

**BREAKING**

**BARRIERS**

**building**

**Bridges**

Virginia Library Association Annual Conference

**FINAL PROGRAM**

October 11-13, 2017

The Main, Norfolk, VA

## MAPS



## 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.norfolk.gov/parking>

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## 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 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. Thursday evening, we have several dine-arounds planned as well as a game night for our 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 20<sup>th</sup> 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 have made available an app to make it easier to choose and view sessions. VLACRL is again offering the "conference within a conference," featuring peer-reviewed sessions about academic libraries, but open to everyone. We're excited to have the Virginia



**Keith Weimer**

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

## Conference-At-A-Glance 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

7:00 am Thursday Morning Walk

9:00 am Exhibit Hall Opening  
Registration and Packet Pick up.  
Coffee and light refreshments.

10:00 am – 11:30 am Opening Session  
and Keynote Address with author  
Margot Lee Shetterly

11:45 am Box Lunch Pick up  
(\$17, must purchase in advance)

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 Inaugural VLA/VLACRL  
Poster Sessions and  
Exhibit Hall Coffee Break

4:00 pm – 4:45 pm Concurrent Sessions

4:00 pm – 6:00 pm VIVA Users' Group

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 *Hidden Figures* Screening

#### FRIDAY

7:00/7:30/7:45 am: Morning Walk/Morning Yoga-Third Floor, Imagination/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

3:00 pm Exhibit Hall Closes

3:15 pm – 4:00 pm VLA Business Meeting and Scholarship Raffle Drawing

VLA is a Bring Your  
Own Tote conference!

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>

# Join our team!

William & Mary Libraries is hiring for the following positions:

Head of Cataloging

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Multiple research and instruction librarian positions

Special Collections Public Services Librarian

[libraries.wm.edu/jobs](http://libraries.wm.edu/jobs)



## WILLIAM & MARY LIBRARIES

We, at William & Mary Libraries, are committed to fostering an environment where diversity, inclusion and equity are viewed as fundamental to our mission and integral to our service model on campus and in the broader community. We believe an environment that is open and welcoming to all patrons is crucial to fulfilling the research, teaching and service mission of the University. We strive to create a climate of belonging, which we believe promotes self-agency, participation, collaboration and innovation.

## OPENING GENERAL SESSION

Welcome and Keynote Address  
by Margot Lee Shetterly

Sponsored by the  
Friends of the Central  
Rappahannock  
Regional Library



**Margot Lee Shetterly**

**Thursday, October 12, 10:00 am - 11:30 am**  
**Third Floor, The Granby Ballroom**

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 was 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.

**Copies of *Hidden Figures* will be sold by Prince Books outside the Exhibit Hall on the Fourth Floor of The Main from 9:00 am - 11:30 am on Thursday, October 12.**

## NETWORKING LUNCHEON

(ticketed)

with Trevor A. Dawes

Sponsored by College of William & Mary Libraries



Trevor A. Dawes

Friday, October 13, 11:30 am - 1:00 pm  
Fourth Floor, The Main Ballroom, Salons F&G  
Ticketed Event

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.

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The Mid Atlantic Library Alliance, or MALiA, is a consortium of over 250 public, academic, school, and special libraries. Originally founded in southwestern Virginia, the organization has grown to include libraries throughout Virginia as well as member institutions in North Carolina, Tennessee, Kentucky, Maryland, Florida, Alabama, and West Virginia. MALiA is open to all libraries, regardless of location, and we welcome new members at any time.



WWW.MALIALIBRARY.ORG

## 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 is the immediate Past-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.

# GREAT LIBRARIES DON'T HAPPEN WITHOUT GREAT FRIENDS



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Many thanks to all of Virginia's Friends.

## THINGS TO DO IN NORFOLK



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

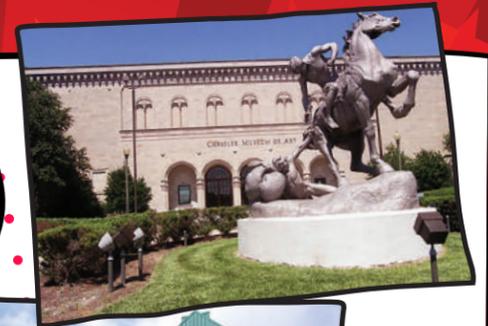
**Chrysler Museum**  
1 Memorial Pl  
<http://www.chrysler.org/>

**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](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

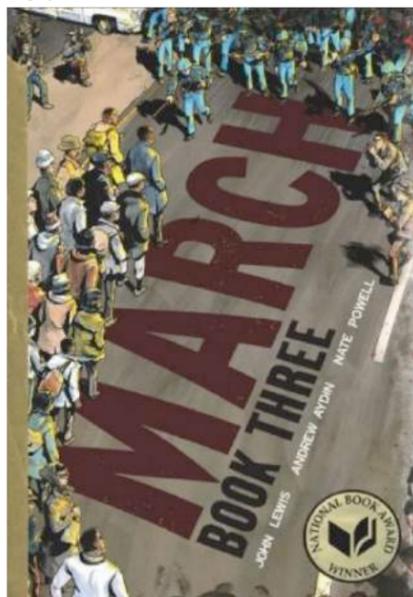
Your donations and raffle ticket purchases help to fund the VLA Scholarships and the Clara M. Stanley VLA Professional Associates Scholarship each year. You can prepay for tickets at <http://www.vla.org/2017-vla-scholarship-presale>. Winners will be selected on Friday afternoon; you do not need to be 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.



## 2016 VLA Graphic Novel Diversity Award Winners

Sponsored by  
Virginia Commonwealth  
University Libraries

### YOUTH

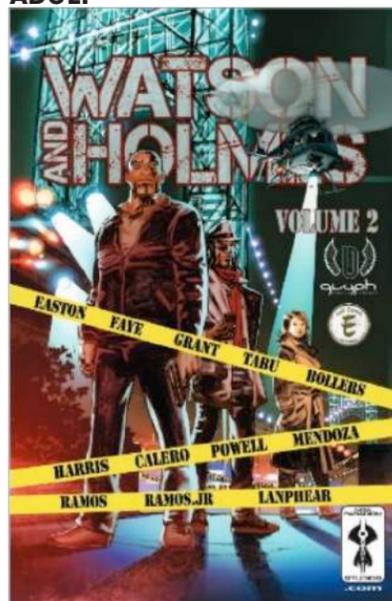


### March: Book 3

by John Lewis, Andrew Aydin, Illustrated by Nate Powell.  
Top Shelf Productions.

*March, Book 3* concludes Congressman John Lewis's memoir of the Civil Rights movement. This volume begins with a church bombing in 1963, marches through Bloody Sunday, and ends with the 1965 Voting Rights Act. Like the previous volumes, it is framed by the inauguration of President Obama. The collaboration between Lewis, co-author Andrew Aydin, and artist Nate Powell addresses race, equality, and justice in our nation's continuing struggle to live its moral vision. *March, Book 3* shows that graphic literature is capable of handling difficult and complex issues respectfully while meeting the highest literary expectations. With the immediacy of courtroom sketches and the flow of video, Powell's black and white drawings pull the reader into those years. He shows the cruelty and brutality that civil rights workers faced for registering people to vote. Even more than the violence, foreboding settings and faces full of emotion evoke reader empathy for the struggle to make America more inclusive. Lewis's memory, recorded speeches, and other documents ensure historical accuracy in the characters' conversations. They reveal the courage of people risking death to protest, the tensions among civil rights leaders with differing goals, and the political maneuvering behind historic legislation. These make Lewis' narrative not only vivid history but also a timeless account of what it takes to make a movement succeed.

### ADULT



### Watson and Holmes, Volume 2

by Lyndsay Faye, Brandon Easton, Hannibal Tabu, Steven Grant and Karl Bollers, Illustrated by N. Steven Harris, Dennis Calero and Eli Powell. New Paradigm Studios.

*Watson and Holmes, Volume 2* is a great twist on a British classic that features a reimagining of beloved, iconic characters. With great black role models this series is relevant with the emergence of more black heroes and grittier storytelling, as seen in Netflix's *Luke Cage*. These complex characters solve crimes with diverse elements, including sex slavery, suicide, transgender sex workers and more. The artwork is expressive and provides its readers with a distinct cast of characters.

Visit the GNDA Section of the VLA Website for  
Honor Books and Overfloweth Titles:  
<http://www.vla.org/2016-vla-graphic-novel-diversity-award-winners-announced>

## 2017 Scholarship Winners

### VLA Professional Associates Clara M. Stanley Scholarship

The 2017 recipient of the VLAPF Clara M. Stanley Scholarship is **Whitney Nelsen** from Frederick County, VA. Currently, Whitney works for the Handley Regional Library and for the Loudoun County Public Library. She says, "In the library I can feel the impact I'm making, whether I'm working with a doctoral candidate who is doing research for their dissertation or with a homeless person who needs information on community resources. My dedication to helping others and serving the community is what will help me succeed in librarianship." Whitney has been active in VLA since 2017. She is obtaining her MLIS degree from Valdosta State University.



Whitney Nelsen

### VLA Scholarships

The 2017 recipients of the two VLA Scholarships are Stephani Moore and Lauren Triola.

**Stephani Moore** has worked with the Massanutten Regional Library in Harrisonburg, VA since 2014. One of Stephani's goals in obtaining her graduate degree is to "stay current in the latest developments related to technology and social networking in libraries... to assist patrons, less experienced in using that technology." She has been active in VLA since 2015. Stephani is earning her MLIS degree from the University of Maryland-College Park.



Stephani Moore

**Lauren Triola** is from Fredericksburg, VA where she commutes to work for the Prince William Public Library in Dumfries. Her goal is to use cataloging to, "help make libraries and their collections continue to be accessible to everyone, especially to marginalized communities, who often are cut off from important educational resources." Lauren is working toward her MLS from Clarion University of Pennsylvania.



Lauren Triola

VLA would like to thank the Virginia Public Library Directors Association for their financial support of the VLA Scholarship Program.

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## 2017 VLA Award Winners

### 2017 Public Library Innovator Award

#### Adrienne Minock

Adrienne Minock earned her MLS from Indiana University in 2005, transitioning from a career as a graphic designer into the world of public libraries. Since 2006, she's been with Henrico County Public Library as a Teen Services Librarian. She was promoted to the role of Supervisor of the Digital Media Lab and Teen Services at Libbie Mill Library in the summer of 2015. Adrienne combined the skills from her previous career as a designer with her decade of library experience to plan the path for the new Digital Media Lab and dedicated Teen Room. Adrienne heads a team of creative and dedicated librarians and library assistants at Libbie Mill Library. Their extraordinary talents and work ethic have powered the success of the Digital Media Lab. Adrienne Minock and her team created a wide array of new programming, including introductory workshops/classes for multiple age levels in 3D Design & Printing, Coding, Podcasting, Video Shooting, Video Editing, Photoshop, and InDesign. They help patrons with many projects, everything from personal history preservation projects using scanners and the VHS transfer to prepping self-publishing projects, recording and editing podcasts, video projects, image projects, and 3D printing projects. This dynamic team also runs the Teen Room and creates Teen Programming for Libbie Mill Library.



Adrienne Minock

### 2017 Academic Library Innovator Award

#### Candice Benjes-Small

Candice Benjes-Small is Head of Information Literacy and Outreach at Radford University in Radford, VA. Under her leadership, the library instruction program has been recognized as an Exemplary Information Literacy Program in numerous categories by ACRL. She was instrumental in the founding of the Virginia Library Association College and Research Library chapter, and was recognized for that work with the VLA Presidential Citation in 2013. She co-founded **The Innovative Library Classroom**, a very popular regional information literacy conference that won the 2016 Beta Phi Mu Conference Support Award. She has written numerous publications on information literacy and co-authored the book *The New Instruction Librarian: A Workbook for Trainers and Learners*, published in January of this year.



Candice Benjes-Small

### 2017 Up and Comer Award

#### Craig E. Arthur

Craig Arthur currently serves his alma mater, Virginia Tech, as the First Year Experience and Community Engagement Librarian. He earned his Master of Library and Information Studies degree at the University of North Carolina at Greensboro in 2012. Craig is particularly interested in media literacy instruction, hip hop pedagogy, academic and public library partnerships, and learning.



Craig E. Arthur

### 2017 George Mason Award

#### Jerry McKenna

Gerald McKenna, known by many as Jerry, has made significant contributions to public library service in his twenty-two years as Library Director for Henrico County Public Library. Staff development and evaluation, program and services development, long-range planning, project management, and budget management have been hallmarks of Mr. McKenna's tenure in Henrico. During his time as Library Director, he developed and implemented a comprehensive long range plan for the library system, as well as the adoption of web-based library services, to meet community needs. Under his leadership, Henrico County Public Library rebuilt and renovated its nine public libraries and administrative offices. Mr. McKenna transitioned the county Bookmobile into Mobile Library Services by engaging the public at community events, and by providing direct outreach to seniors and low-income communities. In building and renovating Henrico library facilities, Mr. McKenna placed emphasis on creating welcoming and engaging community spaces and environmentally-friendly buildings, financed through a series of bond referendums, the last of which was popularly approved by 75% of Henrico citizens. He has continuously updated technology for public use and for reference and circulation staff, revitalized the Friends of the Library, and embraced marketing and merchandizing techniques. In a library system without a single main library, he defined relationships between larger, area libraries in each of Henrico County's magisterial districts with smaller, branch libraries adjacent to them. He has involved citizens in giving input to assess the library's role in the community.



Jerry McKenna

Prior to his work in Henrico County, Mr. McKenna was the Director of the Pasco County, Florida, Public Library System for seven years, where he established a library system by building and opening seven public libraries throughout the County. He was the Central Library Director for Palm Beach County Library system from 1980-1986.

Throughout his career, Gerald McKenna has taken a progressive and holistic approach to public librarianship, advancing library services, technologies, and facilities together while increasing opportunities to staff training and community engagement.

### 2017 Friends of the Library Award

#### The Friends of Poquoson Public Library

Randy L. Pine moved to the Poquoson area in October of 1997 and immediately became an active member of the Friends Book Discussion Group. A friend on the Board asked if she would like to get involved with the board activities and that led to many years of being editor of the Friends newsletter, Bookworms. In July of 2015, Pine became President of the Friends of the Poquoson Public Library and has served in that capacity for the past 3 years.

Friends of the Poquoson Public Library – In January of 1980 the Friends of the Poquoson Public Library was formally established. Since then, the Friends have been instrumental in furnishing the present day library (built in 1997). As the library has needed to replace or add new equipment or technology, the Friends have been there to make sure those needs are met. The organization runs an ongoing book sale in the library, as well as two large book sales each year for funding library projects with donations and memberships providing additional funds. An annual Essay Contest sponsored by the Friends has become an integral part of the school program in Poquoson Public Schools and last year included more than 600 participants. The Friends award the Elizabeth Tai Scholarship each year to at least one outstanding high school senior who has volunteered at the Poquoson Public Library. Book signings and author talks are held several times a year. The Friends of the Poquoson Public Library was founded to “support and cooperate with the library in developing library services and facilities for the community.” That is their focus and their goal.



Right to left: Randy Pine, President, Ann Adcox, Vice President and Mary Pressick, Board Member

### 2017 Trustee Library Award

#### Barbara Coady

Barbara Coady is a retired educator. She taught French, Math and Computer Applications for grades 6-9 and was an adjunct instructor for Mercy College and SUNY New Paltz. After obtaining an MS in Educational Computing, she worked for BOCES of New York State to design teacher workshops for using computers in the classroom. In 2011 she was appointed to the Eastern Shore Public Library Board of Trustees and has served as vice chair and chair, as well as working on several committees and volunteering at the library. She also serves on the Advisory Board for the Eastern Shore Community College.



Barbara Coady

### 2017 VLA Travel Grant Winner

#### Melanie Medina

Melanie Medina is the Collection Librarian at Northern Virginia Community College, Manassas Campus. A former NOVA student, Melanie holds a BA from Smith College and an MLIS from Catholic University. Actively engaged in the communities where she lives and works, Melanie was selected as an ALA Spectrum Scholar (2015-2016), a DCLA Ruth Fine Memorial Loan recipient (2015), and a VCCA Showcase Award winner (2017). Melanie is excited to be attending her first VLA conference, thanks to the 2017 VLA Annual Conference Travel Grant.



Melanie Medina

### Honorary Life Membership

#### Dr. Constance Gilman

In 2016, Connie Gillman retired as Director of the Prince William County Library System. She has been an active member of VLA for over 20 years. Connie has held various VLA positions, including Secretary and 2012 President. Her commitment to libraries and librarians is very strong and she has mentored many young librarians and those who are new to the profession. As director of the Prince William Public Library system, she continuously encouraged librarians and other staff to attend professional conferences and other continuing education courses sponsored by VLA. Connie, through her VLA involvement, and through her daily life as a librarian and library administrator, has advocated for the profession to politicians, library board members, and county employees for the profession.



Dr. Constance Gilman

### Honorary Life Membership

#### Alison D. Heartwell

Alison D. Heartwell received her MLS from the University of Maryland in 1973. She was hired by Central Rappahannock Regional Library (CRRL) that same year as a cataloger and outreach librarian. In 1981, she was appointed Assistant Director. For nearly 30 years, until her retirement as Deputy Director in 2010, she worked to grow CRRL into a library system of national recognition. She carefully managed budgets, balancing staff needs with public and local elected official wants, always with an eye on what would benefit CRRL the most. Alison oversaw the expansion of CRRL from a single main library and small branch to a thriving system of 8 locations across 4 jurisdictions. Her strong belief in libraries and what they contribute to their communities made Alison an influential advocate. A strong supporter of regionalism, she worked tirelessly to demonstrate the benefit of a shared library system. When one locality considered pulling out of the regional system in favor of a locally-run library, Alison worked with the CRRL Board of Trustees and rallied support from the community convincing the jurisdiction to stay. As Deputy Director, she worked closely with administrative staff to craft operating budgets, often in less-than-ideal economic climates. When the national economy plummeted in 2008, Alison was able to keep all CRRL employees on staff despite layoffs in other library systems. And in 2010, when a shrinking budget coincided with the opening of a new location, it was Alison's creativity that made opening the new branch without hiring any additional staff possible. A member of VLA during the entirety of her professional career, she was also a member of the American Library Association and the Public Library Association. Her participation in those organizations' annual conferences directly benefited CRRL, as she brought back ideas to share and implement. She also supported employees' need for continuing education, advocating for them to attend conferences and workshops as well. Several years after retiring, Alison visited CRRL Headquarters each week serving as a library consultant. She officially ended her consulting in 2015 and, although her days now are spent traveling and with her grandchildren, her contributions to the library system endure.



Allison D. Heartwell

### Honorary Life Membership

#### Lydia Williams

Lydia Williams has served on the Virginia Library Association's Professional Associates (formerly Paraprofessional) Forum Executive Board for a number of years. During that time, she has served four terms as Co-Chair of the Forum and several terms as the Forum's Recording Secretary. In addition, she has served as Secretary of VLA, as a member of the VLA Conference Committee, and as a member of the Virginia Libraries Editorial Board. For many years, Lydia coordinated, contributed to, and edited an article summarizing the VLAPAF Spring Conference for *Virginia Libraries*. In addition, she has kept excellent records of the Forum's history. Since the inception of the Clara Stanley Memorial Scholarship, she has procured the annual premium raffle prize, a P. Buckley Moss print from the Moss Society. This has resulted in thousands of dollars being raised for the scholarship fund. Lydia is retiring this year from Longwood University's Greenwood Library where she has served for 44 years as an Archives and Records Specialist. In addition, she is resigning from the VLAPAF Executive Board where she has served faithfully for many years. Lydia has years of dedication to Greenwood Library, Paraprofessionals, Professional Associates, the Virginia Library Association, and thereby all of Virginia's libraries and library staff.



Lydia Williams

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- Friends of the Central Rappahannock Regional Library
- Friends of the Jefferson Madison Regional Library
  - Jerry Falwell Library
  - Jody's Popcorn
- Longwood University Libraries
  - MELOS, Inc.
- Mid-Atlantic Library Alliance, Inc.
  - Prince Books
  - SirsiDynix
- University of Virginia Libraries
  - VCU Libraries
- Virginia Public Library Director's Association (VPLDA)



North Courthouse Road Library  
Chesterfield County, Virginia



**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.**

**12:00 pm – 1:00 pm**  
**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](http://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.

**3:30 pm – 4:30 pm**  
**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.

**Third Floor, Granby Ballroom**  
**Ticketed Event**  
**6:00 pm – 8:00 pm**  
**Scholarship and Awards Banquet**  
 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.

### Fourth Floor, The Main Ballroom

9:00am

### Exhibit Hall Ribbon Cutting

Entertainment provided by JuJu Drums

### Fourth Floor, The Main Ballroom

9:00 am - 10:00 am

**Registration Packet Pick up, Coffee and Continental breakfast sponsored by Longwood University.**

### Third Floor, Granby Ballroom

10:00 am - 11:30 am

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

We will officially open our 2017 conference with a welcome by The Honorable Kenneth Cooper Alexander, Mayor of the City of Norfolk, and Keynote Address by Margot Lee Shetterly. Shetterly is a Virginia resident, writer, researcher and entrepreneur. Join us as she 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.

### Fourth Floor, The Main Ballroom

11:45 am - 12:15 pm

### Book Signing in Booth 308 with Margot Lee Shetterly

### Fourth Floor, The Main Ballroom

Ticketed Event

11:30 am - 12:15 pm

### Box Lunch Pick Up in Exhibit Hall

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 - Third Floor, Energy 1
- VALL Business Meeting - Third Floor, Momentum 1

## Thursday, October 12

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

### Third Floor, Granby Ballroom C

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**

### Fourth Floor, Fraim Center for Excellence

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

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

ADV

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**

### Third Floor, Momentum 2/3

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**

### Third Floor, Granby Ballroom A

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. Potential participants selected challenges of new formats/genres as the topic for this session.

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

### Third Floor, Granby Ballroom B

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 homeschooled. Join us as we discuss what worked, what didn't, and what we learned.

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

### Third Floor, Fusion

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**

### Third Floor, Granby Ballroom E

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 Sponsored by the Friends of the Jefferson-Madison Regional Library**

### Third Floor, Energy 1

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

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

### Third Floor, Energy 2

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

### Librarians as Academic Advisors

VLACRL

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, EBSCO; Gail Williams and Natasha McFarland, College of William and Mary**

### Third Floor, Momentum 1

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

### 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**

#### Fourth Floor, The Main Ballroom Salon H

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

##### Lightning Talks ROUND 1

Four talks. Seven minutes each. The topics are as varied as our profession. See page 59 for titles and descriptions. These Lightning Talks are different from Round 2 on Friday!

Thursday, October 12

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

#### Fourth Floor, Fraim Center for Excellence

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**

#### Third Floor, Granby Ballroom E

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**

#### Third Floor, Granby Ballroom C

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**

#### Third Floor, Granby Ballroom B

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 Public Library System**

#### Third Floor, Granby Ballroom A

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; Matthew Murphy, City of Charlottesville-Economic Development Office**

#### Third Floor, Fusion

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

##### Designing + Coordinating a Volunteer Program

LDF OS PRO TECH

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 Pehneck, Jefferson-Madison Regional Library**

#### Third Floor, Momentum 1

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

##### Memory Labs - Helping your Patrons Preserve their History

AR CaTS HIST

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**

#### Third Floor, Momentum 2/3

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**

#### Third Floor, Energy 1

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

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

VLA

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**

#### Third Floor, Energy 2

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

##### Digging Deeper into Text and Data Mining

VLA

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**

#### Fourth Floor, The Main Ballroom, Salon H

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

##### Public-Academic Library Directors Mixer

Have you ever wondered what you have in common with your other local libraries? Are you curious about how public and academic libraries are already collaborating across Virginia? Are you part of one of these collaborations and would like to share your story with others. Do you simply want to engage with other library directors in an informal, semi-structured, social environment? If you are a library director and answered yes to any of the previous questions, then you are invited to attend a mixer on Thursday, October 12th from 1:30 - 2:15 pm to meet and interact with fellow library directors from academic and public libraries across Virginia.

**Moderator: George Fowler**

Thursday, October 12

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

#### Third Floor, Granby Ballroom A

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**

### Third Floor, Granby Ballroom D

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**

### Third Floor, Fusion

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, and Delwyn Elizabeth, Prince William County Libraries**

### Third Floor, Granby Ballroom E

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**

### Fourth Floor, The Main Ballroom, Salon H

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**

### Third Floor, Granby Ballroom C

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**

### Third Floor, Granby Ballroom B

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**

### Third Floor, Momentum 2/3

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**

### Third Floor, Energy 1

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

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

VLA

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**

### Third Floor, Momentum 1

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

#### **Funding Professional Development: Getting a Bigger Bang for Your Buck**

VALL

In this time of shrinking budgets it is hard to find money to fund professional development. But these activities, taking classes, attending conferences, are important. They keep library staff up-to-date on the best practices and inspire them to try to develop new programs and services. But how to equitably fund them? The two speakers will discuss best practices to allocate funding and ways to increase funding.

**Presenters: Joyce Manna Janto, University of Richmond School of Law; Caroline Osborne, Washington & Lee University School of Law**

Thursday, October 12

Fourth Floor, The Main Ballroom

3:15 pm - 4:00 pm

Coffee and Snack Break in the Exhibit Hall

# Don't miss out on the VLAPAF Conference, OTHER DUTIES AS ASSIGNED

## Monday, May 21, 2018

at the Newport News  
Marriott at City Center

This full-day symposium (meals included) brings together Professional Associates and Library Support Staff from all over Virginia for networking, continuing education, and support for the Clara M. Stanley Annual Scholarship

### WANT TO PRESENT A SESSION?

Visit [VLA.org](http://VLA.org) and submit your proposal by November 15



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

Fourth Floor, The Main Ballroom FOYER

Sponsored by  
SirsiDynix

### 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 Brawner, 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 Zatawski, 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**

### 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, Union Presbyterian Seminary**

### **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, Michael Trocchia and Susan Thomas, James Madison University**

**Thursday, October 12**

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

#### **Third Floor, Granby Ballroom D**

*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**

#### **Fourth Floor, Fraim Center for Excellence**

*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**

#### **Fourth Floor, The Main Ballroom, Salon H**

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

#### **Trials and Tribulations of Running a Video Game Lab**

**PRO YS TECH**

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**

#### **Third Floor, Granby Ballroom E**

*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**

#### **Third Floor, Momentum 2/3**

*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**

#### **Third Floor, Fusion**

*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.

**Moderated by: Michael Mabe, Chesterfield County Public Library.**  
**Panelists: Meredith Dickens, Jefferson-Madison Regional Library; Patti Sobczak, Virginia Commonwealth University and Adrian Whicker, Roanoke County Public Library System**

### Third Floor, Energy 2

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**

### Third Floor, Granby Ballroom C

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**

### Third Floor, Granby Ballroom B

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**

### Third Floor, Granby Ballroom A

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**

### Third Floor, Energy 1

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**

### Third Floor, Momentum 1

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  
Third Floor, Granby Ballroom A
- Collections and Technical Services Forum  
Third Floor, Granby Ballroom B
- VLA Professional Associates Forum  
Third Floor, Granby Ballroom C
- Diversity & Inclusion Forum  
Third Floor, Fusion
- New Members Round Table  
Third Floor, Momentum 2/3
- ODU Student & Alumni Gathering  
Third Floor, Energy 1



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 Cannonball Trail past many historic places in downtown Norfolk.

### Third Floor, Imagination

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.

### Fourth Floor, The Main Ballroom

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

#### Registration Packet Pick up, Coffee and light refreshments.

### Thursday, October 12

6:00 pm - 8:00 pm

#### DINE AROUNDS

Our dine-arounds are a great way to network with colleagues. Sign up online <https://goo.gl/LCQKUq> to join us at Saint Germain, Grace O'Malley's, Brick Anchor Brew-House, The Barrel Room, Granby Street Pizza, Gershwin's, or FM Restaurant. Space is limited. Sign-up moves on-site on Wednesday, October 11.

### Thursday, October 12

8:00 pm - 10:00 pm

#### ALL CONFERENCE SOCIAL

**Sponsored by University of Virginia Libraries Third Floor, Granby Ballroom**  
It's all FUN and GAMES at the ALL-CONFERENCE SOCIAL

Ryan "The Balloon Guy" Lavelle is back and better than ever – and boy does he love a challenge! Test his crafting abilities and see what he can create for YOU!

The Virginia Gaming Association is a volunteer-run organization based out of Norfolk, VA! We bring board gaming and table-top gaming to the community's libraries, conventions, and other events, all in the spirit of family-friendly fun! Our events are all-ages friendly, and our game library contains 50+ games from beginner to advanced level! For the VLA conference, we will be bringing selections from our game library such as Love Letter, Fluxx, Peasant Buffet, Timeline, Coup, Sushi Go, 5 Minute Dungeon, and other games designed to be quick, fun, and engaging!

Your drink ticket is good for one glass of wine or beer (or two soft drinks). VLA will provide sweet and savory snacks!

### 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 (fourth floor) at The Main. Seating is limited to 85, so be sure to sign up when you register!

Friday, October 13

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

**Third Floor, Granby Ballroom A**

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**

**Third Floor, Granby Ballroom B**

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**

**Third Floor, Granby Ballroom C**

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**

**Third Floor, Granby Ballroom E**

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**

**Third Floor, Fusion**

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**

**Third Floor, Granby Ballroom E**

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 session 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**

**Third Floor, Momentum 2/3**

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 Lazaron and Kelly Straub, Norfolk Public Library**

**Third Floor, Momentum 1**

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**

**Third Floor, Energy 1**

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

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

VLA

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**

**Third Floor, Energy 2**

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

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

VLA

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**

**Fourth Floor, The Main Ballroom Salon H**

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

**Lightning Talks ROUND 2**

Four talks. Seven minutes each. The topics are as varied as our profession. See page 59 for titles and descriptions. These Lightning Talks are different from Round 1 on Thursday!

Friday, October 13

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

**Fourth Floor, Fraim Center for Excellence**

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**

**Third Floor, Granby Ballroom A**

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**

**Third Floor, Fusion**

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 various 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**

### Third Floor, Granby Ballroom B

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**

### Third Floor, Momentum 1

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**

### Third Floor, Granby Ballroom C

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**

### Third Floor, Momentum 2/3

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**

### Third Floor, Granby Ballroom E

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**

### Third Floor, Energy 1

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

#### Making Group Projects Work: Facilitating Collaboration Between Students

VLACRL

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**

### Third Floor, Energy 2

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

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

VLACRL

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. Attendees should bring their laptop or tablet to this interactive session.

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

### Third Floor, Granby Ballroom D

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

#### Diversity Dialogues

D&I VALL

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**

Fourth Floor, The Main Ballroom, Salons F & G  
Friday, October 13



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

Ticketed Event. Tickets must be purchased by Oct. 1

#### Building Bridges: Ensuring the Success of Our Community.

In this talk, Dawes will discuss ways in which libraries contribute to overall diversity and inclusion initiatives, and also examines some issues that have led to heightened sensitivities, requiring a different level of discourse.

#### 12:00 pm - 2:00 pm

#### SLOVER SOUNDS:

#### Billy Mercury, rapper/singer.

Concert in the forum of Slover library.  
FREE. Bring your lunch and enjoy!

Friday, October 13

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

### Third Floor, Fusion

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**

### Third Floor, Granby Ballroom C

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**

### Fourth Floor, Fraim Center for Excellence

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**

### Fourth Floor, The Main Ballroom, Salon H

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; Paige Flanagan, Hampden-Sydney College; and Susan LaParo, York County Public Library**

### Third Floor, Granby Ballroom C

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**

### Third Floor, Granby Ballroom B

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**

### Third Floor, Granby Ballroom A

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**

### Third Floor, Momentum 2/3

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

### Third Floor, Energy 1

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

#### Teaching the Research Process: Building Partnerships between Faculty and Librarians

VLACRL

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**

### Third Floor, Energy 2

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

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

VLACRL

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**

### Third Floor, Momentum 1

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

### Third Floor, Granby Ballroom D

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**

### Third Floor, Granby Ballroom A

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**

### Third Floor, Granby Ballroom B

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**

### Third Floor, Granby Ballroom C

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**

### Third Floor, Momentum 1

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 statistics 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**

### Third Floor, Momentum 2/3

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**

### Third Floor, Granby Ballroom E

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**

**Fourth Floor, Fraim Center for Excellence**

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**

**Third Floor, Energy 1**

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**

**Fourth Floor, The Main Ballroom, Salon H**

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

**#CharlottesvilleStrong: Responsive Planning and Programming**

ADV D&I OS

The summer of 2017 was a challenging and historic time for the city of Charlottesville. The August 12 Unite The Right Rally took place on the Central Library's doorstep. JMRL staff will share how they prepared for the rally and detail how the Library responded in the aftermath including responsive programming to help the Charlottesville community heal. The presenters will include plans and policies libraries should consider or have in place to prepare for such situations.

**Presenters: Krista Farrell, John Halliday, Angela Critics and Sarah Hamfeldt, Jefferson-Madison Regional Library**

**Third Floor, Energy 2**

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**

**Fourth Floor, The Main Ballroom, Salons F & G Friday, October 13**

**3:15 pm - 4:00 pm  
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## ACRL DIVERSITY ALLIANCE RESIDENCY AT THE UNIVERSITY OF VIRGINIA LIBRARY



Michael Ferguson/AUP

The University of Virginia Library invites applications from early career librarians for our three-year Resident Librarians program. The program is part of the Association of College and Research Libraries (ACRL) Diversity Alliance. The purpose is to enrich the profession by introducing new perspectives and encouraging dialogue among librarians from diverse backgrounds. Residents will join a cohort of Residents/Fellows from 30 other ACRL Diversity Alliance member institutions.

**Qualifications:** Candidates must have received the M.L.S. or M.L.I.S. degree no earlier than January 2016 and not later than May 2018. Candidates shall have a demonstrated commitment to inclusive conduct and multicultural skills, contributing to an inclusive workplace in which individuals from a broad range of cultures, backgrounds, experiences, and perspectives can fully participate and work productively and creatively together. General knowledge of print and digital resources through coursework, pre-professional or professional experience is expected. Public service experience is preferred.

**Residency:** Residents will have professional opportunities in areas throughout the Library as well as with affiliated organizations. Each resident is expected to shape the residency to his or her interest, and design and deliver a capstone project as part of this three-year appointment.

**Salary and benefits:** Residents will receive competitive salaries commensurate with their education and experience, as well as full-time staff benefits and funding for travel and professional development.

**Deadlines:** The application period opens on August 15, 2017 and closes on December 15, 2018, with a July 1, 2018 start date.

**For more information:** Visit [www.library.virginia.edu/resident-librarian/](http://www.library.virginia.edu/resident-librarian/) or contact Phylissa Mitchell at [phylissa.mitchell@virginia.edu](mailto:phylissa.mitchell@virginia.edu). Ask Phylissa about the Open House on October 20, 2017!



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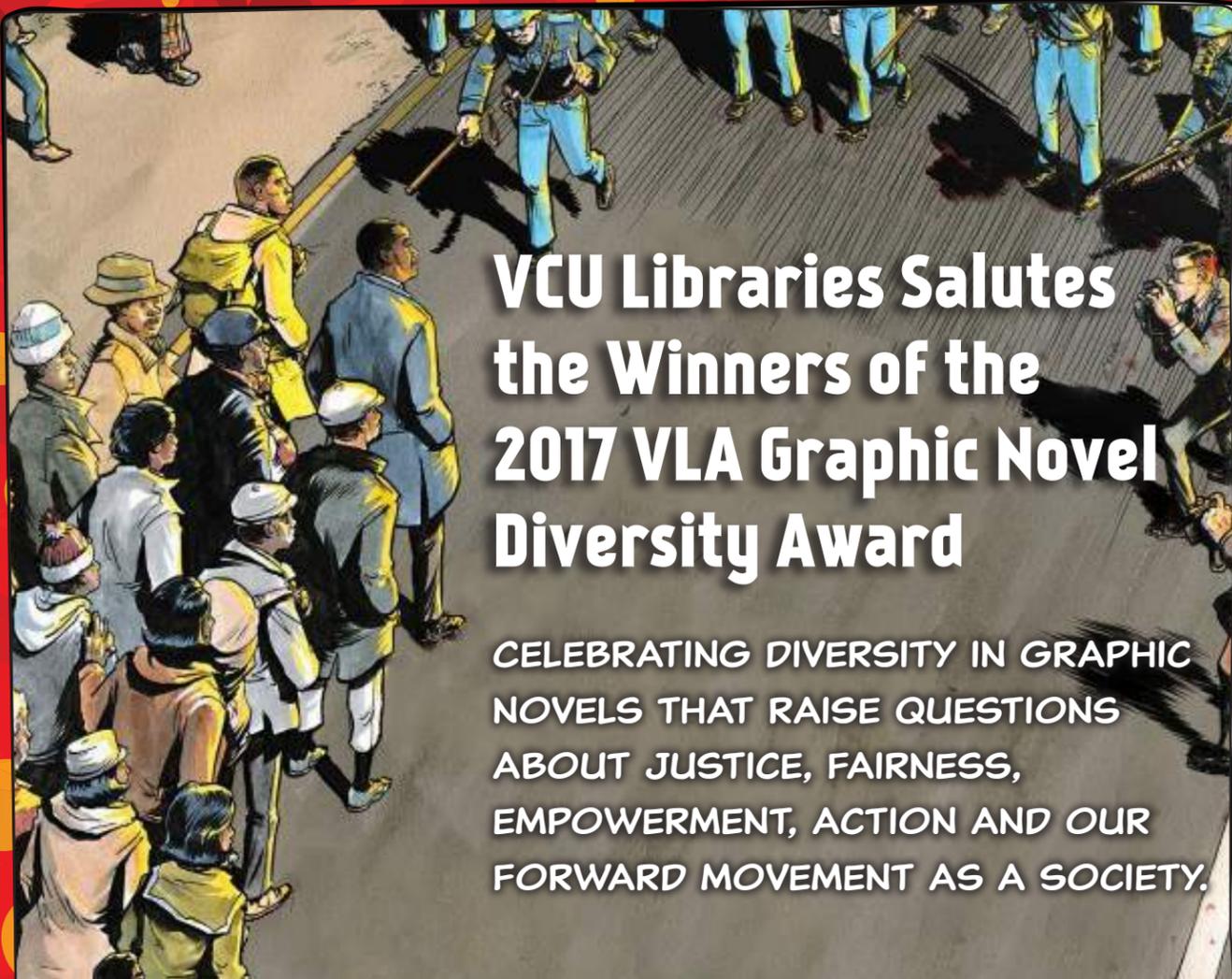
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### Booth Number 505

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### Booth 609

#### The New York Times

[www.NYTimes.com](http://www.NYTimes.com)

### Booth Number 204

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### Booth Number 601

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### Booth Number 304 & 306

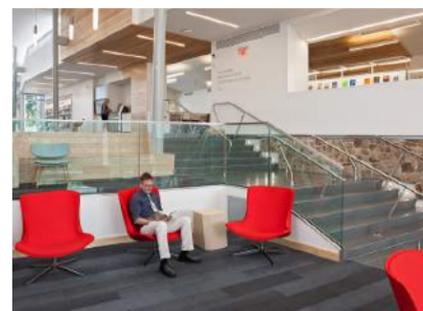
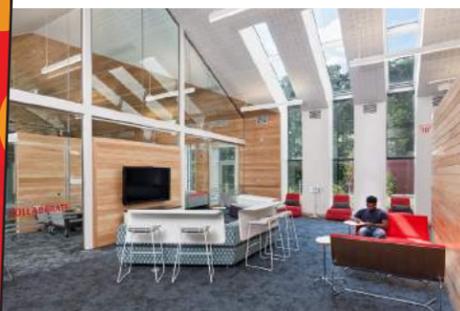
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O'Brien Associates has served schools and libraries in Virginia since 1953. We currently represent The Child's World, Crabtree Publishing, Cherry Lake Publishing, Infobase Learning, and the Rosen family of publishers, including print, streaming video, eBooks, digital online databases and other digital products. Our goal is to be the best source for high-quality, high-interest library materials to meet the needs of today's librarians, media specialists and patrons, providing solutions through supplemental resources.



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The 21<sup>st</sup> Century public library is not just a place, but a concept; it actively provides the community with boundless information and houses open environments for meaningful discussion. Libraries encourage us to think independently, together. The Varina Area Library uprooted the ideals of the past and gave future generations the opportunity to learn in an open, welcoming, and collaborative environment. The 21<sup>st</sup> Century public library is a space for all people to come together and learn from each other.

*Breaking barriers, Building bridges.*



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Oxford University Press**

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**Booth Number 102  
Old Dominion University Library  
Science Program**

Located in Norfolk, Virginia, Old Dominion University offers an AASL/CAEP accredited library science program preparing school librarians. Our program is online and asynchronous. We will be glad to answer questions about our Masters in Education with school library endorsement. ODU also offers several PhD options and certificate programs.

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**Booth Number 312  
SirsiDynix**

[www.sirsidynix.com](http://www.sirsidynix.com)

SirsiDynix develops library technology with the philosophy that the tools you use today should not hinder you from achieving your goals tomorrow. SirsiDynix is proud to create industry-leading tools, for more libraries than any other vendor in the world, for the benefit of libraries and communities everywhere. SirsiDynix understands that it's no longer sufficient to merely meet the needs of our users. Today we must exceed patron expectations with the goal of turning our library users into library advocates. These advocates can



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**Booth Number 501**  
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[www.TLCdelivers.com](http://www.TLCdelivers.com)

The Library Corporation (TLC) is a family-owned company that was founded in 1974 to serve libraries. That same family continues its mission today servicing more than 4,500 libraries worldwide with TLC's innovative, Web-based, touch-screen-optimized library automation and cataloging products--all backed by an unparalleled level of customer support and assistance.

**Booth Number 313**  
**T-Mobile**  
[www.t-mobile.com](http://www.t-mobile.com)

T-Mobile offers wireless services to libraries throughout the country. Our biggest projects include outfitting mobile hotspot checkout programs for library patrons, and supporting connectivity in bookmobiles.

**Booth Number 507**  
**Transparent Language, Inc.**  
[www.transparent.com/libraries](http://www.transparent.com/libraries)

Transparent Language builds language-learning software in over 100 languages for educational institutions, libraries, corporations, government organizations, and individuals. Working with language experts and native speakers around the world, Transparent Language is committed to helping millions learn new languages quickly, easily, and effectively.

**Booth Number 101**  
**UK School of Information Science**  
The UK School of Information Science, a member of the iSchools, currently offers two master's degrees: a top-20 ALA-accredited program in Library Science (MLS) and a program in Information Communication Technology (ICT). The MLS program can be completed entirely online, and online students pay in-state tuition. Concentrations include health information, public librarianship, academic librarianship, youth services, information systems, and school librarianship. The ICT program is an on-campus program and includes tracks in policy and regulation, technology and analytics, and health. MLS students can begin in the fall, spring, or summer, and ICT students can begin in fall and spring.

**Booth Number 102**  
**UNCG LIS**  
[lis.uncg.edu](http://lis.uncg.edu)  
The UNCG Master of Library and Information Studies program prepares its graduates for an exciting and rewarding career in a field that is broad and deep in its vocational variety and committed to freedom of speech, equitable access to information and lifelong learning. The program is accredited by the American Library Association and graduates find positions in academic, public, school and special libraries, as well as in a wide array of other information work.

**Booth Number 103**  
**UNT Department of Information Science**  
[informationscience.unt.edu](http://informationscience.unt.edu)  
The Department of Information Science at the University of North Texas prepares information professionals to meet the needs of the global information society. The department offers nationally recognized programs at the bachelors, masters and doctoral levels, as well as graduate academic and school library certifications. The department offers flexible course schedules with some programs delivered nearly 100% online, while others incorporate "blended learning." The ALA-accredited Master's program is offered in cohorts in various locations across the country including Virginia, with onsite institutes that provide onsite sessions for students and faculty to meet face to face.

## SPECTRUM: SUCCESS THROUGH COMMUNITY



"THROUGH SPECTRUM, I WAS INTRODUCED INTO A WONDERFUL NETWORK OF DIVERSE, ENGAGED LIBRARY AND INFORMATION SCIENCE PROFESSIONALS. I DEVELOPED A PASSION TO ENCOURAGE STUDENTS, PARTICULARLY FROM UNDERREPRESENTED GROUPS, TO PURSUE CAREERS IN THIS FIELD. I STAY INVOLVED TO PAY FORWARD ALL THAT I HAVE RECEIVED."

— HOLLY A. SMITH, COLLEGE ARCHIVIST AT SPELMAN COLLEGE

**ALA** American Library Association  
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spectrum@ala.org | 800-545-2433 ext. 5048

The American Library Association (ALA) is committed to ensuring that Master's degrees in library and information science become more accessible and affordable for talented individuals. Spectrum affirms ALA's commitment to equity and inclusion by supporting the broadest participation of new generations of racially and ethnically diverse librarians in leadership roles.

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- Reinforces social justice as a core value in the development of library services and library spaces.



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**Booth Number 512**  
**Vigil Networks, Inc.**  
[www.vigilnetworks.com](http://www.vigilnetworks.com)

Vigil Networks is an IT company that specializes in IT services & support for libraries. This year we're showcasing a service that... 1) enables WiFi branding, 2) requires patron acceptance of the library's AUP before accessing its WiFi and 3) documents the number of users who connect to the library's WiFi.

**Booth Number 608**  
**Virginia Association of Law Libraries**  
[vall.pbworks.com](http://vall.pbworks.com)

The Virginia Association of Law Libraries (VALL) supports and serves its members' professional pursuits by fostering a spirit of leadership and cooperation, providing educational and leadership opportunities, and promoting and enhancing the value of law libraries. VALL also advocates for easy and equitable access to legal information and education of library users. VALL is a chapter of the American Association of Law Libraries.

**Booth Number 309**  
**Virginia Center for the Book**  
[www.VaReads.org](http://www.VaReads.org)

The Virginia Center for the Book works across the Commonwealth to unite communities of readers, writers, and booklovers through year-round programs and partnership initiatives. Through these, the Center shares the power of storytelling and literature as a means to support engaged citizens and foster empathy and understanding.

As an affiliate of the Center for the Book in the Library of Congress, the Virginia Center for the Book works within a network of more than 50 affiliates to promote books, reading, literacy, and the literary life of Virginia.

**Booth Number 604**  
**Washington Passport Agency**

The Washington Passport Agency provides services to U.S. citizens intending international travel by processing and issuing U.S. Passports, providing pertinent information on how to apply for passports and information on the Smart Traveler's Enrollment Program (STEP).

**Booth Number 203**  
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[www.wtcox.com](http://www.wtcox.com)

WT Cox proudly offers the best service standards in the industry. Our customers enjoy personalized electronic and print serials management along with a host of integrated services. Added offerings include eStats, providing your library the ability to collect, manage and analyze e-resource statistics; Journal Finder - our exclusive A-Z, Link Resolver and ERM solution and more. WT Cox is committed to providing cost-effective services tailored to your library.

## FOOD EVENTS

**Purchasing a ticketed meal or the VLA Meal Plan?  
Be sure to note your dietary preference on the order form.**

### **Wednesday Night Scholarship & Award Dinner**

(Tickets are \$55, must be purchased by October 1.)

The cost of your ticket includes the cost of your meal and support for the VLA Scholarship and Awards Program.

**6:00 pm – 8:00 pm**

### **Thursday Morning Coffee and Light Breakfast**

sponsored by Longwood University, included with conference registration.

**Exhibit Hall, Fourth Floor, 9:00 am – 10:00 am**

### **Thursday Box Lunch**

(Tickets \$17, must be purchased by October 1.)

Pick up in the rear of the **Exhibit Hall, Fourth Floor, beginning at 11:30 am.**

### **Thursday Afternoon Coffee and Snack Break**

included with conference registration.

**Exhibit Hall, Fourth Floor, 3:15 pm – 4:00 pm**

### **Thursday All-Conference Social**, open to all attendees.

Sweet and savory offerings. Those who signed up in advance will receive a ticket for a complimentary glass of wine or beer in their registration packet.

Tear the ticket in two for two soft drinks at the Social.

**Third Floor, Granby Ballroom, 8:00 pm – 10:00 pm**

### **Friday Morning Coffee and Light Breakfast**

**Fourth Floor, Exhibit Hall, 8:30 am – 9:30 am**

### **Friday Networking Luncheon with Trevor A. Dawes**

(Tickets are \$33, must be purchased by October 1.)

**Fourth Floor, The Main Ballroom Salons F&G, 11:30 am – 1:00 pm**

## FOR EVALUATIONS

**Complete the Overall Conference Evaluation:** [tinyurl.com/2017vla](http://tinyurl.com/2017vla)

**Complete an Evaluation for Thursday Sessions:** [tinyurl.com/th2017vla](http://tinyurl.com/th2017vla)

**Complete an Evaluation for Friday Sessions:** [tinyurl.com/fri2017vla](http://tinyurl.com/fri2017vla)

## LIGHTNING TALKS

THURSDAY, OCTOBER 12

12:30 pm – 1:15 pm

**Fourth Floor, The Mian Ballroom, Salon H**

### **Charlottesville and Beyond: Developmentally Appropriate Ways to use Social Justice in the Elementary Library**

Public libraries are often a bastion of freedom of speech and defenders against censorship. However, all too often, elementary school libraries tend to divorce themselves from current events, politics, and civil rights. We believe that there are developmentally appropriate ways to discuss social justice issues in the elementary library, tie in relevant literature, and allow for a space of healing after unrest and violence.

**Presenter: J-Lynn Van Pelt, Friendship Public Charter School**

### **Diversity in Libraries: Launching a Diversity Internship Program**

This summer William & Mary Libraries began a new diversity initiative designed to provide the support and opportunities needed to encourage, develop and grow future librarians, archivists and library professionals. The W&M Mosaic Program provides valuable, paid library work experience to students from diverse backgrounds looking to pursue library careers. Learn about the opportunities we discovered and the challenges we faced launching this program.

**Presenter: Tami Back, William & Mary Libraries**

### **Bursting the Filter Bubble**

As librarians, we are aware of the power of filters to help us locate information, materials, and broaden or narrow our search results. But have you ever given thought to how the filters you use in daily life may change how you experience the world. A colleague and I recently began thinking about how online filters can change the ways we receive and encounter information. We created a lesson plan that can be used with multiple audiences to help people become familiar with how the internet can put us in a filter bubble. Which may cause us to miss out on new experiences, unfamiliar and opposing ideas, information we need to know about our world, and even the people we care about. This talk will leave you with another perspective on the power of filters and a ready made lesson plan to use with many different library audiences.

**Presenter: Lisa Dinkle, Radford University**

### **STEAMing Up and Camping In Your Library**

In Summer 2017, Virginia Beach Public Library and Tidewater Community College collaborated to host a week-long STEAM + Maker camp for elementary school

students. For librarians, the experience was deeply collaborative and leveraged the programs in a public system with academic resources on a college campus. For the kids, it was a heck of a lot of fun.

**Presenter: Sarah Falls, Tidewater Community College**

## LIGHTNING TALKS

FRIDAY, OCTOBER 13

9:30 am – 10:15 am

**Fourth Floor, The Mian Ballroom, Salon H**

### **Ten Foot Pole Conversations: Charlottesville and the Aftermath in Our Library World**

A “Ten Foot Pole Conversation” is one of those compelling issues which loom just under the surface, but often out of fear or discomfort, important discussions and actions are left unspoken and undone because no one wants to broach the issue, not even with a ten foot pole.

**Presenter: Joslyn Jones, Prince William Public Library System**

### **Creating and Expanding Entrepreneurship Support in the Public Library**

Entrepreneurs and small business owners are an underserved population for many public libraries. Learn how the Roanoke Public Libraries has been working to support and programming for entrepreneurs and small business in their area.

**Presenter: Whitney Kramer, Roanoke Public Libraries**

### **Building Your Community of Practice with a Book Club**

Entering into a new library role is an exciting and exhilarating time. It can also be a terrific time for professional growth and learning. Many times we jump in with an “learn as I go” attitude, but what if we didn’t, what if we intentionally acknowledged ourselves as learners in our new role, and then sought out other people outside of your library, who are in or have been in similar situations. This talk will layout the basics for how to begin growing your community of practice with a book club.

**Presenter: Lisa Dinkle, Radford University**

### **Mindfulness in the Library**

How do we remain calm when the world around us seems in constant chaos? Can we quiet our minds when questions and problems are swirling through?

The practice of mindfulness is a helpful tool we can use even during our most stressful moments on the desk or while dealing with workplace struggles.

**Presenter: Margaret Howard, Chesterfield County Public Library**





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