

Virginia Library Association
Annual Conference
October 27 – 28, 2011

**NATURE IS A
LANGUAGE**

**CAN YOU
READ?**

Literacy and Sustainability
in Virginia's Libraries

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. And don't forget that conference attendees receive free admission to the Lightship and Naval Shipyard Museums, and a \$5.00 discount to the Children's Museum of Virginia, for the days and the weekend of the conference (October 27–30, 2011).

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 20th time, the success of this conference is mainly down to you. Thank you.

Matt Todd
President, Virginia Library Association

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Matt Todd, Northern Virginia Community College

Lisa R. Varga, Virginia Library Association

Craig Amos, Thomas Nelson Community College

Sherida Bradby, Pamunkey Regional Library

Paranita Carpenter, Library of Virginia

Suzanne B. Corriell, University of Richmond School of Law

Todd Elliott, Portsmouth Public Library

Morel Fry, Old Dominion University

Michele Gernhardt, Hunton & Williams

conference committee

Connie Gilman, Prince William Public Library

Martha Hutzell, Central Rappahannock Regional Library

Karim Khan, Loudoun County Public Library

Allyson Lauer, Virginia Beach Public Library

Rebecca K. Miller, Virginia Tech

Stella Pool, Jefferson-Madison Regional Library

Jessica Scalph, Prince William Public Library

Trish Little-Taylor, Portsmouth Public Library

Lydia Williams, Longwood University

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The 2011 Conference Program was designed by NOVASTudio, a group of graphic design students working with faculty at the Alexandria Campus of Northern Virginia Community College.

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

Registration packets can be picked up outside the Portsmouth Ballroom on Wednesday, October 26 from 3:00–4:00 pm 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.

WI-FI IN CONFERENCE CENTER

The wi-fi password for the Conference Center during the VLA Conference is **VLAA** (all capital letters). This password is effective for the conference center. Hotel rooms have unique passwords that guests receive upon check-in.

BOX LUNCH

Thursday's box lunch will be served in the Exhibit Hall at 11:45 am. Please present your Box Lunch ticket to receive your lunch.

EVALUATIONS

Session evaluations will be collected at the end of each session. A Conference Evaluation will be emailed to all attendees after the program.

BOOK SIGNINGS

Please visit booths 21–23 in the Exhibit Hall for book signings.

TWITTER

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**. If you indicated on your conference registration form that you need a pass, it will be 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 AND ARE NOT STAYING AT THE HOTEL, YOU WILL NEED TO PAY FOR PARKING.**

ALTERNATE PARKING LOT

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.

SCHOLARSHIP BASKET RAFFLE

Please stop by the Scholarship Raffle booths at the back of the Exhibit Hall. Tickets are \$2 each, or 3 for \$5. VLA accepts cash, checks and credit cards. All money from this project goes toward the VLA Scholarship fund. If you have questions about VLA Scholarships, please contact Elizabeth McCormick (emccormick@radford.edu).

QR CODE SCAVENGER HUNT

See page 45 for details.

speakers

Thursday Keynote, 10:00 am

HOLLEY BALLROOM I-VII (1st 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.

Friday Keynote, 9:00 am

HOLLEY BALLROOM I-VII (1st 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.

speakers continued

Jefferson Cup Luncheon Friday 12:30 pm

HOLLEY BALLROOM IV (1st Floor)

Calvin Alexander Ramsey, Atlanta-based playwright, photographer, and folk art painter, grew up in Baltimore, Maryland, and Roxboro, North Carolina.

In addition to having been a year-round resident of Martha's Vineyard, Calvin has a passion for travel and has lived in New York City; Santa Monica, California; Chapel Hill, North Carolina; and the U.S. Virgin Islands of St. Croix and St. John. He is a former Advisory Board Member of the Robert Woodruff Library Special Collections at Emory University in Atlanta. He is also a recipient of the Martin Luther King, Jr. Drum Major for Justice Award.

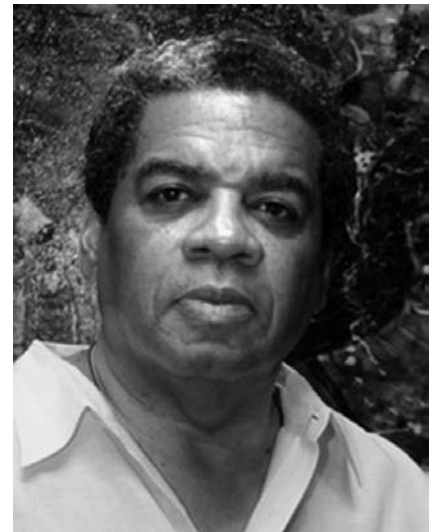
"Working on Emory's advisory board opened that world up to me," he said. "There is a treasure chest of materials to discover."

He has been to special collections at Atlanta universities to read copies of *The Green Book*, a Jim Crow-era travel guide for black motorists. He's traveled to Yale to hear the Fortunoff audio recordings of Holocaust survivors and to Georgia State University to dig up lesser-known facts about Johnny Mercer.

From there, he's written "The Green Book," a play currently running at Theatrical Outfit that dramatizes unusual scenes of segregation and the intersection of African-American and Jewish culture.

"Bricktop" is a musical about Ada Bricktop Smith, who Ramsey discovered when he found letters from Cole Porter to Smith in an archives. He is also the author of several other plays, musicals and the children's books *Ruth* and *The Green Book* and the newly released *Belle, The Last Mule at Gee's Bend*.

He is the father of three children, all of whom are writers.



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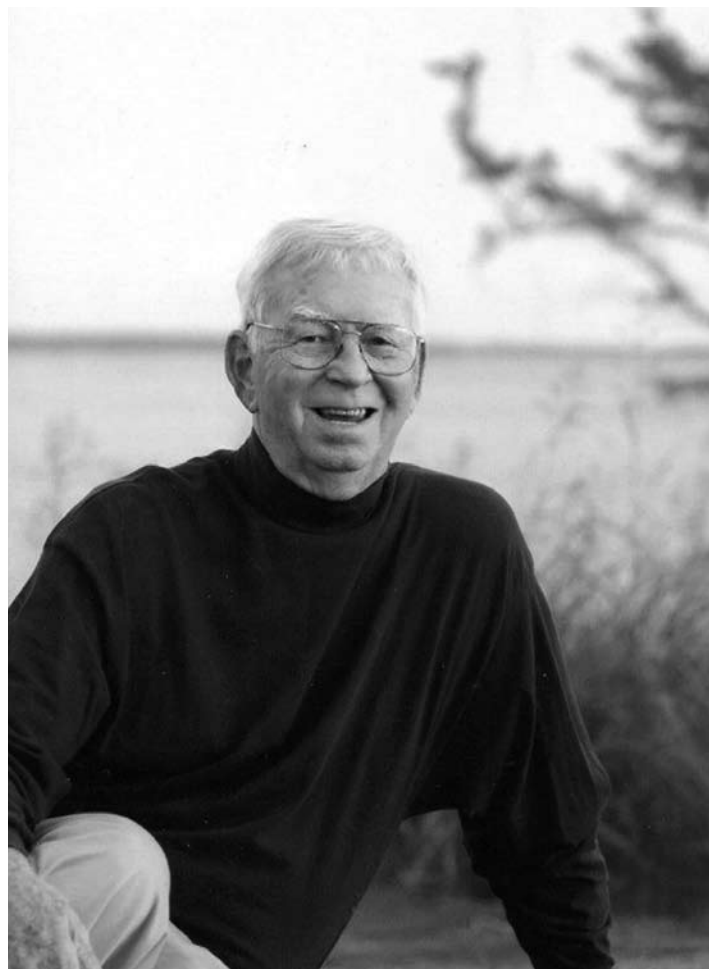




preconference

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 Hallows' Eve, this presentation will surely provide chills.



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vla awards



FRIENDS OF THE LIBRARY AWARDS

Nottoway County Public Library Blackstone Friends and Crewe Friends

As a small rural library system, the Nottoway County Public Library has recently faced numerous challenges. Although lack of funding is an ongoing problem for most public library systems, limited funds coupled with few staff and the departure of the library system director challenged the Nottoway County Public Library. Additionally both the Blackstone Library and the Crewe Library facilities were in need of renovation. Fortunately both the Blackstone and Crewe libraries had active Friends groups willing and eager to help. In addition to providing funds for the renovation projects, the Friends groups collaborated with the County Library Administration to advocate for help with the projects.

Although the Blackstone and Crewe libraries projects are different, collaboration was needed to gain support from Nottoway County officials. The Blackstone Library project was led by Grace McDonald. The project committee selected paint colors, new carpet, and created new signage as needed and requested. In addition to the renovation, volunteers also assisted with the collection analysis project (aka weeding) recording information on selected items in preparation for library staff to delete records from the catalog.

The Crewe library is preparing for similar projects. Members of the Crewe Friends have eagerly supplied funds to support library projects and a willingness to advocate for local government support and to serve on renovation planning committees. Celia Orr-Elzay has been the “wind beneath the wings” for the Crewe library project challenging members of the Friends to take on major projects in collaboration with the Library Administration.

In his nomination, Chuck Koutnik, consultant to the Nottoway County Public Library, stated that both groups have provided enthusiastic and willing support during the transition. “By unwritten agreement, the groups have taken responsibility for the physical upkeep of the library facilities.” Bev Boyko and Sally Mayton, current presidents of the Friends groups, have established an atmosphere of collaboration between the groups and with the library administration to support the Nottoway County Public Library.

For their dedicated support of the Blackstone Library, VLA is pleased to present the 2011 Friends of the Library Award to the Friends of the Blackstone Library.

For their dedicated support of the Crewe Library, VLA is pleased to present the 2011 Friends of the Library Award to the Friends of the Crewe Library.

Staunton Public Library

Established in 1958, the Friends of the Staunton Library have supported the library for 53 years, “providing advocacy, volunteers, staff appreciation, programs, promotion and funding.” In the early years funds purchased chairs and tables for the children’s area, an atlas stand (crafted by a local artisan and still in use), an outside book drop, and newspaper microfilm. Funds were also made available to professionally clean and conserve a map dated 1970 and to support a library expansion project.

In 1991, the Staunton Public Library began a capital campaign for a new library home and the Friends group readily agreed to help with fundraising. During the campaign, the Friends “curtailed their membership so as not to confuse the public.” As a consequence membership dwindled and the group had little money. Rather than let the Friends “fade away” for lack of interest, new leadership and new members re-energized the group.

Since 1994, the Friends have supported Children’s services by providing funds for the “*Five Year Old Program*, which celebrates a child’s first library card with a book of their own and their picture on a bulletin board.” Early Literacy Centers for the children’s room have been purchased and the budgets for children’s and teen materials have received supplemental funds. The Friends also support the Talking Book Center which provide recorded books for the blind and physically handicapped. Additionally,

the Friends have partnered with a local Domino’s Pizza to provide pizza for the monthly *A Little Lunch Music* programs and to provide a small honorarium for performers.

In celebration of the 125th anniversary of the Staunton Public Library, the Friends supported the publication of *Books Bring Adventure: The History of the Staunton Public Library* by Katharine Brown. The Friends received a Virginia Local History Award by the Virginia Center for the Book (Library of Virginia).

Recognizing the need for more public access computers, the group budgeted \$10,000 to purchase upgraded computers. These funds were used as the Library’s match for a Bill and Melinda Gates Foundation Online Opportunity Hardware Grant. With these combined funds, the library was able to increase the number of public access computers from six to ten and to reduce the amount of time library and city staff devoted to maintenance. This project received the Governor’s Technology Award for Innovation in Local Government in 2010.

Since 1994 the Friends have rebuilt themselves into an active successful organization. Creative fundraising provides funds to generously support the library and numerous volunteer hours enhance the services and programs of the library.

For their dedicated support of the Staunton Public Library, VLA is pleased to present the 2011 Friends of the Library Award to the Friends of the Staunton Public Library.

vla awards continued

VLA TRUSTEE LIBRARY AWARDS

Betty Hamilton

As president of the Nottoway County Public Library Board, Betty Hamilton faced numerous challenges during her tenure. Not only was the Library Board faced with dwindling financial resources due to budget cuts, but they also faced dwindling human resources with the departure of the library's director. Although the library had several part-time employees there was no one with a Masters in Library Science to temporarily fill in as Library Director. Ms Hamilton believes in Nottoway County's three branch system and considers each branch as vital to the communities they serve. Calling on her experience as a bank administrator, Betty took on the responsibilities of library director. She "laid out a plan of action: keep the library doors open; make sure the part-time employees were paid; learn as much as one can by reading library documents; and contact the Library of Virginia and County officials as often as necessary" for guidance. Betty was not shy about asking questions and seeking solutions to the challenges faced by the Nottoway Public Library system.

As interim director of the library system, Chuck Koutnik continues to work closely with Betty who now only wears one hat — President of the Library Board. He noted that her dedication to the library and her "go to attitude" make it a joy to work in a "rural area where the public library system is so important to the community that people like Betty would not let it die."

For her dedication to public libraries and leadership in the midst of numerous challenges faced by the Nottoway County Public Library system, VLA is pleased to present the 2011 Trustee Library Award to Betty Hamilton.

vla 2011 executive committee

Matt Todd, President

Diane Adkins, Secretary

John A. Moorman, Past-President

Elizabeth Tai, Treasurer

Connie Gilman, President-Elect

Lisa R. Varga, Executive Director

*Diantha McCauley, Second
Vice President*

Jessie Scalph, ALA Councilor

Karen Montgomery

As a member of the Library Board for the past eight years, Karen Montgomery is an enthusiastic spokesperson for libraries believing in the value and importance of libraries to the communities they serve. “Ms Montgomery’s recent stewardship of the Gum Spring Library project is a shining example of the skills that she has brought to bear in improving the quality of life in Loudoun County. During all phases of the project she has communicated the importance of a strong public library system and has generated the public support needed to build the Gum Spring Library.” From raising public support for the 40,000 square foot library, to “directing a multifaceted campaign to gain support for the bond that would finance the project” and despite delays in groundbreaking and construction Karen has not lost sight of the dream. She founded the Friends of the Gum Spring Library and the group continues to gather support for the library through outreach activities such as the Gum Spring Library Walk,

book sales, silent auctions, a dedicated web site, and monthly story times at the Public Safety Center.

In November 2009, the first steps were taken to fulfill the dream. Ground was broken for the building that will house the Gum Spring Library (a multi-use building built by a public/private partnership with Van Metre Homes, developer of the Stone Ridge communities and Loudoun County). There is still work to be done as Ms Montgomery and the Board of Trustees lobby the Loudoun Board of Supervisors for the funds to staff and support the library. At the end of the FY2012 budget year hiring a core staff will occur and hopefully the FY2013 county budget will include the necessary funds to open the doors of the Gum Spring Library to the public.

For her dedication and continued support to the Gum Spring Library project, VLA is pleased to present the 2011 Trustee Library Award to Karen Montgomery.

welcome our
newcomers

Look for folks wearing New Member and First Time Attendee ribbons and please welcome them to the conference.

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!



vla awards continued

GEORGE MASON AWARD

Linda Hahne

As Executive Director of the Virginia Library Association from 1997 until her retirement in 2010, Linda Hahne has been “the efficient, friendly face of the Association” for its members and its supporters. She has worked tirelessly to strengthen the financial status of the association by recommending simple accounting changes, proposing balanced annual budgets, maintaining detailed financial records, and investing savings to support future activities of the Association. Reports to the Executive Committee were succinct, providing information needed to make sound decisions to strengthen and move the Association forward. Additionally, Linda designed and implemented an association management system to provide timely communication to VLA members. During her tenure as Executive Director, Linda helped move the Association into the digital age with the launch of the VLA website, electronic payment of dues as well as electronic submissions for conference sessions and conference registration.

Illustrating her commitment to VLA, Linda announced her intention to retire well in advance, giving the Executive Committee ample time to interview and select a new Executive Director. She worked closely with Lisa Varga, new Executive Director, over several months to facilitate a smooth transition.

Selected quotes from letters of support convey the esteem that VLA holds for Linda.

“For the many years that she served as the VLA Executive Director, she has exemplified effective behind-the-scenes oversight and attention to detail that enabled the Association to thrive and grow. Everything that Linda accomplished for VLA helped librarians and library staff provide the highest level of service to their constituents.”

“Although I will always be grateful for her professionalism and expertise, it is her warm and welcoming presence that I will always remember. She worked capably and with good humor with an ever-changing cast of Executive Committee members.”

“She turned a financially strapped professional association into a stable organization that has weathered some very difficult years with grace and dignity. She has spared no effort to promote libraries and their mission in Virginia, and her persistent integrity and professionalism has made VLA one of the most respected professional associations in the Old Dominion.”

“Linda ensures the smooth running of not one but two conferences each year, working with the Paraprofessional Forum as well as the Annual Conference Committee to produce successful and productive conferences.”

“Linda was always courteous, friendly, and responsive to queries and concerns of members and non-members alike. For many years, Linda was both the public face of VLA as well as the calm presence behind the scenes making sure that everything came off without a hitch.”

In recognition of her dedication to the Virginia Library Association, the Association is pleased to present the 2011 George Mason Award to Linda Hahne.

LIFE MEMBERSHIP

Carolyn Barkley

Carolyn Barkley has been an active member of VLA for more than 25 years. She has served the Association in numerous capacities including chair of several committees (membership and continuing education). She was also chair of the Local History, Genealogy, and Oral History Forum for several years and in that capacity organized programs locally and statewide for those interested in genealogical research. Additionally, she has served as chair of two conference planning committees. Carolyn continues to be an active supporter of VLA conferences often working quietly behind the scenes assisting with last minute details.

Carolyn served as a member of the VLA Executive Committee as President-elect (1999), President (2000), and Past-President (2001). During her tenure as President, she worked closely with VLA officers and members of Council to strengthen VLA and to encourage active participation in the association by the membership. Carolyn was a key member of the committee that initiated the creation of the VLA Foundation and served actively on the Foundation Board for several years.

Although Carolyn retired from the Virginia Beach Public Library system in 2006, she continues to be active in genealogical research, support of libraries, and the Virginia Library Association.

For her past and continuing service to the libraries of the Commonwealth and to the Virginia Library Association, Carolyn Barkley has been granted Honorary Life Membership.

volunteer

VLA works because of volunteers just like you! To get involved, please contact Lisa R. Varga, VLA Executive Director, at vla.lisav@cox.net, 757-689-0594.

SCHOLARSHIPS

VLA Paraprofessional Clara Stanley Scholarship

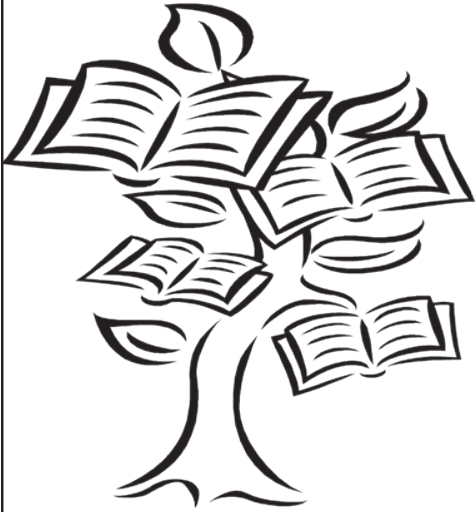
The 2011 recipient of the VLAPF Clara Stanley Scholarship is Andi Ogier from Blacksburg, VA. Currently, Andi works as the Serials Continuations Specialist at the Newman Library of Virginia Tech. Andi has been active in VLA since 2010, and will present a session at the May 2011 Paraprofessional Conference. For her future goals, Andi wishes to continue in e-resource provision and data curation. She is obtaining her MLIS degree from the University of Illinois at Urbana-Champaign.

VLA Scholarship

The 2011 recipient of the VLA Scholarship is Kimberly Rose of Haysi, VA. She has been employed as a Library Assistant at the Lonesome Pine Regional Library since 1997. Kimberley's goal in obtaining a graduate degree is to move into library administration and explains that, "there is a lot of talk about libraries becoming irrelevant. I believe this is a false notion, and I see the proof of it everyday as I strive to satisfy the diverse needs and wants of the public." She has been active in VLA since 2011. Kimberley is earning her MSLIS degree from Clarion University of Pennsylvania.

Buckingham County Friends of the Library Memorial Scholarship

The 2011 recipient of this new scholarship is Hayley Tompkins of Palmyra, VA. She is a part-time Library Shelver at the Northside branch of the Jefferson-Madison Regional Library and the part-time Archive Specialist with the Fluvanna County Historical Society. She has been a member of VLA since 2010. Exhibiting her love of history and desire to work in reference and archives, Hayley volunteered at the Historical Society in 2007, followed by an internship and, later, a part-time position. She explains her decision to enter the field of librarianship by stating, "the library science field encompasses everything that I love — knowledge, books, information, and history — into one, which means that it's always interesting to me, and it allows so much room for growth." Hayley is earning her MLS degree from the University of North Texas.



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*“Whatever the cost of our libraries, the price
is cheap compared to that of an ignorant nation.”*

~Walter Cronkite

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sessions

Thursday October 27



*Thursday 9:00–10:00 am PORTSMOUTH
BALLROOM/EXHIBIT HALL (2nd 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 (1st 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 (2nd floor)*

BOX LUNCH SERVED IN THE EXHIBIT HALL

*Thursday 11:45 am–1:00 pm
AMPHITHEATER (1st Floor)*

VPLDA EXECUTIVE COMMITTEE MEETING

*Thursday 12:00–1:00 pm
MADISON (1st Floor)*

LUNCH WITH VLACRL

Thursday 12:00–1:00 pm LEE (1st Floor)

NMRT 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 (1st 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 (1st 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 Martsolf, University of North Carolina at Chapel Hill.

Thursday 1:15–2:00 pm ADMIRAL (2nd 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 (1st 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.

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

Thursday 1:15–2:00 pm LEE (1st 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 MADISON
and JEFFERSON (1st Floor)

VLACRL POSTER SESSIONS

See page 36.

Thursday 1:15–2:00 pm
COMMODORE (2nd 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.

conference social

Thursday, 8:00 pm–11:00 pm
HOLLEY BALLROOM I-VII (1st 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. Feast on sweet and savory snacks and redeem your Free Drink Ticket (good for one glass of wine or beer). Cash bar.

sessions continued

Thursday 2:15–3:00 pm LEE (1st 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 (1st 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.

Thursday 2:15–3:00 pm ADMIRAL (2nd 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 (1st 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 (1st 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, that 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 (1st 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, Joyce MacDonald, Jefferson-Madison Regional Library; Barry Trott, Williamsburg Regional Library; Mary Buck, Central Rappahannock Regional Library; Chris Wiegard, Appomattox Regional Library.

*Thursday 2:15–3:00 pm
COMMODORE (2nd 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 and Shalon Hurlbert, Roanoke Public Libraries; Susan Hampe, Virginia Beach Public Library; Michelle Chrzanowski, Chesapeake Public Library.

*Thursday 2:15–3:00 pm
AMPHITHEATER (1st 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.

sessions continued

3:00 pm–4:00 pm

VISIT THE EXHIBITS

Refreshments provided.

Thursday 4:00–4:45 pm ADMIRAL (2nd 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 (1st 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. Leslie Adams, civic activist, will tell how she employed social media to prevent the Cobb County, Georgia, Board of Supervisors from closing 13 of the county's 17 libraries.

Presenter(s): VLA Legislative Committee.

Thursday 4:00–6:00 pm HOLLEY
BALLROOM I-III (1st 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 (2nd 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 (1st 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.*

Thursday 4:00–4:45 pm LEE (1st 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 (1st 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

Amphitheater (1st Floor) —
VPLDA Business Meeting

Lee Room (1st Floor) —
Local History Forum

Jefferson Room (1st Floor) —
Paraprofessional Forum

Commodore Room (2nd floor) — **Youth Services Forum** 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 pm-11:00 pm HOLLEY
BALLROOM I-VII (1st 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 (1st 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 am–8:45 am ADMIRAL (1st 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 am–8:45 am
MADISON (1st 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 am–8:45 am
JEFFERSON (1st 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.

*Friday 8:00 am–8:45 am
COMMODORE (2nd 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 am–8:45 am LEE (1st 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 am–8:45 am HOLLEY
BALLROOM I-VII (1st 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 am–10:30 am HOLLEY
BALLROOM I-VII (1st 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 am–11:15 am PORTSMOUTH
BALLROOM/EXHIBIT HALL (2nd floor)*

VISIT THE EXHIBITS/ SCHOLARSHIP RAFFLE DRAWING

*Friday, 10:45 am–11:15 am
AMPHITHEATER (1st Floor)*

VIRGINIA ASSOCIATION OF LAW LIBRARIES BUSINESS MEETING

sessions continued

*Friday 11:30 am–12:15 pm
AMPHITHEATER (1st floor)*

MOTIVATION: YOURS, MINE AND THEIR (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.

*Friday 11:30 am–12:15 pm HOLLEY
BALLROOM I-III (1st 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 (1st 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 (1st 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 (2nd 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 (2nd 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.

Friday 11:30 am–12:15 pm LEE (1st 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 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 (2nd 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 (1st Floor)*

JEFFERSON CUP LUNCHEON

(Ticketed Event \$35)

The Jefferson Cup Luncheon will be held on Friday, October 28 at 12:30 in the Holley Ballroom IV (1st Floor). Ticket sales are limited to 150 on a first-come, first-served basis. Calvin A. Ramsey, author of 2011 Jefferson Cup Honor book, The Green Book, will be our featured speaker.

sessions continued

Friday 1:15–2:00 pm MADISON (1st 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 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 (1st 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 (1st 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 (1st Floor)

LEADERSHIP TRACK SESSION 2

Speaker to be determined.

Friday 2:15–3:00 pm MADISON (1st 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 (1st 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 (1st 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 (2nd floor)

QUESTIONABLE CONTENT — REMOVE IT? KEEP IT?

Lois Duncan, Lois Lowry, M.E. Kerr, Madeline L'Engle, Gary Paulsen, C.S. Lewis, and J.K. Rowling. What do these authors have in common? Parents Against Bad Books in Schools and similar groups regularly target the works of these authors for removal from public, school, and other libraries. What are the best arguments for keeping books of these and other authors in your library? What are the best arguments that the proponents for removal might present? At this program, co-sponsored by VLA's Intellectual Freedom Committee and the Virginia Association of Law Libraries, lawyer/librarians will explain successful arguments and will identify useful cases and other resources for those facing a book removal challenge.

Presenter(s): Suzanne B. Corriell, VALL Vice President/President-Elect; Timothy Coggins (Intellectual Freedom Committee Member) and Heather Casey, both of the University of Richmond School of Law.

sessions continued

Friday 2:15–3:00 pm ADMIRAL (2nd 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 (1st 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.

Friday 3:15–4:00 pm AMPHITHEATER (1st 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 (1st 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 (1st 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 (1st 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 (1st 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.

Friday 3:15–4:00 pm ADMIRAL (2nd 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.

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the dates

Virginia Library Association Leadership Academy (VALLA), April 2012. Please see VLA.org for application process and deadlines.

VLA Paraprofessional Forum 20th Conference, May 20–22 at the Holiday Inn Koger Conference Center, Richmond

VLA Annual Conference 2012, Williamsburg Marriot at Kingsmill, October 25–26, 2012

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VLACRL conference within a conference schedule

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



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VLACRL poster sessions

Thursday 1:15–2:00 pm MADISON and JEFFERSON (1st Floor)

Wendy Mann, George Mason University: *Establishing a Library Data Service*

Rob Tench, Old Dominion University: *A Credit to the University: Librarians' Roles in Accreditation*

Kathie Mason, Old Dominion University: *Beyond Borrowing and Lending — what Interlibrary Loan can tell you about your Library's collections and services*

Rebecca Miller, Virginia Tech: *Teaching an Old Blog New Tricks: Rethinking the Subject Blog*

Nathaniel King, UNC-Chapel Hill: *Nice vs. Necessary: Managing the Contemporary Academic Reference Collection*

Matthew Jabaily, Old Dominion University: *Using Analytics for Website Assessment and Improvement*

Erin White, Virginia Commonwealth University: *Facilitating access to group study rooms at a busy academic library*

Teresa Doherty, Virginia Commonwealth University: *Letting Go of Waiver Forms When Loaning Equipment*

Meghan Dowell, Palmer School of Library and Information Science: *The Palmer School of Library and Information Science (Long Island University)*

Tammy Ivins, Francis Marion University: *Career Services for Students in Academic Libraries*

Jennifer Roach, Virginia Commonwealth University: *Exploratory search to enhance engagement*

Tidewater Area Library Directors Council (TALDC) Supports VLA at its Annual Conference

Yvonne Hilliard-Bradley | Blackwater Regional Library

Betsy Fowler | Chesapeake Public Library

Carol Vincent | Eastern Shore Public Library

Diane Rebertus | Gloucester Library

Robin Carpenter | Hampton Public Library

Bette Dillehay | Mathews Memorial Library

Izabela M. Cieszynski | Newport News Public Library System

Norman L. Maas | Norfolk Public Library

Elizabeth S. Tai | Poquoson Public Library

Todd D. Elliott | Portsmouth Public Library

Elliott A. Drew | Suffolk Public Library System

Martha J. Sims | Virginia Beach Public Library

John A. Moorman | Williamsburg Regional Library

Kevin Smith | York County Public Library

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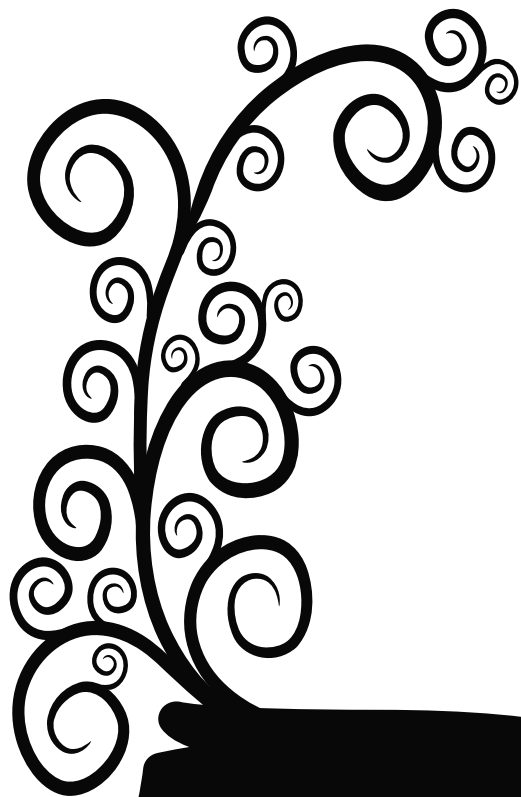


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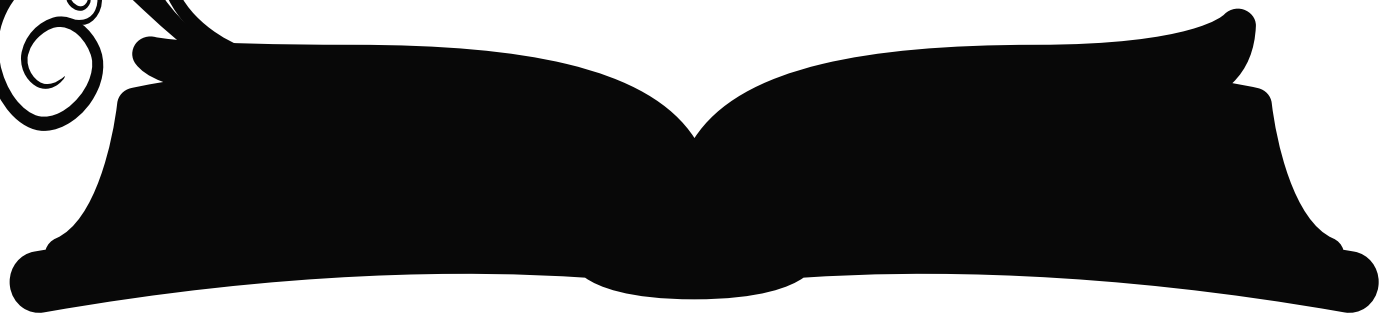
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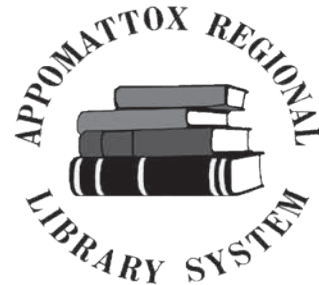
Westover Hills – December 2010

Hull Street – August 2011

Belmont – September 2011



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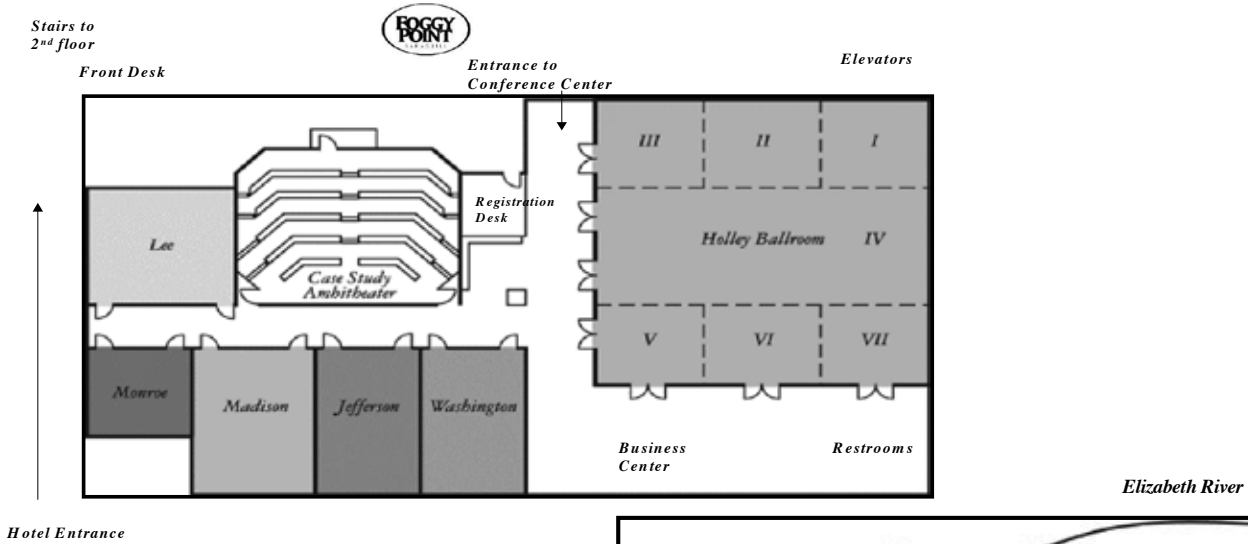


**Southside
Community Partners**
A NONPROFIT RESOURCE CENTER



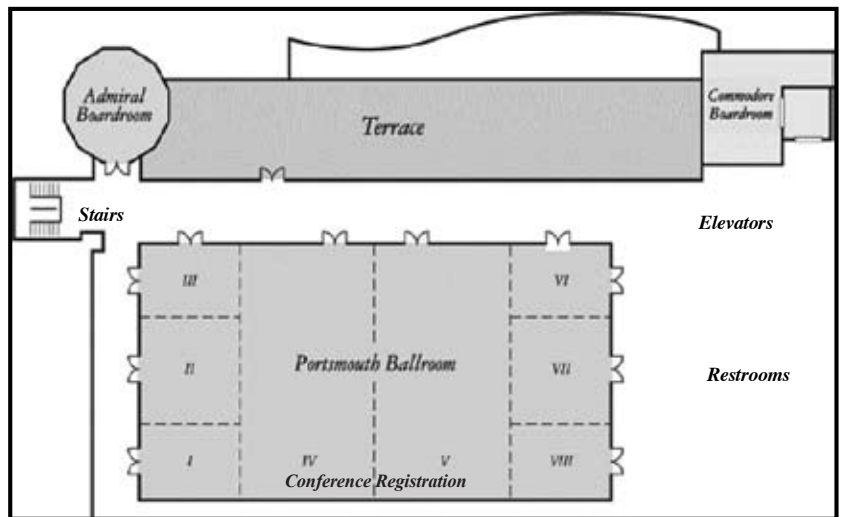
Meeting Space and Public Areas

1st Floor Waterfront Conference Center

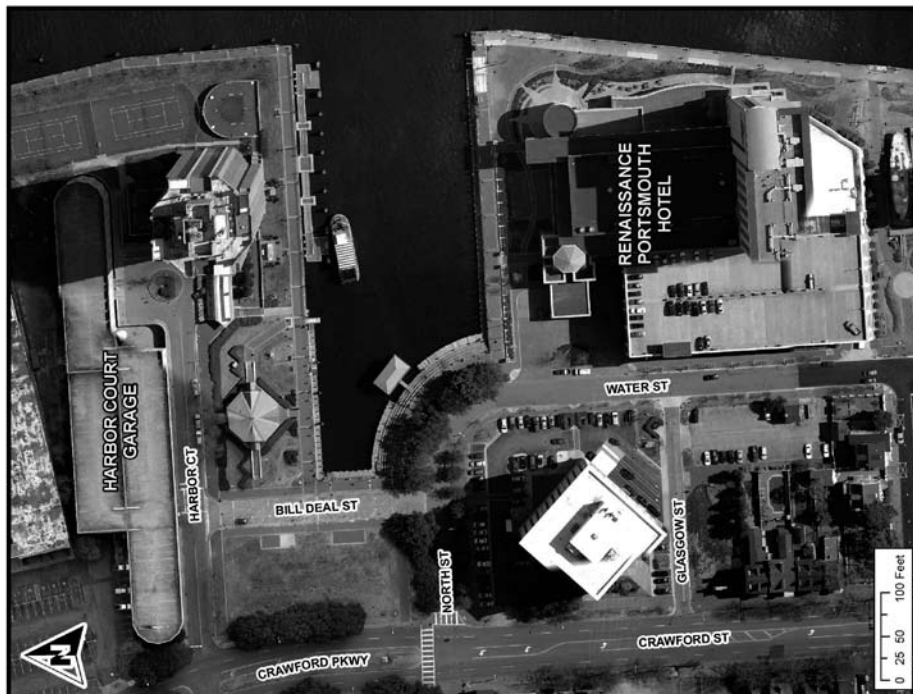


Hotel Entrance

2nd Floor Portsmouth Ballroom and Boardrooms



Parking at nearby Harbor Court Garage



conference at a glance . . .

THURSDAY	9:00–10:00	10:00–11:30	11:45–1:00	1:15–2:00
Portsmouth Ballroom	Grand Opening Exhibits & Registration		Box Lunch Served in Exhibit Hall	
Holley Ballroom I-VII		Opening General Session		
Holley Ballroom I-III				Gone With The Wind
Holley Ballroom V-VII				The Legally Literate Librarian
Amphitheater			VPLDA Executive Committee Meeting	From Public Library History to Fantasy Heroes
Lee Room			New Members Round Table Forum Lunch	Urban Lit for Teens
Madison Room			Lunch with VLACRL	VLACRL Poster Sessions
Jefferson			Legislative Committee Meeting	VLACRL Poster Sessions
Commodore				What Can I Do With This?
Admiral				Interviewing: Tips From the Other Side of the Table

FRIDAY	8:00–8:45	9:00–10:30	10:45–11:15	11:30–12:15
Portsmouth Ballroom	EXHIBITS	EXHIBITS	EXHIBITS	EXHIBITS
Holley Ballroom I-VII	Renovate & Rejuvenate	Second General Session	Visit the Exhibits	
Holley Ballroom I-III			Visit the Exhibits	Libraries at the Front Lines of Workforce Recovery
Holley Ballroom V-VII			Visit the Exhibits	Taking Your Library Mobile
Holley Ballroom IV			Visit the Exhibits	
Amphitheater	Engage and Thrive		VALL Business Meeting	Motivation: Yours, Mine and Theirs
Lee Room	Diversity in Children's Books		Visit the Exhibits	Repeat After Me!
Madison	Partnerships in the Learning Commons		Visit the Exhibits	Sustainable Instruction
Jefferson	Giving Voice to Values		Visit the Exhibits	Workshops for the Common Good
Commodore	Connecting to Community		Visit the Exhibits	Measuring the Soft Stuff
Admiral	Video and Podcast Making for the Non-Techie		Visit the Exhibits	Methods and Models of Strategic Planning

Coffee and pastries served in the Exhibit Hall from 8:00–9:00

2:15–3:00	3:00–3:45	4:00–4:45	5:00–6:00	8:00–11:00
	Visit the Exhibits			
	Visit the Exhibits			Social
Reinventing Reference “Revisited”	Visit the Exhibits	VIVA User Group		
Public Internet Access in Virginia Libraries	Visit the Exhibits	Destroying Books, Creating Visions		
Sustaining Your Identity in a Digital Environment	Visit the Exhibits	Thinking Inside the Box	VPLDA Business Meeting	
Neither a Borrower nor a Lender Be	Visit the Exhibits	Let’s Read!	Local History Forum Business Meeting	
Private Screenings/ Screencasts	Visit the Exhibits	Advocating for Public Libraries		
Where is the “Commons” in Learning Commons?	Visit the Exhibits		Paraprofessional Forum Business Meeting	
Graphic Novels: Bridging the Gap	Visit the Exhibits	123 Math & Science	Youth Services Business Meetings	
Stories on the Go	Visit the Exhibits	Changing Standards: RDA, AACRL2, and MARC21	Tech Services & Technology Forum Gathering	

12:30–2:00	1:15–2:00	2:15–3:00	3:15–4:00
EXHIBITS	EXHIBITS	EXHIBITS	EXHIBITS
		Navigating the Abyss of Free Legal Information	Reading Images: Art Libraries
		Documenting the Civil War	50 More Free Tools!
Jefferson Cup Luncheon (ticketed event)			
		Leadership Track Session 2	Lean Library Management
		Jefferson Cup Overfloweth	
	Free Tech Tools for Better Library Instruction	Becoming a Scholar	A Little Help From Our Friends
	Avoiding the Plan to Nowhere	Using Quick Classroom Assessment Techniques	Visual Literacy
		Questionable Content	
		Value Added: Transforming Traditional Storytimes	Teens Can Read

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