

Virginia Library Association  
Annual Conference  
October 27 – 28, 2011

**NATURE IS A  
LANGUAGE**

**CAN YOU  
READ?**

Literacy and Sustainability  
in Virginia's Libraries

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*Todd Elliott, Portsmouth Public Library*

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## conference committee

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Want to see your organization's name here? Additional Sponsorship Opportunities are available. Please contact Morel Fry (mfry@odu.edu), Stella Pool (spool@avenue.org) or Martha Hutzel (mhutzel@crrl.org) for an up-to-date list of possibilities.



# welcome



## Welcome to the Virginia Library Association Annual Conference for 2011: “Nature is a Language, Can you Read? Literacy and Sustainability in Virginia’s Libraries.”

This year’s theme reflects two current concerns in our community: the desire and necessity for carrying out our work (and indeed our lives) in an environmentally sensitive and positive way, as well as the library community’s ongoing commitment to spreading and maintaining literacy throughout the Commonwealth.

Secondly, welcome to Portsmouth! Portsmouth is a historic waterfront city with a charming and very walkable old town, many interesting restaurants, and easy access by ferry to the nightlife and bustling downtown of Norfolk. I hope you enjoy your stay here, find some time to explore and to unwind. If you have any questions about what to see or do, feel free to ask our local volunteers or members of the Conference Committee.

The 2011 Conference Committee have worked diligently to bring you what we think is the Best Conference Ever (well, at least the best so far?). We welcome keynote speakers Rebecca Kamen and Steve Almond. Rebecca is a sculptor and faculty member at Northern Virginia Community College, and has been inspired by books and libraries throughout her creative career. She will also be conducting a concurrent session on the role of art in libraries. Steve Almond is a well-known author of such books as *Candyfreak: A Journey Through the Chocolate Underbelly of America* and *Rock and Roll Will Save Your Life: A Book by and for the Fanatics Among Us (With Bitchin’ Soundtrack)*. Steve’s new book *God Bless America: Stories* will just have been published in time for our conference. Copies will be available for purchase in the Exhibit hall — buy your own copy here first!

We are pleased to welcome our conference partners the Virginia Association of Law Librarians.



VALL officers contributed significantly to the conference planning and to presenting concurrent sessions. It’s a privilege to welcome the law librarians

to Portsmouth and a great pleasure to collaborate with them on making this conference happen.

Once again this year the Academic Library Forum (VLACRL) is conducting a “conference within a conference” with a track of sessions of particular interest to academic librarians — but please note that you don’t have to be an academic librarian to attend them!

I am confident that you will find a wide range of compelling, engaging, and educational opportunities at this year’s conference, as well as occasions for networking, making new friends — and of course relaxing. Be sure to stop by the conference Social on Thursday evening where we will rock the library world with top-quality karaoke.

Finally a word about sponsorship. I would like to thank all of our sponsors, especially the library Friends groups who contributed financially to this conference. I would also encourage you to pay a visit to our Exhibit Hall and chat with our vendors.

VLA is one of the relatively few state library associations to present not one but two annual conferences (the Paraprofessional Forum mounts a conference in the spring). I’m pleased that you could be here for the 2011 Annual Conference — whether you have served in some capacity in planning for the conference, or are helping out to make sure everything goes smoothly, or if you are presenting, or if you are attending for the very first time, or if you are attending for the 20<sup>th</sup> time, the success of this conference is mainly down to *you*. Thank you.

Matt Todd  
President, Virginia Library Association

welcome



The Virginia  
Association of Law  
Libraries (VALL)

is committed to developing and increasing the usefulness and efficiency of law libraries, promoting librarianship and fostering a spirit of cooperation among members of the profession.

VALL, a state chapter of the American Association of Law Libraries, is the only state-wide association dedicated to the unique needs and interests of law librarians and law librarianship.

We are very pleased to partner with the Virginia Library Association at the 2011 Annual Conference. VALL members are presenting several programs at the Conference from which librarians in any setting could benefit, from copyright issues to basic legal research and resources, to developing a core legal resource collection in your library.

If you would like to learn more about VALL or are interested in joining, please visit our Wiki at <http://vall.pbworks.com> and our blog at <http://valltalk.blogspot.com>.

#### **BENEFITS OF MEMBERSHIP**

- Annual meetings
- Membership Directory
- Continuing Education Grants

#### **OUR CONTRIBUTION TO OUR MEMBERS**

- Networking opportunities
- Continuing education sessions and seminars
- Access to Listserv
- VALL blog (VALLTalk)
- Publishing opportunities
- Legal reference tools

#### **OUR CONTRIBUTION TO OTHERS**

- Lobbying legislators for public law library funding
- Lobbying state officials to improve access to government information
- Providing speakers and educational programs to professional associations outside the field of law
- Representing members at the Virginia Library Association meetings
- Interacting with publishers to address members' concerns and problems

# conference information

## DIRECTIONS

Directions to the conference: Go to [www.marriott.com](http://www.marriott.com) and enter the City and State. Select "Getting here." The hotel is the Renaissance Portsmouth Hotel and Waterfront Conference Center. The address is 425 Water Street, Portsmouth, VA 23704. 757-673-3000.

## PACKETS

Registration packets can be picked up outside the Portsmouth Ballroom on Wednesday, October 26 from 3:00–4:00 or inside the Portsmouth Ballroom Thursday morning immediately after the 9:00 am Grand Opening, until 5:00 pm that day. The registration desk will be open inside the Portsmouth Ballroom at 8:00 am on Friday and will close at 4:00 pm.

## EXHIBITS

Exhibits will be open on Thursday from 9:00–5:00 and on Friday from 8:00–12:00. Please plan to visit the Exhibits.

## BOX LUNCH

On Thursday a turkey box lunch will be provided for those who requested it and paid \$5 in advance. In order to receive the box lunch you must indicate it on your registration form. A ticket to pick up the lunch will be in your registration packet. Please remember that lunches have to be pre-ordered. Tickets will not be sold onsite. Vegetarian option available.

## PROFESSIONAL ENDOWMENT FUND RAFFLE

### Take a Chance on Professional Development. Odds Are You'll Have Fun!

The Virginia Library Association Professional Development Endowment Committee (VLAPDE) will be drawing the names of 12 participants to receive a \$100 stipend to attend the 2011 Virginia Library Association Annual Conference. Entries will be accepted through Sept. 6th, and recipients will be notified by Sept. 9th, 2011. Stipend may be used for: Registration fee; Lodging; Food; Travel expenses, or any other expenses at VLA. Please visit <http://tinyurl.com/6y55r6> to enter now. One entry per person.

## INSTALLMENT PAYMENTS

If you would like to pay for your conference fees in installment payments, please contact Lisa Varga at [vla.lisav@cox.net](mailto:vla.lisav@cox.net) and she will work out a payment plan for you.

## TWITTER

Follow VLA 2011 on Twitter: **#vla2011**

Be sure to use the official VLA 2011 hashtag when tweeting about and during the conference: **#valibraries2011**

## PARKING

If you are attending the conference and not staying at the hotel, you will need to obtain a parking pass from the **Conference Registration Desk in the Exhibit Hall**. Please indicate on your conference registration form if you need a pass, and it will be placed in your registration packet. You will give this pass to the parking garage attendant upon exiting the facility. **IF YOU DO NOT HAVE THE PASS, PARKING IS \$5.00.**

# conference information

## ALTERNATE PARKING LOT INFORMATION

The parking lot adjacent to the Portsmouth Renaissance is managed by the City of Portsmouth. If that lot is full when you arrive, you may also park at the Harbor Court Garage, located at the corner of Crawford Parkway and Harbor Court (3 blocks from the hotel). DIRECTIONS: From the parking lot adjacent to the hotel, make a right onto Water Street and right onto Crawford Parkway. Your next right is Harbor Court. The Harbor Court lot will accept your VLA parking pass when you exit.

See the map on page 25.

## LODGING AT THE PORTSMOUTH RENAISSANCE

The Portsmouth Renaissance Hotel & Waterfront Conference Center is offering rooms for VLA attendees at a reduced nightly rate of \$125. Portsmouth City tax is 8% and Virginia State tax is 5%. Check-in time is 4:00 pm. Check-out is 12:00 pm. To be eligible for the group rate, reservations must be made with the Portsmouth Renaissance by September 26.

Use this link to make your reservation:  
<http://bit.ly/nKqwFO>

## SPECIAL LODGING RATE

The hotel is offering 25 rooms for October 26 (Wednesday); 40 for October 27 (Thursday) and 15 for October 28 (Friday) at the prevailing government rate. These rooms will be available on a first-come, first-served basis. You will need to ask for this rate when making your hotel reservation.

## PLEASE SUPPORT THE SCHOLARSHIP BASKET RAFFLE.

You can help in two ways: purchase tickets for the raffle and/or create a basket to be raffled. All money from this project goes toward the VLA Scholarship fund. If you wish to create a basket to be raffled, please contact Sandra Shell ([sshell@brrl.lib.va.us](mailto:sshell@brrl.lib.va.us)) or Elizabeth McCormick ([emccormick@radford.edu](mailto:emccormick@radford.edu)) for more information. Tickets are \$2 each, or 3 for \$5. VLA accepts cash, checks and credit cards.

## QR CODE SCAVENGER HUNT

Have a smartphone or other internet-enabled device? You'll want to play along with us on our QR Scavenger Hunt during the conference. Here's a little something for you:



# keynote speakers

**Thursday, 10:00 am**  
**HOLLEY BALLROOM I-VII (1<sup>st</sup> Floor)**



**Rebecca Kamen**'s work explores the nexus of art and science, informed by wide ranging research into cosmology, spirituality, philosophy and science. She has also investigated rare books and manuscripts at the libraries of the American Philosophical Society and the Chemical Heritage Foundation, utilizing these scientific collections as a *muse* in the creation of her work.

Ms. Kamen has exhibited and lectured about her work both nationally and internationally in China, Hong Kong, and Egypt. She has been the recipient of a Virginia Museum of Fine Arts Professional Fellowship, a Pollack Krasner Foundation Fellowship, a Strauss Fellowship, three VCCS Professional Development Grants, and a Travel Grant from the Chemical Heritage Foundation. In 2001, Ms. Kamen was awarded a President's Sabbatical Award from Northern Virginia Community College where she has been a Professor of Art since 1978. She is the recipient of the Chancellors Commonwealth Professorship for 2011–2013, to further develop her work bridging art and science. Ms. Kamen's work is represented in many private and public collections such as KPMG Peat Martwick Corporation, Gannett Corporation, IBM, Capital One and the Institute for Defense Analysis.

# keynote speakers

**Friday, 9:00 am**

**HOLLEY BALLROOM I-VII (1<sup>st</sup> Floor)**



**Steve Almond** is the author of the story collections *My Life in Heavy Metal* and *The Evil B.B. Chow*, the novel *Which Brings Me to You* (with Julianna Baggott), and the non-fiction books *Candyfreak* and *(Not That You Asked)* and *Rock and Roll Will Save Your Life*. Lookout Press has just published his new story collection, *God Bless America*.

Almond's stories have been anthologized in the Best American Short Stories and the Pushcart Prize. He writes for various publications, including *The Los Angeles Times*, the *Boston Globe*, *GQ*, *The Believer*, and *Salon.com*.

He is also, crazily, self-publishing books. *This Won't Take But a Minute*, *Honey*, is composed of 30 very brief stories and 30 very brief essays on the psychology and practice of writing. *Letters from People Who Hate Me* and *Bad Poetry* are exactly what they sound like. Both are available at readings.



# preconferences

**Wednesday, October 26, 2011**

**10 am–1 pm (\$30)**

## Can Libraries be sold as Soap?

This workshop brings research psychologist G.D. Weibe's ideas to libraries and is based on his important question, "Can Brotherhood be sold as Soap?" In Weibe's ground-breaking work, he analyzed whether established marketing techniques could be used to promote social change; he demonstrated that they could. For the past sixty years, marketing practitioners and scholars have been refining these ideas. In 1971, marketing professors Kotler and Zaltman coined the term "social marketing" to refer to these strategies and techniques.

Mary Evangeliste is deeply committed to bringing social marketing's successful strategies and techniques to libraries and non-profits. At the core of this preconference is her commitment to offering sessions that are engaging, practical, entertaining, and of course, educational. During this pre-conference participants are guided through four proven strategies successfully used in social marketing campaigns. Mary will then help participants integrate and apply social marketing ideas to their home organizations.

Mary Evangeliste is the owner of Fearless Future, which is a group of artists, designers, educators and librarians who specialize in marketing, design, training and strategy for nonprofits and small businesses. During her years as a librarian Mary was a manager, a liaison, and a trainer. She has written and presented widely over the past six years on change management, training and non-profit marketing. She is known for motivating and enthusiastic lectures and workshops. She is also the co-author of the ALA bestselling book *Bite Sized Marketing: Realistic Solutions for the Overworked Librarian*.

**Wednesday, October 26, 2011**

**2 pm–4 pm (\$20)**

## Ghosts of Virginia

Join L.B. Taylor, Jr., as he takes you on a journey of ghosts throughout the Commonwealth. True ghostly humor and historical anecdotes make up the framework of this talk. Mr. Taylor has been featured on NBC's *Today Show* and the SciFi channel's *Ghost Hunters*, and has received the Virginia Writers Club's Lifetime Achievement Award. Just in time for All Hallow's Eve, this presentation will surely provide chills.





# don't miss these

## **CONFERENCE SOCIAL**

Thursday, 8:00 pm–11:00 pm  
HOLLEY BALLROOM I-VII (1<sup>st</sup> Floor)

Once you've had a chance to enjoy your dinner, come socialize with your colleagues at the VLA Conference Social. DJ Rick Ripley will play your favorites and will host a karaoke extravaganza. Be sure to check the box on the Registration Form for Conference Social (under SPECIAL EVENTS) to receive your ticket (good for 1 free glass of wine or beer.) Desserts will be provided, in addition to a cash bar.

## **JEFFERSON CUP LUNCHEON**

(Ticketed Event \$30)

The Jefferson Cup Luncheon will be held on Friday, October 28 at 12:30 pm in the Holley Ballroom IV (1<sup>st</sup> Floor). Ticket sales are limited to 150 on a first-come, first-served basis. The 2011 Jefferson Cup Award Winner will be announced soon. Please check the VLA website, [VLA.org](http://VLA.org), for more information.

## **VOLUNTEERS**

Volunteers are needed to assist with facilitating sessions during the 2011 VLA Conference. If you are interested in being a volunteer during the conference, please contact Lydia Williams by email at [williamslc@longwood.edu](mailto:williamslc@longwood.edu) or by telephone at 434.395.2432.

## **SNAPSHOTVA**

In April of 2011, libraries across Virginia participated in SnapshotVA. Come to the Exhibit Hall to see the results of this effort and learn how you can customize posters and bookmarks to encourage advocacy in YOUR library!

## **YOU CAN WIN A FREE 2011 VLA CONFERENCE REGISTRATION!**

Calling all members! Encourage a new person to join VLA and you and your new recruit have the chance to win a free 2011 VLA Conference Registration!

Here's how it works: All current VLA members are eligible to recruit new members for this contest. Multiple entries are allowed. For each person you recruit, you'll get an additional chance to win. To participate, simply have your new recruit fill out a VLA membership form and have them add "I was recruited by:" plus your name at the top of the form (or if they pay via Paypal, in the notes section). All membership forms for the contest must be received in VLA's offices (mail, email or fax) by August 31, 2011. The winner will be notified by September 9, 2011. For membership form and rates, please visit [vla.org](http://vla.org) and click Membership>Join or Renew.



# sessions

Thursday October 27



*Thursday 9:00–10:00 am PORTSMOUTH  
BALLROOM/EXHIBIT HALL (2<sup>nd</sup> floor)*

## **GRAND OPENING EXHIBITS AND REGISTRATION**

Music provided by the Port Towne  
Magic Jazz Band. Coffee and pastries  
served in the Exhibit Hall.

*Thursday 10:00–11:30 am  
HOLLEY BALLROOM I-VII (1<sup>st</sup> Floor)*

## **OPENING GENERAL SESSION**

Welcome to the VLA 2011 Annual Conference.  
Opening remarks by Portsmouth Mayor, the  
Honorable Kenneth I. White. Conference  
greetings will be given by Matt Todd, VLA  
President. The Jefferson Cup Award will be  
announced. The Keynote Speaker for the  
Opening General Session is Rebecca Kamen,  
artist, researcher, and Professor of Art at  
Northern Virginia Community College.

*Thursday 11:45 am–1:00 pm PORTSMOUTH  
BALLROOM/EXHIBIT HALL (2<sup>nd</sup> floor)*  
Box Lunch Served in the Exhibit Hall

*Thursday 11:45 am–1:00 pm  
AMPHITHEATER (1<sup>st</sup> Floor)*  
VPLDA Executive Committee Meeting

*Thursday 12:00–1:00 pm MADISON (1<sup>st</sup> Floor)*  
Lunch with VLACRL

*Thursday 12:00–1:00 pm LEE (1<sup>st</sup> Floor)*  
New Members Round Table Forum Lunch

New to VLA or want a refresher course on  
its structure and mission? Bring your boxed  
lunch and join the NMRT Forum for an  
overview of the organization and how to  
get more involved. All students, new VLA  
members, potential VLA members, and  
paraprofessionals are invited to attend!

*Thursday 1:15–2:00 pm  
HOLLEY BALLROOM V-VII (1<sup>st</sup> Floor)*

## **THE LEGALLY LITERATE LIBRARIAN**

Introduction to commonly used legal terms  
and concepts plus some helpful hints on  
navigating online legal resources. Presented  
by two non-J.D. private law firm librarians  
who learned the hard way — on the job.

*Presenter(s): Gregory Stoner, and  
Jeanne Ullian, Williams Mullen; Terry  
Long, Virginia State Law Library.*

*Thursday 1:15–2:00 pm AMPHITHEATER (1<sup>st</sup> Floor)*

## **FROM PUBLIC LIBRARY HISTORY TO FANTASY HEROES: A CROSS- SECTION OF RESEARCH FROM AN M.L.S. PROGRAM**

Want to hear current research on topics  
relevant to public libraries? Two students and  
a recent graduate of the University of North  
Carolina's MLS program will be sharing their  
research on topics including the history of the  
Charlotte County Library and the depiction  
of male heroes in children's fantasy series.

*Presenter(s): Susan Metallo, Lucy Hart  
Peaden and Jacqueline Martsof, University  
of North Carolina at Chapel Hill.*

# sessions

Thursday 1:15–2:00 pm ADMIRAL (2<sup>nd</sup> Floor)

## INTERVIEWING: TIPS FROM THE OTHER SIDE OF THE TABLE

Because of the competitive applicant pool for entry-level positions, it is important for those in the job market to know what hiring committees seek in potential candidates. The presenters will provide research- and experience-based information that will help entry-level candidates understand the interview process from the other side.

*Presenter(s): Megan Hodge, Chesterfield County Library; Teresa Doherty, Virginia Commonwealth University Libraries; Deborah Lammers, Dumbarton Area Library; Nicole Spoor, Hampton University/William R. and Norma B. Harvey Library.*

Thursday 1:15–2:00 pm  
HOLLEY BALLROOM I-III (1<sup>st</sup> Floor)

## GONE WITH THE WIND: THE LITERARY LEGAL COMPLEXITIES OF A BESTSELLING NOVEL

Ellen F. Brown, a lawyer and co-author of *Margaret Mitchell's Gone with the Wind: A Bestseller's Odyssey from Atlanta to Hollywood*, shares the fascinating story of the legal struggles Mitchell faced managing the *Gone with the Wind* literary rights and the efforts of her estate to capitalize on those rights after her death. Ms. Brown will sell and sign her book in the Exhibit Hall immediately following this session.

*Presenter(s): Ellen Brown, Author, and Gail Zwirner, University of Richmond.*

Thursday 1:15–2:00 pm LEE (1<sup>st</sup> Floor)

## URBAN LIT FOR TEENS

Recently urban lit has undergone a drastic transformation from poorly edited, self-published books to well developed, high demand books published by respected publishers. Now a similar trend is emerging in the teen urban lit market. Don't let your library fall behind; discover which titles and imprints are appropriate for your teens.

*Presenter(s): Randi Wines, Roanoke Public Libraries.*

Thursday 1:15–2:00 pm  
COMMODORE (2<sup>nd</sup> floor)

## WHAT CAN I DO WITH THIS? DECIPHERING COPYRIGHT AND LICENSE NOTICES

One way to help know what restrictions apply to copyrighted materials is to locate and interpret the copyright or license notice. This session will discuss basic copyright rules and licensing mechanisms, such as Creative Commons. The presenters will also demonstrate how to find and interpret these copyright or license notices.

*Presenter(s): Benjamin Keele and Fred Dingley, William and Mary Law Library.*

Thursday 1:15–2:00 pm  
MADISON and JEFFERSON (1<sup>st</sup> Floor)

## VLACRL POSTER SESSIONS

Interact with presenters and colleagues at the 2nd Annual VLACRL Poster Session.

Thursday 2:15–3:00 pm LEE (1<sup>st</sup> Floor)

## NEITHER A BORROWER NOR A LENDER BE: E-READERS AND LIBRARY POLICY

As patron demand for eBooks and eReaders grows, librarians face complicated decisions surrounding licensing, device-specific content, lending restrictions, and the library's role in bridging the gap between patrons who can afford electronic devices and those who cannot. Presenters from both public and academic libraries will discuss policy considerations regarding eReaders.

*Presenter(s): Tammy Hines, Longwood University; Paula Alston, Montgomery-Floyd Regional Library.*

Thursday 2:15–3:00 pm  
HOLLEY BALLROOM V-VII (1<sup>st</sup> Floor)

## PUBLIC INTERNET ACCESS IN VIRGINIA LIBRARIES — WHAT WORKS, WHAT DOESN'T

Public access computers are a standard fixture in today's library, and providing reliable Internet resources to patrons is paramount in importance. Managing library public access resources is very different from other forms of IT. We will discuss these differences and special concerns in detail. This session is intended to be helpful to both technical and supervisory staff.

*Presenter(s): Tom Shepley, Pamunkey Regional Library; Mickey Boyd, Mickey R. Boyd Computer and Network Consulting.*

# sessions

Thursday 2:15–3:00 pm ADMIRAL (2<sup>nd</sup> floor)

## STORIES ON THE GO: USING AUGMENTED REALITY AND LIBRARY RESOURCES FOR ENHANCED DIGITAL STORYTELLING

The world is becoming increasingly reliant on mobile technologies. How can libraries adapt? Augmented reality adds value to everyday life experiences by layering digital information onto the physical world. This session will focus on how the Virginia Beach Public Library is using this technology strategically to bridge gaps between the library's collections and real-world experience.

*Presenter(s): Nicole McGee and Cynthia Hart, Virginia Beach Public Library.*

Thursday 2:15–3:00 pm MADISON (1<sup>st</sup> Floor)

## PRIVATE SCREENINGS: USING SHORT, INDIVIDUALIZED SCREENCASTS AS A LIBRARY INSTRUCTION MODALITY FOR OFF-CAMPUS STUDENTS

Even with the inherent difficulties presented by the digital environment, the traditional reference interview remains the primary method for understanding individual student information needs. This presentation examines strategies for ascertaining the remote student's baseline level of information literacy and creating short, customized tutorials appropriately geared to their personal needs. Software and hardware selection, file storage and remote access will be discussed. A

method to solicit feedback for point-of-use student satisfaction will also be explained. The major purpose of this talk is to encourage academic librarians to harness the visual power of short screencasts as an alternative to potentially confusing text or chat-based guidance when working online.

*Presenter(s): Brad MacDonald, Jefferson College of Health Sciences.*

Thursday 2:15–3:00 pm JEFFERSON (1<sup>st</sup> Floor)

## WHERE IS THE "COMMONS" IN LEARNING COMMONS?

The Learning Commons service model has been implemented in a variety of academic libraries over the last ten years. Discussion with professionals involved in the model suggest that while the structure is easy enough to implement, we are all struggling with the same issues. There is no clearly accepted standard for a Learning Commons. Are we establishing Learning Commons, Information Commons, or are we simply creating a mechanism to get students to come into the library? Is a Learning Commons model a viable model for teaching and learning? Does the tiered service model better serve the user or was the traditional reference model actually more effective? In spite of these questions, how do we structure the Library or Learning Commons to support education and to engage intellectual curiosity?

*Presenter(s): Elizabeth Haworth and Sara Williams, James Madison University; Anne Houston, University of Virginia; George Oberle, George Mason University.*

Thursday 2:15–3:00 pm HOLLEY BALLROOM I-III (1<sup>st</sup> Floor)

## REINVENTING REFERENCE "REVISITED"

Representatives from several public library reference departments will participate in a panel discussion about changes to traditional public library reference services including innovations and trends, challenges and opportunities. Time for Q&A will also be included.

*Presenter(s): Krista Farrell, Zanne Macdonald and Joyce MacDonald, Jefferson-Madison Regional Library; Barry Trott, Williamsburg Regional Library, Michele Brown, Central Rappahannock Regional Library, Chris Wiegard, Appomattox Regional Library.*

Thursday 2:15–3:00 pm COMMODORE (2<sup>nd</sup> Floor)

## GRAPHIC NOVELS: BRIDGING THE GAPS

Learn about all the ways that you can promote, maintain, and program around your graphic novel/manga collections for all patrons. We will also be discussing the state of the industry, why libraries should care, and why graphic novels are such a valuable resource.

*Presenter(s): Randi Wines, Roanoke Public Libraries; Susan Hampe, Virginia Beach Public Library; Michelle Chrzanowski, Chesapeake Public Library.*

# sessions

Thursday 2:15–3:00 pm  
AMPHITHEATER (1<sup>st</sup> Floor)

## **SUSTAINING YOUR PROFESSIONAL AND SCHOLARLY IDENTITY IN THE DIGITAL ENVIRONMENT: STRATEGIES FOR VIRGINIA LIBRARIANS**

Connecting with your colleagues. Job prospects. Funding opportunities. Eliminating professional misidentification. All of these benefits can result from successful management of your online identity. This session will help Virginia librarians develop strategies for creating positive and unique identities on the web through the use of free and simple technology tools.

*Presenter(s): Rebecca Miller, Virginia Tech.*

3:00–4:00 pm

## **VISIT THE EXHIBITS**

*Refreshments provided.*

Thursday 4:00–4:45 pm ADMIRAL (2<sup>nd</sup> floor)

## **CHANGING STANDARDS: RDA, AACR2, AND MARC21**

Resource Description & Access (RDA) is intended to be the replacement for AACR2r. This session will explain in brief the specific changes in bibliographic description and how the MARC21 bibliographic record will change should these new rules be adopted.

*Presenter(s): Elizabeth McCormick, Radford University.*

Thursday 4:00–4:45 pm MADISON (1<sup>st</sup> Floor)

## **ADVOCATING FOR PUBLIC LIBRARIES: ONLINE TOOLS AND TACTICS**

This program will feature a discussion of effectively using social networks as a means for successful advocacy for libraries.

*Presenter(s): VLA Legislative Committee*

Thursday 4:00–6:00 pm  
HOLLEY BALLROOM I-III (1<sup>st</sup> Floor)

## **VIVA USERS' GROUP**

VIVA (The Virtual Library of Virginia) convenes its 15th Annual VIVA Users' Group meeting. The annual update will be provided. VIVA vendors in attendance will be introduced and a general Q & A session will be held during the first hour. During the second hour, John Ulmschneider (VIVA Outreach Committee Chair) will convene a panel on how librarians are helping their institutions integrate online digital information sources, including audio, video, image, and mixed media, into teaching and learning environments and courseware systems.

*Presenter(s): Kathy Perry, VIVA (The Virtual Library of Virginia) and John Ulmschneider, Virginia Commonwealth University.*

Thursday 4:00–4:45 pm  
COMMODORE (2<sup>nd</sup> floor)

## **123 MATH & SCIENCE**

Learn how the library can be the launching pad for future mathematicians, scientists, and engineers! From measurement to metamorphosis, 123 Math and Science programs capture and expand the imaginations of children, ages 8–11. This presentation includes hands-on activities, sample program plans, suggested material sources, and ideas for spotlighting library resources.

*Presenter(s): Heather Ketron and Maureen Smith, Loudoun County Public Libraries.*

Thursday 4:00–4:45 pm  
HOLLEY BALLROOM V-VII (1<sup>st</sup> Floor)

## **DESTROYING BOOKS, CREATING VISIONS**

An artist and librarian team up to take you on a journey into the world of altered books. What does a book "say" when it's destroyed for art? How does the altered book work in another culture? Join us for an illustrated tour of the transformative power of the printed book.

*Presenter(s): Sylvia Rortvedt, Northern Virginia Community College/Alexandria Campus Library; Rebecca Kamen, VLA 2011 Keynote Speaker.*

# sessions

Thursday 4:00–4:45 pm LEE (1<sup>st</sup> Floor)

## LET'S READ!: CREATING A SUCCESSFUL FOREIGN LANGUAGE COLLECTION AT YOUR LIBRARY! SPONSORED BY THE MULTICULTURAL FORUM

With Virginia's growing foreign-born population, foreign language materials are needed now more than ever to create a welcoming environment for our diverse communities. Creating a successful foreign language collection may seem daunting when resources and language experts are not in the budget, but any library can have a successful program regardless of the size of the institution or budget. Learn tips on selecting, ordering, cataloging, and marketing in order to create a successful foreign language collection for your library.

*Presenter(s): Christie Hoerneman and Mutahara Moshabar, Central Rappahannock Regional Library; Cristina Dominguez Ramirez, Virginia Commonwealth University.*

Thursday 4:00–4:45 pm  
AMPHITHEATER (1<sup>st</sup> Floor)

## THINKING INSIDE THE BOX

Thinking about adaptive reuse for your next library? Before you start moving into the empty building down the street, you should attend this session. You'll learn the ins and outs of the process, including how to evaluate buildings and sites and who should be involved along the way.

*Presenter(s): Jim Mumby and Tracy (Petrella) Sweeney, Fanning Howey.*

Thursday, 5:00–6:00 pm

## BUSINESS MEETINGS

**VPLDA Business Meeting — Amphitheater** (1<sup>st</sup> Floor)

**Local History/Genealogy/Oral History Forum — Lee Room** (1<sup>st</sup> Floor)

**Paraprofessional Forum — Jefferson Room** (1<sup>st</sup> Floor)

**Youth Services Forum — Commodore Room** (2<sup>nd</sup> floor)  
Please join the Youth Services Forum for wine and cheese.

Thursday, 5:45–7:45 p.m.

## NEW PROFESSIONALS DINNER

Join the NMRT Forum for drinks and dinner before the all-conference social! We will meet at 5:45 p.m. in the lobby of the Renaissance Portsmouth Hotel to walk to Still Worldly Eclectic Tapas (450 Court St., Portsmouth, VA); if you can't make the 5:45 meet-up, join us whenever you can at the restaurant! We hope to see you there.

Thursday, 6:00 pm

VLACRL cocktails & conversation at Roger Brown's Bar and Grill (following VIVA meeting)

Thursday, 8:00–11:00 pm

HOLLEY BALLROOM I-VII (1<sup>st</sup> Floor)

## CONFERENCE SOCIAL

Once you've had a chance to enjoy your dinner, come socialize with your colleagues at the VLA Conference Social. DJ Rick Ripley will play your favorites and will host a karaoke extravaganza. Be sure to check the box on the Registration Form for Conference Social (under SPECIAL EVENTS) to receive your ticket (good for 1 free glass of wine or beer.) Desserts will be provided, in addition to a cash bar.



# sessions

Friday October 28

*Friday 8:00–8:45 am AMPHITHEATER (1<sup>st</sup> Floor)*

## **ENGAGE AND THRIVE**

Succeed at engaging your community by interweaving social media strategies into your web and marketing plans. Discover from three librarians with extensive experience in social media how to craft your vision, communicate with your community and connect with individuals. This session will help you see how your library can not only sustain, but thrive.

*Presenter(s): Lydia Patrick; Cynthia Hart and Susan Larson, Virginia Beach Public Library.*

*Friday 8:00–8:45 am ADMIRAL (2<sup>nd</sup> Floor)*

## **VIDEO AND PODCAST MAKING FOR THE NON-TECHIE**

Have you always wanted to record some audio or video for a program or your library's website but just don't know where to start? Let a couple of guys who (sort of) know what they're doing show you the basics of making videos and podcasts with as little work and technical knowledge as possible!

*Presenter(s): Shalon Hurlbert and Nathan Flinchum, Roanoke Public Libraries.*

*Friday 8:00–8:45 am MADISON (1<sup>st</sup> Floor)*

## **PARTNERSHIPS IN THE LEARNING COMMONS: MANAGEMENT AND BEST PRACTICES**

This presentation describes a variety of partnerships established between James Madison University's East Campus Library (ECL) and other campus organizations and groups. The presentation will describe

how the partnerships are consistent with the Library's Learning Commons vision, how the partnerships were established and are managed, and finally suggests best practices for establishing and managing the partnerships.

*Presenter(s): John McGehee and Kelly Miller-Martin, James Madison University.*

*Friday 8:00–8:45 am JEFFERSON (1<sup>st</sup> Floor)*

## **GIVING VOICE TO VALUES: IMPROVING ORGANIZATIONAL CLIMATE AND CULTURE**

Over the past few years George Mason's University Libraries have tried to identify and assess the nature of its organization. In 2009, GMU participated in ARL's ClimateQUAL survey, which was followed by an Appreciative Inquiry (AI) study in 2010–2011. ClimateQUAL is primarily focused on assessing organizational climate while AI is a method for identifying the core values and desired futures of an organization. These efforts have resulted in the development of tools (e.g., improved resource-sharing intranet and decision-making matrix) and further activities to define the organization's vision and values from the perspective of the staff. This session will compare the assessment studies and provide examples of tangible responses to the lessons learned.

*Presenter(s): Christopher Dixon and LeRoy LaFleur, George Mason University.*



# sessions

Friday 8:00–8:45 am  
COMMODORE (2<sup>nd</sup> floor)

## CONNECTING TO COMMUNITY: REINVENTING YOUR LIBRARY AS A COMMUNITY HUB

Participants will be guided through ways to “think outside the box” and develop new partnerships and programs to better serve their patrons. Examples of innovative programs and outreach efforts from libraries large and small will also be reviewed. Attendees will leave with plenty of new ideas to put to work in their own organizations.

Presenter(s): J. Drusilla Carter,  
Blue Ridge Regional Library.

Friday 8:00–8:45 am LEE (1<sup>st</sup> Floor)

## DIVERSITY IN CHILDREN’S BOOKS

How multicultural is your library collection? How do you select diverse books for your patrons? Let LUCY help you! LUCY is an acronym for an IMLS grant. In this session you will receive tips for selecting new books, hear book talks on multicultural books and be given time to browse recently published books from the Southeastern Regional Examination Center at ODU.

Presenter(s): Roxanne Mills,  
Old Dominion University.

Friday 8:00–8:45 am  
HOLLEY BALLROOM I-III (1<sup>st</sup> Floor)

## RENOVATE AND REJUVENATE: SURVIVING A MULTI-PHASE BUILDING RENOVATION

In 2007 Augusta County Library began renovating its 1930’s building, last updated in 1983. Two phases and 3.5 years later, the Big Change is finished. Learn how to find funding and work with architects and contractors, the importance of cultivating political friends, and techniques to surviving without losing your mind.

Presenter(s): Debbie Sweeney,  
Diantha McCauley and Tammy  
Coulter, Augusta County Library.

Friday 9:00–10:30 am  
HOLLEY BALLROOM I-VII (1<sup>st</sup> Floor)

## SECOND GENERAL SESSION

Annual Business meeting, VLA Scholarship Presentation, Awards and Recognition Presentation and passing of the Gavel. Keynote Speaker: Steve Almond. Steve is the author of the story collections *My Life in Heavy Metal* and *The Evil B.B. Chow*, the novel *Which Brings Me to You* (with Julianna Baggott), and the non-fiction books *Candyfreak* and *(Not That You Asked)* and *Rock and Roll Will Save Your Life*. Lookout Press has just published his new story collection, *God Bless America*.

Friday, 10:45–11:15 PORTSMOUTH  
BALLROOM/EXHIBIT HALL (2<sup>nd</sup> floor)  
Visit the Exhibits/Scholarship  
Raffle Drawing

Friday, 10:45–11:15 am  
AMPHITHEATER (1<sup>st</sup> Floor)  
Virginia Association of Law  
Libraries Business Meeting.

Friday 11:30 am–12:15 pm  
AMPHITHEATER (1<sup>st</sup> floor)

## MOTIVATION: YOURS, MINE AND THEIRS (LEADERSHIP TRACK)

Motivation of behavior can affect employee performance, customer service, and interpersonal communication — and applies in your personal life as well! Improving your interpretation of others’ motivation, as well as your own, can significantly improve work environments, performance, and relationships. Learn how to predict, shape and reward positive motives through interactive discussions and exercises. Practical advice for application in the work place will be presented.

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

# sessions

Friday 11:30 am–12:15 pm  
HOLLEY BALLROOM I-III (1<sup>st</sup> Floor)

## LIBRARIES AT THE FRONT LINES OF WORKFORCE RECOVERY

Library staff are first-responders to increased demands for job-related assistance. Yet during these tough times, increased demands often outstrip staff resources. The IMLS-funded Project Compass Workshop will provide participants with real-world success stories and a foundation of skills to build programs and services to respond to patron workforce recovery needs.

Presenter(s): Pam Jaskot, State Library of North Carolina.

Friday 11:30 am–12:15 pm  
MADISON (1<sup>st</sup> Floor)

## SUSTAINABLE INSTRUCTION: PRACTICAL IDEAS FOR DESIGNING AND IMPLEMENTING A REQUIRED INFORMATION LITERACY COURSE

Information Literacy recently became a required course for all incoming first-year students at Mary Baldwin College. In this session we will discuss how we made the transition, including methods for streamlining instruction, increasing cooperation among instructors, and revamping the course to appeal to the specific learning styles of first-year students.

Presenter(s): Ilka Datig and Claire Ruswick, Mary Baldwin College.

Friday 11:30 am–12:15 pm  
JEFFERSON (1<sup>st</sup> Floor)

## WORKSHOPS FOR THE COMMON GOOD: DEVELOPING AND IMPLEMENTING A SUCCESSFUL LEARNING COMMONS ACADEMIC SKILLS WORKSHOP SERIES

Addressing identified deficits in academic skills and understanding of available support services, the Library collaborated with other college departments to create a successful weekly academic skills workshop series. These workshops, presented in part by library staff, aimed to increase utilization of academic support services, thereby facilitating student academic success.

Presenter(s): Jamie Price and Emily Moore, Jefferson College of Health Sciences.

Friday 11:30 am–12:15 pm  
COMMODORE (2<sup>nd</sup> Floor)

## MEASURING THE SOFT STUFF

Social media, like everything, requires resources. It takes people, time, and technology to make it happen. This session focuses on how one library is meshing together their social media strategies with web and marketing plans to effectively communicate and connect with customers and how to show ROI. Hart discusses how social media goals link directly to organizational communication strategies, strategic plan, and managing their brand. What are social metrics? How do social metrics

fit within a social media plan? How can we use cross disciplinary approaches and ideas to quantify and measure “soft stuff” such as buzz, engagement, reach, influence and sentiment?

Presenter(s): Cynthia Hart, Virginia Beach Public Library.

Friday 11:30 am–12:15 pm  
ADMIRAL (2<sup>nd</sup> Floor)

## METHODS AND MODELS OF STRATEGIC PLANNING

We all know that strategic planning is important, but what’s the best approach? Presenters will give an overview of traditional strategic planning, Balanced Scorecard, Strategic Triangle, and Baldrige Performance Excellence Program to provide a variety of methods and perspectives from which to inform a planning process. Whether you are a government, public, private, or academic library, everyone will gain a foundation.

Presenter(s): Katherine Simpson, American University Library; and Mary Evangeliste, Fearless Future: consulting for things that matter.

# sessions

Friday 11:30 am–12:15 pm LEE (1<sup>st</sup> Floor)

## REPEAT AFTER ME!

Keeping children interested and focused during storytime can be difficult at times. Drawing children in by having them participate and interact with you can keep storytime exciting. By allowing your children to help you tell the story you are able to captivate even the most distracted child. Come to this session and leave with a list of books that will have all your children coming back for more!

*Presenter(s): Charlsie Parker and Amber Yopp, Roanoke Public Libraries.*

Friday 11:30 am–12:15 pm  
HOLLEY BALLROOM V-VII (1<sup>st</sup> floor)

## TAKING YOUR LIBRARY MOBILE

A recent Library Technology Report stated that “50% of adults in developed markets will have a smartphone by the end of this year.” Are you taking advantage of this new audience? Learn which mobile apps public and academic library staff are using to help promote the mission of their libraries. Also learn about other ways to make your library services more “mobile friendly.”

*Presenter(s): Jenny Novalis, Bedford Public Library System; Nathan Flinchum, Roanoke Public Library; Pat Howe, Longwood University.*

Friday 12:30–2:00 pm  
HOLLEY BALLROOM IV (1<sup>st</sup> Floor)  
Jefferson Cup Luncheon (Ticket required)

Friday 1:15–2:00 pm MADISON (1<sup>st</sup> Floor)

## FREE TECH TOOLS FOR BETTER LIBRARY INSTRUCTION

The purpose of this session is to demonstrate six useful free online tools, and to show how they can be used to enhance library instruction. The attendees of this session will take away with them a collection of ideas and tools that they can apply to their own instruction classes.

*Presenter(s): Jennifer Whicker, Radford University; Kathy Shields and Amy Pace, High Point University.*

Friday 1:15–2:00 pm JEFFERSON (1<sup>st</sup> Floor)

## AVOIDING THE PLAN TO NOWHERE: USING PROJECT MANAGEMENT TECHNIQUES TO EXECUTE A STRATEGIC PLAN

Strategic Plans are a critical tool for expanding the vitality and relevance of academic library services. This program will describe the process of creating and effectively executing a departmental strategic plan at UNC Libraries using project management techniques. Attendees will be able to (1) identify the major project management processes that can be applied to strategic planning in an academic library environment (2) apply project management processes, tools and templates for projects in their specific institutional context.

*Presenter(s): Nathaniel King, UNC-Chapel Hill.*

Friday 2:15–3:00 pm  
HOLLEY BALLROOM V-VII (1<sup>st</sup> Floor)

## DOCUMENTING THE CIVIL WAR: THE CIVIL WAR 150 LEGACY PROJECT

Civil War 150 Legacy Project staff travel throughout Virginia scanning privately-held materials related to the Civil War, with images made available on Virginia Memory, the digital collection web site of the Library of Virginia. Notable discoveries will be shared as well as how researchers can utilize this valuable resource.

*Presenter(s): Laura Drake Davis and Renee M. Savits, The Library of Virginia.*

Friday 2:15–3:00 pm  
AMPHITHEATER (1<sup>st</sup> Floor)

## IMPLEMENTING SUCCESS THROUGH FAILURE (LEADERSHIP TRACK)

We often regale one another with the success of our programs or new technology and we love to talk about our victories. However, for every success in a library one often encounters an even greater number of failures. Strategies, tactics and examples will be discussed for handling and learning from failure.

*Presenter(s): Scott Firestine, Appomattox Regional Library System.*

# sessions

Friday 2:15–3:00 pm MADISON (1<sup>st</sup> Floor)

## **BECOMING A SCHOLAR — THE EVOLUTION OF RESEARCH CHARACTERISTICS FOR GRADUATE STUDENTS ACROSS DISCIPLINES**

This study explores the characteristics and scholarly evolution of research-focused graduate students, updating results presented last year. Analysis concerning the development of research ideas, strategies for finding, organizing and managing information, students' self-perception, and their use of personal and professional networks will be included. Service models will also be incorporated. This presentation will be an update to a project described at the 2010 VLACRL Conference-within-a-Conference.

*Presenter(s): Rebecca Pappert, Beth Blanton-Kent, Tim Morton and Keith Weimer, University of Virginia.*

Friday 2:15–3:00 pm JEFFERSON (1<sup>st</sup> Floor)

## **USING QUICK CLASSROOM ASSESSMENT TECHNIQUES TO GENERATE REPORTABLE DATA FROM ONE-SHOT INSTRUCTION SESSIONS**

In one-shot instruction sessions, it can be difficult to make time for assessment in what feels like an already over-crowded session. This presentation will focus on using quick, simple Classroom Assessment Techniques (CATs) to assess and enhance student learning, and then

leveraging responses to generate data to share with library stakeholders.

*Presenter(s): Laura W. Gariepy, Virginia Commonwealth University.*

Friday 2:15–3:00 pm  
HOLLEY BALLROOM I-III (1<sup>st</sup> Floor)

## **NAVIGATING THE ABYSS OF FREE LEGAL INFORMATION**

The program instructs on where to find free legal information, how to maneuver in free online sources, what is not free, when to search elsewhere, and who to contact for help. The program will also recommend legal essentials for your library.

*Presenter(s): William Magee, Regent University Law Library.*

Friday 2:15–3:00 pm  
COMMODORE (2<sup>nd</sup> floor)

## **QUESTIONABLE CONTENT — REMOVE IT? KEEP IT?**

Someone wants that item out of the collection. What would a hearing look like? How can you best present your case for retaining the item and counter the arguments against it? The Intellectual Freedom Committee and the Virginia Law Library Association will stage a mock hearing illustrating the process.

*Presenter(s): Suzanne B. Corriell, Timothy Coggins and Heather Casey, University of Richmond School of Law.*

Friday 2:15–3:00 pm ADMIRAL (2<sup>nd</sup> Floor)

## **VALUE ADDED: TRANSFORMING TRADITIONAL STORYTIMES TO EARLY LITERACY CLASSES**

Hear how this library adopted a systems approach to overhaul youth services, which culminated in early literacy classes structured on ALA's Every Child Ready to Read, Virginia's PALS requirements and developmental milestones. We will share tips for adapting storytimes into early literacy classes, strategically focused outreach and ASL programming.

*Presenter(s): Katie Cerqua and Victoria Strickland-Cordial, Virginia Beach Public Library.*

Friday 2:15–4:00 pm LEE (1<sup>st</sup> Floor)

## **OUR JEFFERSON CUP OVERFLOWETH**

The Jefferson Cup Award is given each year to a work of outstanding history writing for young people (history, biography, historical fiction). Can you imagine selecting only one winner from more than 250 reviewed books? Difficult but extremely fun! Come and hear committee members talk about their personal favorites and honor books, and the 2011 winner.

*Presenter(s): The 2011 Jefferson Cup Committee.*

# sessions

Friday 3:15–4:00 pm  
AMPHITHEATER (1<sup>st</sup> Floor)

## LEAN LIBRARY MANAGEMENT IN ACTION (LEADERSHIP TRACK)

Based on John Huber's *Lean Library Management: 11 Strategies for Reducing Costs and Improving Customer Service*, this session will outline the 11 strategies and suggestions for execution. Any person in any library realm will benefit from these ideas that include streamlining processes, identifying time wasters, and harnessing the "collective brain" of library staff. Further, real life suggestions for overcoming fear and resistance during the process will be offered.

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

Friday 3:15–4:00 pm  
HOLLEY BALLROOM V-VII (1<sup>st</sup> Floor)

## 50 MORE FREE TOOLS!

50 Free Tools was a big hit at last year's conference! Don't miss 50 more free tools (and a few old favorites) that can help you be more organized, productive, and prepared to help your patrons (and yourself!)

Presenter(s): Wendy Allen and Nathan Flinchum, Roanoke Public Libraries.

Friday 3:15–4:00 pm MADISON (1<sup>st</sup> Floor)

## A LITTLE HELP FROM OUR FRIENDS: A COLLABORATIVE, INTERDISCIPLINARY APPROACH TO INFORMATION LITERACY ASSESSMENT

We collaborated with Longwood's Office of Assessment and Institutional Research and faculty across several disciplines to pilot a campus-wide information literacy assessment process. This collaborative approach saved us time and effort while allowing us to gain a multidisciplinary perspective on our students' ability to use quality information to support their work. We have developed a model for assessing information literacy that may be transferable to other institutions as they conduct their own assessments for SCHEV or for their own institutional purposes.

Presenter(s): Mark Lenker, Liz Kocevar-Weidinger and Tatiana Pashkova-Balkenhol, Longwood University.

Friday 3:15–4:00 pm JEFFERSON (1<sup>st</sup> Floor)

## VISUAL LITERACY: ADDED VALUE IN THE CLASSROOM

A broad discussion of the new ACRL/IRIG Visual Literacy Competency Standards for Higher Education will form the basis of our presentation. These draft standards follow the structure of the Information Literacy standards, but focus on finding, evaluating, and using visual information such as photographs, design elements, works of art, film, television, etc. Examples will be provided to show

how visual literacy can be a part of library instruction sessions for several different disciplines. After participating in our presentation attendees will be able to: (1) articulate why visual literacy is important, (2) read a photograph for information and conduct database searches based on the information from the photograph, (3) collaborate with teaching faculty to use images and visual resources during library instruction sessions, and (4) reinforce proper citing of images.

Presenter(s): Marcia Dursi and Gwen Vredevoogd, Marymount University.

Friday 3:15–4:00 pm  
HOLLEY BALLROOM I-III (1<sup>st</sup> Floor)

## READING IMAGES: ART LIBRARIES IN NORFOLK, VA

Art libraries and art librarianship in Hampton Roads: promoting visual literacy and preserving art information at the Jean Outland Chrysler Library and Hoffheimer Art Library. An overview of the collections and services offered at both libraries and discussion of the changing role of art libraries in Norfolk, VA.

Presenter(s): Laura Christiansen, Chrysler Museum of Art / Jean Outland Chrysler Library; Jessica Ritchie, Old Dominion University/ Elise N. Hofheimer Library.

# sessions

Friday 3:15–4:00 pm ADMIRAL (2<sup>nd</sup> Floor)

## **TEENS CAN READ, BUT WHAT COMES AFTER YOUNG ADULT TITLES?**

Once teens are ready to move beyond the current YA offerings, what adult titles make good match-ups with their previous favorites? Sources for finding adult books that appeal to teens, including review journals, lists, and websites, along with brief descriptions of popular reading and curriculum-related titles, will be shared.

*Presenter(s): Pam Spencer Holley  
and Beth Yoke, Young Adult Library  
Services Association [YALSA]/ALA.*

## vla executive committee

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# VLACRL conference within a conference schedule

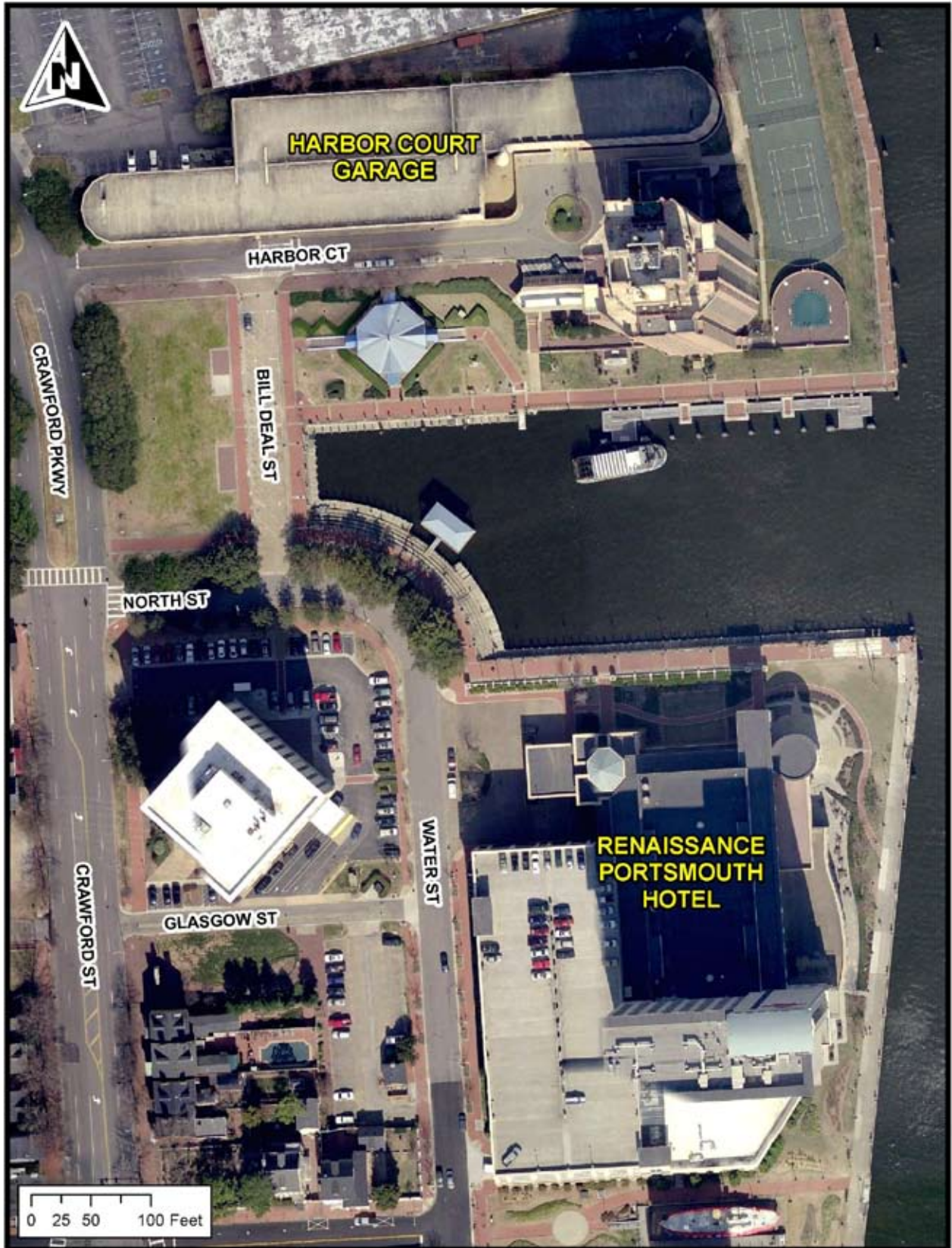
## Academic Libraries: Adding Value in a Time of Change

Full Session descriptions are available in the concurrent session listings in this program.

Time	Madison Room	Jefferson Room
Thursday, 12:00–1:00	Lunch with VLACRL	
Thursday, 1:15–2:00	Poster Sessions	Poster Sessions
Thursday, 2:15–3:00	Private Screenings: Using Short, Individualized Screencasts as a Library Instruction Modality for Off-campus Students — Brad MacDonald (Jefferson College of Health Sciences)	Where Is the “Commons” in Learning Commons? — Elizabeth Haworth & Sara Williams (James Madison University), Anne Houston, (University of Virginia), George Oberle, (George Mason University)
Thursday, 3:00–3:45	Visit the Exhibits	Visit the Exhibits
Thursday, 4:00–4:45	VIVA Meeting — no programming	VIVA Meeting — no programming
Thursday, 5:00–6:00	VIVA Meeting — no programming	VIVA Meeting — no programming
Friday, 8:00–8:45	Partnerships in the Learning Commons: Management and Best Practices — John McGehee, Kelly Miller-Martin (James Madison University)	Giving Voice to Values: Improving Organizational Climate and Culture — Christopher Dixon, LeRoy LaFleur (George Mason University)
Friday, 9:00–10:30	Second General Session — no programming	Second General Session — no programming
Friday, 10:45–11:15	Visit the Exhibits	Visit the Exhibits

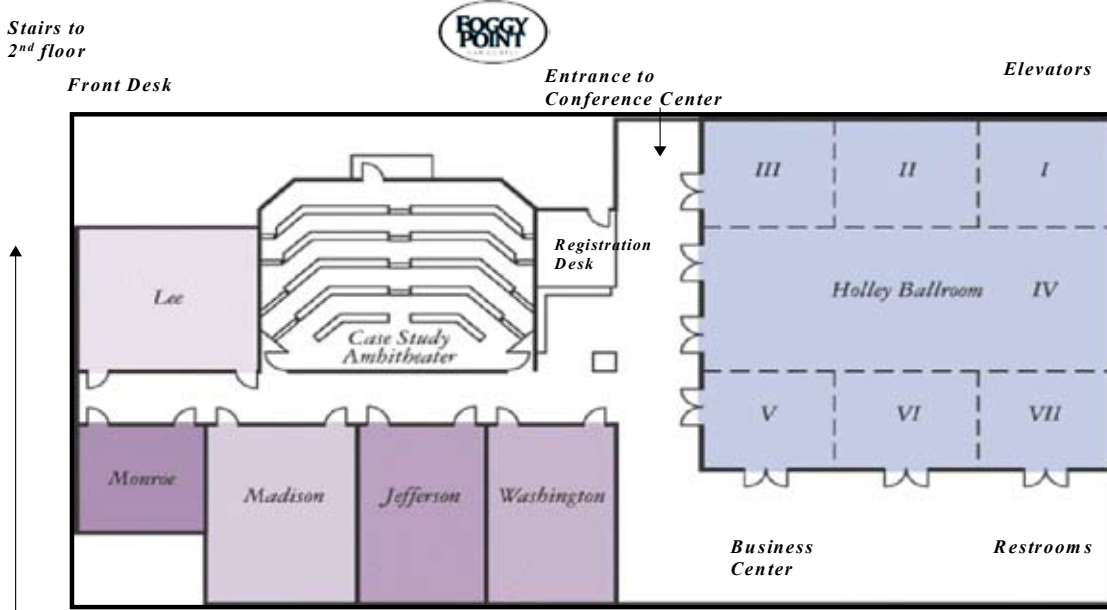


<p>Friday, 11:30–12:15</p>	<p>Sustainable Instruction: Practical Ideas for Designing and Implementing a Required Information Literacy Course — Ilka Datig and Claire Ruswick (Mary Baldwin College)</p>	<p>Workshops for the Common Good: Developing and Implementing a Successful Learning Commons Academic Skills Workshop Series — Jamie Price &amp; Emily Moore (Jefferson College of Health Sciences)</p>
<p>Friday, 1:15–2:00</p>	<p>Free Tech Tools for Better Library Instruction — Jennifer Whicker (Radford University) and Kathy Shields and Amy Pace (High Point University)</p>	<p>Avoiding the Plan to Nowhere: Using Project Management Techniques to Execute a Strategic Plan — Nathaniel King (UNC-Chapel Hill)</p>
<p>Friday, 2:15–3:00</p>	<p>Becoming a scholar — the evolution of research characteristics for graduate students across disciplines — Rebecca Pappert (University of Virginia, Beth Blanton-Kent, Tim Morton and Keith Weimer</p>	<p>Using Quick Classroom Assessment Techniques to Generate Reportable Data from One-Shot Instruction Sessions — Laura W. Gariepy (Virginia Commonwealth University)</p>
<p>Friday, 3:15–4:00</p>	<p>A Little Help from our Friends: A Collaborative, Interdisciplinary Approach to Information Literacy Assessment — Mark Lenker, Liz Kocevar-Weidinger, Tatiana Pashkova-Balkenhol (Longwood University)</p>	<p>Visual Literacy: Added Value in the Classroom — Marcia Dursi &amp; Gwen Vredevoogd (Marymount University)</p>



# Meeting Space and Public Areas

## 1<sup>st</sup> Floor Waterfront Conference Center



## 2<sup>nd</sup> Floor Portsmouth Ballroom and Boardrooms

