

# VLA Professional Associates Forum



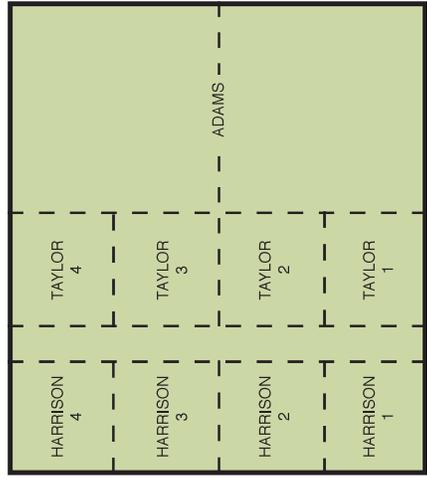
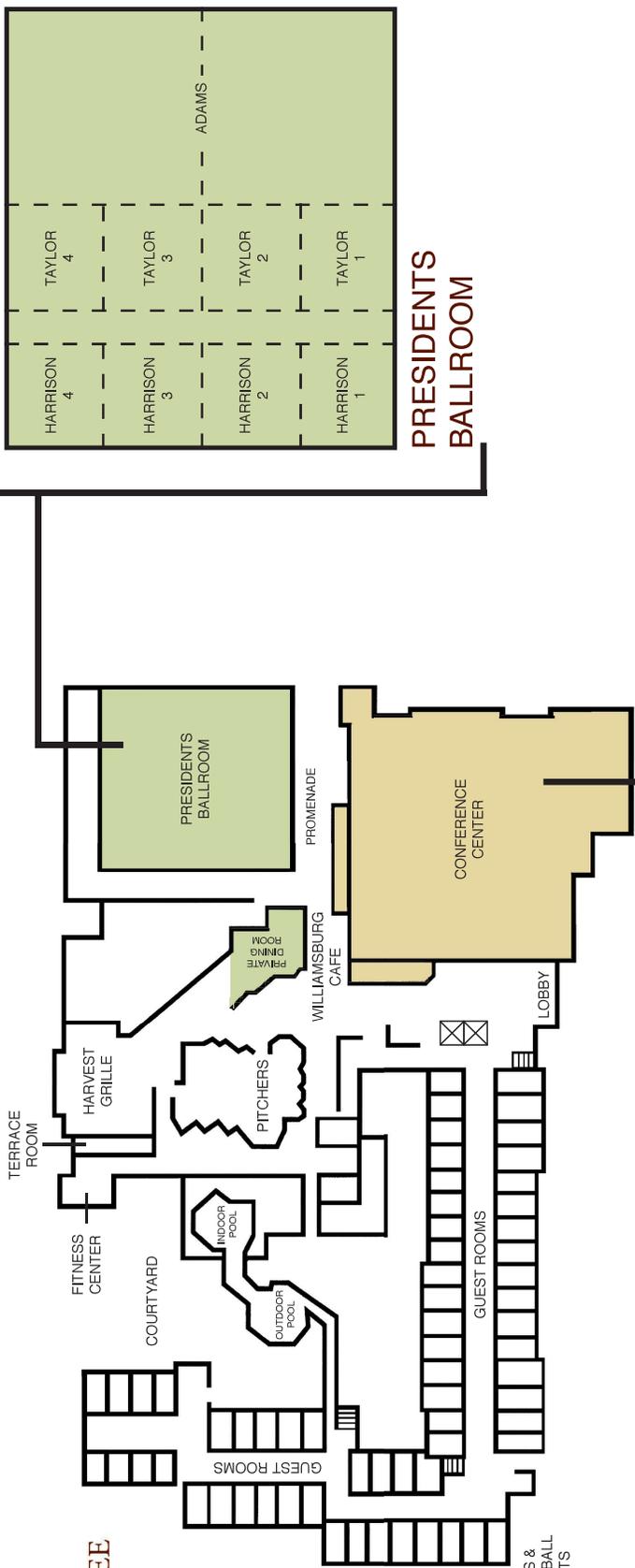
*make libraries happen*

**DoubleTree by Hilton, Williamsburg  
Historic Williamsburg, Virginia**

**May 2, 2016**

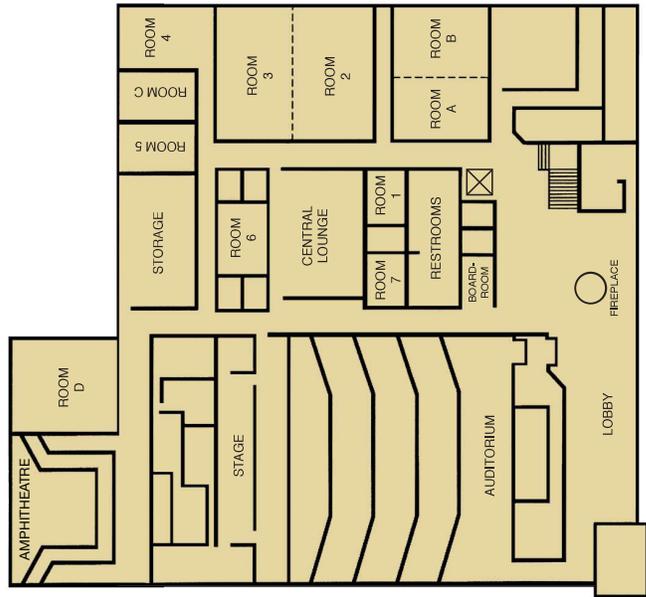
**FINAL CONFERENCE PROGRAM**





**PRESIDENTS BALLROOM**

**CONFERENCE CENTER**



**FIRST FLOOR**



**SECOND FLOOR**



**YOU** *make libraries happen*

## Welcome to the 2016 VLAPAF Conference

On behalf of the Executive Board of the Virginia Library Association Professional Associates Forum (VLAPAF), I would like to extend to you a warm welcome to our conference this year. It's an exciting time, as we move forward with our conference at a new location, the beautiful Doubletree by Hilton Williamsburg Hotel in historic Williamsburg, Virginia.

"You Make Libraries Happen" seemed so appropriate for our conference theme this year. Each one of us, individually and collectively, makes our libraries what they are today. Whether academic, public, school or special library, each of us contributes to the overall success of our institutions. Working the front line circulation desk, reference desk, children's or technical services, digitization or local history, we all play an important role in the success and future of our libraries. This one-day conference will give insight into what other libraries are doing to ensure their success.

What is the primary connection between all of our positions? Customer Service! Working with the public in any institution can be challenging at times, but is overall very rewarding. Our Keynote Speaker on Monday morning, Andrew Sanderbeck, will invigorate us into making the customer interaction a memorable and favorable experience that will keep our patrons returning for more!

Our conference will continue with sessions on Marketing, Youth Services, Technical Services, Outreach Services, Professional Development, and overall General Services. Learn new ideas you can take back to your institution or focus on your own professional development. Branch into new areas or learn other ideas about the position you currently hold. Whatever your decision is, make sure to network with those around you to make the most of your conference experience.

I look forward to seeing everyone and hope you enjoy the conference the VLAPAF Board has planned for you. Please return home safely and share these new ideas with your colleagues. Encourage them to attend future conferences. Please fill out your conference evaluations (which will be e-mailed to you) so we can plan another great conference with all your suggestions in mind. If you would like any further information about participating on the VLAPAF Board, please see any of our Board members at the conference or you can e-mail me directly. We are always open to fresh, new ideas!

See you at the conference!

Kathy Clevenger, Chair, VLAPAF





**YOU** make libraries happen

## Keynote Speaker

**Andrew Sanderbeck**  
**YOU Make It Happen for the Customer!**

**8:30 am – 10 am, Presidents Ballroom**

You don't need a title or an office to create positive customer service experiences that make the customer want to come back to your library.

This interactive and fun keynote presentation explores three keys to creating positive customer experiences and will also explore two rather obscure but important words of service from Andrew Sanderbeck's book, *The ABCs of Positive Living*.

Andrew Sanderbeck is a recognized expert presenter and consultant for libraries and library organizations on customer service and customer management. He has presented at ALA and at 48 state and regional conferences (2 to go), as well as international conferences in the Caribbean, Dubai, United Arab Emirates and Europe.

Andrew is the author of two inspirational books, *The ABC's of Positive Living* and *The Power of Asking for What You Want—Jimmy's Secret*.

He lives in Waynesville, North Carolina, with his wife Michelle and their second child/dog Tasha



(a Maltese/Shitzu). Their first child, Stephanie, graduated (this past weekend) from Florida State University with a degree in Biology and dreams of being a "big cat" Veterinary Doctor.

### **SCHOLARSHIP FUND—CELEBRATING 25 YEARS OF VLA SCHOLARSHIPS**

By purchasing raffle tickets, you will be supporting the **Clara M. Stanley VLAPAF Scholarship Fund**. You may also wish to donate a basket or raffle item to be included in our drawing. Please drop them off at the registration desk on Monday morning. The drawing will be held during the closing event on Monday afternoon. Prizes will be awarded including a framed P. Buckley Moss print donated specifically for the VLAPAF Scholarship Raffle. **YOU DO NOT NEED TO BE PRESENT TO WIN!** Tickets are \$1.00 each or 6 for \$5.00.



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## Conference Schedule

7:30 am – 9:30 am, Registration Desk  
outside Presidents Ballroom

### REGISTRATION AND PACKET PICK UP

8:30 am – 10:00 am, Presidents Ballroom

### OPENING BREAKFAST BUFFET

Breakfast service begins at 8:30 am. **Andrew Sanderbeck's keynote address, *YOU Make It Happen for the Customer!*, will begin at 9:15 am.** You don't need a title or an office to create positive customer service experiences that make the customer want to come back to your library. This interactive and fun keynote presentation explores three keys to creating positive customer experiences and will also explore two rather obscure but important words of service from Sanderbeck's book *The ABCs of Positive Living*.

### CONCURRENT SESSIONS

10:30 am – 11:15 am, Rooms 2/3, first floor

#### It's All About YOU! PD

In our everyday lives we are constantly putting others first and neglect to take the time for ourselves. In order for us to be our best selves, we must take time to reflect, rejuvenate, and replenish our senses! Please join me for a session that will discuss your health and well-being and promote the importance of YOU being your best self! We will practice relaxing tense muscles, mindfulness, and visual imagery. (This session will be repeated at 1:45 pm.)

*Presenter:* Heather Sadowski, University of Richmond

10:30 am – 11:15 am, Room 17, second floor

#### Bullseye: Neighborhood Profiles & Targeted Programming OS

Do you offer great programs that attract members of the community? Do you know who lives near your library? An important part of remaining relevant to your community is understanding the characteristics and aspirations of nearby residents, businesses and organizations. We'll share CCPL's creation and use of neighborhood profiles to offer engaging programs.

*Presenters:* Meg King-Sloan, Barbara Ferrara, Hayley DeRoche and Jessica Gonzalez, Chesterfield County Public Library

### TRACK/SESSION KEY:

- PD Professional Development
- OS Outreach Services
- YS Youth Services
- GS General Services
- M&P Marketing and Publicity
- TS Technical Services

10:30 am – 11:15 am, Room 8, second floor

#### OWLS Take Flight: Outreach to Senior Communities OS

After retiring our bookmobile, a new concept for providing service to senior communities was necessary. What started as one person, in a van, delivering library materials, grew to include librarians supplying a variety of services. The recent addition of senior programming now rounds out this outreach service. Whether you are interested in starting a similar program or already have one in place, learn how OWLS evolved and share your ideas about serving senior communities.

*Presenters:* Jenny McGee and Kara Rockwell, Central Rappahannock Regional Library

10:30 am – 11:15 am, Amphitheatre, first floor

#### Music 'n' Movement: Pre-K Programming with The Twist YS

We all know that kids need to move more on a daily basis. Libraries can help with this! Join us for a fun-filled, INTERACTIVE session on starting a Music 'n' Movement program for Pre-K at your library!

*Presenters:* Heather Maury, Appomattox Regional Library System; Shawna LoMonaco, Suffolk Public Library



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## Conference Schedule CONTINUED

10:30 am – 11:15 am, Room D, first floor

### **There is No YOU in Genealogy—Genealogy Basics, Resources, and Tips for Working for Researchers of All Kinds** GS

We have to be ready for anything when a patron approaches our desk; what about genealogy? This session teaches you the basics of genealogy research, highlights tips and tricks for working with resources, and gives you a short list of easy resources to consult.  
*Presenter:* Nathan Flinchum, Roanoke Public Libraries

10:30 am – 11:15 am, Central Lounge, first floor

### **The Changing View of LGBTQ** GS

Takes a look at the specific needs of the LGBTQ community, resources available, staff training, and reading suggestions for a community that has long been on the fringe.

*Presenters:* Janice Hummel and Levi Branson, Loudoun County Public Library

10:30 am – 11:15 am, Rooms A&B, first floor

### **How to...NOT Get a Job at Your Library: Handling Rejection with Professionalism in Order to Succeed in the Future** PD

Have you applied for a position but not been selected? How you react in this situation has an impact on your administrators' view of your potential for promotion. Using examples, role-playing, and audience feedback, we will discuss ways to reframe your attitude and behavior for future professional success. (This session will be repeated at 11:30 am.)

*Presenters:* Elizabeth Hensley and Deborah Wright, Prince William Public Library

**11:30 am – 12:15 pm**

11:30 am – 12:15 pm, Central Lounge, first floor

### **Fading Fast: Capturing the Stories of Our Nation's Veterans Before They Fade Away into History** GS

This presentation will review the Jerry Falwell Library's Veterans Oral History Project which began in the spring of 2015. Topics will include establishing a pool of potential interviewees, the interview process, subject research, question selection, conducting the interview, follow up, and publishing the interviews via the library's Digital Commons website.

*Presenter:* Kenny Rowlette, Liberty University's Jerry Falwell Library

11:30 am – 12:15 pm, Room 8, second floor

### **Not Just for the Patrons: Conflict Resolution** PD

We love to discuss how we deal with conflicts that occur with library patrons (external customers) but what about the conflict among library staff (internal customers). This session will hold tips for conflict resolution among ourselves.

*Presenter:* Tammy Hines, Longwood University

11:30 am – 12:15 pm, Rooms 2&3, first floor

### **Outreach Services for Academic Libraries—Creating a Hub for Learning and Service** OS

Academic Libraries are often seen as places on campus which only are used to house resources and study. However, the roles and needs of the campus and surrounding communities extend to much more than just resources. At Hampton University, we have worked over the last year to create platforms for programming and outreach which show the role of the academic library in the community. This session will explore how we addressed the needs for programming and our hits and misses in providing outreach services.

*Presenters:* Phyllis Banks, Jaime Newland and Timothy Woodard, Hampton University



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## Conference Schedule CONTINUED

11:30 am – 12:15 pm, Amphitheatre, first floor

### **Making It Happen: Dealing with Our Angry Library Customers** GS

They're coming to your library. Angry, nasty and downright unreasonable customers! The good news is that you don't have to let them drag you down or ruin your day. In this interactive session you'll receive information and experiences to help you more effectively work with your Angry Customers! (This session will be repeated at 2:30 pm.)

*Presenter:* Andrew Sanderbeck, Andrew Sanderbeck, LLC

11:30 am – 12:15 pm, Room 17, second floor

### **Tips and Tricks for Assisting Patrons with Legal Reference Questions** GS

This session will provide participants with introductory information on how to answer legal reference questions for public patrons. It will (1) focus on tips and tricks for breaking down patron questions into legal questions and (2) introduce the best sources for legal information that are free online to the public, and that are accurate and current. The session will also address the legal ethics issues of assisting patrons with legal reference questions outside the formal attorney-client relationship.

*Presenter:* Stephanie Miller, Washington and Lee University School of Law

11:30 am – 12:15 pm, Rooms A&B, first floor

### **How to...NOT Get a Job at Your Library: Handling Rejection With Professionalism in Order to Succeed in the Future** PD

Have you applied for a position but not been selected? How you react in this situation has an impact on your administrators' view of your potential for promotion. Using examples, role-playing, and audience feedback, we will discuss ways to reframe your attitude and behavior for future professional success.

*Presenters:* Elizabeth Hensley and Deborah Wright, Prince William Public Library

11:30 am – 12:15 pm, Room D, first floor

### **Marketing YOUR Academic Library** M&P

According to your marketing plan your holiday display was supposed to be complete yesterday and YOU haven't decided on a theme! How do you navigate your marketing roadmap, while being adaptable to your changing needs, and where is your budget? This session will guide you to navigate these struggles and more of marketing YOUR academic library.

*Presenters:* Michelle Jerney-Davis, Northern Virginia Community College

**12:15 pm – 1:30 pm, Presidents Ballroom, first floor**

**Networking Luncheon Buffet at the DoubleTree by Hilton Williamsburg. Included in your registration fee.**

**1:45 pm – 2:30 pm**

1:45 pm – 2:30 pm, Room 17, second floor

### **Electronic Resources for Genealogists** GS

Genealogists were among the first to see the research potential of the digital age. Now, after 45 years of data collecting, scanning, and transcribing, many valuable resources are available in electronic form for the researcher. This presentation will discuss some of the more important electronic collections on the Internet.

*Presenter:* Jean L. Cooper, University of Virginia

1:45 pm – 2:30 pm, Central Lounge, first floor

### **Graphic Novels for Teens— Much More Than Comics** YS

Often written off as "just comic books," the importance of graphic novels in library collections is continuing to grow, as evidenced by VLA's introduction of an award for Diversity in Graphic Novels and the naming of graphic novelist Gene Luen Yang as National Ambassador for Young People's Literature. Learn more about the popular appeal and educational value of graphic novels, manga, and even comic books.

*Presenter:* Angela Critics, Jefferson-Madison Regional Library



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## Conference Schedule CONTINUED

1:45 pm – 2:30 pm, Rooms 2&3, first floor

### Fostering Diversity & Inclusion in Your Library **PD**

Are you doing everything you can to attract the most diverse job candidates possible? Do patrons from all walks of life feel welcomed and included at your library? Come hear from a panel of librarians representing a variety of communities discuss how to foster an environment of diversity and inclusion.

*Presenters:* Shari Henry, Arlington Public Library; Kareemah Hamden, Henrico Public Library; Mutahara Mobashar, Central Rappahannock Regional Library; and Kevin Clement and ReKeshia Spellman, Chesapeake Public Library

1:45 pm – 2:30 pm, Rooms A&B, first floor

### The Pop-Up Library: Meeting the Community Where They Are **OS**

The Pop-Up Library, as developed by the Suffolk Public Library, is a mechanism for expanding a library's presence outside of the walls of the building and meeting the community where they live, work, and play. Learn the ways you can adapt and replicate this concept in your library.

*Presenters:* Sarah Townsend and Clint Rudy, Suffolk Public Library

1:45 pm – 2:30 pm, Amphitheatre, first floor

### X, Y and Z are Call Numbers, Not Co-Workers: Communicating and Learning through Generational Differences **PD**

As more workers choose to postpone retirement, the library workplace has become home to an increasingly wider range of employee generations. Recognizing the differences and similarities in the communication preferences of these generations will assist in forming useful and thoughtful exchanges between coworkers, supervisors, and subordinates. This session will help attendees identify and address learning and interaction predilections.

*Presenter:* Kerry Keegan, Atlas Systems

1:45 pm – 2:30 pm, Room D, first floor

### Depicting Diversity: Using Library Display to Create Diverse Environments **M&P**

Looking for ways to freshen up your library? Want to reach out and work with other groups? Come join us to see how displays can be used to engage students from all backgrounds, as well as work with other departments and groups to foster a better sense of community campus-wide.

*Presenters:* Robin Bartley and Michelle Jerney-Davis, Northern Virginia Community College

1:45 pm – 2:30 pm, Room 8, second floor

### It's All About YOU! **PD**

In our everyday lives we are constantly putting others first and neglect to take the time for ourselves. In order for us to be our best selves, we must take time to reflect, rejuvenate, and replenish our senses! Please join me for a session that will discuss your health and well-being and promote the importance of YOU being your best self! We will practice relaxing tense muscles, mindfulness, and visual imagery.

*Presenter:* Heather Sadowski, University of Richmond

## 2:45 pm – 3:30 pm

2:45 pm – 3:30 pm, Amphitheatre, first floor

### Making It Happen: Dealing with Our Angry Library Customers **GS**

They're coming to your library. Angry, nasty and downright unreasonable customers! The good news is that you don't have to let them drag you down or ruin your day. In this interactive session you'll receive information and experiences to help you more effectively work with your Angry Customers!

*Presenter:* Andrew Sanderbeck, Andrew Sanderbeck, LLC



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## Conference Schedule CONTINUED

2:45 pm – 3:30 pm, Central Lounge, first floor

### **Marketing, Memes, Selfies, and YOUR Staff: Utilizing the Service Desk to Help Market Your Library** **M&P**

The session will teach you strategies for marketing your library's services and events. We will show you how combining the efforts of librarians and service staff will increase awareness and participation in your library.

*Presenters:* Vicki Palmer, Longwood University and Parker Nixon, Hampden-Sydney College

2:45 pm – 3:30 pm, Room 17, second floor

### **What's in a Name (Authority Record)?**

#### **Rose is a Rose, but is Rosie?** **TS**

If someone's called Rosie, but her real name is Rose, what do you expect from your catalog? How does name authority work help the library patron in their quest? Come and learn more about authority records, how to interpret them, and how to best use them.

*Presenter:* Ian Fairclough, George Mason University

2:45 pm – 3:30 pm, Room 8, second floor

### **How Can VLA.org Help YOU Make Libraries Happen?** **PD**

VLA.org is working to become relevant to all VLA members. During this session, Website Content Committee members will share new opportunities for networking and collaboration on VLA.org. Then we will moderate a lively discussion of ideas, concerns and questions. Let us know how we can make VLA.org happen for YOU!

*Presenters:* Elizabeth Land, York County Public Library

2:45 pm – 3:30 pm, Rooms 2&3, first floor

### **Programs to Go: Portable Adult Programming** **OS**

Learn how to create adult programs that can be shared with multiple branches, both one time programs as well as passive make-and-take programming. In addition, we'll talk about how this practice can lead to more staff collaboration and draw key demographics to the library.

*Presenters:* Erica Younglove, Sarah Hamfeldt, Joanna Duffet and Hayley Tompkins, Jefferson-Madison Regional Library

2:45 pm – 3:30 pm, Rooms A&B, first floor

### **STEAMing Up the Library** **YS**

Incorporating science, technology, engineering, art, and math (STEAM) elements into the library doesn't always mean creating brand new programming. Learn about the importance of STEAM education, how to identify and implement STEAM elements in your ongoing and special programs for children, and get ideas for great standalone programs as well.

*Presenters:* Awnali Mills and Rachel Sharpe, Henrico County Public Library

2:45 pm – 3:30 pm, Room D, first floor

### **Bloom Where You're Planted: Succeeding in Any Environment** **PD**

Today's libraries are diverse workplaces; people find their way to working in libraries from many different settings and arrive with a wide range of experience. In this workshop, discuss practical tips and tricks for effectively communicating with your supervisor, managing your own career development, and succeeding in a variety of library environments.

*Presenters:* Melanie Medina and Michelle Jerney-Davis, Northern Virginia Community College

**3:45 pm, Presidents Ballroom, first floor**

**Closing remarks and  
Scholarship Raffle Drawing**



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The VLAPAF Board Members thank Virginia Artist

**P. Buckley Moss**

and the

**P. Buckley Moss Society**

for their generous support of the  
VLAPAF Clara Stanley Scholarship Raffle

The P. Buckley Moss Society was established by Moss collectors in 1987 to foster an awareness of the art of P. Buckley Moss and to promote charitable endeavors consistent with her ideals. The Society administers two exclusive members-only benefits programs and several charitable programs.

Through its work, the Society is able to share Ms. Moss' artistic achievements and to advance her important philanthropic goals. The Society's slogan, "For the Love of Children," serves as a constant reminder of its commitment to help children achieve success. The Society and its local chapters have been directly responsible for raising over \$2,000,000 for charity.

**QUOTE COPIED FROM THE MOSS SOCIETY WEBSITE**  
<http://www.mossociety.org/>

**For additional information related to Ms. Moss and her art you  
may visit her website at <http://www.pbuckleymoss.com/>.**



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## **THANK YOU**

**We thank the following individuals and companies  
for supporting the 2016 VLAPAF Conference**

Catholic University  
Christopher's Fine Art and Framing  
Pierre Courtois  
East Carolina University  
High Peak Sportswear (Lynchburg, VA)  
Louisiana State University  
Jon Marken and Lamp-Post Publicity  
Andrew Sanderbeck  
P. Buckley Moss Society  
University of Kentucky  
University of North Carolina Greensboro  
University of South Carolina  
University of Tennessee Knoxville  
Lisa R. Varga  
VLAPAF Board Members  
VLA Executive Committee

### **Have you ever considered library school?**

Come to the VLAPAF Conference and meet with representatives from the University of North Carolina Greensboro, the University of Kentucky, Louisiana State University, the University of South Carolina, Catholic University, East Carolina University and the University of Tennessee Knoxville.



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## **VLAPAF Board Members for 2015/16**

### **Kathy Clevenger, CLSS, Chair – VLA Region 6**

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### **Kia Milindez, Chair-elect – VLA Region 4**

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### **Mia Baker – VLA Region 5**

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### **Carole Lohman, MS**

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### **Bonnie Shaw – VLA Region 3**

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### **Deloris Thomas**

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### **Lydia Williams, Secretary – VLA Region 2**

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