **Another Survey? : Designing and Implementing a Survey You Can Use**

Recently, Blue Ridge Community College's Library designed a survey focused on student learning environments and the use of library space. After getting over 700 responses, we have a better understanding of how our patrons want the library to be used. Come learn about how we designed our survey and how we are implementing our results going forward.

**Presenter(s):** Kyle McCarrell, Blue Ridge Community College; Anaya Jones, Mary Baldwin College

*Thursday, October 23, 1:00 pm - 1:45 pm*

## **Apps for Learning: Utilizing Apps in Youth Programs**

How can iPads enhance your youth programming? What do you need to get started? This training will help increase your comfort level implementing new tools in youth programming. We will guide you through the steps to search, review, evaluate and utilize apps in programs for grades preschool to 8th grade.

**Presenter(s):** Heather Simpson and Megan Mulvey, Virginia Beach Public Library

*Thursday, October 23, 1:00 pm - 1:45 pm*

## **How to Win Supporters and Influence Politicians**

Libraries must learn to advocate on their behalf to politicians and government administrators. Oftentimes, a library's funding is controlled by these politicians and without their support the loss of funding is inevitable. So, how do you talk to your politicians, local government officials and administrators? John Chrastka and Patrick Sweeney will explore some of the best techniques for engaging these individuals and ways to turn them into your best library advocates.

**Presenters:** John Chrastka and Patrick Sweeney, EveryLibrary; Tom Shepley and John Ulmschneider, VLA Legislative Committee

*Thursday, October 23, 1:00 pm - 1:45 pm*

## **Author Events from A to Z** YS

Looking to form lifelong partnerships with local authors? Learn how Richmond Public Library formed successful partnerships with local Young Adult authors that have resulted in multiple, annual community events for young adults and families. Supported by the Youth Services Forum.

**Presenter(s):** Amanda Giannini and Natasha Payne-Brunson, Richmond Public Library

*Thursday, October 23, 1:00 pm - 1:45 pm*

## **Bookhaulers: Mini but Mighty**

Thinking of a new bookmobile? Consider a bookhauler, a new style vehicle that lets you deliver library services inside facilities in your community.

**Presenter(s):** Barbara Jones and Janet Crowther, Williamsburg Regional Library

*Thursday, October 23, 1:00 pm - 1:45 pm*

## **Landing the Librarian Position: Navigating the Job Search with Positivity, Persistence, and Openness** NMRT

Let's face it, getting a foot in the door of the library field is not easy. Learn skills and tools to assist you while applying, interviewing, and looking for positions, as well as how to develop a mindset that will keep you going on the journey to your dream job.

**Presenter(s):** Margaret Howard, Chesterfield Public Library

*Thursday, October 23, 1:00 pm - 1:45 pm*

## **Open Educational Resources: Exploring OER Initiatives at Virginia Tech and Beyond** TSTF

Open Educational Resources present opportunities for teaching faculty to save students thousands of dollars in textbook costs. This session provides an overview of several successful OER initiatives and Virginia Tech Libraries' strategic approach to evaluate and pilot OER initiatives at Virginia Tech.

**Presenter(s):** Anita Walz, Virginia Tech



# THURSDAY SESSIONS CONTINUED

*Thursday, October 23, 1:00 pm - 1:45 pm*

## **Part-Time but Full Value: Using Horizontal Leadership in Libraries** LDF

Part-time library staff can suffer from sequential employee disorder, feeling excluded from decisions and goal-setting in the library. Using the horizontal leadership principles of communication, vision and trust, and free and low-cost tools, part-time staff can become a necessary and valued part of the library team, resulting in a productive camaraderie that patrons notice.

Presenter(s): Melissa Davis, Southern Virginia University

*Thursday, October 23, 1:00 pm - 1:45 pm*

## **VLACRL Poster Session** VLACRL

- **The Mystery of Undergraduate Information Literacy: Finding Clues in a Focus Group.** Sandra Yaegle and Harold Henkel, Regent University
- **The Prezi Asset: Using Prezi in Online Instruction Videos.** Jennifer Resor Whicker and Katelyn Tucker, Radford University
- **Learning Through Play: the Old School Way.** Lucinda Rush, Old Dominion University
- **Director's Cut: Best Practices for Creating Videos for Information Literacy Programming.** Rachel Lux & Lucinda Rush, Old Dominion University

*Thursday, October 23, 1:00 pm - 1:45 pm*

## **Tag You're It: How to Become Involved with Social Digital Humanities**

Calling all special agents! Help is needed to decode (transcribe) and obtain (preserve) our history. Your mission: to use technology to rescue history before it is lost forever.

Presenter(s): Cammy Koch, Chesterfield County Public Library

*Thursday, October 23, 2:00 pm - 2:45 pm*

## **UnConference**

Personalize your VLA conference by discussing what you want to. Participate in the UC. Find a suitable topic or make your own.

*Thursday, October 23, 2:00 pm - 2:45 pm*

## **Trends & Technologies for Hyperlinked Libraries**

Join Michael Stephens for a further exploration and lively discussion of the trends and technologies impacting evolving library services. What challenges will we face? What great potential awaits us?

Presenter: Michael Stephens, San Jose State University's School of Information

*Thursday, October 23, 2:00 pm - 2:45 pm*

## **Meet the Recorded Books Narrator: Johnny Heller**

Johnny Heller is praised for his adult, noir/mystery, personal development, history, comedy and children's book narrations. He has narrated some 500 books and garnered many awards and accolades. Mr. Heller will discuss the audiobook narration process. He will include how he became a narrator, an overview of the narration process, and readings from some of his popular works. The Library Journal says Heller has "the voice of a master storyteller." AudioFile Magazine calls him "the best narrator for children's books around". His narration skills led the School Library Journal to say, "Listening to Heller is so much fun it's difficult to imagine simply reading the book." And AudioFile says "Heller makes nonfiction as thrilling as any action-adventure."

Presenter(s): Johnny Heller, Narrator; Bethany Leach, Recorded Books

*Thursday, October 23, 2:00 pm - 2:45 pm*

## **"One Person Wonder" or "Tag Team": Which Social Media Strategy is Right for Your Library?**

Staff from Norfolk Public Library and Virginia Beach Public Library will share their respective approaches for managing social media and content marketing. They'll discuss their strategies, successes and challenges, and provide actionable tips and resources for creating and curating content across a variety of media channels.

Presenter(s): Christine Brantley and Lennis Sullivan, Virginia Beach Public Library; Brittany McBride and Lori Sharp, Norfolk Public Library

*Thursday, October 23, 2:00 pm - 2:45 pm*

## **But What Will They DO?: Effective Year-Round Teen Volunteer Programs** YS

Capitalize on teens' demand for volunteer hours by providing opportunities that engage them with library services and the community. The presenters will share time-saving strategies for managing teen volunteers in various roles as well as their experiences with innovative programs such as teen tXperts and Camp-In with Books.

Presenter(s): Kathleen Britto and Vivv Niotis, Loudoun County Public Library

# THURSDAY SESSIONS CONTINUED

*Thursday, October 23, 2:00 pm - 2:45 pm*

## **The Vendor Who Loved Me: Getting the Most Out of Your Vendor Relationships**

Vendors provide us with many of the tools that allow us to do our jobs. Is your vendor focused on the same priorities as you are? This session will focus on some best practices for turning your vendor into an ally to help you meet the needs of your users.

**Presenters:** Lisa Lee Broughman, Randolph College;  
Drew McNaughton, SirsiDynix

*Thursday, October 23, 2:00 pm - 2:45 pm*

## **Making Wikipedia Work: Authentic Assessment and Research Skills in the Classroom** VLACRL

Authentic Assessment aims to provide students with an opportunity to demonstrate mastery of skills and ideas through real-world projects. This session will describe a faculty-librarian partnership to develop a semester-long Authentic Assessment project using Wikipedia to increase accessible information about women composers of the 20th and 21st centuries.

**Presenter(s):** Kathleen DeLaurenti and Christopher DeLaurenti, College of William and Mary

*Thursday, October 23, 2:00 pm - 2:45 pm*

## **MAVEN Mission to Mars** YS

Engage young patrons ages 8-13 in space and Mars exploration and STEM. NASA's Space Science Training program provided an educational opportunity for 40 librarians and camp professionals who work with youth to travel to Cape Canaveral and the Kennedy Space Center to learn about the MAVEN (Mars Atmosphere and Volatile Evolution) mission. Librarians returned home with fun activities and resources to share with young patrons.

**Presenter(s):** Alice Cooper, Northumberland Public Library

*Thursday, October 23, 2:00 pm - 2:45 pm*

## **Community Literacy: Outreaching and Networking with Your Community**

Working with area businesses and organizations can help to support your library, increase public awareness of library resources, and can help people to learn more about what their community has to offer. We want to share what is working for us and find out more about what works for you.

**Presenter(s):** Claire Covington, Massanutten Regional Library

*Thursday, October 23, 2:00 pm - 2:45 pm*

## **Diverse Assets: Snapshot Views from Virginia Libraries** NMRT

What is it like to work as agents-of-influence in Virginia's libraries? In this session, a panel of employees from academic, public, school, and special libraries will provide snapshots of their job descriptions and duties to highlight the diverse professional opportunities available in our field.

**Moderator:** Katelyn Tucker, Radford University

*Thursday, October 23, 2:00 pm - 2:45 pm*

## **Quantum Leaping Library Programming**

Join Henrico County Librarians as they share (and perform!) elements of their successful Time Travel Programs. These events are interactive, family programs that use multimedia and storytelling to take audiences back in time to explore history. Learn how to stage an inspiring program that is tailor made for your community.

**Presenter(s):** Christopher Holliman, Matthew Phillips and Peter Belton, Henrico County Public Library

*Thursday, October 23, 2:00 pm - 2:45 pm*

## **Cookbook Collection at the Library of Virginia**

Tom Ray will talk about the philosophy behind the cookbook collection at the Library of Virginia. The LVA cookbooks are unique sources of local history and genealogy. He will present an overview from the very first cookbook published in the Colonies to contemporary family, church, library and club cookbooks. He will close with scrap book items that fall out of cookbooks donated to the Library.

**Presenter(s):** Tom Ray, Library of Virginia

*Thursday, October 23, 3:00-3:45 pm*

## **Visit the Exhibit Hall**

*Thursday, October 23, 4:00 pm - 4:45 pm*

## **UnConference**

Personalize your VLA conference by discussing what you want to. Participate in the UC. Find a suitable topic or make your own.



# THURSDAY SESSIONS CONTINUED

*Thursday, October 23, 4:00 pm - 4:45 pm*

## **Social Media: You Need a Team for That!**

How do you move from a haphazard approach to social media to a data-driven strategy that creates real engagement? Get a behind-the-scenes look at the first year of the Central Rappahannock Regional Library's Social Media Team. We'll share how we did it, what we've learned, and where we're going next.

Presenter(s): Samantha Thomason, Mary Buck, Chuck Gray and Gabby Gilliam, Central Rappahannock Regional Library

*Thursday, October 23, 4:00 pm - 4:45 pm*

## **Discover Your Past...Genealogy Today**

The secret is out -- genealogy is fun, especially if you like to solve puzzles, investigate clues, or engage in "time travel." Today's genealogists come to the library individually or in groups, representing various skill levels, ages, and ethnicities. However, they share one common trait -- the desire to unravel the mystery of their past. Learn how genealogical research is changing, the role libraries play, and how we can best help these patrons.

Presenter(s): Ginny Dunn, Library of Virginia; Kara Rockwell and Pamela Smith, Central Rappahannock Regional Library

*Thursday, October 23, 4:00 pm - 4:45 pm*

## **Librarian Speed Networking**

Based on the popular speed dating format, you are invited to participate in this fun, simple way to connect with other librarians. Presenters will guide participants through an interactive exercise that will allow you to talk to other librarians and share ideas. Everyone is welcome and bring your business cards.

Presenter(s): Christian Pascasio, T.H.E. Library, Federal Reserve Bank of Richmond; Bettina Peacemaker, Cabell Library, Virginia Commonwealth University; Terry Long, Virginia State Law Library, Supreme Court of Virginia

*Thursday, October 23, 4:00 pm - 4:45 pm*

## **Library Insiders**

Library Insiders is a program originally from Contra Costa County Library that reaches out to adults with intellectual and developmental disabilities by encouraging and facilitating access to library resources and services. Planned activities can be original or modified existing programs. Partnerships can be developed between other county agencies, such as Mental Health Services and Residential Living Group Homes or national groups such as ARC.

Presenter(s): Lorna Howard and Jessica Moore, Loudoun County Public Library

*Thursday, October 23, 4:00 pm - 4:45 pm*

## **Pack Your Bags: Become a Passport Acceptance Facility**

Offer your community a new service and bring extra revenue into your library! Learn how to become a Passport Acceptance Facility and the necessary training from a State Department representative. Hear first-hand from experienced library staff about the benefits for the library and the community.

Presenter(s): Billie Borders and Amy Blow, Poquoson Public Library; Velma Bush, Washington Passport Agency

*Thursday, October 23, 4:00 pm - 4:45 pm*

## **Take your Friends Group to the Next Level!**

A great nuts and bolts interactive presentation of how to go from bake sales to high dollar fundraising while cultivating a strong volunteer base. Yes you can have fun with fundraising! Yes, you can create a great website! Yes, you can create awesome online and offline newsletters!

Presenter(s): Kahil Dotay, President, Friends of the Chesterfield County Public Library; Mike Mabe, Chesterfield County Public Library

*Thursday, October 23, 4:00 pm - 4:45 pm*

## **Those Rotten Kids: Engaging Your Reluctant Readers With Three Contemporary YA Novels**

YS

Kat Spears (Sway), Kristen Paige Madonia (Fingerprints of You), AND Meg Medina, winner 2014 ALA Pura Belpré, (Yaqui Delgado Wants to Kick Your Ass) talk YA, reluctant readers, and the characters that reach them.

Presenter(s): Meg Medina, author, Candlewick Press; Kat Spears, Library of Virginia; Kristen Paige Madonia, author, Simon & Schuster

*Thursday, October 23, 4:00 pm - 4:45 pm*

## **Top Five of the Top Five**

It can be a challenge to keep up with genre fiction trends. Here, you will get the scoop on trends, up and coming authors, classic works, and hot titles in five fiction genres--crime, romance, historical, fantasy, and women's fiction from readers' advisors from Williamsburg Regional Library.

Presenter(s): Barry Trott, Andrew Smith, Neil Hollands, Penelope Hamblin and Jan Marry, Williamsburg Regional Library



# THURSDAY SESSIONS CONTINUED

*Thursday, October 23, 4:00 pm - 4:45 pm*

## **Visual Merchandising: A Guide to Better Library Displays**

Let your collection be your "silent salesperson" as you learn to effectively merchandise your displays to attract attention and increase their appeal. You'll learn of the types of displays and signage that tell your library's story. You'll also learn about developing merchandising guidelines and creating a plan to accomplish this.

**Presenter(s):** Kati Bergman and Tracy McPeck, Prince William Public Library System

*Thursday, October 23, 4:00 pm - 4:45 pm*

## **Green Libraries: Cost Saving Sustainable Design Ideas**

Sustainable and budget friendly design strategies are often hard to implement. However recycling is often a successful tactic. While reusing existing buildings and spaces can be technically difficult, reusing existing equipment and furniture is much more attainable. This seminar reviews successful building, furniture, and equipment reuse strategies for library interiors.

**Presenter(s):** Michael Winner, David Smith and Becky Cook, HBA Architecture and Interior Design

*Thursday, October 23, 4:00 pm - 6:30 pm*

## **VIVA Users' Group Meeting: The Future of Library Consortia** VLA CRL

VIVA is celebrating its 20th anniversary as a consortium with a special speaker and reception. John F. Helmer, Executive Director of the Orbis Cascade Alliance, will discuss the past roles and future possibilities for library consortia. VIVA will also update attendees on VIVA activities and provide product updates from vendors. A reception will follow the program.

*Thursday, October 23, 5:00-5:45 pm*

## **Business Meetings**

- Technical Services and Technology Forum, Chair: Elizabeth McCormick
- VLA Professional Associates Forum, Co-Chairs: Marion Eaton, Therese Walters and Kathy Clevenger
- Local History, Genealogy & Oral History Forum, Chair: Samantha Thomason
- VPLDA Business Meeting, President: Sandy Whitesides

*Thursday, October 23, 5:00-5:45 pm*

## **Youth Services Forum Wine and Cheese**

Do you provide service to children and/or teens? Please join the Youth Services Forum for wine and cheese.

*Thursday, October 23, 6:00 Dine-Arounds*

## **VLA's Agents of Change Top Secret Dine-Around Mission**

Enhance your conference experience by joining the inaugural VLA Conference Dine-Around on Thursday, October 23. If you are looking for adventure and dinner on Thursday night before the Social, accept a mission to eat with fellow agents at one of five restaurants. Mission briefings about each restaurant (menus, driving directions, and a sign up sheet) will be available at the registration desk in the Exhibit Hall beginning Thursday morning. As a VLA agent you can meet and eat at a selected restaurant, while gathering and sharing intelligence about peers, missions, and food. Space is limited. For more information contact Benjamin Goldberg (bgoldber@wrl.org / 757-259-4042).

*Thursday, October 23, 8:00-11:00pm*

## **VLA Social**

At the end of a long day of gathering intel, are you looking for a little R & R? Rendezvous with your fellow operatives at VLA's CLANDESTINE CASINO NITE! Feast furtively at our DISCREET DESSERT BUFFET! Sip surreptitiously at our COVERT CASH BAR! (Remember to check the box for one free drink ticket on your Registration Form.) Try your luck at craps, roulette, and blackjack -- YOU COULD WIN FAKE MONEY! There may even be a balloon animal guy (even spies like balloon animals). Hope you can join us!

# FRIDAY SESSIONS

*Friday, October 24, 8:00-8:30 am*

**Auditorium**

## **VLA Annual Business Meeting**

*Friday, October 24, 8:30-9:00 am*

**Auditorium**

## **VLA Awards Ceremony and Scholarship Presentation**

*Friday, October 24, 9:00-10:00 am*

**Auditorium**

## **Keynote Address with Gene Ambaum of Unshelved: "A Funny Thing Happened on the Way to the Library"**

If you work in libraries you know that sometimes you have to laugh or else you'll cry. We deliver the laughs as we take you on a tour of the world's only library comic strip. The staff and patrons of the Mallville Public Library are instantly recognizable, and give your audience a unique opportunity to gently laugh at themselves and the people they work with on both sides of the desk. We deconstruct some of our greatest hits and tell some of the true-life stories that inspired them, as well as a few we had to leave out.

*Friday October 24, 10:00-10:45*

## **UnConference**

Personalize your VLA conference by discussing what you want to. Participate in the UC. Find a suitable topic or make your own.

*Friday October 24, 10:00-10:45*

## **Unshelved merchandise sales and signing; visit the Exhibit Hall**

*Friday, October 24, 10:45 am - 11:30 am*

## **1,000 Books Before Kindergarten? Are You Kidding?**

Learn how this early literacy initiative that began in the Midwest can work in Virginia! Sound daunting? We're not kidding; you can do it! 1,000 Books B 4 K has huge benefits for the child, family, school, and library. We'll share our story, and then we'd love to hear one of your early literacy success stories!

**Presenter(s):** Marty Staton and Kelly Purdie, Poquoson Public Library

*Friday, October 24, 10:45 am - 11:30 am*

## **Book Group Boot Camp**

For many library users, group discussion adds pleasure to their reading. But they also want to make the most of those discussions. Based on Williamsburg Regional Library's one-day Book Group Basic Training, you'll learn how to help readers find tools for leading effective, rewarding discussions.

**Presenter(s):** Andrew Smith, Williamsburg Regional Library

*Friday, October 24, 10:45 am - 11:30 am*

## **Extroverts, Introverts, and Everyone In Between: Understanding Different Communication Styles**

Libraries have the reputation of attracting introverted employees and with a room full of bibliophiles, it's no surprise that communication can be a challenge. With limited budgets and developing technologies, introverts are increasingly being pushed from their traditional roles in the stacks toward tasks typically only enjoyed by extroverts, such as outreach and networking. Please join us to learn how to communicate with extroverts, introverts, and everyone in between, no matter what your personal communication style may be.

**Presenter(s):** Caitlin Flanagan and Rita Scrivener, Hampton Public Library

*Friday, October 24, 10:45 am - 11:30 am*

## **For Your Eyes Only: Sharing and Preserving the Past**

Have you ever found the perfect primary source for a patron, only to be told that it is not available for sharing? The University of Richmond is engaged in several projects to increase the accessibility of its primary sources. ILL and DTP (Discovery, Technology and Publishing) working together!

**Presenter(s):** Christine Gomola Mullin and Angie White, University of Richmond

*Friday, October 24, 10:45 am - 11:30 am*

## **From Gutters to Panels: The History of Graphic Novels and Their Impact in the Library**

To promote an understanding of the rapidly growing field of comics, this presentation will explore the impact of separating the comic collection in the library, how to provide community awareness of the collection, and the history and importance of comics and graphic novels as a medium for escapism, exploration, and self-discovery.

**Presenter(s):** Caslin Applewhite and Ginger Armstrong, Chesterfield County Public Library



# FRIDAY SESSIONS CONTINUED

*Friday, October 24, 10:45 am - 11:30 am*

## **Library of Virginia's Local History Scanning Project**

The session will provide a background and overview of the Scanning Project along with a methodology for conducting the project on a local public library site. Experiences from both the Library of Virginia staff and the Portsmouth Public Library staff will be provided.

Presenter(s): Cynthia Church, Library of Virginia; Gregg Grunow, Portsmouth Public Library

*Friday, October 24, 10:45 am - 11:30 am*

## **Shelve It, Pin It: Making Social Media Work for Reader's Advisory**

With ever increasing demands on staff time, providing precise reader's advisory has become a thing of the past. Get a unique perspective on how one library is using Goodreads and Pinterest as a quick tool and reference guide for staff and self-guided reader's advisory for patrons.

Presenter(s): Randi Wines and Megan Mizak, Roanoke Public Libraries

*Friday, October 24, 10:45 am - 11:30 am*

## **The Human Library**

Staff from Loudoun County Public Library will share their experiences developing, creating and presenting The Human Library, an event where 15 "books" explored their life experiences through one-on-one conversations with the community. Learn how the team successfully recruited the "books," planned and marketed this unique event. The Human Library enables groups to break stereotypes by challenging the most common prejudices in a positive and humorous manner. It is a concrete, easily transferable and affordable way of promoting tolerance and understanding. [www.humanlibrary.org](http://www.humanlibrary.org).

Presenter(s): Carolyn Reagle and Linda Holtslander, Loudoun County Public Library

*Friday, October 24, 10:45 am - 11:30 am*

## **The Public Library as Agent of Change in African American Male Literacy**

See how the Richmond Public Library is forming partnerships and uniting community organizations, teachers and mentors to improve young African American male literacy through research-based mediation of empowering texts and engagement in empowering activities both in the library and in the community using BMER (Black Male Emergent Readers) book clubs.

Presenter(s): Meldon Jenkins-Jones, Natasha Payne-Brunson, Beverly Mitchell and Patricia Parks, Richmond Public Library

*Friday, October 24, 10:45 am - 11:30 am*

## **There's an Appointment for That: Satisfying Patrons Through Appointment-Based "Your Personal Librarian" Service** TSTF

Chesterfield County Public Library balances a busy system and patrons interested in eReaders, computer skills, job searching, and more, using scheduled one-on-one assistance. Learn how this simple and efficient approach leads to happy patrons and a skilled, rewarded staff.

Presenter(s): Margaret Howard and Tina Metzger, Chesterfield County Public Library

*Friday, October 24, 10:45 am - 11:30 am*

## **For Your Eyes Only: Self-Assessment in Information Literacy Instruction** VLACRL

Self-assessment can be a powerful tool for information literacy instructors. With careful planning, a program of structured and intentional reflection on your teaching can lead to a new understanding of effectiveness in the classroom. Join a presentation/ discussion on an under-appreciated tool that is both useful, and easy to use.

Presenter(s): Maryke Barber, Hollins University

*Friday, October 24, 10:45 am - 11:30 am*

## **We Are Not Hiding, So Why Can't You Find Us? Attracting Users to Special Collections & Archives** VLACRL

Special Collections & Archives have become the focal point for many research libraries due to the unique materials. However, there are still many faculty and students who are unaware of the potential research value of these collections. This session explores strategies to improve awareness and use.

Presenter(s): Margaret Turman Kidd and Elizabeth McDaniel, Virginia Commonwealth University

*Friday, October 24, 10:45 am - 11:30 am*

## **Wrangling Your Web Presence** VLACRL

Does your library's website need a little (or a lot) of sprucing up? Not sure where to get started or where you may end up? In this session, I will share how we wrangled Carilion Clinic Health Sciences Libraries' websites, our vision for the future, as well as tips and tools that you can use to take charge of your website. No knowledge of HTML or scripting languages required, but you might learn some!

Presenter(s): Carole Porter, Jefferson College of Health Sciences



# FRIDAY SESSIONS CONTINUED

*Friday, October 24, 11:30-1:00 pm*

## LUNCH ON YOUR OWN

*Friday, October 24, 11:30am-1:00 pm*

## VLACRL Meetup Sessions VLACRL

Bring ideas, questions, and interest to a facilitated group discussion with academic library colleagues at one of four topics at lunch on Friday:

- **Open Access and the Humanities.** Kathleen DeLaurenti, College of William and Mary
- **Out with the old, in with the new?** Exploring ACRL's proposed Framework for Information Literacy for Higher Education PM. Candice Benjes-Small, Radford University and Rebecca Kate Miller, Virginia Tech
- **Rise of the Machines: IM's Impact on Reference Services.** Jennifer Resor Whicker, Radford University.
- **Secondary Sources: How Peer-Review Can Improve Student Learning.** Patty Clark and Stephen Leist, Virginia Wesleyan College Hofheimer Library.

*Friday, October 24, 1:00 pm - 1:45 pm*

## UnConference

Personalize your VLA conference by discussing what you want to. Participate in the UC. Find a suitable topic or make your own.

*Friday, October 24, 1:00 pm - 1:45 pm*

## Best of Both Worlds: Learning from Programming/Outreach at the Joint Use Library

Joint use libraries have unique challenges and opportunities. Representatives from the TCC/City of Virginia Beach Joint Use Library discuss the pros and cons of their collaboration with regards to programming/outreach. Regardless of the type of library you're from, teamwork and playing to everyone's strengths are essential to success.

Presenter(s): Alexandra Birk, Tidewater Community College; Matt Lightheart, Virginia Beach Public Library

*Friday, October 24, 1:00 pm - 1:45 pm*

## Get Your Geek On: Program Tips for Everyone YS

Not sure what a TARDIS is or why that teen is wearing cat ears in the library? Don't panic! Learn more about geek culture and how to use it to create awesome programs that kids of all ages will want to come to. Sponsored by the Youth Services Forum.

Presenter(s): Michelle Chrzanowski; Susan Hampe and Jessica Kasper, Virginia Beach Public Library

*Friday, October 24, 1:00 pm - 1:45 pm*

## Excellent Customer Service and RFID Implementation

How do you continue to provide excellent customer service while converting from barcode checkout to implementing RFID technology at your library? Come to this session to find out what we learned from our experience. We'll discuss successes, challenges, and lessons learned. Many libraries will face these challenges in the coming years. We'll discuss what needs to go into planning for this project to make it successful, and tips on how to continue providing excellent customer service even while drops are closed/under construction. We'll also discuss pitfalls to watch out for and lessons we learned through our experience.

Presenter(s): Sheila McDuff, Loudoun County Public Library; Tracy Sumler, DCPL

*Friday, October 24, 1:00 pm - 1:45 pm*

## Conducting a Needs Assessment TSTF

Staff members from different library departments will discuss the steps required to plan and execute a Needs Assessment.

Presenter(s): Renee DiPilato and Kevin Osborne, Alexandria Library

*Friday, October 24, 1:00 pm - 1:45 pm*

## Great Expectations: Combining Services, Improving Experiences

Combining reference and circulation services is a continuing trend in academic libraries. Through a series of conversations and opportunities, George Mason University Libraries are currently implementing this streamlined service approach in a distributed university environment. The George Mason Libraries system consists of two large libraries located on Mason's Fairfax campus and two modest-sized libraries located on Mason's Arlington and Prince William campuses. To achieve the "one-stop" service point goal for each site, the libraries are in the initial stages of redrafting policies, procedures and workflow; revising staff training materials and resources; recasting physical spaces; and refining patron traffic at each combined service desk. Presenters will discuss how they are turning theoretical concepts into front-line customer service realities and will also highlight anticipated outcomes as well as possible assessment measures.

Presenter(s): Heather Groves Hannan, Mercer Library, Prince William Campus (George Mason University); Beth Roszkowski, Arlington Campus Library, Arlington Campus (George Mason University); Patricia J. West, Gateway Services, Johnson Center Library (George Mason University)

# FRIDAY SESSIONS CONTINUED

*Friday, October 24, 1:00 pm - 1:45 pm*

## High Attendance, Low Budget

Want to raise your yearly program attendance, but don't have a lot to spend? Large-scale festival-style events could be your ticket to big numbers! Learn how we bootstrapped a Comic-Con event for almost no budget and raised our program attendance by 2,000 people in one day. Presenter(s): Kate Denwiddie, Kareemah Hamdan and James Hudson, Chesterfield County Public Library

*Friday, October 24, 1:00 pm - 1:45 pm*

## Strategic Planning--Keep it Simple

This presentation intends to strip the strategic planning process down to its basic components with tips that have proved workable in the real world. Vision--Mission--Objectives--Strategies--Action Plans will be discussed with the emphasis on setting objectives.

Presenter(s): Alan Sonner, Norfolk Public Library

*Friday, October 24, 1:00 pm - 1:45 pm*

## Proving the Impact of Library Instruction on Critical Thinking Skills VLACRL

The University of Virginia Library conducted a year-long study to examine the effectiveness of library instruction on critical thinking, that is, the application of reasoning to the challenge of understanding and analyzing content of first-year students. In this session, we will share the story of the project. Elements covered will include the genesis of the idea; the administrative logistics; implementation in the classroom; training of the instructors and the course TAs; the assessment process; the results; and adjustments to study and lessons learned.

Presenter(s): Kathryn Soule and Meridith Wolnick, University of Virginia

*Friday, October 24, 1:00 pm - 1:45 pm*

## STEAM Programs for Preschool through High School YS

During this presentation participants will learn how to do STEAM (science, technology, engineering, art, and math) programming for preschool, elementary, middle, and high school students. In this session presenters will demonstrate how to incorporate all five elements of STEAM into a single program.

Presenter(s): Jessica Chatham and Vanessa Aguilar, Chesapeake Public Library System

*Friday, October 24, 1:00 pm - 1:45 pm*

## Partner-Enhanced Assessment: Working Together to Measure Services, Satisfaction and Success VLACRL

The Learning Commons @ Perry Library was established as a partnership between the University Libraries, Information Technology Services and Academic Enhancement. Partner relationships have been developed and expanded to identify and gather a variety of quantitative and qualitative data that can demonstrate the value of the space.

Presenter(s): Kathryn Boone, Old Dominion University

*Friday, October 24, 1:00 pm - 1:45 pm*

## Prior Knowledge and the Pyramid Method of Library Instruction VLACRL

An effective method of learning encourages students to compare prior knowledge (Google searching) to new knowledge (library databases) creating new knowledge pathways and deeper learning. An emphasis on activating prior knowledge, scaffolding the instruction session, and defining the research path enables students to become more effective and efficient searchers.

Presenter(s): Marcia Dursi, Marymount University

*Friday, October 24, 1:00 pm - 1:45 pm*

## Wythepedia: Using a Wiki to Open New Doors to Special Collections in Virginia

George Wythe, America's first law professor, taught Thomas Jefferson, and John Marshall. William & Mary's Law Library recreated Wythe's library and used MediaWiki to provide online access to the collection. Speakers will review George Wythe's career, discuss using MediaWiki, and tour "Wythepedia," the online encyclopedia devoted to Wythe and his books.

Presenter(s): Linda Tesar, James S. Heller and Stephen Blaiklock, Wolf Law Library, College of William & Mary

*Friday, October 24, 1:00 pm - 1:45 pm*

## Desegregation in Virginia: Samuel Wilbert Tucker, the Story of a Civil Rights Trailblazer and the 1939 Alexandria Library Sit-In

Civil rights lawyer Tucker organized a sit-in in 1939 to protest Alexandria Library's "whites-only" policy. Challenging public school segregation one case at a time, the ruling in his 1968 US Supreme Court case declared that public schools must desegregate immediately. Busing for integration began. Primary sources provided information for this first biography.

Presenter(s): Nancy Silcox, author



# FRIDAY SESSIONS CONTINUED

*Friday, October 24, 1:00 pm - 1:45 pm*

## **Shaken Not Stirred: Assessing Library Trends and Fads.**

An interactive session in which attendees will be encouraged to bring their favorite or most woeful library trend or fad. Are you a trend-victim clutching the appletini of library services or a biblio-hipster who would only drink a public-services version of the “Vesper” according to Ian Fleming’s recipe in *Casino Royale*? As our heads turn from wikis and blogs, to Tweeting to no one, and on to the fairer grounds of Maker Spaces, iPad playgrounds and 3-D Printers, can we evaluate our trend-following as valuable to keeping libraries relevant, or as a distraction from our core mission? Join the discussion, have your say, bring your success stories (and also those trends you wish you’d let others follow). Martinis not provided.

Presenter(s): Matt Todd, NOVA

*Friday, October 24, 2:00 pm - 2:45 pm*

## **UnConference**

Personalize your VLA conference by discussing what you want to. Participate in the UC. Find a suitable topic or make your own.

*Friday, October 24, 2:00 pm - 2:45 pm*

## **George Washington, Makers, & More: Creating Dynamic Programming & Community Engagement Through Local Partnerships**

Local partnerships are essential to creating engaging programs with community-wide appeal and relevance, and to forming lasting relationships within your community. The Central Rappahannock Regional Library shares how this regional system develops local partnerships to create innovative programs that showcase local history and so much more.

Presenter(s): Martha Hutzler and Samantha Thomason, Central Rappahannock Regional Library

*Friday, October 24, 2:00 pm - 2:45 pm*

## **Invasion of the LibraryBots**

A public library is perfectly positioned to provide sponsorship and direction for community technology teams competing in the four levels of the VAFIRST program. From Junior Lego League to First Robotics Challenges, learn how the library can play a role in promoting STEM opportunities to homeschoolers and others not affiliated with school teams.

Presenter(s): Barbara Ferrara and JoLynn Holcomb, Chesterfield County Public Library; Bruce “Doc” Davies, Chesterfield County Public LibraryVAFirst

*Friday, October 24, 2:00 pm - 2:45 pm*

## **Small Unit Leadership for Librarians: Military Leadership for the Decidedly Unmilitary.**

Primarily aimed at middle managers, Small Unit Leadership will introduce librarians to leadership techniques and principles used by the United States Army. An interesting, entertaining look at the lessons found in FM22-100, the Army’s Leadership manual. Are you tough enough?

Presenter(s): Michael Hatchett and Barbara Weedman, County of Henrico Public Library

*Friday, October 24, 2:00 pm - 2:45 pm*

## **The Rebalancing Act How to Weed and Rebalance with a Floating Collection**

Does your library have floating collections? Do you struggle to allocate copies and rebalance them among multiple branches due to varied collection sizes? Come hear how you can take the guesswork out of weeding and rebalancing -- and perhaps change the “keep it all” culture that can sometimes prevent floating from succeeding.

Presenter(s): Jane Blue and Sallie Tiso, Prince William County Public Library System

*Friday, October 24, 2:00 pm - 2:45 pm*

## **To “Cultivate Composure”: Practical Advice for Information Professionals from the 19th Century Home NMRT**

Using household management publications from Special Collections at Virginia Tech, this session repurposes advice originally intended for housewives, waiters, and servants, and brings it into the modern age. Professionals from all library environments will find value in these tips for leadership, budgeting, time management, networking, and collaboration.

Presenter(s): Kira A. Dietz and Rebecca K. Miller, Virginia Tech

*Friday, October 24, 2:00 pm - 2:45 pm*

## **Top Reading in Nonfiction Genres**

Almost half the circulation in the library comes from nonfiction titles. Join five Williamsburg Regional Library readers’ advisors to get up to speed on trends, hot titles, need-to-know writers, and up and coming books in five nonfiction areas—Science and Nature, Pop Culture, History, Memoir, and Self Help.

Presenter(s): Barry Trott, Neil Hollands, Jan Marry, Penelope Hamblin and Andrew Smith, Williamsburg Regional Library



# FRIDAY SESSIONS CONTINUED

Friday, October 24, 2:00 pm - 2:45 pm

## Jefferson Cup: Matt Phelan YS

Ticketed Event (should be purchased in advance, a limited number of tickets will be available onsite)

Sponsored by the Jefferson Cup Committee. Please join Jefferson Cup Award Winner Matt Phelan as he discusses his book, *Bluffton: My Summer With Buster Keaton*. Please see page 9 for more information.

Friday, October 24, 2:00 pm - 2:45 pm

## Web Usability Studies on a Bootstring

Do you think your website usability testing involves expensive consultants and extreme technology? Think not! Crafting small scale, cost-effective usability tests will provide evidence-based data that you can use to effect change. This session will show you how to "test in order to address," your library website.

Presenter: Mary Hanlin, J. Sargeant Reynolds Community College

Friday, October 24, 2:00 pm - 2:45 pm

## Tech Trends and Tools 2014 TSTF

Want to know what's new and what's next in the world of technology? Want to know how to incorporate these into your library? This is the session for you! We'll focus on inexpensive, open technologies that can educate, excite, and entertain!

Presenter(s): Nathan Flinchum, Roanoke Public Libraries

Friday, October 24, 2:00 pm - 2:45 pm

## Ask Your Peers: Developing a Peer Reference Service VLCRL

JMU Libraries report on a Peer Reference pilot program envisioned as a complementary service designed to enhance the dynamic suite of JMU Library services and provide familiar, quality service from a unique peer-to-peer model. Peer Reference Specialists have the ability to provide personal, uninterrupted reference and research help to their peers during evening hours.

Presenter(s): Stefanie Warlick, Jonathan Paulo, Kelly Miller-Martin and Greer Hamilton, James Madison University

Friday, October 24, 2:00 pm - 2:45 pm

## Journals Aren't Forever: Collaboratively Managing Journal Cancellation Projects VLCRL

This session will explore a journal cancellation project from start to finish at a small academic library from the perspectives of the collection development and technical services librarians. Areas of emphasis include data gathering, liaison collaboration with faculty, and the importance of communication among stakeholders for a successful outcome.

Presenter(s): Maryke Barber and Susan Vandale, Hollins University

Friday, October 24, 2:00 pm - 2:45 pm

## Untangling our Digital Knots VLCRL

The rapid evolution of technology and concepts related to digital collections make it increasingly difficult to navigate the ever-shifting nuances and complexities of digital representation. We will explore digital collections, archives, and repositories as we untangle the intermeshed ideas, terminology, and systems that define them.

Presenter(s): Lauren Seney, William & Mary Law Library; Daniel Weddington, Earl Gregg Swem Library at William & Mary

Friday, October 24, 3:00 pm - 3:45 pm

## UnConference

Personalize your VLA conference by discussing what you want to. Participate in the UC. Find a suitable topic or make your own.

Friday, October 24, 3:00 pm - 3:45 pm

## Teens Can LARP Without Swords--How to Run Three Cool Programs! YS

I will go over the basics of how to run a Hobbit-themed, Lightning Thief-themed, and Space-themed events for teens at your Library. These after-hours programs were extremely popular, and the Teen Advisors who ran them had as much fun as the participants. It's a whole new approach to gaming in your library!

Presenter(s): Laini Bostian, Culpeper County Library

Friday, October 24, 3:00 pm - 3:45 pm

## Our Jefferson Cup Overfloweth YS

The 2014 Jefferson Cup Committee members will present an overview of some of the titles that were submitted for consideration for the award.

Presenter(s): Members of the 2014 Jefferson Cup Committee

# FRIDAY SESSIONS CONTINUED

*Friday, October 24, 3:00 pm - 3:45 pm*

## Create the Future by Inventing It TSTF

Come learn from two innovative projects that are creating the future. The Georgia Public Library Service supported the creation of Evergreen open source software, now used in over 1,000 libraries worldwide. The Digital Strategy initiative at Charlotte Mecklenburg Library includes 70+ staff who are creating a digital future that is customer-centered and accessible to everyone.

Presenter(s): David Singleton, Charlotte Mecklenburg Library; Julie Walker, Georgia Public Library Service

*Friday, October 24, 3:00 pm - 3:45 pm*

## How To Ban a Book

We imagine that you have invited us to teach your group how to do a better job banning books from libraries. We give a thorough, detailed, and helpful training. We'll tell you why to ban books, which books to challenge, who at the library to work with, what kind of approach you should take, and how to anticipate (and work around) a library's standard response. We'll also teach you the different types of secret censorship and how to use the library's collection development policy to your advantage. We are longtime opponents of censorship, and in this talk you will gain a deeper understanding of who you're up against in the fight for intellectual freedom.

Presenter: Gene Ambaum, Unshelved

*Friday, October 24, 3:00 pm - 3:45 pm*

## StatBase: Library Statistics Made Easy

The Newport News Public Library System (NNPLS) has developed an Open Source alternative to expensive statistical aggregation tools: StatBase. The program, a Joomla framework with contributed modules, is a statistical gathering and display tool for public library use that offers a secure, simultaneous access system for data aggregation and visualization.

Presenters: Alexandria Payne and James Messimer, Newport News Public Library

*Friday, October 24, 3:00 pm - 3:45 pm*

## Leading Change: From Fear to Fruition LDF

Change—whether it strikes fear in your heart or fuels your creative fire, leading and managing change well can make the difference between a successful project and a failed one. Change management theory and practical tips for shaping team dynamics and change processes will be presented.

Presenter(s): Nan Carmack, Campbell County Public Library

*Friday, October 24, 3:00 pm - 3:45 pm*

## Do More With Less: How to Create Dynamic Library Environments Utilizing Current Resources and Strategic Space Plans.

The evolving nature of the modern library is changing faster than our facilities. How do we utilize and maximize our current resources to provide a dynamic library environment for our patrons with small budgets and short timelines? Join Shannon Wray, interior designer with BCWH, Stan Umberger, Library Director at Roanoke College, and Jeff Hoover, library design expert with Tappe, to learn how strategic planning and phased design solutions can help you take advantage of your current facility's resources and plan for the future.

Presenter(s): Shannon Wray, BCWH, Interior Designer; Stan Umberger, Roanoke College, Director of Libraries; Jeff Hoover, Tappe Architects, library design expert

*Friday, October 24, 3:00 pm - 3:45 pm*

## Impulse Shopping at the Library: Keep Your Patrons Engaged With Each Visit

How do you grab patrons' attention when they come through your doors? Learn about increasing the value of each visit through internal marketing: book displays, program promotions, and material placement. Then we'll open it up to the audience for a brainstorming session and a chance to share your best practices.

Presenter(s): Sarah Skrobis, Tammy Coulter and Elzena Anderson, Augusta County Library

*Friday, October 24, 3:00 pm - 3:45 pm*

## Putting Sensory Play To Work For You YS

Oh my! The wiggles are invading my toddler and pre-school programs! Looking for new ways to combat the wiggles too? Learn simple and easy ways to incorporate sensory play into programming to engage little ones and help to focus their untamed energy.

Presenter(s): Randi Wines, Roanoke Public Libraries



# FRIDAY SESSIONS CONTINUED

*Friday, October 24, 3:00 pm - 3:45 pm*

## **Show Me the Numbers: Using Census Bureau's Time Series Data To Tell The Library Story**

This workshop will introduce you to new time series data created under the federal-state Local Employment Dynamics (LED) Partnership. LED provides unprecedented details about America's jobs, workers, and local economies and communities. It is an essential tool for strategic planning, establishing facility hours, building/program allocation, and budget defense. Learn to use the data to ascertain where your workforce lives, what sectors dominate your community, what industry sectors and sub-sectors are most popular, and learn how to map this data for great visual effect when influencing stakeholders for library support.

Presenter(s): Ally Burleson-Gibson, U.S. Census Bureau

*Friday, October 24, 3:00 pm - 3:45 pm*

## **The Library Job Interview: A Hiring Manager's Perspective** NMRT

Are you applying for library positions and wondering just what is going on in your interviewers' minds? This panel presentation featuring interviewers from various library types gives insights into the time-lines, constraints, and reasons behind hiring decisions so you can put your best foot forward!

Moderator: Margaret Howard, Chesterfield County Public Library

*Friday, October 24, 3:00 pm - 3:45 pm*

## **What Will You Read Next? A Random House Library Marketing Book Buzz**

Collection development and readers' advisory librarians, book club leaders, and anyone interested in being the first to hear about the hottest upcoming Random House, Inc. titles won't want to miss this presentation. Find out which titles you and your patrons will want to read next!

Presenter(s): Lara Oliver, Penguin Random House

*Friday, October 24, 3:00 pm - 3:45 pm*

## **Code Name Citation: Are Seniors Better At Source Use Than Freshmen?** VLACRL

Do students improve in citing sources and source quality selection throughout their college careers? We collected freshmen and senior papers, analyzed the accuracy of citing as well as source type, then compared results. By focusing on source integration, we can determine whether value-added information literacy is occurring.

Presenter(s): Candice Benjes-Small and Eric Ackermann, Radford University

*Friday, October 24, 3:00 pm - 3:45 pm*

## **Decluttering your Catalog: Using Micro-Inventory to Address Major Problems** VLACRL

Academic libraries often stray away from conducting catalog record inventories based upon a lack of staff and budget. The absence of conducting inventories can lead to major catalog and patron access issues. This presentation discusses practical ways to conduct record inventories based upon our experiences at Hampton University's Harvey Library.

Presenter(s): Tina Rollins, Leticia Canaday and Stephanie Santiful, Hampton University

*Friday, October 24, 3:00 pm - 3:45 pm*

## **Recruiting Double Agents: Entertaining and Utilizing Student Feedback** VLACRL

Imagine having a direct window into the minds and thoughts of your users. Come to this session to learn about the impact that a single student employee and the creation of a student advisory board can have on a library's understanding of how to best support their users.

Presenter(s): Lauren Pressley and Kylie Gilbert, Virginia Tech University Libraries

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