

PRELIMINARY PROGRAM

The background of the entire poster is a dark green color. It is decorated with a repeating pattern of stylized building outlines in a light yellow color. These buildings are arranged in rows. The central focus is a larger building outline, also in yellow, which contains the main title. This central building has an orange roof and an orange rectangular frame around the text. The text 'LIBRARIES @ THE CENTER' is written in white, bold, sans-serif capital letters. The '@' symbol is in a script font.

LIBRARIES @ THE CENTER

Virginia Library Association Annual Conference

October 21–23, 2015 • RICHMOND MARRIOTT AND CONVENTION CENTER

Virginia Library Association Annual Conference 2015

VLA Annual Conference

VLACRL Conference-within-a-conference

VALL Joint Conference

Wednesday, October 21

- | | |
|-------------------|---|
| 1:00 pm – 5:00 pm | Preconference: VLA Presentation Academy. Registration required. |
| 1:30 pm – 4:30 pm | Tour: The Community Idea Stations (radio and television). Transportation provided. Reservations required, space is limited. |
| 2:00 pm – 5:00 pm | Preconference: Introduction to Open Educational Resources (OER) for Libraries. Registration required. |
| 3:00 pm – 4:00 pm | Tour: Virginia Supreme Court and Library. Reservations required, space is limited. |
| 6:00 pm – 1:30 am | VLA New Members Round Table Pub Crawl. Transportation provided. Reservations encouraged. |

Thursday, October 22

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| 9:00 am – 10:00 am | Ribbon Cutting and Registration Packet Pick Up.
Coffee, tea, and light breakfast provided. |
| 10:00 am – 11:30 am | Welcome and Keynote Address with Carrie Brown |
| 11:45 am | Box Lunch Distribution in Exhibit Hall. Ticket required. |
| 12:30 pm – 1:15 pm | Concurrent Sessions |
| 1:30 pm – 2:15 pm | Concurrent Sessions |
| 2:30 pm – 3:15 pm | Concurrent Sessions |
| 3:15 pm – 4:00 pm | Visit the Exhibit Hall/Coffee and Snack Break/Virginia Library Association College and Research Libraries Poster Sessions. |
| 4:00 pm – 4:45 pm | Concurrent Sessions |
| 4:00 pm – 6:00 pm | VIVA User's Group Meeting and Reception |
| 5:00 pm – 6:00 pm | Various Receptions/Business Meetings |
| 6:00 pm – 8:00 pm | Dinner with Cece Bell and Tom Angleberger. Ticket required, seating is limited. |
| 6:00 pm – 10:30 pm | Dine-Arounds and/or Craft Brewery Tour. Transportation provided. Registration required. |
| 8:00 pm – 11:00 pm | VLA All-Conference Social |

Friday, October 23

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| 8:30 am | Exhibit Hall Opens. Coffee, tea, and light breakfast provided. |
| 9:00 am – 9:30 am | Scholarship and Awards Presentation/VLA Business Meeting |
| 9:30 am – 10:30 am | Keynote Address with Lydia Netzer |
| 10:45 am – 11:15 am | Visit the Exhibits. |
| 11:15 am – 12:00 pm | Concurrent Sessions |
| 12:00 pm – 1:15 pm | Lunch on Your Own |
| 12:00 pm – 1:15 pm | Luncheon with Dr. Wayne Wiegand at the Library of Virginia. Reservations required, space is limited. Lunch provided by Virginia Commonwealth University. |
| 12:30 pm – 2:00 pm | Jefferson Cup Luncheon with Gail Jarow. Ticket required, seating is limited. |
| 1:15 pm – 2:00 pm | Concurrent Sessions |
| 2:00 pm | Scholarship Raffle Basket Winners Announced |
| 2:30 pm – 3:15 pm | Concurrent Sessions |
| 3:30 pm – 4:15 pm | Concurrent Sessions |
| 4:15 pm | Safe Travels! Mark your calendar for October 26-28, 2016 at The Omni Homestead Resort. |

PRESIDENT'S MESSAGE

Welcome to Richmond for the 2015 Virginia Library Association annual conference. We are thrilled to be in the state's capital this year, and in addition to an exciting program, there will be a wide range of opportunities to enjoy all that the city has to offer. A conference app will be available to make it fun and easy to choose and locate a session or nearby activity.

This year's theme, *Libraries @ The Center*, challenges the notion that libraries are losing their relevance in today's technological world. In fact, libraries remain at the center: for students and teachers in K-12 schools, for college and university faculty and students, and for the public at large. Indeed, what other institution can say it has an impact on the cultural, social, educational, and civic fabric of our lives? We're pleased that you are here to celebrate the vital role libraries continue to play in our communities by creating new environments for exploration, learning, interaction, and imagination. We are proud to feature two nationally recognized Virginia authors as our keynote speakers this year: Carrie Brown is the author of six acclaimed novels, including *Rose's Garden* and *The Last First Day*; her latest work, *The Stargazer's Sister*, an historical novel set in 19th-century England will appear in January 2016. Ms. Brown will speak to us at the opening session on Thursday morning. Lydia Netzer's *Shine Shine* was one of 100 *New York Times Book Review* Notable Books in 2012; she is also the author of *How to Tell Toledo from the Night Sky*. Ms. Netzer will join us at the second general session on Friday morning.

Wednesday afternoon will offer a variety of professional and fun activities for you to enjoy: The VLA Presentation Academy that debuted earlier this year will take place for a new group of attendees; a private tour of The Community Idea Stations WCVE public radio and TV station has been arranged; and thanks to the conference partnership with the Virginia Association of Law Libraries, a special tour of the Virginia Supreme Court Library is also available.

Thursday night will feature a ticketed dinner with husband and wife Virginia writers and illustrators Tom Angleberger and Cece Bell. Earlier this year, Cece was awarded the Newbery Honor for her graphic novel *El Deafo* – the first time a Newbery Honor has ever been awarded to a comic. Tom is best known for his *New York Times* bestselling series, *Origami Yoda*. Richmond is becoming well known as a hot spot for food and drink, and several dine around options will be offered on both Wednesday and Thursday evenings. Transportation will be provided from the Marriott to selected locations in The Fan and Carytown, taking you steps away from just about anything your



Suzy Szasz Palmer

taste buds desire! In addition, a craft brewery tour stopping at four locations (ending with dinner) will be a highly coveted reservation-only option.

Thursday evening will close out with the annual social, this year featuring Trivia Night, back at the Marriott.

As always, VLACRL will hold its "conference within a conference," open to everyone. And this year we are partnering with the Virginia Association of Law Libraries, which will provide additional offerings on Thursday.

Please be sure to visit with vendors in the Exhibit Hall, and thank them for their part in helping to make this conference happen. They are here to provide you with information about their products and services, and many of them sponsor events and contribute to our scholarships. And speaking of scholarships, don't forget to check out the all-important VLA Scholarship baskets on display – and buy your tickets!

If you have any questions during your time at the conference, please see me or any Conference Committee member, or visit the Registration Booth in the Exhibit Hall. I hope you have a great time in RVA.

Best,
Suzy Szasz Palmer, President
Virginia Library Association

Conference Information

Conference Hotel: Richmond Marriott 500 E Broad St, Richmond, VA 23219, (804) 643-3400. Room rate: \$146 per night for single occupancy, \$10 for each additional person up to 4 people. Reserve your room here:

<http://tinyurl.com/VLA2015Hotel>

A limited number of hotel rooms are available at the prevailing Government Rate (\$113 per night at the time of publication.) Reserve your room here:

<http://tinyurl.com/VLA2015HotelGovtRate>

Complimentary WiFi is included in your hotel rate. For maps and parking information, please click here:

<http://www.marriott.com/hotels/maps/travel/ricdt-richmond-marriott/#parking>

Keynote Speakers

Carrie Brown

Carrie Brown is the author of six acclaimed novels – most recently *The Last First Day*—and a collection of short stories, *The House on Belle Isle*. A new novel, *The Stargazer's Sister* (Pantheon), will be published in January 2016. She has won many awards for her work, including a National Endowment for the Arts fellowship, the Barnes and Noble Discover Award, the Janet Heidinger Kafka Prize, The Great Lakes Book Award, and, twice, the Library of Virginia Award for fiction. Her short fiction has appeared in journals including *One Story*, *Glimmer Train*, *The Georgia Review*, and *The Oxford American*. Her work has been translated into several languages, and she has read at literary festivals, libraries, bookstores, and colleges and universities across the country. She taught for many years at Sweet Briar College in Virginia, and was a Distinguished Visiting Professor of Creative Writing at Hollins University.



Lydia Netzer

Lydia Netzer is the author of *Shine Shine Shine*, a New York Times Notable book, a Library Journal Best Book, and a finalist for the LA Times Book Prize. Her second novel, *How to Tell Toledo from the Night Sky*, was published in 2014 by St. Martin's Press and is currently nominated for a People's Choice Award for fiction in the Annual Library of Virginia Literary Awards. She was born in Michigan and educated in the Midwest, but now lives in Norfolk, Virginia with her husband and children, their dogs and horse.



Carrie Brown and Lydia Netzer will be available to sign their books immediately following their talks. Please meet them in the O'Brian Associates Booth #305 in the Exhibit Hall.

WEDNESDAY SCHEDULE

Wednesday, October 21, 1:00 pm – 5:00 pm

PRECONFERENCE: VLA Presentation Academy

Ticketed event: \$25 for VLA members, \$40 for non-members

Would you like to...

- Discover ways to brainstorm presentation ideas?
- Write effective conference proposals?
- Improve your public speaking skills?
- Design effective presentational aids?
- Receive formal feedback on a presentation?

Then enroll in the VLA's Presentation Academy! A recent survey of some VLA members revealed that a number of library professionals would be interested in presenting, but requested help with the necessary skills. This venture is intended to support VLA members of all stripes, seniority, and persuasion in an effort to expand and improve presentations in our area. Whether you are a seasoned professional just looking for some new ideas or a new member who wants to learn the basics, the Presentation Academy may be for you. The Presentation Academy will be a hybrid experience. Participants will first attend an in-person workshop on Wednesday, October 21. At this meeting, we will brainstorm ideas for presentations, learn techniques to combat public speaking nerves, and discuss how to write a strong proposal. Throughout the winter, we will host webinars on effective presentation design. For those of you who want to submit for VLA 2016, academy faculty members will provide written feedback to your draft proposals. During the VLA selection process, your proposals will be given extra consideration.

Organizers: Candice Benjes-Small and Jennifer Resor-Whicker, Radford University; Nathan Flinchum, Roanoke Public Library; Rebecca K. Miller, Virginia Tech

Wednesday, October 21, 1:30 pm – 4:30 pm

TOUR Public Radio/Television Station

Transportation will be provided from the Richmond Marriott to The Community Idea Stations facilities in Chesterfield County, wait during the tour, and transport attendees back to the hotel. This event is free, but attendees must pre-register.

Wednesday, October 21, 2:00 pm – 5:00 pm

PRECONFERENCE: Introduction to Open Educational Resources (OER) for Librarians

Cost: \$20 for VLA members, \$35 for non-members

Organizers: Anita Walz and Ginny Pannabecker, Virginia Tech; Steve Litherland, Tidewater Community College; Kathleen Delaurentis, College of William & Mary

Librarians of all types can benefit from learning about the Open Educational Resources movement: what it is, why it is growing, opportunities and challenges presented by this movement, and opportunities to explore how each librarian may leverage OER to benefit and contribute to their respective institutions and communities. An increasing amount of free, openly licensed content is available for reuse and modification, ranging from complete textbooks to images, games, simulations and nearly any other type of copyrightable property. Openly licensed content, often licensed with a Creative Commons license, another open license, or available in the public domain, is frequently referenced as Open Educational Resources, or OER. Such content is increasing in prominence through use in a variety of cost-saving, learning, social, creative, and commercial applications.

The session will:

- Provide a brief overview of what Open Educational Resources are and how they are being used
- Share some top trends that support use of OER in Virginia and nationally
- Share evidence and arguments which explain the value of OER for higher education
- Guide exploration of OER relevant to each participant's professional role and user community
- Facilitate discussion between participants regarding the benefits and challenges of using OER in different contexts
- Facilitate an action plan activity whereby each participant may develop one or more ideas to experiment with using OER relevant to the participant's institution and community
- Explore creating a network wherein librarians engaged in OER initiatives can work together toward common goals

What I love about VLA Conferences:

"Fresh ideas that recharge my batteries."

– 2014 survey

Virginia Library Association Annual Conference 2015

Wednesday, October 21, 3:00 pm – 4:00 pm

TOUR Virginia Supreme Court and its Library

The librarians in Virginia's third branch of government, the judicial branch, invite you to tour the courtroom and library of the Supreme Court of Virginia. The Supreme Court of Virginia is one of the oldest continuous judicial bodies in the United States. Its roots are deep in the English legal system dating to the early seventeenth century as part of the Charter of 1606 under which Jamestown, the first permanent English settlement in North America, was established. Preregistration required. No charge. Participants meet in the lobby of the building at 100 N. Ninth St. at 3:00 p.m. A picture ID is required for admittance.

Wednesday, October 21, 6:00 pm – 1:30 am

New Members Round Table Pub Crawl

Transportation provided. OCT 21 2015... The date that Marty McFly has gone back... to the future. Travel with librarians around Richmond with VLA's New Members Round Table. Back by popular demand, the pub crawl will include stops in Richmond's most popular neighborhoods and locations. While we may not be able to time-travel, the VLA NMRT Forum will coordinate safe transportation from the hotel to the delis and participants will be responsible for purchasing their own beverages and food. Everyone is welcome! Join us in the lobby of the Richmond Marriott at 6 p.m. for a meet & greet; buses start at 6:45 p.m.! Details will be publicized as they become available.

Wednesday, October 21, 6:00 pm – 8:30 pm

YAVA Book and Author Celebration

The Richmond Public Library invites book fans of all ages to meet and mingle with award-winning and best-selling Virginia authors of books for children and young adults. Enjoy an evening of music, refreshments, book sales and signings, prize raffles and more. The event is free and the public is invited. The Richmond Public Library looks forward to hosting YAVA on October 21. Richmond Public Library Foundation is pleased to announce our first Richmond Public Library YAVA award, a \$1,000 juried prize to be presented to one of our 2014 published YA authors.

"Virginia authors are setting the creative standards for kid's lit. We boast NYT Bestsellers, winners of the National Book Awards, Newbery Awards, Jane Addams, Pura Belpre and more. The impetus for the original Teen '13, now YAVA, was to raise the book and author talk experience to a new level of energy and excitement. We created a fun environment where the community meets the people who are shaping kid's lit and also celebrating what it is to be a VA author and a VA reader/book lover."

—Meg Medina

The event is made possible by support from the Richmond Public Library Foundation and the Richmond Public Library, Friends of the Library.

Richmond Public Main Library, 101 East Franklin Street, Richmond VA, 23219

Keep up with YAVA news on Facebook: [facebook.com/celebratingteens](https://www.facebook.com/celebratingteens)

What I love about VLA Conferences:

"Seeing colleagues from around the state who are passionate and excited about what libraries do."

- 2014 survey

THURSDAY SCHEDULE**9:00 am – 10:00 am**

Ribbon Cutting and Registration Packet Pick Up
Coffee, tea, and light breakfast provided.

10:00 am – 11:30 am

Welcome and Keynote Address with Carrie Brown

11:45 am

Box Lunch Distribution in Exhibit Hall. Ticket required.

12:00 pm – 12:30 pm

Business Meetings:

- VLA Legislative Committee
- New Members Round Table (NMRT)
- Virginia Public Library Directors Association Meeting (VPLDA)
- VLACRL (Association of College and Research Libraries)
- Virginia Association of Law Libraries (VALL)

THURSDAY: CONCURRENT SESSIONS

All sessions are open to all attendees.

Thursday, October 22, 12:30 pm - 1:15 pm

Technology, Trends, Challenges, and Learning: The 2015 Horizon Report: Library Edition

Keeping up with educational technology trends and challenges in libraries can be overwhelming. The New Media Consortium, drawing upon worldwide panels of experts, annually explores and documents ed-tech trends through its Horizon Project reports. This interactive session, facilitated by long-time Horizon Project advisory board/expert panel member Paul Signorelli (onsite) and NMC Horizon Report series lead writer Samantha Adams Becker (via a Google Hangout) will review and discuss the technology, trends, and challenges documented in the 2015 Library Edition (released in summer 2015).

Presenters: Paul Signorelli, Paul Signorelli & Associates; Samatha Adams Becker, New Media Consortium

Track/Session Key**PA****Presentation Academy****VALL****Virginia Association of Law Libraries****VLACRL****Virginia Library Association College and Research Libraries****LDF****Leadership Development Forum****TSTF****Technical Services and Technology Forum****DI****Diversity & Inclusion Forum****NMRT****New Members Round Table Forum****YS****Youth Services Forum****MEETUP****Meetup Session**

In a Meetup session, the presenters will give a brief presentation and then facilitate a discussion on the topic among the attendees.

Thursday, October 22, 12:30 pm - 1:15 pm **YS**

STEAMing Up the Library

Incorporating science, technology, engineering, art, and math (STEAM) elements into the library doesn't mean creating brand new programming. Learn about the importance of STEAM education, how to use technology to enhance STEAM learning, and how to identify and easily incorporate STEAM elements into your ongoing and special programs for children. Presenters: Rachel Sharpe and Awnali Mills, Henrico County Public Library

Thursday, October 22, 12:30 pm - 1:15 pm **YS**

Make It @ the Library: Connecting Teens with the Maker Movement

The Maker Movement is more than 3D printers and hi-tech toys. Understand this movement and its place in libraries. Learn how you can create a Pop-up MakerSpace for teens that fosters creativity and 21st-century skills. Explore how community partners can help you create programs you couldn't do alone. Presenters: Angela Critics, Jefferson-Madison Regional Library

Thursday, October 22, 12:30 pm - 1:15 pm **LDF**

Leadership? Me? Why You Should Attend the Virginia Library Association Leadership Academy Even If You Don't Plan to Take Over the World

Participants will hear from VALLA graduates on their VALLA experiences and how it has helped not only their careers, but also their peer relationships and customer service. Directions on how to apply to VALLA and suggestions for securing funding to attend will be discussed.

Presenters: Nan Carmack, VLA Leadership Development Forum

Thursday, October 22, 12:30 pm - 1:15 pm **PA**

OWLS Take Flight: Outreach to Senior Communities

After retiring our bookmobile, we needed a new method to serve senior communities. We grew from having one person, in a van, delivering library materials, to many librarians supplying a variety of services; the recent addition of senior programming now rounds out our outreach service. Learn how OWLS (Our World: Lives Shared) evolved and share your ideas about serving seniors.

Presenters: Pamela Smith, Jennifer McGee and Kara Rockwell, Central Rappahannock Regional Library

Thursday, October 22, 12:30 pm - 1:15 pm **NMRT**

Committee Work 101

Let us unravel the mysteries of committees so you can use them to grow your career and your association! Learn the basics of committees within VLA and other organizations, how to join, what to expect from committee work, as well as how committee service can enhance your career.

Presenters: Margaret Howard, Chesterfield County Public Library; Megan Hodge, Virginia Commonwealth University

Thursday, October 22, 12:30 pm - 1:15 pm

So You Want to Get Published

Many of us joined the library profession because we love the written word. For many of us, that love doesn't stop at reading; we want to write! Join this panel of authors and editors for an inside look at the processes associated with writing and publishing your work – in *Virginia Libraries*, or elsewhere.

Presenters: VLA Executive Committee

Thursday, October 22, 12:30 pm – 1:15 pm

Lightning Talks

Join us for these lightning-fast, 7-minute presentations on a variety of topics!

- The ESL Conversation Cafe: A Public Library Program for Henrico County's Immigrant Community, Steven Carter-Lovejoy and Kate McClory, Henrico County Public Library
- User Experience for the Non-Techie Librarian, Nancy Speisser, South University
- It's Time for a Redesign...Now What?, Adriana Puckett, Central Rappahannock Regional Library

Thursday, October 22, 12:30 pm - 1:15 pm

VLA's Annual Legislative Session

This year will mark the 70th anniversary of ALA's Washington Office. Join Adam Eisgrau, the current Managing Director of ALA's Washington Office of Government Relations, for a look at library advocacy in the nation's capital—past, present and future – and how libraries and librarians everywhere can make a difference in Washington and beyond.

Presenters: Adam Eisgrau, ALA Washington Office of Government Relations

Thursday, October 22, 12:30 pm - 1:15 pm **VLACRL**

The VIVA Last Copy Video Project

In 2012, seven VIVA libraries began a project to analyze their video collections. The primary goal of this project was to identify titles needing protection from discard, but it has also highlighted the complexity around media preservation and the challenges faced in a collaborative retention project.

Presenters: Laura Jenemann, George Mason University, University Libraries; Leigh Rockey, University of Virginia Library; Anne Osterman, VIVA, The Virtual Library of Virginia (VIVA)

Thursday, October 22, 12:30 pm - 1:15 pm **VLACRL**

Opening Up the "Closed" Stacks: What Archives & Special Collections Can Do for You & Your Patrons!

Sharing current practices and collaborations from Virginia Tech Special Collections' experience, this session will describe what academic special collections and archives do, why you should know about them (for you and your patrons!), and how and why you might want to team up with them on a project or program.

Presenters: Kira Dietz, Special Collections, Virginia Tech

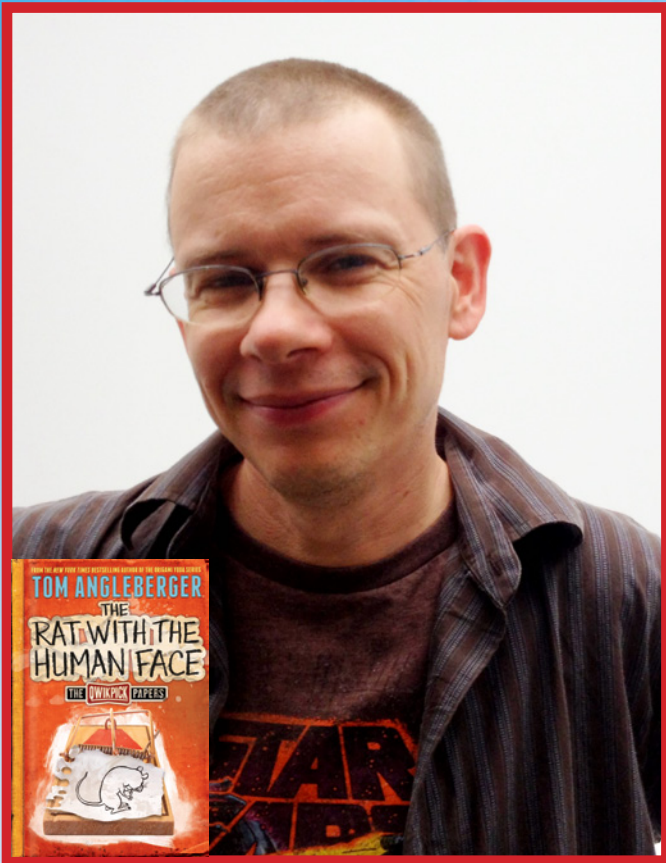
Author Dinner

Thursday, October 22, Time: 6:00 pm – 8:00 pm

Tickets: \$50 for conference attendees; \$65 for non-attendees

Tickets must be purchased in advance.

Sponsored by the Roanoke Public Library Foundation



**"May the Books
Be With You"**

Tom Angleberger

**"Seeing Yourself
in Books"**

Cece Bell



Amulet Books

An imprint of ABRAMS

Thursday, October 22, 12:30 pm - 1:15 pm **VLCRL**

One Minute Tips: Take Two! **PA** **Student Perceptions of Videos Used for Teaching Information Literacy Concepts**

Digital learning objects are all the rage, but what does the YouTube Generation think? We will discuss student perceptions of videos used for information literacy instruction and methods for incorporating short videos into assessable learning activities.

Presenters: Lucinda Rush and Rachel Stott, Old Dominion University

Thursday, October 22, 1:30 pm - 2:15 pm

Programs to Go: Portable Adult Programming

Learn how to create and promote adult programs that can be shared with multiple branches, both one-time programs as well as passive, take away programming. In addition, we'll talk about how portable programming 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

Thursday, October 22, 1:30 pm - 2:15 pm

Shelf Life: How to Inform, Engage with, and Recommend with Reviews

By maintaining a review blog, libraries can generate original web content while helping to encourage circulation – and even get the attention of authors and publishers through social media. We will discuss the framework for constructing and conducting a blog, explain how anyone can write a review, and explore simple critical review writing basics.

Presenters: Virginia Johnson and Craig Graziano, Central Rappahanock Regional Library

Thursday, October 22, 1:30 pm - 2:15 pm

Summer Read and Feed @ Your Library!

Discover how your library can holistically serve your community by nourishing children's bodies and minds through a Summer Read and Feed program. Learn about the USDA Summer Food Program, state requirements, and programming tips. Benefit from lessons learned and explore the possibility of Summer Read and Feed @ your library.

Presenter: Heather Ketron, Loudoun County Public Library

Thursday, October 22, 1:30 pm - 2:15 pm

Starting a Satellite Teen Advisory Board at the High School Library: A Public/School Library Partnership

Meet teens where they live! This session will explore how to create a teen advisory board where teens hang out: in a school library. Come talk about challenges, strategies, pitfalls, and successes in building a Public/School Library partnership.

Presenters: Angela Critics, Jefferson-Madison Regional Library; IdaMae Craddock, Albemarle County Public Schools

Thursday, October 22, 1:30 pm - 2:15 pm **PA**

Get Inspired: A Readers' Advisory Guide to Christian Fiction

Learn how to answer a customer who asks, "What can I read with no swearing, sex, violence, blood, guts, or gore?" Learn about popular authors in Christian fiction across six genres: contemporary, romance, historical, Amish, speculative, and mysteries/thrillers. We'll provide a handout that lists authors, websites, and the major awards for Christian fiction.

Presenters: Lonnie Elliott and Alexandra Hamby, Chesterfield County Public Library

Thursday, October 22, 1:30 pm - 2:15 pm

Health @ the Center: The Health and Wellness Information Center @ Portsmouth Public Library (HWIC)

Portsmouth is an unhealthy city, ranking 118 out of 133 health districts. We put together a team from the city's public library, health department, Eastern Virginia Medical School Brickell Library, and other interested parties to discuss ways to improve the health literacy of our community—culminating in the HWIC.

Presenters: Todd Elliott, Portsmouth Public Library; Ruth Smith, Brickell Medical Sciences Library (EVMS)

Thursday, October 22, 1:30 pm - 2:15 pm **NMRT**

Centering Your Library Job Search **PA**

Don't be left in the dark about the best resources, strategies, and steps for conducting a thorough library job search. Learn the fundamentals of searching for job postings, preparing applications, creating a great resume and cover letter, and working through the stress that comes with seeking the perfect position.

Presenters: Margaret Howard, Chesterfield County Public Library; Jill Hames, James L. Hamner Public Library

Thursday, October 22, 1:30 pm - 2:15 pm **VLACRL**

Student, Teacher, and Partner: Understanding and Supporting the Many Roles of Graduate Teaching Assistants

As instructors for many core undergraduate courses, graduate teaching assistants (GTAs) are important university library partners in learning and information literacy. But as novice teachers and budding scholars themselves, GTAs have their own unique needs. How can librarians support GTAs and other new academics in their teaching and learning roles? Presenters: Julia Feerrar and Rebecca K. Miller, Virginia Tech

Thursday, October 22, 1:30 pm - 2:15 pm **VLACRL**

Why Good LibGuide Design Matters & How You Can Get It Right

Roughly 4,600 libraries and 75,000 librarians worldwide use the LibGuides platform to curate information resources. Discover how good instructional design facilitates learning and transforms a collection of resources into both an educational and teaching tool. Learn how to implement technical and pedagogical design techniques to improve your LibGuides.

Presenters: Katie Hoskins, Northern Virginia Community College

Thursday, October 22, 1:30 pm - 2:15 pm **MEETUP**

Finding what Fits: Communication Strategies at the Center of Faculty/Liaison Interaction

While there are plenty of strategies for successful interaction with faculty, the key is to identify the strategies that will work best with your institution's culture. This session will highlight the ways that Bridgewater College and George Mason University adapted traditional strategies to work within our unique environments.

Presenters: Cori Strickler, Bridgewater College, and Anne Driscoll, George Mason University

Thursday, October 22, 1:30 pm - 2:15 pm **VALL**

Workplace Privacy: A Reality or an Oxymoron?

Americans spend almost half of their waking life at work. We often come to think of our workplace as our second home. How many of us have joked about having an office spouse or complained about the antics of our office kids? Some of us have become so

comfortable in our workplaces that we assume, often to our detriment, that we enjoy the same right of privacy that we do in our real homes. This program will explore the amount of privacy you actually enjoy during the work day.

Presenters: Joyce Janto, University of Richmond School of Law

Thursday, October 22, 2:30 pm - 3:15 pm

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

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 to meet and engage with residents of the community where they live, work, and play. Learn the ways you can adapt and replicate the Pop-Up concept in your library. A Pop-Up Library will be set up for you to see and explore.

Presenters: Sarah Townsend and Clint Rudy, Suffolk Public Library

Thursday, October 22, 2:30 pm - 3:15 pm **TSTF**

Library Construction, Renovations, and Disasters: the Dos and Don'ts of Moving Collections

Moving library collections into new spaces, during renovations or because of disaster, can be a daunting task. Learn from three librarians with first-hand experience managing moves as they share their experiences and offer suggestions on new construction moves/renovations/disaster recovery as well as pitfalls to anticipate.

Presenters: Adrian Whicker, Roanoke County Public Library; Carol Farmer, Appomattox Regional Library; Tom Shepley, Pamunkey Regional Library

Thursday, October 22, 2:30 pm - 3:15 pm **YS**

Understanding Teen Emotional and Neurological Development

Unsure or nervous about talking to a teen patron at your library, either about homework help or to correct their behavior? Attendees will learn how to transform research about the developing teen-aged brain into an action plan for their staff to better understand and serve teens. Small group discussions will provide an opportunity to discuss experiences and ideas.

Presenters: April Shroeder, Loudoun County Public Library

Thursday, October 22, 2:30 pm - 3:15 pm

Library Services for the Homeless

Want to better serve the homeless members of your community? Learn how you can provide assistance with programs such as workforce development and computer classes and maximize your efforts by partnering with other city departments and non-profit organizations. We'd love to hear your ideas too!

Presenters: Jessica Hartley and Adam Parcell, Chesapeake Public Library

Thursday, October 22, 2:30 pm - 3:15 pm **YS**

Talking the Talk: Engaging Young Readers with Nonfiction

When nonfiction is written well, kids love it...and they can learn how to write it. Seymour Simon shares his own writing techniques and discusses the power of nonfiction stories that employ action words, analogies, and vivid word pictures. Simon also shares tips for utilizing digital media to engage children in both reading and writing nonfiction, from Skype, to blogging, to e-books.

Presenters: Seymour Simon, StarWalk Kids Media

Thursday, October 22, 2:30 pm - 3:15 pm **VALL**

Library Speed Networking

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

Presenters: Terry Long, Virginia State Law Library; Bettina Peacemaker, Cabell Library, Virginia Commonwealth University; Christian Pascasio, Federal Reserve Bank of Richmond; Tiffany Harris

Thursday, October 22, 2:30 pm - 3:15 pm

Privacy and Intellectual Freedom

PATRIOT Act, NSA, privacy and surveillance all have populated the headlines for the past several years. Join Adam Eisgrau, Managing Director of ALA's Washington Office of Government Relations, for an up to the minute recap of where the fight to restore American's civil liberties stands and libraries' and librarians' central role in that vital fight.

Presenters: Adam Eisgrau, ALA Washington Office of Government Relations

Thursday, October 22, 2:30 pm - 3:15 pm **YS**

Cece Bell Presents *El Deafo*

In this session, Cece Bell will talk about her graphic novel memoir *El Deafo* but also about the responses she's received from kids and adults, with and without hearing loss, for the book. She'll also discuss how her original intention for the book has "sort of come true."

Presenter: Cece Bell, Author

Thursday, October 22, 2:30 pm - 3:15 pm **MEETUP**

Playing with Fire: Emergency Procedures Training Can Be Educational and Fun!

Are you responsible for emergency procedures in your library? Do your co-workers look to you for guidance in handling emergency situations? Join us to learn about a Jeopardy!-style game we successfully implemented at our institution and to share and learn about other libraries' emergency planning methods.

Presenters: Elizabeth Johnson and Robert Turner, McConnell Library, Radford University

Thursday, October 22, 2:30 pm - 3:15 pm **VLCRL**

DIY Renovation: The ACRL Framework and You

The recent overhaul of ACRL Standards presents an ideal occasion to update and upgrade traditional approaches to library instruction. This session will address incorporating the new ACRL Framework into your teaching. Learn to use principles from user experience and instructional design to reframe content and delivery, specifically focusing on the one-shot session.

Presenters: Meagan Christensen, University of Virginia

Thursday, October 22, 2:30 pm - 3:15 pm **VLCRL**

Implementing Open Educational Resources @ Your Library: Public Libraries, Community Colleges, 4-year, and Research Libraries

Freely available, openly licensed educational resources (often known as OER) are increasingly being leveraged in many different ways at community colleges, 4-year and research universities, public libraries, and elsewhere. Explore opportunities for OER @ your library with a panel of librarians and educators actively engaged in implementing OER initiatives and programming.

Presenters: Anita Walz, Virginia Tech; Lucretia Mc-

Culley, University of Richmond; Steven Litherland, Tidewater Community College; Ginny Pannabecker, Virginia Tech

Thursday, October 22, 3:15 pm - 4:00 pm

Conference Break

Coffee and snacks available in the Exhibit Hall.

Thursday, October 22, 3:15 pm - 4:00 pm

VLACRL Poster Sessions

Please see page 20 for more information.

Thursday, October 22, 4:00 pm - 6:00 pm

VIVA Users' Group Meeting: Introducing the New VIVA Director

VIVA has a new Director – only the second in its over 20 year history. In this session, Anne C. Osterman will be introduced as the new VIVA Director and will discuss her vision for the consortium. VIVA will also update attendees on the consortium's activities and provide product updates from vendors. A reception will follow the program.

Thursday, October 22, 4:00 pm - 4:45 pm

Promoting Library Events using "Meetup"

Learn how Loudoun County and Arlington public libraries have used Meetup.com to create a local online community, increase program attendance, and reach the valued 20s and 30s demographic. Participants will gain an understanding of Meetup.com, how it works, and about the two systems' successes and failures in learning to use the tool effectively. Presenters: Tracy Kallassy, Arlington Public Library

Thursday, October 22, 4:00 pm - 4:45 pm **YS**

Bibliotherapy

This session will explore young adult fiction as a resource for educators and librarians who often deal with teenagers in crisis. With themed recommendation lists, Courtney and Joy will show how fiction is a safe place for teens to explore difficult issues and how they can be inspired by characters.

Presenters: Courtney Stevens and Joy Hensley, Self-employed

Thursday, October 22, 4:00 pm - 4:45 pm **VALL**

Managing Online Presence for Students and Professionals

We all live in a world where everything seems discoverable from photos and writings to relationships and associations whether personal or professional. Librarians, professionals and students of all kinds need strategies to manage information about themselves. Managing online presence is an essential skill for students of all ages today. Law students and undergraduate students in particular often do not grasp the discoverability of personal information on the web and how it impacts their career strategy. Students openly share photos, public comments and personal information without understanding privacy policies and settings in their favorite social media platforms. This program will share ideas and experiences to educate students in how to turn their online presence into an advantage in their career search rather than a liability.

Presenters: Stephanie Miller, Washington and Lee University School of Law

Thursday, October 22, 4:00 pm - 4:45 pm

Exploring Openness in Libraries

This session features a panel of authors who contributed to the *Virginia Libraries* special, peer reviewed issue on exploring openness. Panelists will discuss topics from the issue, including teaching, MOOCs, OERs, predatory publishing, and managing open access collections. Don't miss this opportunity to explore openness in libraries with these experts!

Presenters: Rebecca K. Miller and Anita Walz, Virginia Tech; Craig Arthur, Radford University; Ashley Faulkner, Texas A&M University

Thursday, October 22, 4:00 pm - 4:45 pm

Growing Graphic Novels for Grown Ups

Graphic novels aren't just for kids any more. Demand for content geared towards adult readers continues to grow. Learn how to build or expand an adult graphic novel collection, as we share tips we learned during the creation of our own adult graphic novel collection and examples of critically acclaimed titles, authors, and artists.

Presenters: Linde Furman and Philip Agnew, Roanoke Public Libraries

What I love about VLA Conferences:

"Great diversity of sessions!"
- 2014 survey

Jefferson Cup Luncheon

with author
Gail Jarrow

Friday, October 23
12:30 pm – 2:00 pm

\$37 for conference attendees

\$52 for non-attendees

Sponsored by the Friends of the
Jefferson-Madison Regional Library



2015 VLA Scholarship **BASKET RAFFLE**

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



Thursday, October 22, 4:00 pm - 4:45 pm **VLACRL**

Flipping for the Framework: Adapting a College Writing Library Instruction Session to the New Framework for Information Literacy

This presentation will cover a brief overview of the new Framework for Information Literacy and how one librarian attempted to adapt the new framework into a College Writing Library Instruction session. First, using flipped classroom modeling, students worked through online modules ahead of time using a research tutorial. Second, both the writing faculty and librarian together selected three specific databases and gave ample class time to discovery based searching. The session will also address strategies to minimize cognitive overload arising from the adapted discovery based learning.

Presenters: Avril Cunningham, American University Library

Thursday, October 22, 4:00 pm - 4:45 pm **PA**

Preserving Our Pictorial History: Training Our Donors to Meet Our Informational Criteria

Library users eager to donate photographs to their library's digital collection are unaware of the need to identify vital information. Libraries are not able to collect everything, leaving these unidentified photos to fall by the wayside. Train your library users in simple techniques to save a photograph from becoming historically ineffective.

Presenters: Kevin Clement, Chesapeake Public Library

Thursday, October 22, 4:00 pm - 4:45 pm **NMRT**

They Didn't Teach That in Library School

Come to our NMRT panel to hear how several library workers have gained unconventional skills in an ever-evolving field. Gain a snapshot of different positions in various types of libraries. Hear real-life experiences straight from the library staff, and about current professional development opportunities in the evolving library field.

Presenters: Cammy Koch, Chesterfield County Public Library

Thursday, October 22, 4:00 pm - 4:45 pm **YS**

Tom Angleberger Concurrent Session

Presenter: Tom Angleberger, Author

Thursday, October 22, 5:00 pm - 6:00 pm **YS**

Youth Services Forum Annual Wine and Cheese Reception

Thursday, 5:00 pm - 6:00 pm

Business Meetings

- VLA Professional Associates Forum
- Virginia Public Library Directors Association
- Technical Services and Technology Forum
- Local History, Genealogy, & Oral History Forum

Thursday, October 22, 5:00 pm - 10:30 pm

Dine-Arounds

VLA will provide buses on continuous loops from the Richmond Marriott to three stops in the Carytown/Fan districts and back to the hotel. The wait for a bus should be no more than 20 minutes. More information and sign-ups will be sent to conference attendees this summer.

Thursday, October 22, 5:00 pm - 10:30 pm

Craft Brewery Tour

The bus will transport attendees from the Richmond Marriott to three craft breweries and then to Legend Brewing Company for dinner. The bus will wait during the brewery visits and dinner, and then transport attendees back to the hotel. Registration required.

Thursday, October 22, 6:00 pm - 8:00 pm **YS**

Tom Angleberger on "May the Books Be with You" and Cece Bell on "Seeing Yourself in Books"

Tickets must be purchased in advance: \$50 for conference attendees; \$65 for non-attendees

Dinner will be served at 6:30; Mr. Angleberger will speak from 7:00-7:30 and Ms. Bell will present from 7:30-8:00. Both authors will be available after the event for book sales and signings. This event will be open to the public on August 16.

Sponsored by the Roanoke Public Library Foundation

Thursday, October 22, 8:00 pm - 11:00 pm

All-Conference Social

Join your colleagues and friends at our TRIVIA EXTRAVAGANZA! Log in to our games from your internet-enabled device and compete with others in the room for prizes. Cash bar. (Remember to check the box for one free drink ticket on your Registration Form.)

Virginia Library Association Annual Conference 2015

Friday, October 23, 8:30 am

Exhibit Hall Opens. Coffee, tea, and light breakfast provided. Sponsored by Midwest Tape.

Friday, October 23, 9:00 am - 9:30 am

Scholarship and Awards Presentation and VLA Business Meeting

Friday, October 23, 9:30 am - 10:30 am

Keynote Address with Lydia Netzer

Friday, October 23, 10:45 am - 11:15 am

Visit the Exhibits.

FRIDAY: CONCURRENT SESSIONS

All sessions are open to all attendees.

Friday, October 23, 11:15 am - 12:00 pm

YS

Hands On: Preschool Science

Learn how to plan, research, and implement hands-on science experiments for your preschool crowd, and how Preschool Science is connected to Early Literacy 2. Find out how to locate resources to develop your own programs. Then, dive into STEAM with our hands on demonstrations while you get some one-on-one advice.

Presenters: Matt Haddox, Kathi DuBois, Heather Simpson and Megan Mulvey, Virginia Beach Public Library

Friday, October 23, 11:15 am - 12:00 pm

YS

Our Jefferson Cup Overfloweth

The 2015 Jefferson Cup Committee members will present an overview of some of the titles that were considered for the award.

Presenters: 2015 Jefferson Cup Committee Members

Friday, October 23, 11:15 am - 12:00 pm

DI

The Changing View of LGBTQ

Libraries can serve lesbian, gay, bisexual, transgender, and questioning (LGBTQ) people by ensuring that this population is reflected in their collections and provided with library services. Learn how to better understand and serve the LGBTQ community by enhancing your book collection. Gain tips on the best titles to offer, including new resources.

Presenters: Janice Hummel and Levi Branson, Ashburn Library

Friday, October 23, 11:15 am - 12:00 pm

PA

Bullseye: Neighborhood Profiles & Targeted Programming

Do you offer great programs that are poorly attended? 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, Jessica Gonzalez and Hayley DeRoche, Chesterfield County Public Library

Friday, October 23, 11:15 am - 12:00 pm

Projects Big and Small: How to Succeed at Them All

What do website redesign, National Library Week events, developing a maker-space, and the dreaded collection weeding all have in common? They are all projects libraries of any size may undertake to remain @ the Center. Learn the increasingly valuable principles of Project Management and how to apply them for project success.

Presenter: Bethany Young, Christopher Newport University

Friday, October 23, 11:15 am - 12:00 pm

Jail Library Projects: A Public Library Partnership Opportunity

This presentation will examine a North Carolina public library's partnership services to jailed populations along with examples of similar library initiatives in Virginia and nationally. Service models will be shared along with best practices and lessons learned. This project is in conjunction with participation in the North Carolina Library Association's Leadership Institute.

Presenter: Elizabeth Gregg, Loudoun County Public Library

Friday, October 23, 11:15 am - 12:00 pm

The 'Maker' Behind Maker-Space

The maker-space movement on the rise is growing in popularity. This hands-on approach to personal learning is well suited for application in public libraries but can be more involved than its practical name suggests. We will provide an overview of the process CCPL employed in order to implement a successful maker-space.

Presenters: Mike Mabe and Ben Strohm, Chesterfield County Public Library; Bruce Davies, PhD, CCPL Volunteer

Friday, October 23, 11:15 am - 12:00 pm

The CRRL NetStation Project: Public Access Computing with Chrome OS

Faced with a library full of aging public access computers but limited money for replacements? Maybe you've heard about Chrome OS and are wondering how it might fit into your organization. Come hear about one library's experience replacing all of their 250+ public access computers with Chromeboxes.

Presenters: Chris Glover, Central Rappahannock Regional Library

Friday, October 23, 11:15 am - 12:00 pm **VLACRL**

Urban Legend or Practical Pedagogy: Are You a Teaching Ninja?

Are learning styles real? What about the learning pyramid? How long can people pay attention in a lecture? In this interactive session, you will find out what the research says and discuss how this can impact your teaching and training. Fabulous prizes await!

Presenters: Candice Benjes-Small, Jennifer Resor-Whicker and Alyssa Archer, Radford University

Friday, October 23, 11:15 am - 12:00 pm **MEETUP**

Come OER or High Water: Librarians as Guides in an OER Adoption Model

Hesitation isn't an option when jumping into the choppy seas of Open Educational Resources (OER). Hold your nose, brace for the splash, and seize an extraordinary opportunity to enhance courses with quality open content and join a lively discussion on the challenges and opportunities that OER brings to librarianship.

Presenters: Heather Blicher and Joi Jackson, Northern Virginia Community College

Friday, October 23, 11:15 am - 12:00 pm **MEETUP**

"Shall We March without Our Neighbours, I Trust Not": Defining the Roles and Goals of Primary Source Literacy

Last fall, the SAA-ACRL/RBMS Joint Task Force on the Development of Guidelines for Primary Source Literacy began work intended to complement the Framework for Information Literacy in Higher Education. Join us to discuss primary source literacy, its role in information literacy, and the information professional's role in educating patrons!

Presenter: Kira Dietz, Special Collections, Virginia Tech

Friday, October 23, 12:00 pm - 1:15 pm

Lunch Break

If you are not attending the Jefferson Cup Luncheon or the VCU-sponsored lunch and talk with Dr. Wayne Wiegand at the Library of Virginia, we invite you to visit local restaurants and join us again in the afternoon for additional sessions.

Friday, October 23, 12:30 pm - 2:00 pm **YS**

The Jefferson Cup Luncheon with Gail Jarrow

\$37 for conference attendees; \$52 for non-attendees. One hundred years ago, pellagra swept across the American South. No one knew the cause or cure for this deadly, disfiguring disease. *Red Madness: How A Medical Mystery Changed What We Eat* tells the story of the doctors, researchers, and public health officials who struggled to stop the epidemic and solve the baffling medical mystery. Gail Jarrow is an award-winning author of nonfiction books for ages 8 and above. Visit her at www.GailJarrow.com. Sponsored by the Friends of the Jefferson-Madison Regional Library.



Part of Our Lives: A People's History of the American Public Library

By Dr. Wayne Wiegand

Friday, October 23, 12:00 pm - 1:15 pm

Library of Virginia, 800 E. Broad St.

VCU Libraries presents a talk by Dr. Wayne Wiegand, distinguished historian, noted authority on American library history, and F. William Summers Professor Emeritus at the School of Information, Florida State University. Dr. Wiegand will discuss his new book, *Part of Our Lives: A People's History of the American Public Library* (Oxford UP). A light lunch will be served beginning at 12:00 pm. Seating is limited, so please register.

Friday, October 23, 1:15 pm - 2:00 pm

Keep Calm and Read On: A Penguin Random House Book Buzz

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

Presenter: Lara Oliver, Penguin Random House

Friday, October 23, 1:15 pm - 2:00 pm **YS**

Storytime Ideas for the Adventurous Librarian: Puppets and Songs to Help You Get Your Storytime Groove On!

Sara Meldrum and Jennifer Mitchell, Youth Services librarians at the Williamsburg Regional Library, will present favorite storytime activities and resources, focusing on using puppets and other add-ons to enhance picture book reading and expand horizons regarding musical activities in storytime, regardless of musical ability. Learn new songs for a variety of storytime audiences.

Presenters: Sara Meldrum and Jennifer Mitchell, Williamsburg Regional Library

Friday, October 23, 1:15 pm - 2:00 pm

How Important is the Collaboration of Public, College, and Correctional Libraries in the Re-Entry Process of Offenders?

We looked at the correctional setting, the Department of Corrections Re-Entry Initiative, and what public, college, and correctional libraries are doing to support this process. If offenders are to succeed and contribute to their communities, support is vital. All types of libraries must be a part of that support.

Presenters: Freida Hull, Virginia Department of Corrections, St Brides Correctional Center; Ernestine Batten-Meekins, Virginia Department of Corrections, Indian Creek Correctional Center; Timothy Donley, Virginia Department of Corrections, St Brides Correctional Center

Friday, October 23, 1:15 pm - 2:00 pm

Fostering Diversity & Inclusion in Your Library

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; Kevin Clement, Chesapeake Central Library; Cristina Ramirez, Richmond Public Library; Kareemah Hamdan, Chesterfield Public Library

Friday, October 23, 1:15 pm - 2:00 pm **YS**

School Readiness @ the Library

Public libraries are frequently overlooked as key players in early childhood education. Learn more about Kindergarten assessments and preschool grants in Virginia so you can incorporate educational activities into programming and storytimes. Learn how to become an active member within your community to help preschoolers become school ready.

Presenter: Cammy Koch, Chesterfield County Public Library

Friday, October 23, 1:15 pm - 2:00 pm **VLCRL**

Mystery Solved: How Digital Tools Can Help Reveal the Past

A mysterious, 19th-century ship's journal resided in Rare Books and Special Collections for an unknown number of years, with little background information. This presentation will discuss how digital tools helped uncover the truth about the book, as well as bring its story to life again.

Presenter: Angie White, University of Richmond

Friday, October 23, 1:15 pm - 2:00 pm

Seeking the Benjamins: Money Smart Week @ the Library

"Money Smart Week" (MSW) is a national initiative sponsored by ALA and the Federal Reserve. Come learn how we have participated in MSW and the many ways your branch/library system can host events to increase financial literacy skills. Participants will also learn about the Consumer Finance Bureau's free printed resources and community financial education project.

Presenters: Melanie Greene and Tennille Cyphers, Norfolk Public Library

VISIT THE MOTHERSHIP OF VIRGINIA'S PUBLIC LIBRARIES

THE LIBRARY OF VIRGINIA



While you're attending the Virginia Library Association Conference in Richmond, take a break with us. We've been establishing and supporting Virginia's public libraries for more than 100 years!

- Take a tour
- Explore *Remaking Virginia: Transformation through Emancipation*
- Grab breakfast or lunch at Discovery Café
- Find your family—use the Library's free onsite Ancestry link
- Treat yourself at the Virginia Shop—show your conference badge to receive a 10% discount on regularly priced merchandise



LIBRARY OF VIRGINIA 800 East Broad Street | Richmond, VA 23219 | www.lva.virginia.gov

Friday, October 23, 1:15 pm - 2:00 pm

Creating 21st Century Libraries: Reinvention or Extinction

For 200 years, libraries were designed primarily as places to collect, access, and preserve print collections. The Steelcase Workspace Futures research team will help you rethink your space; understand design principles behind the renovation/creation of a library space for collaboration, concentration, and technology; and hear about the latest research and case studies being used in libraries today that impact student success.

Presenters: Tim Barron, Steelcase; Debbie Lennick, Creative

Friday, October 23, 1:15 pm - 2:00 pm **VLACRL**

Central for All Students: Creating Diverse Academic Library Instruction & Programming

DI

By integrating critical pedagogy into instruction sessions and partnering with the Center for Diversity & Inclusion for programming, Radford University librarians seek to ensure that the library is central to the lives of all members of our diverse student body. In this session, we will share best practices and lessons learned.

Presenters: Katelyn Tucker and Craig Arthur, Radford University

Friday, October 23, 1:15 pm - 2:00 pm **VLACRL**

Digital Writing and Information Literacy Initiative: A Collaboration of Metaliteracy Learners

How do we answer the ACRL Framework's call to develop collaborations that shift the ways we conceptualize and teach information literacy throughout the curriculum? The Digital Writing and Information Literacy Initiative (dwilicnu.wordpress.com) uses the concept of metaliteracy to position students, librarians, and writing teachers as collaborative creators in participatory online environments.

Presenters: Lauren Wallis and Trevor Hoag, Christopher Newport University

Friday, October 23, 2:00 pm - 2:30 pm

Scholarship Raffle Basket Winners Announced

You do not need to be present to win. Your basket may be picked up by a colleague but must be claimed by 4:00 pm.

Friday, October 23, 2:30 pm - 3:15 pm

Building a Culture of Collaboration

The needs of the communities we serve are changing. Many times as librarians, we find ourselves struggling to navigate this changing landscape. Learn ways to conduct an environmental scan to identify potential partnerships and community stakeholders in order to ensure that the role of your library is meeting the needs of your community.

Presenters: Anita Jennings, City of Newport News

Friday, October 23, 2:30 pm - 3:15 pm **PA**

Getting that Library Job: Insights From Both Sides of the Table

Whether searching for your first library position or expanding your career, join us as we guide you through the process in academic and public libraries. We will provide practical tips and tricks, as well as share our recent experiences from both sides of the interview table.

Presenters: Katie Hoskins, Northern Virginia Community College; Cori Strickler, Bridgewater College; Clint Rudy, Suffolk Public Library

Friday, October 23, 2:30 pm - 3:15 pm **YS**

A is for Aeronautics: STEM Programming with NASA

Learn how to introduce young children to a variety of aeronautics concepts in a series of three fun STEM story programs developed by NASA Einstein Fellow Rebecca Vieyra. We will also have quick and easy tips for using these concepts in your library programs, regardless of space, staffing, or budget.

Presenters: Diana Price, Alexandria Library; Rebecca Vieyra, NASA

Friday, October 23, 2:30 pm - 3:15 pm

DI

Who Are Our Users & How Can We Best Serve Them: Addressing Diversity in the Library

Libraries serve communities with diverse populations, yet some are underserved in the programs, materials, and services offered by libraries. Using Census data, User Experience Persona creation, branding and outreach, librarians and staff can better understand trends and changes in their communities, and adjust programs and services to meet the needs of their users

Presenters: Cristina Ramírez, Richmond Public Library; Kevin Clement, Chesapeake Public Library System

Friday, October 23, 2:30 pm - 3:15 pm

PA

Public Library Collection Management Discussion

An opportunity to share information, network, and discuss aspects of Collection Management: Acquisitions, Selection, Collection Maintenance, Collection Analysis, and emerging issues. Gain contacts and share strategies, successes, and concerns with other Collection Management librarians.

Presenters: Ann Theis, Henrico County Public Library; Shari Henry, Arlington Public Library

Friday, October 23, 2:30 pm - 3:15 pm

A Tale of Two Libraries

Henrico County needed to build two new libraries with the same service model and basic space program, but in very different communities. Learn how individual libraries can address the needs and desires of unique communities and customize programming for their communities while complying with a system-wide standard of service.

Presenters: Kylan Shirley, BCWH; Jeff Hoover, Tappé Architects; Jerry McKenna, Henrico County Public Library

Friday, October 23, 2:30 pm - 3:15 pm

VALL

Privacy, Archives, & the Digital Age

This program will tackle the important issue of privacy in digitizing and disseminating archives and special collections. These digital collections serve patrons of all types and connect students and researchers with the material that they need. Are there legal, ethical or practical concerns? Have the expectations of donors changed in the digital era? What about the privacy of third parties - those mentioned in materials? These questions will be explored.

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

Friday, October 23, 2:30 pm - 3:15 pm

YS

Growing a Youth Puppeteer Troupe

Harness the vibrant creativity and spirit of the young adults in your area. Middle school and high school puppeteers are great models for other youth, and heroes to young children. Librarians and youth will discuss their success in using puppets in library programs. Participants will leave with a discography of puppet songs for every season and event.

Presenters: Donna Hughes and Beth Trumm, Handley Regional Library

Friday, October 23, 2:30 pm - 3:15 pm **VLACRL**

Values @ the Center: Orienting New and Non-Librarians to Library Culture

Growing numbers of professionals including instructional designers, web developers, and event planners are joining libraries to support emerging programs and services. This session will explore strategies for welcoming these professionals into library cultures and building strong organizational foundations by integrating core library values and ethics into staff development.

Presenters: Rebecca Miller, Lauren Pressley and Sita Williams, Virginia Tech

Friday, October 23, 2:30 pm - 3:15 pm **VLACRL**

Decentralizing the Core Competencies for Electronic Resources Librarians to Put the LIBRARY at the Center

When you hear the term Electronic Resources Librarian, do you think of yourself? This session will discuss the NASIG Core Competencies for Electronic Resources Librarians, explore methodologies for assessing skill levels of all library staff, and investigate ways to design professional development programs to make the LIBRARY central to users.

Presenters: Stacy Baggett, Shenandoah University

Friday, October 23, 3:30 pm - 4:15 pm **YS**

Display Neighborhoods: Where Are the Truck Books?

Where are the truck books? The dinosaur books? Every children's staff member is familiar with these questions. Learn how we changed the way we organize our picture book collection to be able to answer: "Right here!" Patrons are ecstatic; circulation has gone through the roof. Hear how Display Neighborhoods might work for you.

Presenters: Erin Rogers and Linda Shepard, Henrico County Public Library

Friday, October 23, 3:30 pm - 4:15 pm **YS**

Tight Library Budget? Developing Community Partnerships to Promote Early Literacy

Augusta County Library has worked with six non-profit organizations to offer seven literacy programs for children and their families. Learn about our community partners, funding incentives, and how we reached more people than ever with: Rubber Ducky Club, Week of the Young Child, 1000 Books Before Kindergarten, Books for Newborns, Summer Reading incentives, Students' Art Displays and Read & Feed.

Presenters: Tammy Coulter, Robin Post and Ann Hunter, Augusta County Library

Friday, October 23, 3:30 pm - 4:15 pm

Internships @ the Center of Learning and Experience

Thinking about hosting an internship program at your library? This session offers strategies for managing an internship program for either MLS/MIS students or undergraduates, focusing on ways of structuring the internship to provide a rich learning experience for the interns while ensuring that none of the library staff are overextended.

Presenters: Susan Erickson, Virginia Wesleyan College; Susan Paddock, Virginia Beach Public Library

Friday, October 23, 3:30 pm - 4:15 pm **LDF**

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

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

Friday, October 23, 3:30 pm - 4:15 pm

Creating Destination Libraries through Customer Segmentation

The rise of digital content requires libraries to position their physical locations as destinations to drive usage. Libraries can use customer segmentation to identify needs and create destination identities for their facilities that attract customers by addressing those needs. Participants will understand the concepts that underlie the use and application of customer data.

Presenters: Tom Shepley, Pamunkey Regional Library; Clark Swanson, OrangeBoy Inc.

Friday, October 23, 3:30 pm - 4:15 pm

Roanoke Baby

Learn how Roanoke Public Libraries, as part of the National Campaign for Grade Level Reading, and the Star City Reads campaign, created *Roanoke Baby* – a high-quality board book celebrating the lives of Roanoke's youngest residents and the special places they might visit in the city. This is the first book of its kind published through DuoPress in Virginia.

Presenters: Sheila Umberger, Charlsie Parker and Amber Yopp, Roanoke Public Libraries

Friday, October 23, 3:30 pm - 4:15 pm **VLACRL**

Patent Please!

An increased focus on entrepreneurship in academia comes with an increased need to understand and be able to use patents. While they are a type of intellectual property, understanding and searching patents isn't always easy to delve into. This session will cover an introduction to the purpose, history, and issues related to patents and patenting, tricks and tools for searching patents, and how to teach students and faculty about patents.

Presenter: Maggie Nunley, University of Virginia

Friday, October 23, 3:30 pm - 4:15 pm **VLACRL**

Digital Outreach: Strategies from Special Collections

Special Collections staff at the UVA Law Library use an array of digital outreach tools to remain a vital center for academic research in a technological world. This presentation discusses how library archives can open their digital collections to new research innovations like computerized topic modeling and strengthen the educational mission of an academic library through digital outreach.

Presenters: Loren Moulds and Randi Flaherty, University of Virginia Law Library

The VLA Stipend Raffle is Back!

Take a chance on Professional Development!

Odds are, you'll have fun! The VLA Fundraising/ Development Committee will be drawing the name of 15 participants to receive a no-questions-asked \$100 stipend to attend the 2015 VLA Annual Conference.

Entries will be accepted through September 9 and recipients will be notified by September 14. The stipend may be used for registration fee, lodging; food; travel expenses; or any other expenses at VLA.

Please visit <http://tinyurl.com/2015VLASTipend>

One entry per person.

POSTER SESSIONS

Thursday, October 22, 3:15 pm - 4:00 pm

Location: Outside Exhibit Hall, First Floor, Richmond Marriott

Can You Spare 2 Hours? Target Your Audience with Customized E-news

E-newsletters (built in an affordable or free online mail platform) allow librarians to reach faculty with pointed, subject-based information. This poster features samples from a series of e-newsletters created by liaison librarians, as well as tips for producing customizable newsletters and discussion of impact focusing on increased interaction with faculty.

Presenters: Patricia Sobczak, Bettina Peacemaker and Sue Robinson, Virginia Commonwealth University

New Learning from Old Records: Teaching Information Literacy with Local History Resources

By teaching information literacy concepts through the context of local history resources, librarians can connect students with their community. Although the specific records are unique to each locality, the kinds of records and the exploration strategies are universal.

Presenters: Stephanie Hardy and Melissa Davis, Southern Virginia University

You Can Get what You Want: Library Instruction Strategies to Improve ILL Workflow

PA

Many ILL article requests are cancelled because the requested item is available in a database or free online. This poster will discuss the interaction between ILL and research help, and instruction strategies used to lower the number of cancellations and save time for ILL staff.

Presenters: Stephen Leist, Virginia Wesleyan College

Making it Easy: Reducing Perceived and Real Barriers to Finding Open Educational Resources

Perceptions of the time and effort required to locate open educational resources remains the most significant barrier to wider faculty adoption of OER. This poster explores a range of systems, projects, and models to aid librarians, educators, and the general public in quickly locating openly licensed and public domain materials.

Presenters: Anita Walz, Virginia Tech

Jargon-Free Librarianing: Speaking the Language of Our Patrons

PA

Librarians are notorious for speaking in jargon, often to the detriment of our users. By examining the words we use to communicate with people from both the resource discovery and instruction perspectives, we are seeking ways to break down barriers between ourselves as librarians and our users by providing consistency in both face-to-face communication and virtual interactions with resource discovery systems.

Presenters: Ashley Brewer, Lucinda Rush and Rachel Stott, Old Dominion University

Bring Out Your Dead: Digging up Print Reference Issues to Recommend what Is Next for a Collection

With the rise of online resources and discovery systems, the question of whether print reference is dead yet has been raised. In response to collection changes, VCU librarians assessed usage and issues in Cabell Library's print reference collection—revealing trends, challenges, and leading to proposed collection designs.

Presenters: Julie Arendt, Nell Chenault and John Glover, Virginia Commonwealth University

Leading from the Center Out: The Joint Library Services Leadership Team at James Madison University

In a system with multiple service points, how can leadership work together to keep the library as a whole relevant and central to students? James Madison University Libraries created the Joint Library Services Leadership Team, which works outside traditional departmental silos to provide coherent, consistent, and collaborative services regardless of location.

Presenters: K.T.L. Vaughan; Kristen Shuyler; Kelly Miller-Martin; Erika Peterson, James Madison University

How Students (Mis)use Sources: A Cross-University Comparison

Librarians spend hours teaching students how to find resources, but how well do students really use those sources in their papers? This poster shares the results of studies completed at two universities with very different study bodies. Despite the student differences, errors were consistent.

Presenters: Candice Benjes-Small and Eric Ackermann, Radford University; Carrie Ludovico and Carol Wittig, University of Richmond

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August 15: 110th VLA Anniversary Pricing

	VLA/VALL/DCLA/MLA/DLA* Members	Non-Members
Full Conference	\$110.00	\$165.00
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August 16-October 7 Advance Registration Pricing

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One Day for Presenters	\$55.00	\$82.50

October 7-October 23 Late Registration

	VLA/VALL/DCLA/MLA/DLA* Members	Non-Members
Full Conference	\$175.00	\$250.00
One Day	\$135.00	\$190.00
Full Conference for Students/Retirees/Trustees	\$135.00	N/A
Full Conference for Presenters	\$100.00	\$137.50
One Day for Students/Retirees/Trustees	\$105.00	N/A
One Day for Presenters	\$80.00	\$107.50

Ticketed Events

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Preconference: VLA Presentation Academy	\$25.00	\$40.00
Preconference: OER for Librarians	\$20.00	\$35.00
Ticketed Events	Conference Attendees	Non-Attendees
Box Lunch (Thursday)	\$8.00	\$8.00
Author Dinner with Tom Angleberger and Cece Bell (Thursday)	\$50.00	\$65.00
Jefferson Cup Luncheon (Friday)	\$37.00	\$52.00

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