

BREAKING

BARRIERS

building

Bridges

Virginia Library Association Annual Conference

PRELIMINARY PROGRAM

October 11-13, 2017

The Main, Norfolk, VA

THROUGH JULY 15

Early Bird Registration

REGISTRATION

	VLA Members*	Non Members
Full Conference	\$160.00	\$240.00
Full Conference for Session Presenters	\$80.00	\$120.00
Full Conference for Student/Retiree/Trustee Members of VLA	\$100.00	N/A
One Day (Thursday or Friday)	\$110.00	\$165.00
One Day (Session Presenters)	\$55.00	\$82.50
One Day (Student/Retiree/Trustee Members of VLA)	\$70.00	N/A
One Day (Presenters who are also Student/Retiree/Trustee Members)	\$50.00	N/A

JULY 16 - SEPT. 27

Advance Registration

	VLA Members*	Non Members
Full Conference	\$185.00	\$277.50
Full Conference for Session Presenters	\$92.50	\$138.75
Full Conference for Student/Retiree/Trustee Members of VLA	\$110.00	N/A
One Day (Thursday or Friday)	\$135.00	\$202.50
One Day (Session Presenters)	\$80.00	\$120.00
One Day (Student/Retiree/Trustee Members of VLA)	\$95.00	N/A
One Day (Presenters who are also Student/Retiree/Trustee Members)	\$65.00	N/A

September 28-October 13: Add \$25.00 to each amount listed under Advance Registration. No meal tickets can be ordered after October 1.

TICKETS

Bundled Meal Plan* (includes Tickets #1-#3)	\$95.00
Ticket 1: Wednesday Evening Scholarship & Awards Banquet	\$55.00
Ticket 2: Thursday Box Lunch Ticket	\$17.00
Ticket 3: Friday Luncheon with Trevor A. Dawes	\$33.00

VLA encourages you to bring a guest to our ticketed events – prices for individual tickets or bundled meal plans are the same as for VLA attendees.

**CLICK HERE
to register**

COMPLIMENTARY EVENTS:

- **Wednesday:** Broad Creek Anchor Branch Hardhat Tour, 10:00am (limited to 20 participants)
- **Wednesday:** Freemason Street Baptist Church Bell Tower Tour and Noon Recital, 11:45am (limited to 20 participants)
- **Wednesday:** Chrysler Museum Glass Studio Demo Meet-up, 12:00pm-1:00pm
- **Wednesday:** Slover Library Tour, 2:00pm-3:00pm (limited to 20 participants)
- **Wednesday:** Behind-the-Scenes Tour of The MacArthur Memorial, 3:30pm-4:30pm (limited to 25 participants.)
- **Wednesday:** New Members Round Table: Sips & Sweets, 8pm start
- **Thursday Morning:** Walk Meet Up, 7:00am - 8:00 am
- **Thursday:** Youth Services Forum Networking Social, 5pm, Norfolk Tap House (limited to 40 participants)
- **Thursday Night:** All-Conference Social, 8:00pm-10:00pm
- **Thursday Late Night Movie:** Hidden Figures, 10pm (limited to 80 attendees)
- **Friday Morning:** Walk Meet Up, 7:00am - 8:00am
- **Friday:** NMRT Networking Breakfast, 7:45am-8:45am
- **Friday:** Yoga (bring your own mat), 7:30am-8:15am

* 2017 Members of the Virginia Library Association, the Virginia Association of Law Libraries, the District of Columbia Library Association, the Maryland Library Association, the Delaware Library Association and the North Carolina Library Association are eligible for Member pricing.

Is your employer willing to pay your registration fees? With VLA's registration system, you can make a partial payment for any extras or tickets now, and then invoice your organization for the registration only.

PRESIDENT'S MESSAGE 2017

Welcome to Norfolk for the 2017 Virginia Library Association's annual conference! We are excited to be back in Norfolk for the first time since 2000. We are even more excited to be holding the conference at The Main, a brand new hotel with many amenities.

We will offer a wide range of opportunities to experience Norfolk's many attractions. The Local Arrangements Committee has been hard at work planning tours of several sites in and around the city; and the New Members Round Table has organized a pub crawl for Wednesday night and dine-arounds for Thursday evening. We will also be featuring a game night at our Thursday evening social.

This year's theme, "Breaking Barriers, Building Bridges," speaks to the library's role in fostering opportunities for empowerment by providing the broadest range of information from the widest range of perspectives that we can, by educating our communities through instruction and programming, and by serving as community spaces. We also partner with other educational and civic groups in order to build up our communities. Though the perspectives of librarians and libraries as institutions have often been and continue to be limited by historical situations and by human nature, we strive to be more inclusive, and to raise our awareness of others' perspectives.

We are delighted to feature nationally renowned Virginia author Margot Lee Shetterly as our keynote speaker. Ms. Shetterly is the author of *Hidden Figures*, the story of African-American women whose role as "human computers" advanced the space program of the 20th century. She will speak at the opening session on Thursday morning. We will show the film version of *Hidden Figures* after the Thursday evening social. We are also pleased to have Trevor A. Dawes, Vice Provost for Libraries and Museums at the University of Delaware, join us for the Networking Luncheon on Friday.

We will offer an app to make it easier to choose and view sessions. VLACRL will again offer the "conference within a conference," featuring peer-reviewed sessions about academic libraries, but open to



Keith Weimer

everyone. We're excited to have the Virginia Association of Law Libraries with us as well. We will also hold a dinner on Wednesday night to honor VLA award and scholarship winners. This event was popular last year, and will again include our Graphic Novel Diversity Award.

As always, we want to thank the vendors who Support VLA. Please take a moment to stop by their booths in the exhibit hall, check out their products, and thank them for their support. And please support VLA scholarships by purchasing raffle tickets for the scholarship baskets that will be on display throughout the conference!

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 Norfolk!

Best,

Keith Weimer
President, Virginia Library Association

Be sure to check the VLA Annual Conference Portal for up-to-date information about the #2017VLA Conference!

<http://www.vla.org/vla-annual-conference>

Schedule for VLA Annual Conference
VLACRL Conference-Within-A-Conference
VALL Joint Conference

WEDNESDAY

Free tours and other events in Norfolk during the day.
 6:00 pm – 8:00 pm Annual Scholarship and Awards Banquet
 (\$55, must purchase in advance)
 8:00 pm - ??? New Members Round Table Sips & Sweets of Norfolk. Dutch treat.

THURSDAY

9:00 am Exhibit Hall opening. Registration and Packet Pick up. Coffee and light refreshments.	2:30 pm – 3:15 pm Concurrent Sessions
10:00 am – 11:30 am Opening Session and Keynote Address with author Margot Lee Shetterly	3:15 pm – 4:00 pm Inaugural VLA/VLACRL Poster Sessions and Exhibit Hall Coffee Break
11:45 am Box Lunch Pick up (\$17, must purchase in advance)	4:00 pm – 4:45 pm Concurrent Sessions
12:30 pm – 1:15 pm Concurrent Sessions	4:00 pm – 6:00 pm VIVA Users' Group
1:30 pm – 2:15 pm Concurrent Sessions	5:00 pm – 6:00 pm VLA Business Meetings
	6:00 pm – 8:00 pm Dine Arounds
	8:00 pm – 10:00 pm All Conference Social
	10:00 pm – 12:10am <i>Hidden Figures</i> Screening

FRIDAY

7:00/7:30/7:45 am: Morning Walk/Morning Yoga/NMRT Networking Breakfast
8:30 am Registration and Packet Pick up. Coffee and light refreshments.
9:30 am – 10:15 am Concurrent Sessions
10:30 am – 11:15 am Concurrent Sessions
11:30 am – 1:00 pm Networking Luncheon with Trevor A. Dawes
 (\$33, must purchase in advance) or Lunch on Your Own
1:15 pm – 2:00 pm Concurrent Sessions
2:15 pm – 3:00 pm Concurrent Sessions
3:15 pm – 4:00 pm VLA Business Meeting and Scholarship Raffle Drawing

VLA is a Bring Your Own Tote conference!

**OPENING
GENERAL
SESSION**

Welcome and Keynote Address
by Margot Lee Shetterly



Margot Lee Shetterly

Thursday, October 12, 10:00 am - 11:30 am

Margot Lee Shetterly's *Hidden Figures*—a #1 NYT bestseller and inspiration for the box office hit—is the true story of the black women mathematicians at NASA who helped fuel some of America's greatest achievements in space. In talks, Shetterly celebrates these unsung heroes, teasing out issues of race, gender, science, and innovation against the backdrop of WWII and the Civil Rights Era.

Writer, researcher, and entrepreneur Margot Lee Shetterly is the author of *Hidden Figures: The American Dream and the Untold Story of the Black Women Mathematicians Who Helped Win the Space Race*, which is a top book of 2016 for both *TIME* and *Publisher's Weekly*, a *USA Today* bestseller, and a #1 (and instant) *New York Times* bestseller. The film adaptation of her book—which became the number one movie in America—stars Taraji P. Henson (*Empire*), Octavia Spencer, Janelle Monae, Kirsten Dunst, and Kevin Costner. It was nominated for the Academy Award for Best Picture and Best Adapted Screenplay, and Octavia

Spencer was nominated for Best Supporting Actress. According to *The New York Times*, the film introduces viewers to “real people you might wish you had known more about earlier ... [who] can fill you with outrage at the persistence of injustice and gratitude toward those who had the grit to stand up against it.”

Shetterly is also the founder of the Human Computer Project, a digital archive of the stories of NASA's African-American “Human Computers” whose work tipped the balance in favor of the United States in WWII, the Cold War, and the Space Race. Shetterly's father was among the early generation of black NASA engineers and scientists, and she had direct access to NASA executives and the women featured in the book. She grew up around the historically black Hampton College, where the women in *Hidden Figures* studied. Along with Aran Shetterly, Shetterly co-founded the magazine *Inside Mexico*. She graduated from The University of Virginia, and is a 2014 Alfred P. Sloan Foundation Fellow.

NETWORKING LUNCHEON

(ticketed)

with Trevor A. Dawes



Trevor A. Dawes

Friday, October 13, 11:30 am - 1:00 pm - \$33

Trevor A. Dawes was named the vice provost for libraries and museums and May Morris Librarian at the University of Delaware, effective July 1, 2016. In this role, Dawes has overall responsibility for the operations of the University Libraries, Museums, and University Press. He was previously an associate university librarian at Washington University in St. Louis, responsible for many of the public services operations at the library there. He has been active in staff development and training

for public services; has written on various library services topics, and has either planned or presented at various local, national and international conferences on a variety of topics. Dawes earned his Master of Library Science from Rutgers University, and has two additional Master's Degrees from Teachers College, Columbia University. He is an active member of the American Library Association and is a past president of the Association of College and Research Libraries.

Your ticket includes the cost of your meal and provides support for the ALA Spectrum Scholarship Program.



VLA is pleased to partner once again with

CAPIRA TECHNOLOGIES

to bring you our conference app.

The app will launch in late September.



HOTEL INFORMATION

The Main, a Hilton Property, opened in March of 2017 and is offering VLA a special rate of \$139 (plus taxes and fees) for our conference. A limited number of rooms are available at the prevailing government rate.

Please visit <http://www.vla.org/2017-vla-annual-conference-lodging> to reserve your room and to learn more about the hotel and conference center.

PARKING

Parking at the Main is \$20 per day for self-parking, \$26 per day for valet.

For more information about parking in Norfolk, please visit:

<http://www.nfkresilientcity.org/index.aspx?NID=442>

FEATURED SPEAKERS



JARED MILLS

Innovator, library leader and organizational design enthusiast. Creator of Books on Bikes, the first full service pedal-powered library, replicated across the world, as well as the nationally recognized Drag Queen Storytime and Banned! Books in Drag programs. Part-time lecturer at the University of Washington and full-time manager of the World Languages, Reader Services and Arts & Humanities departments at the Seattle Public Library.

RON WHEELER

Ron Wheeler is the Director of the Fineman & Pappas Law Libraries and Associate Professor of Law and Legal Research at the Boston University School of Law. He is a recognized leader in the area of legal research instruction, has served in various law library management roles at law schools across the country, including the University of San Francisco School of Law, Georgia State University College of Law, and the University of New Mexico School of Law. In addition to teaching legal research courses, Wheeler teaches a research and writing seminar called Queer Legal Scholarship which addresses the intersection of sexual orientation law and academic literature, and next Spring he will teach Critical Race Theory. Wheeler pens Diversity Dialogues, a regular feature in Law Library Journal which aims to engage scholarly conversation on issues of diversity and inclusion in librarianship and the legal profession. Wheeler currently serves as president of the American Association of Law Libraries (AALL), becoming its first African-American male president.



CAT WINTERS

Cat Winters is a critically acclaimed, award-winning author of four novels for teens: *In the Shadow of Blackbirds* (Morris Award finalist, a School Library Journal Best Book of 2013), *The Cure for Dreaming* (an Amelia Bloomer Project pick), *The Steep and Thorny Way* (a Kirkus Best Teen Book of 2016, Junior Library Guild selection), and the forthcoming *Odd & True*. She has also written two novels for adults, *The Uninvited* and *Yesternight*, and contributed to the young adult horror anthology *Slasher Girls & Monster Boys*.

Winters was born and raised in Southern California, near Disneyland, which may explain her love of haunted mansions, bygone eras, and fantasylands. She received degrees in Drama and English from the University of California, Irvine, and formerly worked in publishing. She lives in Portland, Oregon, with her husband and kids.

THINGS TO DO IN NORFOLK



Nauticus
1 Waterside Dr
<http://nauticus.org/>

Chrysler Museum
1 Memorial Pl
<http://www.chrysler.org/>

**Naval History Museum/
USS Wisconsin**
1 Waterside Dr
<http://nauticus.org/battleship-wisconsin/>

Self-Guided Public Art Tour
Starts at Main Street Garage
<https://www.visitnorfolk.com/things-to-do/self-guided-tours/public-art/>

Naval Station Norfolk & Admiral's Row
9079 Hampton Blvd. Norfolk, VA 23505 (next to Gate 5)
http://www.cnic.navy.mil/regions/cnrma/installations/ns_norfolk/about/installation_guide/visitor_information.html

Visit the VLA Conference Portal at <http://www.vla.org/vla-annual-conference> for a more comprehensive list.



Virginia Zoo
3500 Granby St
<http://virginiazoo.org/>

Norfolk Botanical Garden
6700 Azalea Garden Rd
<http://norfolkbotanicalgarden.org/>

**Chrysler Museum
Glass Studio Demonstration**
1 Memorial Pl
<http://www.chrysler.org/>



2017 VLA SCHOLARSHIP BASKET RAFFLE

Your donations and raffle ticket purchases help to fund the VLA Scholarships and the Clara M. Stanley VLA Professional Associates Scholarship each year. Please contact Claire Covington vclaire.covington@gmail.com 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.



WEDNESDAY SCHEDULE

Visit Norfolk on Wednesday, October 11

10:00 AM

Broad Creek Anchor Branch Hardhat Tour

1425 Norchester Ave.

Meet at Broad Creek Anchor Branch to see Norfolk Public Library's newest library under construction. Opening Spring 2018. Tour guide: Branch Manager Jessica Harvey. Tour size limited by number of hardhats available. Parking available.

11:45 AM

Freemason Street Baptist Church Bell Tower Tour and Noon Recital

See the inside of Freemason Street Baptist Church, designed by Thomas Ustick Walter (noted for adding the present dome of the US Capitol) and dedicated in 1850. The tower includes a 10-bell chime played twice-weekly. The Wednesday recitalist is librarian Sean Bilby. The tour includes steep steps. The music can be enjoyed from benches outside. Parking available.

The Tide stop: Monticello Station.

12:00pm-1:00pm

Chrysler Museum Glass Studio Demo Meet-up.

Meet at 745 Duke Street at 12pm. For more information, visit <http://www.chrysler.org/glass-studio/free-daily-demos-at-noon/>

2:00 pm – 3:00 pm

Slover Library Tour

235 E Plume St

www.sloverlibrary.com

Tour the new 138,000 sq. ft. main library in Downtown Norfolk. Built with a \$65M public-private partnership, this modern library comprises three buildings, old and new, with a three-story atrium at its center. This "library-as-place" blends programming, events, technology, and collections, providing patrons a library experience unique to the region. Winner of the 2015-16 AIA/ALA Building Award and four other awards. Tour begins in the Slover Library forum and lasts one hour. Limited to 20 participants. Please sign up when you register for the conference.

3:30pm-4:30pm

Behind-the-Scenes Tour of The MacArthur Memorial (limited to 25 participants)

Tour the library and archives of The MacArthur

TRACK/SESSION KEY

AR	ADULT REFERENCE
ADV	ADVOCACY
CIRC	CIRCULATION
CaTS	COLLECTIONS AND TECHNICAL SERVICES
D&I	DIVERSITY & INCLUSION
FAC	FACILITIES
IF	INTELLECTUAL FREEDOM
JS	JOB SEARCH SKILLS
LDF	LEADERSHIP DEVELOPMENT FORUM
HIST	LOCAL HISTORY, GENEALOGY, AND ORAL HISTORY
NMRT	NEW MEMBERS ROUND TABLE
OS	OUTREACH SERVICES
PRO	PROGRAMMING
SL	SPECIAL LIBRARIES
TECH	TECHNOLOGY
VALL	VIRGINIA ASSOCIATION OF LAW LIBRARIES
VLACRL	VIRGINIA LIBRARY ASSOCIATION COLLEGE AND RESEARCH LIBRARIES
YS	YOUTH SERVICES

Memorial with their curator. Meet at the Memorial in MacArthur Square, Norfolk, at 3:30pm.

6:00 pm – 8:00 pm

Scholarship and Awards Banquet - \$55

Join us at The Main and celebrate VLA's Award Winners, 2017 Scholarship Winners, the 2017 Jefferson Cup Winners and the VLA Graphic Novel Diversity Winners. Your ticket includes your meal and shows your support for VLA's awards programs.

Wednesday, October 11, 8:00 pm - ??

New Members Round Table: Sips & Sweets

Join us for the New Members Round Table Sips & Sweets (aka Pub Crawl). We'll be visiting several restaurants/bars on Granby Street for desserts and beverages before finishing up at our hotel's rooftop bar. Meet at FM Restaurant at 8:00 pm, Gershwin's (8:45-9:30), Brick Anchor Brew House (9:40-10:30) and ending at Grain (10:45 until ?).

THURSDAY SCHEDULE

Thursday, October 12

7:00 am- 8:00 am

Thursday Morning Walk Meet Up

Walk the Elizabeth River trail. Meet the organizer in the hotel lobby. Planned route is to walk to Waterside District, head north on the trail through Town Point Park for 30 minutes, and return.

9:00am

Exhibit Hall Ribbon Cutting

9:00 am - 10:00 am

Registration Packet Pick up, Coffee etc.

10:00 am - 11:30 am

Opening General Session: Welcome and Keynote Address by Margot Lee Shetterly

Join your colleagues as we officially open our 2017 conference with a Keynote Address by Margot Lee Shetterly, hosted by 2017 VLA President Keith Weimer. Margot Lee Shetterly is a Virginia resident, writer, researcher and entrepreneur. Join us as Shetterly celebrates the unsung heroes of *Hidden Figures*, teasing out issues of race, gender, science and innovation against a backdrop of WWII and the Civil Rights Era.

11:45 am - 12:15 pm

Book Signing in Booth 308 with Margot Lee Shetterly

11:30 am - 12:15 pm

Box Lunch Pick Up in Exhibit Hall - \$17

Your Box Lunch ticket will be included in your registration packet. Please bring the ticket to the rear of the exhibit hall to pick up your box lunch. Dietary preference will be noted on the card.

11:45 am - 12:15 pm

- VLACRL Business Meeting
- VALL Business Meeting

Thursday, October 12

12:30 pm - 1:15 pm
SESSION BLOCK 1

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

Breaking Out of the Library and Into the Community

D&I OS PRO

The first half will be a presentation focusing on what DC Public Library, and other libraries are doing to embed themselves and connect with communities that have been unable to access library services. The second half will be an open discussion on what the participants' libraries are doing, as well as a brainstorming session on how they break down barriers and build bridges with their communities.

Presenter: Tracy Sumler, DC Public Library

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

Crafting Effective Descriptions for Print, Social Media, and the Web

CaTS OS PRO

Librarians love words -- not a bad thing, unless you are communicating with the public. When crafting content for all forms of media, writing less is always more. Learn to construct enticing descriptions that stand out among the competition.

Presenter: Tracy McPeck, Prince William Public Library System

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

ADV

It's Not Contagious: Connecting with Customers Who Have Mental Health Problems

Library staff assists customers with mental health problems regularly whether we realize it or not. How can we interact and help our patrons with dignity and empathy? Learn from our experiences to break down the barriers of stigma and provide the customer with meaningful assistance.

Presenters: James Hudson and Danielle Tarullo, Chesterfield County Public Library

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

Library Promotion 101

ADV LDF

Has your budget been cut? Are you struggling to get community support? Attend this session on how increasing the library's visibility in the community translates to more money for your budgets. Join us for a coaching session on how to encourage your community leaders to think positively about your library. For leaders in any library that needs money.

Presenters: Toni Cox, Roanoke County Public Library; Kevin Smith, York County Public Library

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

Public Library Collection Management Discussion Forum

FAC CaTS

This will be another in our series of discussions held throughout the Commonwealth on collection management issues in public libraries. While participants determine the discussion, likely topics include materials selection; e-resources; collection analytics, analysis and maintenance; spatial issues, construction and collection movement; cataloging & technical services issues; and emerging issues.

Presenters: Adrian Whicker, Roanoke County Public Library System; Ann Theis, Henrico County Public Library; Liz Steyer, Suffolk Public Library

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

Serving the Underserved: A Year of Diversifying Our Youth Programs and Outreaches

YS PRO OS

What began with a sensory story time pilot program quickly turned into an initiative to broaden the programs and outreaches we provided, and to whom, ranging from the children's hospital to women's shelters to homeschoolers. Join us as we discuss what worked, what didn't, and what we learned.

Presenters: Candice Cheshire and Rebekah McAuley, Newport News Public Library

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

Escape from the Restricted Session, a Library-Themed Escape Room

LDF PRO

Up to 12 participants will try and escape from a room full of puzzles, tricks, and surprises. This event was used as part of the entertainment at the Harry Potter Festival that took place in Roanoke, Virginia in May 2017.

Presenters: Jeffrey Wood and Marissa Blankinship, Roanoke Public Libraries

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

Jefferson Cup Award Spotlight: Cat Winters

YS

Please join Jefferson Cup winner Cat Winters as she discusses the tumultuous and little-known history that inspired her to write her novel *The Steep and Thorny Way*, a reimagining of Hamlet set in 1920s America. She'll also talk about her research process and the ways in which she encourages teen readers to explore the past.

Featured Speaker: Cat Winters, Author

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

Nothing New Under the Sun - Disappearing Government Information, Yesterday and Today

VLACRL

Information disappears from the internet all the time, whether through neglect or on purpose. Government information is not immune to this trend....and it never was. The current administration's removal of information from sites will be placed in historical context, and we will discuss a few efforts to slow or reverse the disappearances.

Presenters: Barbie Selby, University of Virginia

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

Librarians as Guests in the Classroom:

Making the Most of a One-Shot

VLACRL

We will discuss best practices for making the optimal use of a one-shot instruction session. Participants will have the chance to discuss their experiences and learn techniques to engage students and maximize student learning. We will also discuss strategies for collaborat-

ing with teaching partners to ensure a meaningful one-shot session.

Presenters: Lisa Becksford, Kayla McNabb and Amanda MacDonald, Virginia Tech

Thursday, October 12

1:30 pm - 2:15 pm
SESSION BLOCK 2

Thursday, October 12, 1:30 pm - 2:15 p.m.

Building Bridges to the Future: Strategic Planning Using Four Frame Analysis

LM LDF TF

Strategic planning can be overwhelming but it doesn't have to be! Learn how to apply Boleman and Deal's Four Frame Analysis strategies to ascertain where your organization is, where it needs to go, and its barriers to success and bright spots to emulate. The four frames and a method of collecting community input from a variety of perspectives will be presented.

Presenter: Nan Carmack, Campbell County Public Library System

Thursday, October 12, 1:30 pm - 2:15 p.m.

Cataloging Comics

CaTS

This session provides guidelines for cataloging comics and graphic novels. It covers classification, subject headings, genre/form terms, and notes that are helpful to both patrons and other librarians. The session will also share helpful free resources for catalogers, especially those who are not readers or fans of comics.

Presenter: Libby McDaniel, VCU Libraries

Thursday, October 12, 1:30 pm - 2:15 p.m.

Kaleidoscope Sensory Storytimes for Preschool Children with Special Needs

D&I PRO YS

Sensory storytimes help special needs kids and their families feel welcomed in libraries. They show how to interact with librarians and books; help children transition to regular programs; and provide safe spaces for those who may be too loud or impulsive to participate in other library activities. This presentation will demonstrate how you can create sensory storytimes.

Presenters: Gail Wellock and Renee Edwards, Fairfax County Public Library

Thursday, October 12, 1:30 pm - 2:15 p.m.

Tinkering with Tinkercad: A Beginner's Guide to Creating 3D Printer Designs

CaTS PRO TECH

Would you like to add 3D printer programming and services to your library, but feel it's too complex? Join us for a fun crash course and learn how to create 3D printer designs using Tinkercad. We will demystify the creation of files for 3D printers, and show you just how easy it is to design objects using basic geometric shapes. No math involved! We promise. As this is a hands-on class, bringing a laptop is helpful, though not required.

Presenter: Michael Hibben and Sarah Holmes, Roanoke County Library System

Thursday, October 12, 1:30 pm - 2:15 p.m.

But Do You Have a Free Bus Pass? Building Bridges and Opportunities For Job Seekers Through Partnering

AR FAC OS PRO

Libraries everywhere are helping job seekers. In Charlottesville, JMRL partnered with the City's Economic Development office to take job search assistance a step further by opening a Downtown Job Center at the Central Library. In existence now for three years, how is this partnership working? How could it be improved and what's planned for the future? Presenters will provide practical considerations and detail daily operational challenges (including the answer to that bus pass question). Would a similar partnership work in your community?

Presenters: Krista Farrell, Jefferson-Madison Regional Library; Hollie Lee, City of Charlottesville-Economic Development office

Thursday, October 12, 1:30 pm - 2:15 p.m.

Designing + Coordinating a Volunteer Program

LDF OS PRO

Learn about the development of JMRL's system-wide volunteer program. Walk away with practical tools and ideas for interviewing, managing, and appreciating volunteers; keeping statistics; designing volunteer materials, and more.

Presenter: Heather Pehne,
Jefferson-Madison Regional Library

Thursday, October 12, 1:30 pm - 2:15 p.m.

Memory Labs - Helping your Patrons Preserve their History

AR CaTS HIST TECH

The Roanoke Memory Lab is one of the first of its kind in Virginia - a computer lab devoted to digitization tools that are often out of the reach of patrons. Learn how to get your own lab going and engage your patrons in a whole new way!

Presenter: Nathan Flinchum,
Roanoke Public Libraries

Thursday, October 12, 1:30 pm - 2:15 p.m.

One for All...All for Kids

LDF OS PRO YS

The schedules of many children and teens are filled with programs and events planned and hosted by various community organizations. In Mathews County, a group of organizations formed Coalition4Kids (C4K) to facilitate a forum for communication and collaboration among youth-focused educational and recreational organizations. A calendar of summer programs is a major initiative.

Presenter: Bette Dillehay,
Mathews Memorial Library

Thursday, October 12, 1:30 pm - 2:15 pm

Respect My Authority: Positioning Expertise, Authority, and Trustworthiness in Source Evaluation

VLACRL

In these days of alternative facts, fake news, and truthiness, the information literacy frame "authority is constructed and contextual" has never been so relevant. Learn how two instruction librarians are exploring this frame with students and faculty on their campuses, and share how you're approaching it with your community.

Presenters: Candice Benjes-Small,
Radford University and Shaunna Hunter,
Hampden-Sydney College

Thursday, October 12, 1:30 pm - 2:15 pm

Digging Deeper into Text and Data Mining

VLACRL

Text and data mining (TDM) approaches are increasingly used for research in a variety of disciplines to create, explore, and analyze large datasets. This presentation explores opportunities for library support for TDM, including expanding licensing permissions, clarifying legal aspects, identifying TDM sources and tools, developing expertise, and outreach.

Presenters: Philip Young, Virginia Pannabecker,
Ed Lener and Inga Haugen, Virginia Tech

Thursday, October 12

2:30 pm - 3:15 pm
SESSION BLOCK 3

Thursday, October 12, 2:30 pm - 3:15 p.m.

Build a Better Mousetrap - Write a Cover Letter to Get You to the Interview

JS LDF NMRT

Write an effective cover letter and get to the next step! The session will include interactive examples, excerpts from letters that landed an interview (and those that failed), and strategies to sell yourself to a prospective employer.

Presenter: Sandy Whitesides,
Shenandoah County Library System

Thursday, October 12, 2:30 pm - 3:15 p.m.

Cradle to Grave Intellectual Freedom: NEW, IMPROVED, AND BACK BY POPULAR DEMAND

ADV IF

We've designed an all new panel discussion based on the feedback we received from last year's attendees. Come hear from librarians representing the academic, public, and school sectors as they discuss what kinds of everyday challenges they face while working to preserve intellectual freedom in the face of an evolving and increasingly polarized political climate. We'll talk censorship, First Amendment, and trigger warnings, among other hot topics.

Presenters: Shari Henry, Roanoke County Public Library; Keith Weimer, University of Virginia; Lisa Lee Broughman, Randolph College; Kelly Miller, Virginia Beach Public Schools; Brian Manning, Appomattox Regional Library System

Thursday, October 12, 2:30 pm - 3:15 p.m.

What The Tech is This? Teen Tech Tutors & Senior Tech Users

AR D&I PRO TECH YS

We invite attendees to learn how to bridge the gap between Senior and Teen digital readiness. Seniors continue to lag behind younger Americans when it comes to tech adoption. And many seniors remain largely unattached to online and mobile life. (Pew Research Center, April 2014, Older Adults and Technology Use.)

Presenters: Tina McPherson, MLS and Delwyn Elizabeth, Prince William County Libraries

Thursday, October 12, 2:30 pm - 3:15 p.m.

All About ME: Taking It to the Streets

ADV OS YS

Magic happens at the nexus, when need and demand drive design. Chesapeake Public Library's Mobile Edition (ME) empowers customers throughout the community. Creating a "wish list" of services, users can curate and customize every outreach experience. Discover how to roll up all of your library services into one sweet ride.

Presenters: Heather Simpson and Katie Walton,
Chesapeake Public Library

Thursday, October 12, 2:30 pm - 3:15 p.m.

Out at the Library: Moving From Library Curated Programming to Community Curated Programming

ADV D&I PRO

The OUT at the Library Project Team set the foundation for SPL's work with the LGBTQ community and other equity-focused programming. This included several programming firsts for libraries: health fair events that included HIV and hepatitis rapid results, gender variant story times, and a literary drag event at a local night club for Banned Books Week. Come learn how you can apply the lessons learned to create your own risk-taking, community curated programming. This presentation explores lessons learned, how to work with community partners to create curated programming and best practices for effective allyship.

Featured Speaker: Jared Mills,
Seattle Public Library

Thursday, October 12, 2:30 pm - 3:15 p.m.

Outward Bound: Moving Away from the Desk Model

CIRC FAC OS

Are you stuck behind the fortress desk of old? At Suffolk Public Library, we came out from behind the desk to give a more direct level of service to our community. Learn about single desk models, roving service, cross-training of staff and more!

Presenters: Alicia Phinney, Suffolk Public Library; Sarah Townsend, Suffolk Public Library

Thursday, October 12, 2:30 pm - 3:15 p.m.

The Drop: Automated Materials Handling

CaTS CIRC LDF

Chesapeake Public Library implemented an automated book return. What happened next? Take a look behind the curtain, no wizards here, just us library staff endeavoring to integrate new tech and traditional services, embrace opportunities, and work smarter, together.

Presenters: Michelle Ornat, Melanie Price and Jennifer Luck, Chesapeake Public Library

Thursday, October 12, 2:30 pm - 3:15 p.m.

We Need Diverse Children's Books!

CaTS D&I YS

Did you know that more children's books published in 2015 featured animals as characters than featured African-American, Latino or Asian characters? Inspired by the We Need Diverse Books movement, this session will explore ways you can ensure that your young patrons read books that represent them and expand their worldview.

Presenter: Marissa Blankenship, Roanoke Public Libraries

Thursday, October 12, 2:30 pm - 3:15 pm

Going Rogue - Doing Away with a Library Summer Reading Log

PRO YS

Chesterfield County Public Library did away with its summer reading log. How did they do it? With lots of collaboration from Chesterfield County Public Schools. CCPL focused on engagement with customers, emphasizing summer learning over summer reading, and supporting CCPS's summer reading efforts.

Presenters: Jen Shepley and Rose Marie Green, Chesterfield County Public Library; Lori Donovan, Chesterfield County Public Schools

Thursday, October 12, 2:30 pm - 3:15 pm

How Do We Keep Faculty Engaged When They Aren't Visiting the Library?

VLACRL

Libraries make office deliveries for books and librarians work diligently to make the delivery and discovery of full text easy. However, building relationships with faculty is still essential to building collections and remaining firmly planted in the center of the academic community. Learn why faculty outreach is increasingly important.

Presenters: Lisa Nickel and Carrie Cooper, College of William & Mary

Thursday, October 12, 2:30 pm - 3:15 pm

Search, Search, and Research: Developing a Research Skills Study Hall for Incoming Students

VLACRL

Fewer students graduate with college-leveled (or advanced) skills each year, leaving freshmen frequently to struggle. IL one-shots provide "Band-aids", but not cures. One campus library, partnering with the Learning Resource Center, created a semester-long "research study hall" to address this. The strengths and weaknesses of our program will be assessed.

Presenter: Dora Rowe, Bryant and Stratton College

Thursday, October 12

**3:15 pm - 4:00 pm
Coffee and Snack Break in the Exhibit Hall**

VLA Annual Conference Travel Grant

Apply by June 30

The grant will help someone from an underrepresented and/or marginalized group attend the conference by providing funding for registration, ticketed meals, and accommodations at the conference hotel. Click here for eligibility information and to apply: <http://bit.ly/2rjN1Qm>

VLA Conference Stipends

Apply by September 1

15 stipends at \$100 each are up for grabs, courtesy of the VLA Fundraising/Endowment Committee. Visit <http://bit.ly/2ro3y0A> to apply by September 1.

THURSDAY, OCTOBER 12, 3:15 pm - 4:00 pm

FIRST-TIME EVENT:

Combined VLA and VLACRL Poster Sessions

This is your chance to browse the inaugural *combined* VLA/VLACRL Poster Session!

POSTER SESSIONS

Exploring Fandom Programming at the Library

Providing a large scale fandom program for multiple age groups can be a challenging endeavor in libraries. This presentation will explore the development of several highly successful fandom programs at the Virginia Beach Public Library and will feature the challenges and successes found along the way.

Presenters: Crystal Parker and Jordan Fowler, Virginia Beach Public Libraries

Some Libraries are Hard to Find: Where is the Hampton Roads Naval Museum Library?

Inside Nauticus on Norfolk's waterfront is the free Hampton Roads Naval Museum. One of ten museums of the Naval History and Heritage Command, The museum library of 2,000 volumes covers Hampton Roads naval history and the history of the 1903 Jamestown Exposition. This non-circulating collection is open to the public.

Presenter: David Titus, Hampton Roads Naval Museum

Tolerance, Respect, Empathy and Kindness: Teaching Civility Through Storytime Kits

During this poster session, participants will learn how to develop a Thematic Storytime Kit to enhance the concept of Tolerance, Respect, Empathy and Kindness with young children for story-hour. Two kits will be available to

examine, "Bully Back Off" and "A Beautiful World." Materials and handouts will be available.

Presenters: Terri Raymond and Teresa Wanser, Norfolk Public Library

The VALLA Advantage: Growing Tomorrow's Library Leaders

Visual presentation of the benefits of attending the next Leadership Academy. We will describe projects and use photographs and other illustrations to personalize the experience and recruit applicants to the 2018 cohort.

Presenters: Barbara Ferrara, Chesterfield County Public Library and Ann Moriarty, Regent University

Little Libraries: Spreading the Public Library into the Community

Little Libraries strategically placed throughout communities can provide access and raise awareness in communities like Suffolk where library services are spread out. Suffolk Public Library installed four small free library structures and found a way to promote a love of reading in those more remote areas.

Presenter: Elizabeth Trop, Suffolk Public Library

Telescopes and More: Lending STEM Equipment

Poster describes the origin, operations, and results of the STEM equipment lending program at Norfolk Public Library.

It includes telescopes, digital microscopes, binoculars, GoPro Hero camcorders, and plans for additional equipment related to Science, Technology, Engineering, Mathematics, and Art.

Presenter: Sean Bilby, Norfolk Public Library

A Survey of Diversity in Virginia Libraries

This poster provides a snapshot of diversity and recruitment practices across academic and public libraries in the state of Virginia. Minority groups covered include LGBTQ+, the disabled, and non-Caucasian racial groups. Survey analysis compares reported figures to the actual representative population in Virginia according to the latest census information.

Presenter: Maryska Connolly-Brown, Hampden-Sydney College

Marketing with Peanuts: Using Facebook Advertising to Reach Your Patrons

During fall 2016, Virginia International University used Facebook advertising with a budget of \$90. Over a nine week period, The VIU Library advertised collections, facilities, services, and technologies available to our patrons reaching numbers equivalent to our student body while increasing visits and likes to our Facebook page.

Presenter: Jeffrey Prater, Virginia International University

Adding Color to Graphic Novels: Developing and Promoting Diversity in Contemporary Collections

One initiative to make the Lyman Beecher Brooks Library more dynamic in 2017 was developing its graphic novel collection with distinguished titles and a focus on people of color, especially African Americans. Learn about the library's outreach efforts to engage students and recommendations for collecting diverse books of sequential art.

Presenter: Marlene Brawer, Norfolk State University

Unlikely Pairings: Why Do Outreach in a Brew Pub or Winery?

These two librarians decided that partnering with non-traditional venues was an innovative way to meet non-library users where they are.

Presenters: Barbara Rice and Jerilyn Polson, Fairfax County Public Library

Reading on the Run

When patrons clamor for summer reading to run all year you respond with a new take on the traditional yearlong reading challenge. Learn about one library's numerical and categorical reading challenge with a touch of running/racing lingo.

Presenters: Ashley Barribeau and Lennis Sullivan, Virginia Beach Public Library; Neva White, Tidewater Community College/City Joint Use Library

Speed Dating, Outreach Style

This session is a compilation of outreach-related ideas. You

will hear about programs for the young, the young at heart, and everyone in between. These are programs that travel well and may be taken to locations both ordinary and (perhaps) not so common; these destinations, too, will be discussed.

Presenter: Jackie Zataweski, Nottoway County Public Library System

So You Think You Can Judge?

How do you become a judge? Each literary award has a process and procedures may differ. Join us and discover what makes the VLA Graphic Novel Diversity Award unique. Find out what it takes to be a judge.

Presenter: Kevin Clement, Chesapeake Public Library

Your City, Your Playground

Help your community disconnect from everyday life and get them connected with each other through city-sized programming. Engage your community with the world around them by transforming your city into a playground. Join Suffolk Public Library as they share the ups and downs of city wide programming.

Presenters: Shawna LoMonaco, Suffolk Public Library

Job Searches in Liaison Departments: Opportunities for Outreach and Inreach

What can liaison librarians offer when "their" departments run job searches? From personalized tours to introductions to key personnel, liaisons get to show off the library, welcome

potential hires, and lay foundations for future collaboration. Participation in searches helps liaisons deepen their perspective on library offerings and strengthens library ties.

Presenter: John Glover, Virginia Commonwealth University

Discovering Hidden Digital Scholarship Skills

In order to provide support for increasing requests for digital scholarship help without hiring new staff, George Mason University Libraries created an internal digital scholarship skills inventory. This presentation will discuss how the inventory was developed and used to discover hidden talent.

Presenters: Wendy Mann and Debby Kermer, George Mason University

Librarians as Academic Advisors

Librarians at the College of William & Mary share how their service as pre-major academic advisors have paved the way for librarians to bring to the forefront the importance of information literacy skills at the time students are planning their educational journey.

Presenters: Martha Higgins and Natasha McFarland, College of William and Mary

Three Years Later: A Review of the Single Service Desk Model at Longwood.

Three years ago, we merged three service points into one to provide better service to our patrons. Has this model been successful? What does the

data show us or not show us? What were some of the hidden challenges of this model?

Presenter: Tammy Hines, Longwood University

Who Has Time To Read? Finding a Cure for Campus Aliteracy

Getting our campus community, especially students, to read for fun can be difficult. However, we know that reading improves critical thinking, relieves stress, and stimulates intellectual activities. Join this discussion on successful methods and analysis of failed initiatives. Please bring a question or an idea to the table.

Presenter: Dora Rowe, Bryant & Stratton College

Don't Forget the Middle Child: What Graduate Students Need from the University Libraries

This poster will describe how librarians at a mid-sized university library identified graduate student needs for research support and improved engagement. The presenter will share how they analyzed existing, unused data, developed and administered questionnaires to students and program directors, and most importantly, what was learned about graduate student needs, and the current action plan.

Presenter: Lucinda Rush, Old Dominion University

Evaluating the Outcomes of Social Media Marketing Alongside Traditional Promotional Techniques in Library Outreach

James Madison University MALA graduate assistants worked with Special Collections and the

library's Outreach department to help market and support JMU's First Annual Pulp Studies Symposium in Fall 2016. This poster will present our process and quantitative results in the form of social media statistics to examine the project's successes.

Presenter: Liana Bayne, James Madison University

iPad Treasure Hunts: Building Bridges Between the Library Classroom and the Rest of the Library

Library instruction is traditionally confined to the classroom. Instead, you can teach students concepts while they experience the physical space of the library and the virtual space of the library's website simultaneously by using iPad-based treasure hunts. The activity can also easily be adapted to higher-tech or lower-tech preferences.

Presenter: Alex Harrington, Tidewater Community Center

I Heart Communication: Exploring Communication Satisfaction in the Library

This poster presents findings about organizational communication within a mid-sized academic library. Discover if demographic differences, the number of connections, attendance at events, or use of technology helped or hindered communication. Learn about ways to do a communication audit at your own library.

Presenter: Jennifer Keach, James Madison University

Unwind the Mind - Simple Physical Activities at the Library to Give Brains a Chance to Recharge

See how the University of

Virginia, Bridgewater College and Duke University have used KEVA planks in their libraries as a way for students to recharge themselves after long periods of study time or screen time.

Presenter: Ken Scheel, KEVA Planks

Promoting Civic Engagement through Academic Library Outreach Programs

How are Virginia's academic libraries promoting civic engagement? This poster presents results of a statewide civic engagement survey and shares one academic library's civic engagement outreach activities. Civic literacy competencies, such as the ability to contact representatives, are related to information literacy skills, and libraries should continue to promote them.

Presenters: Kristen Shuyler, Liz Chenevey and Ryan Winfree, James Madison University Libraries & Educational Technologies

You Are Welcome Here: The Genesis and Evaluation of a New Employee Orientation Program within the Library

Your library may hire new employees throughout the year, but do you prepare them to succeed in your environment? Learn how James Madison University Libraries developed a new employee orientation program designed to meet the needs of new employees, their supervisors, and the entire organization.

Presenters: Rebecca French, Jennifer Keach, Elizabeth Price and Susan Thomas, James Madison University

Thursday, October 12

4:00 pm - 4:45 pm
SESSION BLOCK 4

Thursday, October 12, 4:00 pm - 4:45 pm

"You Don't Look Like a Librarian:" Decoding Microaggressions In the Library Environment

D&I

Have you ever felt like a colleague or a library patron had good intentions but you felt offended or were off-put by their remarks? You may have experienced a microaggression. In this session, participants will learn about microaggressions, how to recognize them, and how to avoid them in library settings.

Presenter: Rachel McCaskill, VCU Libraries

Thursday, October 12, 4:00 pm - 4:45 pm

Teen Murder Mystery by TACO (Teen Advisory Creative Organization)

PRO YS

Learn from Powhatan Library's teens how they produced an original Murder Mystery, loosely based on "Clue." We will share how the story lines, characters, costumes, clues and production materials were created and developed. Teens will discuss working together to promote the event and other logistics of the day.

Presenters: Caroline Shoenthal and Whitney Berriman, Powhatan County Public Library

Thursday, October 12, 4:00 pm - 4:45 pm

Trials and Tribulations of Running a Video Game Lab

PRO YS

Slover Library features a video game lab containing the latest games. It turns out that the newest gaming consoles aren't exactly designed for library-like environments right out of the box. Learn about the challenges we faced with configuration, controller circulation, collection development, and the patron experience of this unique space.

Presenter: Timothy Werner, Norfolk Public Library

Thursday, October 12, 4:00 pm - 4:45 pm

Building a Public 3-D Printing Service One Layer at a Time

FAC PRO TECH

Designing for and using 3-D printers are considered critical 21st Century skills. This presentation will discuss the background research, programs, training, policies and procedures Virginia Beach Public Library developed to provide its community

with direct access to 3-D printers. Join us to discover ways your library could offer 3-D printing too!

Presenters: Jordan Fowler, Cleo Robertson and Nicole McGee, Virginia Beach Public Library

Thursday, October 12, 4:00 pm - 4:45 pm

Building Bridges to the Community by Building Better Libraries

ADV FAC OS TF

Having an outreach process that generates excitement and support for a library improvement or construction project is important for public and academic libraries. Effectively using that outreach to create avenues for meaningful contributions from the participants is often a challenge. We will review recent techniques developed through decades of experience with public and academic libraries and discuss a basic organizational structure for interacting with communities via activities and tools that are both digital and tangible, as well as graphical and narrative. The structure will be illustrated with case study examples of the process and the completed buildings.

Presenters: Jeff Hoover, Tappe; Charles Wray and Shannon Wray, BCWH

Thursday, October 12, 4:00 pm - 4:45 pm

Challenge Proof Your Collection Policy

CaTS IF

Ensuring Intellectual Freedom for library patrons starts with a robust collection policy. Join members of the VLA Intellectual Freedom Committee to learn the essential elements of a collection policy designed to hold up against even the most persistent materials challenge. Hear from collection management professionals from across the library field about their experience creating robust policies that also satisfy the needs of all stakeholders.

Presenter: Catherine Hall, Loudoun County Public Library

Thursday, October 12, 4:00 pm - 4:45 pm

It's Not You, It's How You Interview

JS LDF NMRT

Having trouble getting that first library job? Or unable to move up? Experienced public library managers share common interview mistakes and how to avoid them, as well as practical strategies and tips to engage your interviewer and highlight your skills and assets.

Presenters: Tracy Kallassy, Arlington Public Library and Jessica Coffin, Prince William Public Library

Thursday, October 12, 4:00 pm - 4:45 pm

Library as Lifeboat: How the Local Library Supports Local Emergency Response Efforts.

FAC OS

Due to their high profile position within the community, public libraries have been required to assume various roles during several notable natural disasters over the past 10 years. Mike and Emily have written collaboratively on this topic. This session will review their knowledge of this recent phenomenon and describe ways that libraries can be prepared to effectively react when it is their turn.

Presenters: Mike Mabe, Chesterfield County Public Library; Emily Ashley, Cheserfield County Department of Emergency Management

Thursday, October 12, 4:00 pm - 4:45 pm

Mindfulness in the Library: A Bridge to Sanity

LDF PRO

Mindfulness is the gentle effort to be continuously present with experience. Practicing mindfulness is important in a library setting, where multitasking, interaction, and interruption are constant. Mindfulness practice will allow you to focus fully on the task at hand and improve your work and personal lives.

Presenter: Susan La Paro, York County Public Library

Thursday, October 12, 4:00 pm - 4:45 pm

Richmond Public Library, a System that is Breaking Out of the Library Box

D&I OS PRO

RPL has created a unique culture that embraces diversity in developing their programs and collections. Each of our 9 branches has a Community Services Manager, who becomes embedded in their community to identify and respond to their needs: storytelling in Spanish, Preserving Black Voices, Urban Indie Writers, BMER, Cooking as a Second Language, & Pop-up Libraries at farmers markets.

Presenters: Dianne Wilmore, Natalie Draper, Heather Montgomery, Elizabeth Morris and Meldon Jenkins-Jones, Richmond Public Library

Thursday, October 12, 4:00 pm - 4:45 pm

The Prepared Mind: Enhancing Creativity in Academic Librarianship

VLACRL

Stuck in a rut? Although creativity is an acknowledged asset, it is easy to develop patterns and habits that make it difficult to think outside of the

box. This presentation will explain what is known about the origins of creative ideas, and will introduce strategies for enhancing creativity.

Presenter: Nancy Falciani-White, Randolph-Macon College

Thursday, October 12, 4:00 pm - 6:00 pm

Virtual Library of Virginia (VIVA) More than Making Do: Innovating Amidst Budget Cuts

VLACRL

Through a series of lightning talks, VIVA members will discuss library innovations throughout the Commonwealth, particularly those that highlight the need to continue to innovate when institutions are facing deep budget cuts. In addition to the lightning talks, VIVA will update attendees on the consortium's activities; vendors will provide brief updates on their VIVA-subscribed products via a new game-show format (test your knowledge of VIVA resources!); and door prizes will be awarded.

Presenters: Anne Osterman, VIVA and Luke Vielle, Hollins University

Thursday, October 12, 5:00 pm - 6:00 pm

Youth Services Forum Networking Get Together, Norfolk Tap Room

YS

After the formal conference sessions, join fellow Youth Services folks for an informal networking event at Norfolk Tap Room. Swap stories, share ideas, and relax. Dutch treat.

Thursday, October 12

5:00 pm - 6:00 pm
BUSINESS MEETINGS

- Website Content Committee
- Collections and Technical Services Forum
- VLA Professional Associates Forum
- Diversity & Inclusion Forum
- New Members Round Table
- For-Profit Colleges Meet and Greet

Thursday, October 12

6:00 pm - 8:00 pm
DINE AROUNDS

Please consider joining in one of our organized dine-arounds to network with colleagues and explore the food of Norfolk. Indicate your interest and dietary preferences on your registration form and our organizers will be in touch with dining options.

Thursday, October 12

8:00 pm - 10:00 pm
ALL CONFERENCE SOCIAL

Join us for fun, games and Ryan the Balloon Guy! Sign up for the social and get a complimentary glass of wine or bottle of beer. Network with colleagues, relax after a long day of learning, and explore The Main!

Thursday, October 12

10:00 pm
HIDDEN FIGURES SCREENING

We'll be showing *Hidden Figures* for VLA attendees starting at 10pm in the Paul D. Fraim Center for Excellence at The Main. Seating is limited to 85, so be sure to sign up when you register!

FRIDAY SCHEDULE

Friday, October 13, 7:00 am-8:00 am

Friday Morning Walk Meet Up

Walk the Cannonball Trail. Meet the organizer in the hotel lobby. Planned route is to walk to St. Paul's Churchyard and walk the historical Cannonball Trail past many historic places in downtown Norfolk.

7:30 am - 8:15 am

Morning Yoga

Join Angela Worris of Virginia Commonwealth University as she leads participants through a beginner yoga class. BYOM (Bring Your Own Mat.)

Friday, October 13, 7:45 am - 8:45 am

NMRT Networking Breakfast and Business Meeting

If you're up bright and early, come out for a networking breakfast at Java Surf Cafe. This will also be the concluding meet-up for our 2017 Mentorship program participants, but all conference attendees are welcome. Dutch treat.

Friday, October 13, 8:30 am - 9:30am

Registration Packet Pick up, Coffee and light refreshments.

Friday, October 13

9:30 am - 10:15 am
SESSION BLOCK 1

Friday, October 13, 9:30 am - 10:15 am

Building Barriers and Breaking Bridges - Hands on Challenges and Activities with KEVA Planks

OS PRO YS

A 100% hands on Workshop - Using highlights from top ranked workshops for science centers and teachers, learn how informal learning methods can inspire your visitors to discover their creative potential and keep them coming back to the library for more. Drawing from years of consulting to museums, learn how to use KEVA planks to instantly add interactivity to your library and bolster hands on learning programs. Make literacy, STEM, design and problem solving come alive as you learn easy games and activities you can implement immediately. For all skill levels.

Presenter: Ken Scheel, KEVA Planks Education

Friday, October 13, 9:30 am - 10:15 am

Escape the Library: To Pull Students in Sometimes you Need to Lock 'Em Up

OS PRO

A philosophy professor and a librarian are in the second year of running a dedicated escape room in the basement of their library. This session will discuss the experience of designing and running an escape room with focus on academic applications, collaborative opportunities, and its significance as an outreach tool.

Presenters: Maryska Connolly-Brown and Marc Hight, Hampden-Sydney College

Friday, October 13, 9:30 am - 10:15 am

Leaving Slides Behind - Saving the World From Boredom One Presentation at a Time

LDF PRO TECH

Stop boring yourself and others with the same old slides. Learn how to make your presentations more effective and engaging without using Powerpoint. The session will include examples of presentations given with Adobe Spark and Prezi. Attendees will be invited to share their favorite presentation tools and strategies.

Presenter: Sandy Whitesides, Shenandoah County Library System

Friday, October 13, 9:30 am - 10:15 am

Cataloging a Very Large Hidden Collection: The Hampton Roads Port of Embarkation

CaTS HIST SL

What is it like to catalog more than 16,400 images at the item level? This panel will take a case study approach in describing the difficulties and rewards of working with a CLIR Hidden Collections grant to describe a very large photography collection about Hampton Roads during World War II.

Presenters: Matthew Thompson, Catherine Schaaf-Poms, Alison Skaggs, Sarah Puckitt, and Jay Moore, The Mariners' Museum

Friday, October 13, 9:30 am - 10:15 am

Crossing City Lines: Battle of the Books, a Regional Partnership

OS PRO YS

Explore how Suffolk Public Library and Chesapeake Public Library partnered to plan and implement a regional Battle of the Books competition for fifth grade students. Discuss the success and challenges of partnering with public schools and outside cities to provide a high impact program and reintroduce a joy of reading.

Presenters: Jennifer Brown, Suffolk Public Libraries and Heather Simpson, Chesapeake Public Library

Friday, October 13, 9:30 am - 10:15 am

Library Justice Warriors: Rethinking Libraries Through A Social Justice Lens

ADV D&I OS

Libraries are now at the forefront of striving to create more inclusive public spaces. This sessions shares tips, tools, resources, shared

knowledge and pitfalls of how libraries can work with communities and municipalities to establish equity and social justice as guiding principles in library programs, policies, collections and services. Participants will leave with a better understanding of how libraries can work as allies at dismantling institutional and structural barriers to equity and how they can lead other agencies in engaging communities to fight for race and social justice.

Featured Speaker: Jared Mills, Seattle Public Library

Friday, October 13, 9:30 am - 10:15 am

Mobilizing Advocacy: Bringing Together a Board of Trustees, Foundation and Friends

ADV LDF

Join us to hear about how Norfolk Public Library brought together its Board of Trustees, Foundation and Friends to unite as a single voice to further our mission and gain support from city leaders.

Presenters: Roy Martin IV, Thomas Jones III, Edward Lazon and Kelly Straub, Norfolk Public Library

Friday, October 13, 9:30 am - 10:15 am

New Adult: More Than a Buzz Word

AR OS PRO

Millennials could be the future of library services if we only knew what to do with them and where to find them. This hands-on presentation of New Adult programming will explore the importance of non-traditional community partnerships, a strong community presence, and meeting Millennials in their own environment.

Presenters: Angela Martin and Megan Mulvey, Suffolk Public Library

Friday, October 13, 9:30 am - 10:15 am

Preservation in Reel Time: Documenting the Women's March Participant Experiences

VLACRL

Learn how McConnell Library Archives and Special Collections collected materials related to the march and solicited participants' interviews, and about the problems and opportunities presented in documenting movements as they happen.

Presenter: Aaron Spelbring, Radford University

Friday, October 13, 9:30 am - 10:15 am

Incorporating Metacognitive Exercises Into a Freshman Library Instruction Program: Examples that Work!

VLCRL

Can library instruction that incorporates metacognitive approaches change the way freshman students define and think about research? Using online videos, metacognitive research exercises, and concept mapping of research strategies; we conclude it is possible to demonstrate positive, measurable change in how students interact with information through freshman library instruction.

Presenter: Brandi Porter, Ferrum College

Friday, October 13

**10:30 am - 11:15 am
SESSION BLOCK 2**

Friday, October 13, 10:30 am - 11:15 am

Developing New Audiences and Roles for Public Libraries In the 21st Century

FAC OS

Public Libraries take on many roles in the 21st century. Learn how Norfolk's Slover Library has become a visitor attraction, event space, museum, art gallery, music venue, and set for movie and TV productions. Understand the challenges and opportunities when integrating these new roles into traditional library services.

Presenters: David Sullivan, Norfolk Public Library (Ret.); Jessica Montfort, Norfolk Public Library

Friday, October 13, 10:30 am - 11:15 am

Our Jefferson Cup Overfloweth

YS

The 2017 Jefferson Cup Committee members will present personal favorites from some of the over 140 titles received this year, as well as this year's Award and Honor books. There will be a door prize drawing!

Presenters: Susan Catlett, Churchland High School; Laurian Newell, Churchland Middle School

Friday, October 13, 10:30 am - 11:15 am

River of Life and Death: Helping Library Users Navigate the Bereavement Process

AR ADV PRO

We will discuss the collaboration our library has had with the hospice agencies in presenting vari-

ous programs at senior facilities as well as library branches. We will also include a brief example program incorporating elements of storytelling, reminiscing, and guided meditation in a casual format.

Presenters: Phil Ford, Henrico County Public Library; Alane Miles, James River Home Health and Hospice

Friday, October 13, 10:30 am - 11:15 am

Successful Strategies for Seeking an Academic Library Position

JS LDF

Those seeking a position in an academic library are often surprised to learn that the hiring process is different than the process in a non-academic setting. This session is for those (librarians and non-librarians) that want to gain greater understanding into the hiring process of academic libraries.

Presenter: A. Kathy Bradshaw, Virginia Commonwealth University

Friday, October 13, 10:30 am - 11:15 am

Breaking Barriers Behind Bars: Learning Plans for Teens in Juvenile Detention

D&I OS YS

Is there a juvenile detention home in your library's community? Odds are good that there IS one and that there are teens who need you to ask them, "What would you like to learn about today?" Find out how we started offering Learning Plans to teens at our local juvenile detention home.

Presenters: Erica Tucker and Ann de Witt, Chesterfield County Public Library

Friday, October 13, 10:30 am - 11:15 am

Leadership and Beyond! Why YOU should attend the Leadership Academy in 2018

LDF

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 will be discussed.

Presenters: Clint S. Rudy, Suffolk Public Library; Elizabeth Walraven, Eastern Shore Community College; Genelle Schuler, Alexandria Public Library; James Hudson, Chesterfield County Public Library; Lucinda Rush, Old Dominion University Libraries

Friday, October 13, 10:30 am - 11:15 am

Mind the Gap: Finding and Filling School Needs with Library Programming

OS PRO YS

Explore how Suffolk Public Library identified an educational gap in the public schools and developed a coding curriculum to support students' technological education. Interact and play with some of our coding resources and tools to see how easy it is to align and support K-12 students' complex thinking skills.

Presenters: Madelyn Kresinske, Norfolk Academy; Jennifer Brown, Suffolk Public Library

Friday, October 13, 10:30 am - 11:15 am

Task Force Structure: Developing Grassroots Leadership and Idea Sharing

LDF

In 2016, the Loudoun County Public Library began looking for a fresh way to encourage staff involvement and empowerment. The result is a new task force structure, designed to promote idea sharing and communication across the library system, as well as provide opportunities for leadership development to all employees.

Presenters: Chang Liu, Jefferson Beavers, and Lorraine Moffa, Loudoun County Public Library

Friday, October 13, 10:30 am - 11:15 am

The TREK for Civility at Norfolk Public Library

D&I PRO

Behaving with civility, though taught at an early age and reinforced with life's experiences, can be a difficult choice in many scenarios. At Norfolk Public Library we are undertaking training, programs, events and outreach to develop a positive culture for colleagues, patrons and the community by focusing on Tolerance, Respect, Empathy, and Kindness.

Presenters: Elizabeth Woodard, Norfolk Public Library; Lisa Ward, Norfolk Public Schools

Friday, October 13, 10:30 am - 11:15 am

Making Group Projects Work: Facilitating Collaboration between Students

VLCRL

Librarians work with students who are involved in group projects. This teamwork presents opportunities and challenges for both students and teachers. Librarians can help facilitate collaboration between students. This presentation will offer strategies for establishing group processes, using tools for collaborative research and work, and

incorporating assessment.

Presenters: Brian Sullivan and Malia Willey, James Madison University

Friday, October 13, 10:30 am - 11:15 am

The Flipped Library Classroom: Using Digital Objects in Information Literacy Instruction

VLCRL

Looking for ways to get the most out of your 60 minute one-shot sessions? In this workshop you will learn the merits and methods of the flipped classroom model. We will also find and share existing digital objects for library instruction pre-class assignments.

Presenters: Dorinne Banks and Tolonda Henderson, George Washington University Library

Friday, October 13, 10:30 am - 11:15 am

D&I VALL

Diversity Dialogues

The regular feature in Law Library Journal titled Diversity Dialogues seeks to engage readers for whom diversity and inclusion has never been a priority. By using anecdotes from his own personal life, its author seeks to tap into readers empathy, compassion and human understanding. During this session, Professor Ron Wheeler will read excerpts from his Diversity Dialogues essays and engage audience members in a discussion of their impact, effectiveness, importance, and relevance to law libraries.

Featured Speaker: Ron Wheeler, Fineman & Pappas Law Libraries, Boston University

Friday, October 13

**11:30 am - 1:00 pm
NETWORKING LUNCHEON
with Trevor A. Dawes**

**(ticketed)
or Lunch on Your Own**

Friday, October 13

**1:15 pm - 2:00 pm
SESSION BLOCK 3**

Friday, October 13, 1:15 pm - 2:00 pm

How Do Students Get Help With Homework Outside Of The Classroom?

YS

This session will discuss the challenges and solutions in filling the gaps for students after the bell

has rung. Hear success-stories from librarians on the positive impact an effective homework helping tool can have on students.

Presenter: Lara Kraft, Credo Reference

Friday, October 13, 1:15 pm - 2:00 pm

The Journey From a Kid With Learning and Attention Issues to a Best-Selling Author

D&I **YS**

While enrolled in Essex County Public Schools, Ronnie Sidney, II spent seven years in special education. We will guide you through Ronnie's early academic experiences, exploring how resilience, along with some very special people, helped him break barriers. We will provide a blueprint for those interested in self-publishing.

Presenter: Ronnie Sidney, Creative Medicine: Healing Through Words, LLC

Friday, October 13, 1:15 pm - 2:00 pm

One Day at a Time: Orientation for New Employees in 17 Days

LDF

Training new staff is important. For its most recent hire, JLHPL created a 17-day orientation program that introduces a new skill each day, providing time for practice and reflection. Come hear the director and new hire discuss what worked, what didn't, and how they'll edit the program for the future.

Presenter: Jill Hames, James L. Hamner Public Library

Friday, October 13, 1:15 pm - 2:00 pm

Get the Word Out - Publishing with the Virginia Library Association

ADV **LDF**

Join members of the VLA Website Committee and Virginia Libraries Journal Editorial Board for an overview of these two platforms for sharing information about your libraries and your projects - from research articles or essays, to book reviews, blogs, and news. Session will include ample time for questions and discussion.

Presenters: Virginia Pannabecker, Virginia Tech; Gregg Grunow, Portsmouth Public Library; Brian Burns, Hampden-Sydney College; and Susan LaParo, York County Public Library

Friday, October 13, 1:15 pm - 2:00 pm

Increasing Access and Removing Barriers through Teen Library Cards

ADV **YS**

Learn about VBPL's Teen Library Card, which teens can acquire on their own without parental involvement. We'll cover the card's policy and procedure, how support was garnered for the card, how it revolutionized school library card drives, and the impact the card has had on increasing library access to teens.

Presenter: James Giangregorio, Virginia Beach Public Library

Friday, October 13, 1:15 pm - 2:00 pm

Strategic Planning on a Shoe String Budget

ADV **LDF** **OS**

Need a new strategic plan but have limited time and budget? Hear how one new director took on the challenge and learned to navigate through the process without a consultant, building a focused strategic plan that included both staff and community input.

Presenter: Jessica Hartley, Poquoson Public Library

Friday, October 13, 1:15 pm - 2:00 pm

Taken For Granted

PRO

Ever wanted to apply for a grant but weren't sure where to start? Follow my journey as I applied for, received, and created an entire exhibit on The Vice-Presidency funded by The American Democracy Project Grant. You'll see that applying for grants isn't as scary as it may seem.

Presenter: EJ Dowling, Longwood University

Friday, October 13, 1:15 pm - 2:00 pm

Transition to Tipasa: Insights from the First Six Months

CaTS

In early 2017 OCLC introduced Tipasa, a cloud-based interlibrary loan system. Over the next several years, all libraries currently using ILLiad will migrate to Tipasa. Libraries with less complicated installations of ILLiad were invited to early adopt Tipasa, and several libraries in Virginia migrated. Hear from resource sharing librarians about their experiences migrating and going live with Tipasa.

Presenters: Shaunna Hunter, Hampden-Sydney

College; Elizabeth Teaff, Washington and Lee University; Stephen Leist, Virginia Wesleyan University; Stephen Pilon, Christendom College

Friday, October 13, 1:15 pm - 2:00 pm

Teaching the Research Process: Building Partnerships between Faculty and Librarians

OS **VLCRL**

Longwood University's Center for Faculty Enrichment (CAFE) and the Greenwood Library partnered to create a faculty development workshop designed to help faculty teach the research process. This session will explore the successes and lessons-learned from this workshop specifically and collaboration across these two departments in general.

Presenters: Jennifer Beach and Dr. Pam Tracy, Longwood University

Friday, October 13, 1:15 pm - 2:00 pm

Student Search Behavior: An Analysis of EBSCO and Gale Database Queries

VLCRL

This presentation will provide the results of an analysis of student searches within Germanna Libraries' most used databases. Common search topics and common search formation problems will be discussed, as well as connections to other library data. Suggestions for improvement to search formation instruction will also be provided.

Presenter: Erin Crane, Germanna Community College

Friday, October 13, 1:15 pm - 2:00 pm

Finding Legislation and Regulations: When Your Users Want to Engage Past the Headlines

ADV **IF** **VALL**

This program will teach librarians how to find and track both Federal and Virginia legislation as well as Federal and Virginia regulations. The program's objective is to explain how to locate legislative and regulatory resources that librarians can use to enhance the civic experience of their users. The audience will learn where to find current legislation, pending bills, and regulations, as well as other documents useful to understanding current and proposed laws and regulations, and how to navigate and search within Federal and Virginia legislative and regulatory resources effectively. The audience will also learn where to find Federal executive orders.

Presenter: William E. Magee, Regent University School of Law

Friday, October 13

2:15 pm - 3:00 pm
SESSION BLOCK 4

Friday, October 13, 2:15 pm - 3:00 pm

Ending Big Projects: Advice from Closing a Library-Run Minecraft Server

LDF **PRO** **YS**

Join us for a retrospective look at a library-run Minecraft server from its opening in January 2014 to its closing in January 2016. We will offer you strategies for evaluating and ending unsustainable programs based on our experiences.

Presenters: Deborah Fry and Myisha Fuller, Loudoun County Public Library

Friday, October 13, 2:15 pm - 3:00 pm

Let's Get Digital:

DIY Digitization Programming on a Budget

AR **HIST** **OS** **PRO** **TECH**

Learn how JMRL created a system-wide digitization initiative that allows patrons both at the library and at outreach events to scan their documents, photos slides, film negatives, and more for under \$500.

Presenters: Erica Younglove and Abby Cox, Jefferson-Madison Regional Library

Friday, October 13, 2:15 pm - 3:00 pm

Preschool Play the Senior Living Way

AR **PRO** **YS**

We are never too old to play! Linking our youth and our senior population together through intergenerational programming has proven to be mutually beneficial for both parties. How can your library foster this type of program? Find out how Suffolk Public Library brought these two groups together through play.

Presenter: Shawna LoMonaco, Suffolk Public Library

Friday, October 13, 2:15 pm - 3:00 pm

Programming for Adults with Special Needs

AR **D&I** **PRO**

JLHPL is in its third year of providing storytimes for adults with special needs. This is our most successful program, based on attendance, participant comments, and participant advances. Come learn how the program started, its evolution over the years, and what we have learned about working with this underserved population.

Presenters: Jill Hames and Donna McKinney, James L. Hamner Public Library

Friday, October 13, 2:15 pm - 3:00 pm

Reclaim Reading

AR OS PRO

Reading for fun correlates strongly with academic achievement yet the National Endowment of the Arts (NEA) found that nearly half of Americans ages 18-24 do not read for pleasure. The library staff at Eastern Shore Community College is combating these statics by launching a campus-wide reading challenge. Learn how we successfully developed, marketed, launched, and run ESCC Reads! with almost no budget.

Presenter: Elizabeth Walraven, Eastern Shore Community College

Friday, October 13, 2:15 pm - 3:00 pm

Building a Volunteer Program That Welcomes People of Many Ages and Skills

ADV D&I LDF YS

From retired teachers to students to adults with disabilities and court ordered service hours, everyone has gifts that can support library goals. We will share how volunteers have enriched our library and some of the things we have learned about managing a volunteer program with a small staff and smaller budget.

Presenters: Sherry Bright and Kelly Smith, Buchanan County Public Library

Friday, October 13, 2:15 pm - 3:00 pm

Graphic Design on a Dime

OS PRO TECH

Learn how to use online services like Canva and Pixlr to create stunning graphics for your library without breaking the bank. Bring your laptop to follow along with the tutorial.

Presenter: Emily Correa, Campbell County Libraries

Friday, October 13, 2:15 pm - 3:00 pm

Sphero Code Club: How To Get Rolling On Coding With Teens

CaTS OS PRO YS TECH

From January to June, VBPL hosted the Sphero Code Club as an after school outreach at a local High School. Learn about the successes and challenges of the club, pick up some best practices for starting your own coding club with teens and get a chance to play with robots!

Presenters: James Giangregorio and Cleo Robertson, Virginia Beach Public Library

Friday, October 13, 2:15 pm - 3:00 pm

Building Bridges: Leading Underrepresented Students to Undergraduate Research

VLACRL

College of William and Mary Librarian and Psychology Faculty share how the library partnered with teaching faculty to create a unique program that encourages underrepresented students to complete their undergraduate studies while pursuing undergraduate research.

Presenters: Natasha McFarland and Cheryl Dickter, College of William & Mary

Friday, October 13, 2:15 pm - 3:00 pm

Playing an Active Role in Affordable Course Content: A Step by Step Guide

VLACRL

Libraries and campus stakeholders across the nation are spending time and resources on Open Educational Resources, but what do our students think? Presenters will share how they collaborated with stakeholders on campus to examine student perceptions of textbook costs and their academic success, to share these perceptions with faculty, and to further awareness of affordable course content and open educational resources to faculty at a mid-sized public institution

Presenters: Lucinda Rush and Leo Lo, Old Dominion University

Friday, October 13

**3:15 pm - 4:00 pm
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AND SCHOLARSHIP
BASKET RAFFLE**

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