



**THE COLONIAL WILLIAMSBURG LODGE
SEPTEMBER 26-28, 2018**

Preliminary Conference Program



REGISTRATION AND CONFERENCE TIMELINE

CONFERENCE DATES:
SEPTEMBER 26-28, 2018

REGISTRATION:
NOW - SEPTEMBER 12

All registrations received after September 1 will be required to go green; no print copies of the conference program can be requested.

LATE REGISTRATION:

\$25 Late Fee for all online registrations between September 13-20. No meal tickets can be purchased after September 12.

ONLINE REGISTRATION ENDS:

September 20

ONSITE REGISTRATION:

Available at the Registration Desk outside the Virginia Room. \$50 will be added for all onsite registrations. No meal tickets or printed conference programs will be available.

CANCELLATION POLICY:

All cancellations are subject to a \$25 fee and must be received via email to vla.lisav@cox.net by September 12.

TRANSFER POLICY:

Registrations are transferable to others in your organization; please provide the full name, email address and dietary restrictions for any transfers.

REGISTRATION POLICY:

All attendees must register themselves using their own email address. This is to ensure proper spelling of names, the integrity of requests for special services such as dietary restrictions, and requests for free events and other personalized requests.

ADDITIONAL FEES:

VLA will charge a processing fee of \$75 per attendee to enter registrations into our database over the phone.

MEALS AT THE VLA CONFERENCE:

If your organization does not pay for meals and you want to add those tickets later (but before September 12), you can log back into your registration form and create a new invoice for your meals, and pay for them separately with a credit card or by mailing a check.

VLA MAILING ADDRESS:

PO Box 56312 Virginia Beach, VA 23456

REGISTRATION FEES

	VLA Members*	Non Members
Full Conference	\$180.00	\$270.00
Full Conference for Session Presenters	\$90.00	\$135.00
Full Conference for Student/Retiree/Trustee Members of VLA	\$110.00	N/A
One Day (Thursday or Friday)	\$135.00	\$202.50
One Day (Session Presenters)	\$70.00	\$105.00
One Day (Student/Retiree/Trustee Members of VLA)	\$80.00	N/A
One Day (Presenters who are also Student/Retiree/Trustee Members)	\$60.00	N/A

* 2018 Members of the Virginia Library Association, the District of Columbia Library Association, the Maryland Library Association, the Delaware Library Association and the North Carolina Library Association are eligible for Member pricing.

MEAL OPTIONS

Bundled Meal Plan (includes Tickets #1-#3) \$95.00

More details are on page 5.

TICKET 1: Wednesday Evening Annual Scholarship & Awards Banquet \$55.00

TICKET 2: Thursday Box Lunch Ticket \$17.00

TICKET 3: Friday Networking Luncheon/ Drag Storytime & Bingo \$33.00

★ PRESIDENT'S MESSAGE 2018 ★

GREETINGS AND WELCOME TO VLA: REVOLUTION, THE 2018 ANNUAL CONFERENCE

You are going to enjoy this conference here at Williamsburg Lodge in Colonial Williamsburg, regarded as the world's largest living history museum. We hope that you will take advantage of the amenities of the lodge, visit the College of William & Mary, and explore the many historical offerings available, much of it in walking distance.

Your colleagues on the Conference Committee have worked hard to make your experience meaningful through a revolutionary selection of workshops, concurrent sessions, speakers, presentations, and special events that allow you to take charge of your professional path. The sessions are provided by our colleagues in academic, law, public, and special libraries who have committed themselves to teaching others what they have learned through experience, research, and those happy accidents that occur when a plan comes together. You will also enjoy opportunities for networking with dedicated professionals, trustees, and friends from around the Commonwealth.

The keynote speaker is Kwame Dawes, the author of twenty books of poetry and numerous other books of fiction, criticism, and essays.

Are you ready for Revolution? Dust off your tricorne hats – it's time for VLA 2018!

Todd Elliott, 2018 VLA President



TODD ELLIOTT

MESSAGE FROM CONFERENCE CHAIR

HELLO EVERYONE!

On behalf of the 2018 VLA Conference Committee, I want to thank you for your interest in the 2018 Conference in Colonial Williamsburg. This year's theme of "Revolution" is very appropriate, not only because of the location, but also for how we approached conference planning.

A few of the things you may notice:

- strict session selection process to get as many "revolutionary" proposals as possible
- streamlining the registration process to include only two options (Advance Registration and Late Registration)
- simplifying the number of session categories; this encourages all potential registrants to view all of the sessions to make connections to their daily work to determine the best sessions for them.
- Adding "workshops" that bridge two session slots to encourage a more in-depth, hands-on conference experience
- Diversifying conference session types to address various learning styles

I ask that you take the time to really observe and immerse yourself in the conference experience. Also, please take time to share your thoughts about the conference on the evaluation and with members of the Conference Committee. We want to hear from you so that we can pass on the information for the 2019 VLA Conference in Norfolk.

Enjoy your time in Colonial Williamsburg and I hope you are able to use the connections, education, and overall experience to transform your career, library, and community.

Thank you,

Clint Rudy, 2018 VLA Conference Chair



CLINT RUDY

★ ★ DAILY SCHEDULE ★ ★

WEDNESDAY

Free tours and other events in Williamsburg during the day.

6:00 pm – 8:00 pm Annual Scholarship and Awards Banquet (\$55, must purchase in advance)

7:30 pm - ??? New Members Round Table Pub Crawl. Dutch treat.

THURSDAY

9:00 am Exhibit Hall opening; Registration and Packet Pick up. Coffee and light refreshments served in the Exhibit Hall

10:00 am – 11:30 am Opening Session and Keynote Address with Kwame Dawes

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

12:30 pm – 1:15 pm Concurrent Session Block 1

1:30 pm – 2:15 pm Concurrent Session Block 2

2:30 pm – 3:15 pm Concurrent Session Block 3

3:15 pm – 4:00 pm VLA/VLACRL Poster Sessions and Exhibit Hall Coffee Break

4:00 pm – 4:45 pm Concurrent Session Block 4

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 Arouds

8:00 pm – 10:00 pm All-Conference Social: RADICAL REVELRY: AN 80s PARTY

10:00 pm – 11:00pm All-Conference After Hours Trivia

FRIDAY

8:30 am Registration and Packet Pick up. Coffee and light refreshments.

9:30 am – 10:15 am Concurrent Session Block 1

10:30 am – 11:15 am Concurrent Session Block 2

11:30 am – 1:00 pm Networking Luncheon/ Drag Storytime & Bingo (\$33, must purchase in advance) or Lunch on Your Own

1:15 pm – 2:00 pm Concurrent Session Block 3

2: 15 pm – 3:00 pm Concurrent Session Block 4

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

★ KEYNOTE ★

BY KWAME DAWES

CITY OF BONES: THE ART OF EMPATHY

THURSDAY, SEPTEMBER 27

10:00 AM ~ 11:30 AM

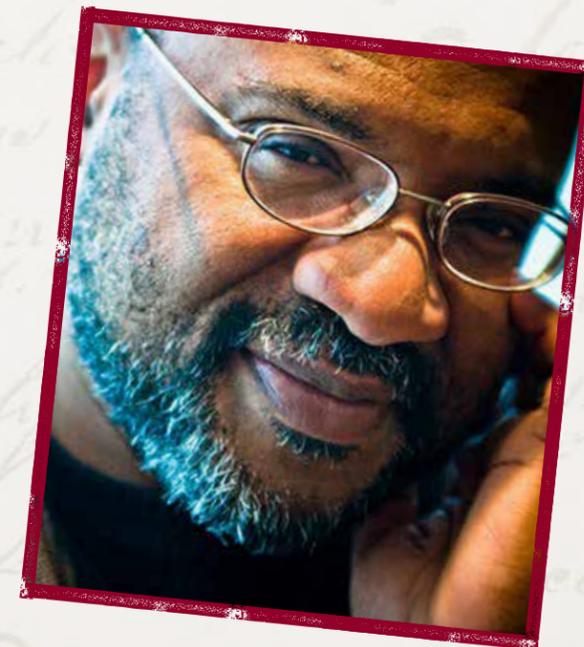
In her recent poetry collection, *The Future Has an Appointment with the Dawn*, Ivorian poet, Tanella Boni writes:

*How to speak the beauty of the world
when life's hope
crumbles like yarrow
when death no longer presents an odor
of transformation in the fertile loam
where power blooms*

And in this is at once lamenting and asking a question—presenting a challenge. Kwame Dawes' work has always emerged out of this context, that his art has always been driven by a quest for beauty in the midst of relentless gloom, whether personal or public. With poems and meditations on the implications of these poems, Kwame Dawes will reveal the power of poetry, the power of creativity, and the power of empathy to allow us to speak of hope even as we speak the very difficulties (the fertile loam/where power blooms) that consume our world even as the poet forces us to remember again the odor of death.

Poetry, he will argue, is necessary in our times—in our constantly urgent times.

Kwame Dawes has authored 35 books of poetry, fiction, criticism, and essays, including, most recently, City of Bones: A Testament (Northwestern, 2017). Speak from Here to There (Peepal Tree Press), co-written with Australian poet John Kinsella, appeared in 2016. He is Glenna Luschei Editor of Prairie Schooner and Chancellor's Professor of English at the University of Nebraska. He is also a faculty member in the Pacific MFA Program. He is Director of the African Poetry Book Fund and Artistic Director of the Calabash International Literary Festival. Dawes is a Chancellor of the Academy of American Poets.



KWAME DAWES

TICKETED MEALS



Purchase meal tickets separately or save money and bundle them. Tickets must be paid for before September 12. Please indicate your dietary preference on your registration form. If your organization does not pay for meals and you want to add those tickets later (but before September 12), you can log back into your registration form and create a new invoice for your meals, and pay for them separately with a credit card or by mailing a check.

Wednesday Scholarship & Awards Dinner, 6:00 pm – 8:00 pm, \$55.00

Join us as we celebrate the 2018 Scholarship and Award Winners of the Virginia Library Association! Each year, VLA provides \$2,500 scholarships to three student members pursuing their Master's degrees in library science. We celebrate them – and our Award winners (TBD) at this annual event. Sally M. Walker, this year's Jefferson Cup Winner, will be in attendance and we will also honor the winners of the Graphic Novel Diversity Award. Your ticket includes the cost of your meal and provides support for VLA Awards programs.

Thursday's Box Lunch, 11:30 am – 12:15 pm, \$17.00

Each year, VLA offers our attendees the option of pre-ordering a box lunch on Thursday, immediately following our keynote address and before afternoon programming begins.

Friday Luncheon, 11:30 am – 1:00 pm, \$33.00

Drag Storytime & Bingo/Networking Luncheon
Learn some songs, hear some stories, and win prizes with VLA at our Drag Storytime & Bingo luncheon!
More details about this educational, interactive and fabulous event will be shared soon, but grab your ticket now!
The ALA Office of Intellectual Freedom will be on hand to discuss ways you and your library can respond to opposition to diversity programming.

Bundled Meal Plan* (includes Tickets #1-#3) \$95.00

- Ticket 1: Wednesday Evening Scholarship & Awards Banquet \$55.00
- Ticket 2: Thursday Box Lunch Ticket \$17.00
- Ticket 3: Friday Drag Storytime & Bingo/Networking Luncheon \$33.00

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

LIGHTNING TALKS



DID YOU MISS THE DEADLINE TO SUBMIT A CONFERENCE PROGRAM?

Be on the lookout for our Lightning Talk proposal form, coming soon!

Lightning Talks allow you to focus on a single idea or question that you have been considering, and would like to bring forward.

The lightning talk format is completely flexible, but can be no longer than 7 minutes.

The selection process will be aided by online voting that will take place on VLA.org.

Lightning Talk presenters who attend only to present their talk (and not attend the conference) are not required to register.

★ HOTEL INFORMATION ★



THE COLONIAL WILLIAMSBURG LODGE

A Marriott Hotel – Autograph Collection
310 S England St., Williamsburg, VA 23185

VLA ROOM RATE:

\$159 per night plus taxes and fees, single through quad occupancy

- Parking is complimentary for daytime and overnight guests
- Rooms must be reserved by AUGUST 24, 2018

• A limited number of rooms are also available at the VLA rate for Tuesday night (if you are coming in early) and Friday night (if you plan to stay an extra day).

ONLINE RESERVATIONS:

<https://book.passkey.com/go/VL1>

FOR CALL IN RESERVATIONS:

Attendees may call the toll-free number 800-261-9530 to make reservations.

- The conference reservations office is open Monday-Friday, 8:30-5:00.
- Please use the Booking ID 41859 when calling.

• A limited number of rooms are available at the government per diem rate of \$101 plus taxes and fees at the Woodlands Hotel, 105 Visitor Center Dr, Williamsburg, VA 23185

THINGS TO DO ON WEDNESDAY

CYCLING FOR LIBRARIES 11 AM - 4 PM

THIS EVENT REQUIRES SEPARATE REGISTRATION.
Please visit <http://vla.org/cycling-for-libraries-vla> to register:



Introducing VLA's first Cycling for Libraries, or un-conference on a bike! In addition to spending the day exploring Williamsburg's historic sites, participants will enjoy a memorable networking opportunity while visiting two local libraries.

We will cycle about a 20-mile round trip from the Williamsburg Lodge. Along the way we will see historic Williamsburg, bike along the picturesque Colonial Parkway, with a stop for lunch and discussion. Then we'll head back for a tour of the award winning Williamsburg Library as well as a visit to Special Collections at the College of William & Mary's Swem Library, before ending back at the Lodge.

Lunch will not be provided, but there will be an opportunity to pick something up or feel free to bring your own.

We will be riding on low traffic streets. Never ridden 20 miles? Don't worry! The route is mostly flat plus you have time to prepare! The pace will be moderate, around 9-10 mph.

For those needing to rent a bike, bike rentals for the day cost \$35 and will be provided by Bike the Burg, <https://www.visitwilliamsburg.com/attractions/bike-burg>. Rentals include a single speed bicycle, helmet and lock. Your bikes will be ready to pick up when you check in for the event and Bike the Burg will pick them up at the end of the day.

FREE TOURS

The VLA Local Arrangements Committee will offer a variety of free tours and places to visit on Wednesday.

ONLINE SIGN-UPS WILL BEGIN IN AUGUST.

Tours will be offered at a variety of times starting at 10:00 am and ending by 5:00 pm. Here is a partial list of what to expect:

- Tour of William & Mary Libraries Reeder Media Center in Swem Library
- Visit to Colonial Williamsburg Rockefeller Library
- Historical walking tour of William and Mary and/or Wren Building
- Tour of William & Mary Special Collections & Archives
- Tour of Duke of Gloucester Street
- Tour of Williamsburg Regional Library Theater and Stryker Center

NEW MEMBERS ROUND TABLE PUB CRAWL

7:30 pm - ??

Loosen up and make some new connections at the New Member's Round Table annual networking event – the pub crawl! This year's theme is "Colonial Carousal." We will leave from the Williamsburg Lodge lobby at 7pm Wednesday and make our way through historic Williamsburg on foot, stopping for drinks and snacks at Berret's Seafood Restaurant and Taphouse Grill, DoG Street Pub, The Hound's Tale, and Amber Ox Public House. RSVP through the VLA Conference registration form.



THURSDAY SCHEDULE

This is the Preliminary Conference Program for #2018VLA. Items are subject to change. A Final Conference Program will be posted on the VLA website in September 2018, and an app will be available for download from your mobile application store.

THURSDAY, SEPTEMBER 27

9:00AM
Exhibit Hall Ribbon Cutting

9:00 AM - 10:00 AM
Registration Packet Pick Up
Location: Outside the Virginia Room on the lower level of the Conference Center
Coffee and light breakfast will be served in the rear of the Exhibit Hall.

10:00 AM - 11:30 AM
Opening General Session:
Welcome and Keynote Address by Kwame Dawes

**THURSDAY
SEPTEMBER 27** ★ ★ ★
12:30 PM - 1:15 PM
SESSION BLOCK 1

Thursday, 9/27/2018, 12:30pm - 1:15pm
**Case Studies in Advocacy at the State Legislature:
What Would You do?**

Join the Virginia Library Association Legislative Committee as we share real world scenarios from the Virginia Legislature. Using previous legislative challenges as case studies, the audience will participate in a "what would you do" discussion of advocacy strategies dealing with recent issues of interest to Virginia libraries. After the discussion, we will share what actually happened, and wrap up with an overview of what Legislative Committee tries to accomplish.

Type of Session: Workshop/Hands On
Presenters: David Plunkett, Jefferson-Madison Regional Library; Sandy Whitesides, Shenandoah County Public Library; Tom Shepley, Pamunkey Regional Library; Phil Abraham, The Vectre Corporation

Thursday, 9/27/2018, 12:30pm - 1:15pm
**From Summer Reading to Summer Challenge:
an All-Ages Knowledge Model**

Learn how JMRL went from separate summer reading programs for children, teens and adults to one unified Summer Challenge for all ages that incorporates reading, learning activities and library services, while improving participation and outcome measurements and reducing staff time for implementation.

Type of Session: Lecture/Presentation
Presenters: Angela Critics, Tim Carrier and Sarah Hamfeldt, Jefferson-Madison Regional Library

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

Thursday, 9/27/2018, 12:30pm - 1:15pm
Getaway Cafe: Serving Adults With Early Memory Loss and Their Care Partners @ Your Library

Aging in place is a popular trend in our country. Limited program and social opportunities exist for adults with early memory loss living at home with their care partner(s). Learn how your library can reach out to this growing demographic, provide meaningful programs, and help develop a sense of community and connection for this group.

Type of Session: Lecture/Presentation
Presenter: Barbara Jones, Williamsburg Regional Library

Thursday, 9/27/2018, 12:30pm - 1:15pm
Intern for the Future

Teens need more than academics to thrive. Learn how to build an internship program that goes beyond traditional volunteer opportunities, providing teens with experiences that prepare them for college and the workforce. We will share ways to create, promote, and maintain engaging teen internships without needing much time or money.

Type of Session: Lecture/Presentation
Presenters: Diana Price and Isaiah West, Alexandria Library

Thursday, 9/27/2018, 12:30pm - 1:15pm
**Introducing Digital Virginias:
The DPLA Hub for Virginia and West Virginia**

Come hear about how six institutions from Virginia and West Virginia are partnering to create a new, shared Digital Public Library of America service hub called Digital Virginias. Hub partners will highlight the efforts made in the initial 18-months to establish the hub network and discuss the roadmap for bringing in new member institutions.

Type of Session: Lecture/Presentation
Presenters: Deborah Cornell, College of William & Mary; Melissa Brooks and Jessica Tapia, West Virginia University; Jeremy Bartczak, University of Virginia

Thursday, 9/27/2018, 12:30pm - 1:15pm

Organic Outreach for Academic Libraries: Collaborating With Student Affairs Units to Reach College Students

The college campus is a complex ecosystem of services and resources. Academic library outreach efforts offered in partnership with Student Affairs units can support the whole student as they navigate this ecosystem. This session offers one librarian's experience collaborating with Student Affairs units such as health, counseling, and recreation centers.

Type of Session: Lecture/Presentation

VLACRL

Presenter: Kristen Shuyler, James Madison University

Thursday, 9/27/2018, 12:30pm - 1:15pm

Public Library Collection Management Forum

Join the CaTS (Collections and Technical Services) Forum for our third annual Collection Management forum. We gather together to share and discuss emerging issues and trends in Collection Analysis, Selection, Acquisitions and Collection Maintenance.

Type of Session: Open Discussion/Forum

Presenters: Jessica Robertson, Central Rappahannock Regional Library; Liz Steyer, Suffolk Public Library

Thursday, 9/27/2018, 12:30pm - 1:15pm

Spark Community Conversations

Position your library at the heart of community dialogue about hot topics and issues of local relevance. Host events with residents, experts and leaders to build consensus, solve problems, share resources and foster collaboration. Tool kit provided to all attendees to replicate and adapt this simple model.

Type of Session: Lecture/Presentation

Presenters: Lena Gonzalez Berrios and Pamela Smith, Central Rappahannock Regional Library

Thursday, 9/27/2018, 12:30pm - 1:15pm

The Revolution Will Need to be Maintained: Wrestling With Innovation in Library Practice

In libraries, there is significant pressure to innovate. What is often missed is the endless cycle of maintenance required to remain innovative. Maintaining this effort over time requires considerable human labor. This session will introduce a schema, informed by critical pedagogy, that reframes innovation and maintenance practices within the library.

Type of Session: Lecture/Presentation

VLACRL

Presenters: Jeremy McGinniss, Liberty University; Joel Burkholder, Penn State York

Thursday, 9/27/2018, 12:30pm - 1:15pm

Tools for our Revolution: Trends, Changes, and Values

The future is shaped by two forces of change - inbound change (change that happens to us) and outbound change (change that we create ourselves based on decisions and actions). This hands-on session will have library professionals show their revolutionary spirit, taking inbound change, bringing it together with our professional values, and creating some truly extraordinary outbound change to shape the future of libraries.

Type of Session: Lecture/Presentation

Presenter: Miguel Figueroa, ALA Center for the Future of Libraries

Thursday, 9/27/2018, 12:30pm - 1:15pm and 1:30pm - 2:15pm

Be the Change You Want to See in Your Data Dissemination Platform

Preview the Census Bureau's new data exploration platform and evaluate the look, feel, and functionality of our development by attending this introduction to data.census.gov, our publicly-available beta site. The Census Bureau is moving from dozens of data dissemination platforms hosted on census.gov to a unifying platform. Find out why we are embarking on this revolutionary change and learn how you can help shape the future of this new tool that will eventually replace American FactFinder and other search tools you currently use.

Type of Session: Workshop/Hands On

Two-session Workshop

Presenter: Nesreen Khashan, U.S. Census Bureau

Thursday, 9/27/2018, 12:30pm - 1:15pm and 1:30pm - 2:15pm

Library Management Case Studies: Preventing (Negative) Revolutions in Your Library

Are you a manager, or do you hope to "rise up" to such a position? Join colleagues to discuss a set of case studies designed to highlight major management dilemmas found in all types of libraries, and to help you develop concrete strategies for dealing with such issues.

Type of Session: Workshop/Hands On

Two Session Workshop

Presenters: Candice Benjes-Small, William & Mary; Jennifer Resor-Whicker, Radford University; Rebecca Seipp, Hollins University



Thursday, 9/27/2018, 1:30pm - 2:15pm

Analytics Revolution! Using a Predictive Model to Measure the Libraries' Impact on Student Success

This presentation will describe a revolutionary adoption of a novel analytics technology primarily used by college advisors to measure the impact of library services upon student success. Presenters will share the design and implementation of the study, formation of campus partnerships, lessons learned and future plans.

Type of Session: Lecture/Presentation

VLACRL

Presenters: Joleen McInnis, Lucinda Rush and Leo Lo, Old Dominion University Libraries

Thursday, 9/27/2018, 1:30pm - 2:15pm

Hot Topics: News, Blues and How to Defuse

Its a challenge to talk constructively about important issues in the news. Fairfax County Public Library and the George Mason University School of Conflict Analysis and Resolution have partnered to teach the media literacy and dialogue skills people need to engage in informed, civil discourse.

Type of Session: Lecture/Presentation

Presenters: Sarah Souther, Fairfax County Public Library; Juliette Shedd and Samantha Borders-Shoemaker, George Mason University School of Conflict Resolution & Analysis; J.J. Dickinson, Fairfax County Public Library

Thursday, 9/27/2018, 1:30pm - 2:15pm

Jefferson Cup Award Spotlight

Sally M. Walker, the 2018 Jefferson Cup winner for Young Adult Readers, will discuss her book, Sinking the Sultana: A Civil War Story of Imprisonment, her writing experience and the history behind her title. Sally M. Walker is the award-winning author of more than 60 nonfiction books for young readers. She has written articles for Book Links and Booklist magazines and has taught "Evaluating Children's Literature for Use in the Elementary School" at Northern Illinois University. Sally has presented at many reading conferences and the national conventions of the International Reading Association and National Council of Teachers of English. Her newest books are Champion: The Comeback Tale of the American Chestnut Tree, Earth Verse, and Sinking the Sultana: A Civil War Story of Imprisonment, Greed, and a Doomed Journey Home. She was awarded the American Library Association's Robert F. Sibert Medal for Secrets of a Civil War Submarine.

Type of Session: Lecture/Presentation

Moderator: Erica Testani, Lewis Egerton Smoot Memorial Library

Thursday, 9/27/2018, 1:30pm - 2:15pm

Launching Sensory Storytime: What We've Learned

Thinking about launching a sensory story time but feeling uncertain? We were, too! Learn about the planning, community networking, and training we did before we took the leap and launched our class in June, 2018. We are new at this and still learning as we go, but would like to share our successes and challenges in getting a sensory storytime off the ground.

Type of Session: Lecture/Presentation

Presenters: Darcie Caswell, Jessica Farrow and Megan Northcote, Central Rappahannock Regional Library

Thursday, 9/27/2018, 1:30pm - 2:15pm

Making Your Training Stick!

A Revolutionary Approach to Training Application

Whether you're required to go to training or not, you want to get the most out of the time, money and energy you invest. The question that must be answered after you attend your training session is "How will I apply what I've learned?" This interactive and informative session focuses on Level 3 of the 4 Levels of Training Evaluation by the Kirkpatrick's (Behavior Change and Application) and we will discuss different methods and tools that attendees can use to be more successful in applying what they learned.

Type of Session: Lecture/Presentation

Presenter: Andrew Sanderbeck, PCI Webinars



SALLY M. WALKER

Thursday, 9/27/2018, 1:30pm - 2:15pm

Other Duties as Assigned:

Podcasting is Easier Than You Think

Fledgling podcast producers and hosts from Jefferson-Madison Regional Library will answer your questions about how they launched their podcast On The Same Page. Learn how they did it for just \$120 annually, with two staff members, no experience, free software, and an existing library laptop without slacking on other duties.

Type of Session: Lecture/Presentation

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

Thursday, 9/27/2018, 1:30pm - 2:15pm

Political Intelligence in Library Advocacy

Library Advocacy needs to go to where elected officials live. Instead of trying to convince politicians of the importance of libraries, why not use research and targeted information to find out what is important to THEM then show them how the library already intersects with those interests?

Type of Session: Lecture/Presentation

Presenters: Lauren Comito and Christian Zabriskie, Urban Librarians Unite

Thursday, 9/27/2018, 1:30pm - 2:15pm

The Art of Bartering:

An Innovative Approach in Times of Tough Budgets

Budgets are tight and most libraries need skills beyond what they have on staff. Bartering can offer a way to exchange skills or tasks with other libraries. Negotiation, trust and flexibility are keys to making a barter work. Examples of barterers from the presenter's experience will be shared.

Type of Session: Lecture/Presentation

Presenter: Susan Erickson, Virginia Wesleyan University

Thursday, 9/27/2018, 1:30pm - 2:15pm

Virginia's Hidden History on Film

Award-winning filmmakers Hannah Ayers and Lance Warren will share best practices for creating public programming centered around documentary films. They will share excerpts of three documentaries that are freely available, focused on hidden Virginia stories, and rich with connections for public engagement at libraries.

Type of Session: Lecture/Presentation

Presenters: Hannah Ayers and Lance Warren, Field Studio

Thursday, 9/27/2018, 1:30pm - 2:15pm

Viva La Revolution:

Promoting Institutional Repositories Through Collaboration

Given their roles, skill sets and strengths, liaison and scholarly communications librarians at academic institutions often find themselves supporting the institutional repository through collaborative efforts. Learn more about how staff at William & Mary have contributed to the growth of content in their repository, W&M Publish.

Type of Session: Panel Discussion

VLACRL

Presenters: Marian Taliaferro, Natasha McFarland and Kristy Borda, College of William & Mary

SESSION BLOCK 3

Thursday, 9/27/2018, 2:30 pm - 3:15pm

Understanding Your International Students' Expectations: Designing Library Collections and Outreach for Patrons From Around the World

International students bring varied library experiences to their studies in the United States. At Virginia International University, the librarians address these diverse backgrounds in print material organization, English comprehension, and electronic access through social media marketing, instruction, and collection management. This comprehensive strategy creates more confidence in navigating library resources.

Type of Session: Lecture/Presentation

VLACRL

Presenters: Jeff Prater and Karen Weis, Virginia International University

Thursday, 9/27/2018, 2:30 pm - 3:15pm

A Chrysalis Shopping Center Shell Space Emerges Into a New, Butterfly-like Library

Share Loudoun County Public Library's journey of discovery as they transformed a 30 year old retail shell into a vibrant place of active learning, complete with innovative services that support workforce development and lift the human spirit. Everyone can spread their wings and soar at the new Sterling Branch!

Type of Session: Lecture/Presentation

Presenters: Chang Liu, Loudoun County Public Library; Melanie Hennigan, Grimm + Parker Architects

Thursday, 9/27/2018, 2:30 pm - 3:15pm

Too Much Jargon? Students Understanding of the Language of Information Literacy

In this session we will describe our quantitative study to assess whether our students, from freshmen to doctoral, understand the library-centric research terminology they encounter in syllabi, class, and campus. Examining our visualized data together, participants and we will identify opportunities for self-reflection, library communication, and student engagement.

Type of Session: Lecture/Presentation

VLACRL

Presenters: Andy Kulp and Rosemary Green, Shenandoah University

Thursday, 9/27/2018, 2:30pm - 3:15 pm

A Librarian's Guide to Makerspace Programming: Simple Activities Using 21st Century Technologies

Makerspaces offer the community resources they wouldn't have access to otherwise, like 3D printers, laser cutters, vacuum formers, software, and other supplies. However, developing programming that engages users of all ages and skill levels is difficult. Join us for a hands-on workshop and complete a makerspace project anyone can enjoy!

Type of Session: Workshop/Hands On

Presenters: Rich Sykes, Amtek Company

Thursday, 9/27/2018, 2:30pm - 3:15 pm

Bibliostat Connect: Shaping Your Library's Message With Data

Every year, public libraries submit their statistical data in Bibliostat Collect, but few reap the benefit of this goldmine of information. Enter Bibliostat Connect " a powerful web-based software program that allows easy access and manipulation of Virginia's public library data, as well as national data from PLDS, PLS, the LJ Index of Public Library Service and U.S. Census Bureau. Now free to Virginia's public libraries, Connect provides quick creation of rank order tables and colorful graphs, viewing of averages and percentiles, and organization of the results into a report or presentation. On-line tutorials and help screens provide assistance throughout.

Type of Session: Lecture/Presentation

Presenters: Kim Armentrout and Nelson Worley, The Library of Virginia

Thursday, 9/27/2018, 2:30pm - 3:15 pm

Chucking the Tchotchkes: How to Save Your Summer Reading Program, Your Sanity, and the World

In 2017 the Salem Public Library ditched the typical cheap, plastic Summer Reading prizes in favor of community-sponsored rewards and no one rioted! Learn how they revamped their Summer Reading Program and reduced their stress -- all without sacrificing the fun.

Type of Session: Lecture/Presentation

Presenter: Emily Metrock, Salem Public Library

Thursday, 9/27/2018, 2:30pm - 3:15 pm

Revolutionize Your Local Writer's Engagement

Writers and libraries are a natural partnership. Increase your support for local authors by hosting a writers' conference. A conference can help writers to grow in their craft as well as provide a networking opportunity. Get the information you need to plan and implement a successful writers conference.

Type of Session: Lecture/Presentation

Presenters: Christie Hoerneman, Pamela Smith and Joy O'Toole, Central Rappahannock Regional Library

Thursday, 9/27/2018, 2:30pm - 3:15 pm

The Changing Role of Libraries and Learning Commons

Library spaces not only serve as a source of information for students today but also provide a variety of spaces for students to collaborate and create new content. We will explore the trends in library design and how they meet the needs of users today.

Type of Session: Lecture/Presentation

Presenters: Keith McMillon, Steelcase Education; Jim Trebour, Creative Office

Thursday, 9/27/2018, 2:30pm - 3:15 pm

The Declaration of Classification

In the past three years, Roanoke County Public Library undertook a large scale classification scheme change beginning with children's picture books and expanding to their entire graphic novel, young adult, and children's series fiction collections. Hear from the librarians who crafted these changes and why they chose to do so.

Type of Session: Panel Discussion

Presenters: Adrian Whicker, Sarah Rodgers and Tara Smith, Roanoke County Public Library

Thursday, 9/27/2018, 2:30pm - 3:15 pm

The Health Information Needs of Your Community Are Increasing, How Will You Meet Them?

A recent Pew study found that health is the number two most searched for information online. Public libraries are on the frontlines of health information needs of their communities. Public libraries are often the only access to computers and/or broadband in their communities and are a trusted institution. With a growing population over 65 and increases in chronic disease, the community need for reliable health information and programming tied to health and wellness is growing.

Type of Session: Lecture/Presentation

Presenters: Ashley Cuffia, National Network of Libraries of Medicine Southeastern Atlantic Regional Medical Library

Thursday, 9/27/2018, 2:30pm - 3:15 pm

Virgils Quest: How Six Virginia Libraries Joined Forces to Discover Their Next ILS

In the fall of 2015, six small academic libraries joined forces to identify their next integrated library system (ILS) and, hopefully, form a shared catalog consortium. What followed was a year of research, evaluation, and discovery. In this panel they share their methodology, challenges, and lessons learned.

Type of Session: Panel Discussion

Presenters: Maryska Connolly-Brown, Hampden-Sydney College; Lisa Broughman, Randolph College; Katie Glaeser, Sweet Briar College; Lynda Wright, Randolph-Macon College; Robyn Williams, Lynchburg College; Audrey Shenk, Eastern Mennonite University

◀ **COFFEE AND SNACK BREAK IN THE EXHIBIT HALL**

◀ **VLA AND VLACRL POSTER SESSIONS**

**COMMON
ACRONYMS**

VLA

Virginia Library Association
(located in Virginia Beach)



LVA

The Library of Virginia
(located in Richmond)



VLACRL

The Virginia Chapter of the Association of
College and Research Libraries



VIVA

The Virtual Library of Virginia



SCHEV

State Council of Higher Education



ALA

American Library Association



THURSDAY, SEPTEMBER 27, 3:15 PM - 4:00 PM

COMBINED VLA AND VLACRL POSTER SESSIONS



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

Crafting Academic Displays

For the past year VWUs Hofheimer Library has had a dedicated display team creating monthly and bi-monthly displays. This poster will show the importance of a student led display team and the impact of their work on circulation as well as teach you to build similar displays in your own library.

Presenter: Kathryn Williams, Virginia Wesleyan University

Equip + Empower + Educate

Students at Royal Kids School know that education is their ticket out of poverty and that the library is an essential tool for success. Established by Virginia librarians with E3Kids International, 2 school libraries in Kenya are promoting literacy, STEM and student leadership development.

Presenters: Lena Gonzalez Berrios, Central Rappahannock Regional Library and E3Kids International; Brenda Storms, Fredericksburg Christian School and E3Kids International

A Survey of Diversity in Virginia Libraries: Phase II

This research is the second phase of a 2-year study of diversity across academic and public libraries in the state of Virginia with particular focus on LGBTQ+, people with disabilities, and people of color. 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

Building on Success: Expanding Your Social Media Campaign For More Engagement

During Fall Semester 2016, The VIU Library used Facebook ads to reach patrons about its collections, facilities, and services. The successful campaign secured a regular marketing budget. The library expanded the weekly message using Facebook, Twitter and Instagram. Each social media conveyed a similar message, but engaged patrons differently.

Presenter: Jeff Prater, Virginia International University

If a Picture is Worth a Thousand Words, Then An Infographic Speaks Volumes: Easy Library Data Visualization

You can spend hours writing an annual report about library needs, but decision-makers may not have time to read it. What if you could transform pages of usage data and statistics into a single infographic to effectively communicate your library's positive impact? Using free online tools, I'll show you how!

Presenter: Karen Weis, Virginia International University

Cross-Selling & Up-Selling Your Library

As libraries continue to diversify and increase their offerings, the offering that would interest a specific patron can be missed by that patron. An effective way to ensure patrons know about offerings that would be of an interest to them is through cross-selling and up-selling the offerings of your library.

Presenter: Amie Pleasant, Loudoun County Public Library

Crafting Programs to Advocate Environmentalism

Environmentally-friendly practices usually involve small tweaks to everyday practices. These practices become easier when community members can rely on each other to sustain them. When libraries offer these skills to community groups and patrons, it 1) builds community, and 2) promotes environmental awareness.

Presenter: Tammy Zavinski, Portsmouth Public Library

Revolutionary Connections: Explore the New National School Library Standards

How do the new National School Library Standards for Learners, School Librarians and School Libraries (NSLS) connect to other libraries? This session will introduce the NSLS and suggest how public and academic libraries can work together with school libraries to support life-long learning.

Presenter: Elizabeth Burns, Old Dominion University

How Do You Answer Those DNA Genealogy Questions?

What company should your patrons choose to do their DNA test for genealogy? What type of test should they have done? I will answer these and other questions about DNA tests for genealogy.

Presenter: Alan Hale, Roanoke County Public Library

Rules of Engagement: A 'Revolutionary' Approach to Members' Activity and Experiences in State Library Associations

Service to professional library organizations and conference attendance are pillars for professional development. Yet, library budgetary constraints often limit librarians' travel to national conferences and committee meetings. The poster presenters will display results of a national survey about the factors affecting librarians' professional engagement at the state level.

Presenters: Dorinne Banks, George Washington University; Lisa Nickel, The College of William & Mary; Paige Flanagan, Hampden-Sydney College

Spicing Up E-Resource Management with Beautiful Soup: A Case Study in How Digital Humanities Skills Can Help Outside of the Discipline

Mary Baldwin University's E-Resources Librarian used web scraping and database software skills learned for digital humanities projects to create a customized WMS collection, providing full-text access to selected NBER collections through Grafton Library's Discover Service. Using these skills for e-resources management saved time, effort, and student hours for other projects.

Presenter: Paula Kiser, Mary Baldwin University

Creating an Ebook Revolution Through Training

This presentation will start by exploring the literature on ebooks and the frequent recommendation that academic libraries provide ebook instruction to improve access and usage. We will also share our experiences providing a faculty focused ebook workshop, student ebook instruction, and institutionally crafted ebooks videos.

Presenters: Sophie Rondeau and Maggie Henderson, Virginia Wesleyan University

An Assignment of My Own: How Do You Grade Research?

Ever wondered what students think a scholarly source is? An embedded librarian created her own assignment for an online English class. She will share what she learned about assignment design, assessing, and how community college freshmen understand scholarly research as well as discuss ideas for online instruction and outreach.

Presenter: Bethany Wright, Tidewater Community College

What's Your Next Step? Offering a Career Development Program for Library Employees

Large corporations know that supporting the career development of their employees supports retention and morale yet libraries seldom offer internal career programs. In partnership with the university career services office, this academic library started a successful, low-cost employee career program. Learn about the partnership, the program, and lessons learned.

Presenters: Jennifer Keach and Chandra Lane, James Madison University

The Revolution is Over: Assessing Massive Ebook Collection Regimes

Do massive prepackaged ebook bundles from EBSCO and ProQuest satisfy collection development benchmarks for an academic library? The presenters compared two large ebook collections to Choice's Outstanding Academic Titles lists for the last six years. In this session, participants will explore the role prepackaged ebook subscriptions play in academic collection development.

Presenters: Andy Kulp and Stacy Baggett, Shenandoah University



4:00 PM - 4:45 PM

SESSION BLOCK 4

Thursday, 9/27/2018, 4:00pm - 4:45pm

Beyond Fake News, Strategies For Evaluating Information in an Era of "Alternative Facts"

In our new world of fake news and "alternative facts", teaching students how to navigate and evaluate information is challenging. Join us to learn about the right combination of tools to teach students essential information literacy skills so they can evaluate sources and find authoritative content for their research needs.

Type of Session: Lecture/Presentation

Presenters: Henrietta Verma, Credo; Nancy Speisser, South University

Thursday, 9/27/2018, 4:00pm - 4:45pm

Building Character: The Social Media RevOWLution at UMW Libraries

Sometimes the best way to add that human touch to your library's social media presence is a stuffed animal? Join Simpson the Owl (@RefDeskOwl) and his librarian friends for tips, tricks, and lessons learned from two years of promoting library services with an anthropomorphic mascot.

Type of Session: Lecture/Presentation

VLACRL

Presenters: Erin Wysong and Elizabeth Heitsch, University of Mary Washington

Thursday, 9/27/2018, 4:00pm - 4:45pm

Engaging With Museums and Teachers Through Virginia History Day

Virginia History Day is an annual competition that works with schools throughout the Commonwealth to encourage middle and high school students to create projects related to a theme from American History. Winners of the statewide contest travel to the National History Day competition. Traditionally, Virginia has not been a strong participant in History Day, but the new caretaker of the program, the Virginia Museum of History and Culture, is working to change that. Libraries and museums both have a role to play. Come to this session to hear about History Day, its themes and how museums and libraries can build on the day and extend the discussion of American history beyond the competition. Part of the session will be a brainstorming activity about how best to utilize the tools and resources provided by the History Day organization (especially related to 2019's theme, Triumph & Tragedy in History) to incorporate history into your library and its existing programming.

Type of Session: Lecture/Presentation

Presenters: Jennifer Thomas, Virginia Association of Museums; Christina Vida, Virginia Museum of History and Culture

Thursday, 9/27/2018, 4:00pm - 4:45pm

Library Construction and Campaigns: Evolution vs. Revolution

Attendees will have in-depth presentations on real projects from the people who led them through steady evolution or revolutionary outcomes! Panelists will share “war stories” of their communities and library needs; processes by which planning and public commitment were built; funding was secured; what went well or what went wrong; and ultimate triumph and celebratory fireworks! Panelists include: library directors; board members; planners/architects; funding sources and funding experts.

Type of Session: Panel Discussion

Presenters: Mary-Ellen Stumpf, Stumpf & Associates; James Tyler, Heritage Library Foundation Board Chair and Campaign Chair; Chandra McPherson, Heritage Library Foundation, serving New Kent and Charles City Counties; Amy Nissenson, The Mary Morton Parsons Foundation; Gil Entzminger, Enteros Design

Thursday, 9/27/2018, 4:00pm - 4:45pm

Moving Beyond Storytime: Rethinking Preschool and Daycare Outreach

Want to provide more than just a typical storytime outreach for pre-schools and daycares? Explore strategies for identifying and partnering with organizations on a needs basis, and providing non-traditional outreach and school readiness programs to sites. Explore STREAM-based outreach kits. Challenges and future opportunities will be discussed.

Type of Session: Lecture/Presentation

Presenter: April Watkins, Suffolk Public Library

Thursday, 9/27/2018, 4:00pm - 4:45pm

Racial Healing Through Diverse Stories: Who’s Doing This?

The W. K. Kellogg Foundation’s nationwide Truth, Racial Healing & Transformation (TRHT) initiative was launched in Virginia libraries through the ALA’s TRHT Great Stories Club and the Virginia Center for the Book’s TRHT Changing the Narrative project. Learn how your library could be involved in 2019.

Type of Session: Open Discussion/Forum

Presenters: Wini Ashooh, Central Rappahannock Regional Library; Joslyn Dixon, Prince William Public Library System; Jane Kulow and Sarah Lawson, Virginia Center for the Book

Thursday, 9/27/2018, 4:00pm - 4:45pm

The Value of Emotional Connection

Research shows that organizations who are able to make an emotional connection to customers have better long-term success. Often, loyal patrons are the ones who have a personal connection to libraries throughout their lifetime. In this session, we’ll explore why emotional connection is the most important part of a customer’s experience, with strategies to implement it at your library.

Type of Session: Lecture/Presentation

Presenter: Tara Franzetti, Richmond Public Library

Thursday, 9/27/2018, 4:00pm - 4:45pm

Revolutionary Academic and Public Library Initiatives in Williamsburg

Collaboration between public and academic libraries strengthens community, expands professional awareness and results in powerful connections and fascinating results. Learn how cultivating relationships between academic and public librarians is an investment that fosters creative leadership and benefits both institutions.

Type of Session: Lecture/Presentation

Presenters: Betsy Fowler, Williamsburg Regional Library; Carrie Cooper, William & Mary

Thursday, 9/27/2018, 4:00pm - 4:45pm

Whose Idea Was This Anyway?:

How to Pull Off a How-To Festival

Learn how a handful of JMRL librarians pulled together a How-To Festival featuring brief presentations and workshops from dozens of local individuals and community organizations, strengthening existing partnerships and developing new ones throughout the process.

Type of Session: Lecture/Presentation

Presenters: Heather Pehne and Elizabeth Rapp, Jefferson-Madison Regional Library

Thursday, 9/27/2018, 4:00pm - 4:45pm

Your Career Evolution Revolution

You’re a public librarian, joining academia just Isn’t Done. You’ve always been a special librarian, but “right-sizing” happened; now what? These leaps aren’t impossible, but recognizing potential pitfalls will help. From tailoring resumes/CVs (bring yours, if you like!) to handling the new duties, join the discussion of mid-career library changes.

Type of Session: Lecture/Presentation

Presenters: Dora Rowe, Union Presbyterian Seminary; Rebecca A. Russell, James L. Hamner Public Library

Thursday, 9/27/2018, 4:00pm - 6:00 pm

Telling Our Story: How VIVA Libraries Demonstrate Value

Through a series of lightning talks, VIVA members will discuss the strategies they use in communicating library value. From data visualization and savings assessment, to showcasing user stories and digital storytelling techniques, member institutions capture library impact and use nuanced approaches to communicate their work and value to students, faculty, and administrators. In addition to the lightning talks, VIVA will update attendees on consortium activities; vendors will provide brief updates on their VIVA-subscribed products through a game-show style format; and door prizes will be awarded.

VLACRL

Presenters: To be announced

Thursday, September 27, 5:00 pm - 6:00 pm

BUSINESS MEETINGS:

- **Website Content Committee**
- **Collections and Technical Services Forum**
- **VLA Professional Associates Forum**
- **Diversity & Inclusion Forum**
- **New Members Round Table**
- **Virginia Chapter Of Special Libraries Association**

Thursday, September 27, 5:00 pm - 6:00 pm networking; 6:00 pm – 8:00 Dinner

Youth Services Business Meeting

Come join the VLA Youth Services Forum at The Hound’s Tale, 515 Prince George Street. We will be networking with other Youth Services librarians and then you are welcome to stay for dinner (dutch treat) at 6pm.

Thursday, September 27, 6:00 pm - 8:00 pm

DINE AROUNDS

More information and sign-up sheets will be available in September.

Thursday, September 27, 8:00 pm - 10:00 pm

ALL-CONFERENCE SOCIAL

RADICAL REVELRY: AN 80s PARTY!

Dust off your cassette tapes, break out your leg warmers, put on your favorite Members Only jacket, and get ready to go back in time with this year’s totally awesome, super radical 80s-themed Social. Be one of the first 150 people to score a free drink ticket! Get in touch with your inner-electric youth and experience a night of carb-filled deliciousness and dancing to the greatest hits of the decade.

Thursday, September 27, 10:00 PM

All-Conference After-Hours Trivia with Christian Zabriskie and Lauren Comito of Urban Librarians Unite

Lauren and Christian, the leadership team of Urban Librarians Unite, invite you to join us for a night of trivia on the edge. We will be asking the questions that you didn’t know that you knew (and might not admit to knowing if your mom asked). There will be laughs, gasps, giggles, and gross-outs. Throughout your library career you have been picking up weird trivia every day, like lint, and it’s time to make use of it. This is the night to celebrate your deep knowledge of odd, off-putting, and embarrassing information.



FRIDAY SCHEDULE

Friday, September 28, 8:30 am - 9:30am

**Registration Packet Pick Up
Location: Outside the Virginia Room
on the lower level of the Conference Center**

Coffee and light breakfast will be served in the rear of the Exhibit Hall.

FRIDAY
SEPTEMBER 28 ★ ★ ★
9:30 AM - 10:15 AM
SESSION BLOCK 1

Friday, 9/28/2018, 9:30am - 10:15am

“You Say You Want a Revolution?” Applying the Framework to an Information Literacy Course

In this session, Virginia Wesleyan librarians will present their experience taking an existing information literacy course and restructuring it to specific points of the ACRL information literacy framework. Course design, use of open resources, and the effectiveness of partnering with other campus services will be presented.

Type of Session: Lecture/Presentation

VLACRL

Presenters: Sherry Matis and Stephen Leist, Virginia Wesleyan University

Friday, 9/28/2018, 9:30am - 10:15am

Beyond Black History Month: Integrating Contemporary African American Children’s Literature in the Library

Black Books Matter and African-American children deserve to see themselves in the books and programming of the library. Learn the tools to evaluate the inclusiveness of your programming and find new black children’s and young adult literature. Leave with resources, booklists, ideas, and a renewed passion for diversity programming.

Type of Session: Lecture/Presentation

Presenters: J-Lynn Van Pelt, Friendship Public Charter School; Robin Gray, Southeast Academy; Monique Whitfield, Woodridge International Academy

Friday, 9/28/2018, 9:30am - 10:15am

Beyond Traditional Libraries: An Exploration of Special Libraries

Take a look beyond a traditional library experience to that of special libraries. Interact with a panel of librarians from a selection of Virginia’s special libraries. Learn how to translate library and information skills to outside the traditional library sphere. Sponsored by the Virginia Chapter of the Special Library Association.

Type of Session: Panel Discussion

Presenters: Michelle Chrzanowski and Easter DiGangi, NASA Scientific and Technical Information (STI) Program Support Services; Julie Beamer, United States Court of Appeals for the Fourth Circuit

Friday, 9/28/2018, 9:30am - 10:15am

Consumer Health Resources: Reliable Resources for Finding Health Information for Patrons

Patients search online for health information but may not have the skills to evaluate the information they find. Directing patients to reliable sources of information is important so that patients make health decisions based on accurate and reliable information. Participants will learn how to find reliable health information written in language patients can understand. An emphasis will be on using MedlinePlus for finding health information. Participants will also learn to use SeniorNavigator, a local health resource. During the workshop, the instructor will demonstrate health resources available on the Community Health Education Centers (CHEC) website and ensure participants are familiar with CHEC as a source they can turn for assistance in finding health information.

Type of Session: Workshop/Hands On

Presenter: Dana Ladd, Ph.D, Community Health Education Center, Tompkins-McCaw Library for the Health Sciences

Friday, 9/28/2018, 9:30am - 10:15am

Researching Textbook Costs at Randolph College

A librarian and an undergraduate student from a small liberal arts college present on their research into textbook costs. Over the summer of 2018, bookstore records and course schedules were used to assess the current cost of required textbooks for different majors at Randolph College.

Type of Session: Lecture/Presentation

VLACRL

Presenters: Stephen Krueger and Lewis Ward, Randolph College

Friday, 9/28/2018, 9:30am - 10:15am

Revolutionize Lives and Communities: How Public Libraries are Graduating Adults—Caps, Gowns & Bright Futures

Dropping out of high school has a high cost—to individuals and communities. Offering adults, a second chance to earn their diploma through Career Online High School can offset ill effects. It's happening in Norfolk and Virginia Beach Public Libraries and 120+ others. Adults are graduating with an accredited high school diploma and career training; lives are being changed and communities transformed.

Type of Session: Panel Discussion

Presenters: Karen Radulovich and Monica Wilson, Gale, a Cengage Company; Representatives from Norfolk Public and Virginia Beach Public Libraries

Friday, 9/28/2018, 9:30am - 10:15am

STEM Programming: Making it Happen

Well discuss our Tech Tuesdays/Bailey Gaming programming--origins, objectives, highlights, and challenges-- before opening a broad discussion of best practices on engaging teens with STEM programming, given knowledge and budget constraints. We won't be shy discussing failure and successes in our initial effort, and encourage our audience to share as well.

Type of Session: Open Discussion/Forum

Presenters: Zachary Elder and Erin Holden, Newport News Public Libraries

Friday, 9/28/2018, 9:30am - 10:15am

Summer Starts in September! Plan to Expand Your Summer Reading to a Summer Learning Program

Libraries fill an important gap during the summer months and provide families access to summer learning opportunities that otherwise would not exist. The National Summer Learning Association recognizes that Libraries are expanding their summer reading programs to more diverse summer learning programs. Carefully planned summer learning programs provide youth with life-changing experiences, so it is important to begin with the end in mind, establishing definite goals and steps to achieve them. This dedicated time and space will allow participants to begin to discuss quality standards for summer learning and to develop strategies to incorporate them into their summer outreach programs.

Type of Session: Workshop/Hands On

Presenter: Dana Hammond, National Summer Learning Association

Friday, 9/28/2018, 9:30am - 10:15am

Toy Story: How We Launched a Successful Toy Collection in Chesterfield County

Play. We all know how important play is to learning development and pre-literacy skills. Come learn about the choices we made in developing an education-based toy collection, why we made these choices, and how you too can launch a successful collection.

Type of Session: Lecture/Presentation

Presenters: Virginia Phelps and Margaret Howard, Chesterfield County Public Library

Friday, 9/28/2018, 9:30am - 10:15am and 10:30am - 11:15am

Buy It, Circulate It, Count It, Weed It, Repeat: Collection Maintenance and Weeding Made Simple

The benefits of regular collection maintenance are many, however libraries are rarely able to find time to fit regular collection weeding into their already hectic project schedules. In this two part session, participants will be given the tools they need to develop an easy to implement plan for ongoing collection maintenance.

Type of Session: Workshop/Hands On

Two Session Workshop

Presenter: Karen Nelson, Suffolk Public Library

Friday, 9/28/2018, 9:30am - 10:15am and 10:30am - 11:15am

Mrs. Curie Makes A Discovery! Editing Wikipedia for Women in History

Using pages like Eleanor Roosevelt and Dr. Anita Newcomb McGee, we will ensure women are mentioned by appropriate names; referred to by their title; and include professional photographs. You will leave confident that you can change the representation of women in one of the most visible and referenced locations on the Internet.

Type of Session: Workshop/Hands On

Two Session Workshop

Presenter: Sarah Anderson, National Archives and Records Administration



Friday, 9/28/2018, 10:30am - 11:15am

A Revolution in the Stacks? An Academic Library Re-Envisions the Value of the Print Collection.

Instead of viewing legacy print collections as a burden, we will think anew about these collections as assets. Join us for a guided discussion on collecting, organizing, and displaying print materials to engage students and faculty. Participants will leave with ideas to make your print collection more meaningful and visible.

Type of Session: Open Discussion/Forum

VLACRL

Presenters: Luke Vilelle, Rebecca Seipp and Maryke Barber, Hollins University

Friday, 9/28/2018, 10:30am - 11:15am

Committing to a Long-Term Relationship: Library Advocacy Over and for the Long Term

Advocacy at the national level is a long-term process. It involves planning and commitment on a different scale and an understanding that the context of your issue will change over time. Once you have reached what you think of as your final goal, you are not finished—the task of maintaining what you have won is often a full-time responsibility. Join us to learn about one of ALA's long-term advocacy efforts and the perseverance needed to keep focused for the long term.

Type of Session: Panel Discussion

Presenter: Kathi Kromer, ALA Washington Office, other panelists to be announced

Friday, 9/28/2018, 10:30am - 11:15am

Copyrights vs. Copywrongs: Introduction to Copyright for Library Staff

Learn the basics of copyright and how it affects libraries. We will discuss what can and can't be copyrighted, how long copyright terms last, what can be used with permission, and the special consideration afforded to libraries under copyright law.

Type of Session: Lecture/Presentation

Presenter: Cindy S. Church, The Library of Virginia

Friday, 9/28/2018, 10:30am - 11:15am

Easy Tech Tools for Long-Distance Bedtime Stories (Resources for Parents)

Know patrons who work late, are deployed, or live states away from their favorite young reader? Learn about and experiment with easy tech tools that can record their voice. Solutions for anyone who's ever asked, "how can I record a story for my grandchildren?" Here's how. We can show you.

Type of Session: Lecture/Presentation

Presenter: Lauren Mondala, Loudoun County Public Library

Friday, 9/28/2018, 10:30am - 11:15am

Have Exhibition, Will Travel!

Need something colorful and informative for your patrons? Want to create diverse programming to bring in new users? Using "Flora of Virginia" as an example, "Have Exhibition, Will Travel" will explore the traveling exhibitions created by the Library of Virginia, as well as other institutions, and the programming developed around the exhibitions. Created in 2014 by the Library of Virginia, the Flora of Virginia Project, and the Virginia Native Plant Society, "Flora of Virginia" has visited more than 30 venues throughout Virginia. One such venue, The Bluefield Branch of the Tazewell County Public Library, will be highlighted, was the programming that was created in conjunction with the exhibit and the logistics of getting one of these traveling exhibitions are shared. Discover how having a traveling exhibit at your library can be a jumping off point for developing creative programming that can involve many different people and organizations in your community.

Type of Session: Lecture/Presentation

Presenters: Lynne Bartlett, Tazewell County Public Library; Barbara Batson, Library of Virginia

Friday, 9/28/2018, 10:30am - 11:15am

Our Jefferson Cup Overfloweth

The 2018 Jefferson Cup Committee members will present personal favorites from some of the over 100 titles received this year, as well as this year's Award and Honor books. There will be a door prize drawing!

Type of Session: Panel Discussion

Presenters: Members of the 2018 Jefferson Cup Committee

Friday, 9/28/2018, 10:30am - 11:15am

Re-Thinking Author/Library Collaborations: Now With 50% Less Frustration!

Librarian and debut author M.K. England (THE DISASTERS, 12/18/18 from HarperTeen) speaks from both sides of a partnership that seems like it should be natural, but often ends up a mess of conflicting goals and miscommunication. Turn local authors from an occasional partner into your greatest advocates!

Type of Session: Lecture/Presentation

Presenter: Megan England, Jefferson-Madison Regional Library

Friday, 9/28/2018, 10:30am - 11:15am

Revolutionary Library Career Paths

In the past, the career path of a librarian was guided by the idea of choosing between an academic or public library. This is no longer the case. Converse with several librarians about how they learned to leverage transferable skills, build communities of practice, and sustain flexible career paths.

Type of Session: Panel Discussion

Presenters: Lisa Dinkle, Radford University; Adrian Whicker and Shari Henry, Roanoke County Public Library System; Kerri Copus, Montgomery-Floyd Regional Library System

Friday, 9/28/2018, 10:30am - 11:15am

Revolutionize Your Project Process for Peer-Reviewed Writing Success - A Panel Discussion

New to project implementation or research and considering submitting an article to a peer reviewed journal? A panel with published library professionals and a journal editor will share examples and key preparation steps for project planning and article writing. We will highlight guidelines for survey, interview, or other human-interaction projects.

Type of Session: Panel Discussion

VLACRL

Presenters: Virginia Pannabecker, Virginia Tech; other panelists to be announced

Friday, 9/28/2018, 10:30am - 11:15am

School Days: The Virginia Yearbook Project

An old high school yearbook can be a fascinating time capsule of memories, fashions, and cultural trends from the era of its creation. For people researching genealogy or history, however, yearbooks can also serve as valuable regional resources. Thanks to the efforts of the Library of Virginia's Library Development and Networking Division, you can now browse yearbooks online from high schools across Virginia through the Yearbook Digitization Project, funded by the Library Services and Technology Act. The collection currently includes 2,308 yearbooks from as early as 1912 to as recent as 1977, selected as the stopping point for copyright purposes.

Type of Session: Lecture/Presentation

Presenter: Rose Schooff, Library of Virginia

LUNCH

Drag Storytime & Bingo/Networking Luncheon, 11:30 am - 1:00 pm

TICKETED EVENT

Learn some songs, hear stories, discuss book lists and win prizes with VLA at our Drag Storytime & Bingo luncheon! The ALA Office of Intellectual Freedom will be on hand to discuss ways you and your library can respond to opposition to diversity programming.

More details about this educational, interactive and fabulous event will be shared soon, but grab your ticket now! \$33, please note your dietary preference on your registration form.

Tickets must be purchased before September 12.

FRIDAY SEPTEMBER 28 1:15 PM - 2:00 PM SESSION BLOCK 3

Friday, 9/28/2018, 1:15 pm - 2:00 pm and 2:15 pm - 3:00 pm

From the Halls of VALLA: Using Strengths-Based Leadership to Develop Leaders on Every Level

Library staff have the potential to be leaders. Identifying personal-ity traits/characteristics and capitalizing on these can leverage your leadership strengths and the strengths of others to effectively carry out your library's mission and vision.

Type of Session: Workshop/Hands On

Two Session Workshop

Presenters: Ronda Clayton, Rockbridge Regional Public Library; Zachary Elder, Newport News Public Libraries; Rorie Fredrich, Liberty University; Barbara Jones, Williamsburg Regional Library; Joleen McInnis, Old Dominion University; Heather Simpson, Chesapeake Public Library

Friday, 9/28/2018, 1:15pm - 2:00pm

#Timesup: Combating Sexual Harassment at the Service Desk

A recent survey of librarians noted that the majority of us has been sexually harassed by a patron. Librarianship can put us in a vulnerable position as we try to balance the call to provide exceptional service while also protecting ourselves from harassment. Front line staff and managers are invited to join in on this facilitated conversation about combating sexual harassment at the library.

Type of Session: Open Discussion/Forum

Presenters: Sarah Skrobis and Kayla Payne, Staunton Public Library

Friday, 9/28/2018, 1:15pm - 2:00pm

Fail Forum

Conferences are filled with success stories; events with stellar attendance, classes with excellent outcomes, projects that revolutionized our services. What about our failures? What can we learn from initiatives that flopped, and how can we keep others from repeating our mistakes? Come prepared to discuss professional failures and lessons learned.

Type of Session: Open Discussion/Forum

Presenter: Katelyn Burton, Virginia Western Community College

Friday, 9/28/2018, 1:15pm - 2:00pm

Family Maker Lab: Intergenerational Programming in Makerspaces and Digital Media Labs

Learn about the importance of intergenerational programming and discover ways to adapt current Makerspace/Digital Media Lab programming to engage intergenerational groups.

Type of Session: Lecture/Presentation

Presenters: Rachel Sharpe, Jamie Carayiannis and Adrienne Minock, Henrico County Public Library

Friday, 9/28/2018, 1:15pm - 2:00pm

Gooooaa! An Analysis of Library Employees' New Years Resolutions Behavior

Only 8% of people achieve their New Years resolutions. While setting and achieving goals is a difficult endeavor, library employees are typically required to set professional goals annually. This study reveals key factors that are most correlated to goal-setting success, and how organizations can utilize them to help their employees.

Type of Session: Lecture/Presentation

VLACRL

Presenters: Leo Lo and Amelia Anderson, Old Dominion University

Friday, 9/28/2018, 1:15pm - 2:00pm

Outreach on the Margins

Outreach on the Margins will share experiences from community organizers and community members about how they view libraries, the importance of public spaces to marginalized communities, and how to expand a community presence beyond the library walls.

Type of Session: Panel Discussion

Presenters: Maya Castillo Morrison, Sakina Bennett and Christopher Rashad Green, New Virginia Majority

Friday, 9/28/2018, 1:15pm - 2:00pm

Starting From an Authentic Place: A Community Needs Analysis Workshop

So often library projects start with a spark of inspiration from an outside source. Too often the idea generation happens in a vacuum, but are you really planning in a way that is authentic to what your community really needs? Flip the script and learn how to start your project planning with an in-depth needs analysis. Bring a project or program you or your library are considering and learn strategies for developing a needs assessment to better serve your community.

Type of Session: Workshop/Hands On

Presenter: Jennifer Brown, Suffolk Public Library

Friday, 9/28/2018, 1:15pm - 2:00pm

The Social Welfare History Image Portal: Social Reform, Revolution, and Re-Invention

Suffrage! Temperance! Immigration! Civil rights! Learn how an eclectic group of libraries, archives, and museums pooled some of their most intriguing ephemera to create the Social Welfare History Image Portal. This "networked vertical file" is a freely available online resource focused on the history of American social welfare and reform. The Image Portal was awarded the Center for Research Libraries 2018 Primary Source Award for Access, <https://www.crl.edu/focus/spring-2018>

Type of Session: Lecture/Presentation

VLACRL

Presenter: Alice Campbell, Virginia Commonwealth University Libraries

Friday, 9/28/2018, 1:15pm - 2:00pm

Turning Tech Services on its Head: Rethinking Traditional Tech Services

In order to become more streamlined and outwardly-focused, Suffolk Public Library has spent the past two years rethinking traditional Tech Services by creating hybrid roles and workflows. Hear about their experiences and lessons learned from outsourcing to vendors, surviving without a cataloger and revamping processes.

Type of Session: Lecture/Presentation

Presenters: Liz Steyer, Suffolk Public Library; other presenters to be announced

Friday, 9/28/2018, 1:15pm - 2:00pm

Virginia's Virtual Library: Brand New Online Resources Provided By The Library Of Virginia

FindItVirginia has been retired and the Library of Virginia is pleased to present it's new assets, beginning October 1st. Come get the first look at the new offerings, navigation and access.

Type of Session: Lecture/Presentation

Presenter: Nan Carmack, The Library of Virginia

Friday, 9/28/2018, 1:15pm - 2:00pm/2:15pm - 3:00pm

Curriculum Lab: Arts Integrated Visual and Information Literacy

In this session attendees will learn about Curriculum Lab, a series of workshops and exhibitions which use discarded library materials to teach, discuss, and support arts integrated visual and information literacy. Since the majority of today's information comes from visual sources, developing creative new approaches is important for all ages.

Type of Session: Lecture/Presentation

Two Session Workshop

Presenters: Jonathan Lee, Virginia Commonwealth University Libraries

FRIDAY SEPTEMBER 28 2:15 PM - 3:00 PM SESSION BLOCK 4

Friday, 9/28/2018, 2:15 pm - 3:00pm

HarperCollins Digital Adult Book Buzz

Streaming live from Facebook: Join the HarperCollins library marketing team for a digital book buzz! Come learn about all the exciting new reads your patrons will be clamoring for in the months ahead.

Type of Session: Lecture/Presentation

Presenters: Christopher Connolly, Virginia Stanley and Lainey Mays, HarperCollins Publishers

Friday, 9/28/2018, 2:15 pm - 3:00pm

I Spy: Intellectual Freedom Issues at Your Library

Take a virtual tour of various library spaces and learn about issues that may be lurking in your library. From collections to displays and even public posting boards, you'll discover how to locate spaces and practices which may raise intellectual freedom and privacy concerns for you and your patrons.

Type of Session: Panel Discussion

Presenters: VLA Intellectual Freedom Committee members

Friday, 9/28/2018, 2:15 pm - 3:00pm

Inclusive Design: Architecture in Action

The presentation will define Accessible, Usable and Universal design and how to make libraries accommodating for everyone. Examples of barrier free solutions, way finding, operations, safety and technology will be presented. Open discussion with participants will follow the presentation.

Type of Session: Panel Discussion

Presenter: Edward Lazaron, The Design Collaborative

Friday, 9/28/2018, 2:15 pm - 3:00pm

Levying Peace, Guiding Rebellion: Memorandum of Understanding Design With Communication Structuring to Shape Peace in the Workplace

The structure and concepts of a Memorandum of Understanding (MOU) with attention to different communication styles among staff applied to a library environment offer a framework to shape expectations for unifying diverse services with competing and, at times, rebellious priorities. Attendees will learn the use of an MOU as a declaration for civility.

Type of Session: Lecture/Presentation

VLACRL

Presenter: Andrew Pearson, Bridgewater College

Friday, 9/28/2018, 2:15 pm - 3:00pm

Revolutionize Your Library by Integrating Student Assistants Into Your Team

Is your library leanly staffed? Learn about how one library incorporated student assistants into its work teams while also supporting their staff development. Students bring a beneficial perspective to library projects and gain valuable work experience by being part of a team.

Type of Session: Panel Discussion

VLACRL

Presenter: Susan Erickson and Kat Williams, Virginia Wesleyan University

Friday, 9/28/2018, 2:15 pm - 3:00pm

Poses with Picture Books

Poses with Picture Books incorporates Yoga into storytime. It is the "Play" in Every Child Ready to Read as we retell the story with yoga poses that relate to the story; the children become the scenery and the characters. It engages children with books and literacy and provides grounding and mindfulness into their life. The program was developed as an outreach to an elementary school and was created with a special education teacher and school counselor to help students with anxiety issues, but could be adapted for in-house programming or for outreach groups. The program seeks out books to empower children so they do not feel isolated with their feelings.

Type of Session: Lecture/Presentation

Presenter: Molly Link, Poquoson Public Library

Friday, September 28, 3:15 pm - 4:00 pm

VLA BUSINESS MEETING AND SCHOLARSHIP BASKET RAFFLE

Each year at the VLA Scholarship Conference, we have a scholarship basket raffle to raise at least \$2500 for VLA Scholarships. The baskets are donated primarily by VLA members. Start planning your donation now!

Having trouble thinking of a theme for your basket? Here are some ideas for inspiration:

- **The Pampered Librarian:** Bubble bath, bath salts, towels, candles, essential oils, a CD of meditative music, gift card to a local salon and/or for a massage.
- **Book Club in a Basket:** Some bestselling books, wine glasses, wine, gourmet snacks, and a gift card to local bookstore or Amazon.com.
- **Espresso Yourself:** Coffee and coffee sundries for the coffee lover.
- **Griller's Delight:** Utensils, marinades, mitts, charcoal, cookbooks about grilling.
- **Did Someone Say Chocolate?:** Chocolates from around the country - or the world.
- **Aromatherapy Basket:** Essential oils for relaxation, energy, and healing. You can even add an infuser!
- **Teatime Basket:** Teas of different kinds and a small tea pot or antique teacups.
- **Gluten-Free Basket:** Gluten-free goodies for those who can't tolerate gluten.
- **Sweet Nostalgia:** Classic candies that have been around for decades (Pop Rocks, Clark Bars, a candy necklace, gummy bears, etc).

Don't feel like you can create a basket on your own? Put one together with co-workers from your library! Every single basket donation helps, so please consider giving this year. Questions? Contact VLA Scholarship Chair Michael Hibben at mhibben@roanokecountyva.gov.



CONFERENCE WITHIN A CONFERENCE

THURSDAY SCHEDULE

Thursday, 9/27/2018, 12:30pm - 1:15pm

The Revolution Will Need to be Maintained: Wrestling With Innovation in Library Practice

Presenters: Jeremy McGinniss, Liberty University; Joel Burkholder, Penn State York

Organic Outreach for Academic Libraries: Collaborating With Student Affairs Units to Reach College Students

Presenter: Kristen Shuyler, James Madison University

Thursday, 9/27/2018, 1:30pm - 2:15pm

Analytics Revolution! Using a Predictive Model to Measure the Libraries' Impact on Student Success

Presenters: Joleen McInnis, Lucinda Rush and Leo Lo, Old Dominion University Libraries

Viva La Revolution: Promoting Institutional Repositories Through Collaboration

Presenters: Marian Taliaferro, Natasha McFarland and Kristy Borda, College of William & Mary

Thursday, 9/27/2018, 2:30 pm - 3:15pm

Understanding Your International Students' Expectations: Designing Library Collections and Outreach for Patrons From Around the World

Presenters: Jeff Prater and Karen Weis, Virginia International University

Too Much Jargon? Students Understanding of the Language of Information Literacy

Presenters: Andy Kulp and Rosemary Green, Shenandoah University

Thursday, 9/27/2018, 4:00pm - 4:45pm

Building Character: The Social Media RevOWLution t UMW Libraries

Presenters: Erin Wysong and Elizabeth Heitsch, University of Mary Washington

Thursday, 9/27/2018, 4:00pm - 6:00 pm

Telling Our Story: How VIVA Libraries Demonstrate Value

Presenters: To be announced

FRIDAY SCHEDULE

Friday, 9/28/2018, 9:30am - 10:15am

"You Say You Want a Revolution?" Applying the Framework To An Information Literacy Course

Presenters: Sherry Matis and Stephen Leist, Virginia Wesleyan University

Researching Textbook Costs at Randolph College

Presenters: Stephen Krueger and Lewis Ward, Randolph College

Friday, 9/28/18, 10:30 am - 11:15 am

A Revolution in the Stacks? An Academic Library Re-Envisions the Value of the Print Collection.

Presenters: Luke Vilelle, Rebecca Seipp and Maryke Barber, Hollins University

Revolutionize Your Project Process for Peer-Reviewed Writing Success - A Panel Discussion

Presenters: Virginia Pannabecker, Virginia Tech; other panelists to be announced

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Revolutionize Your Library by Integrating Student Assistants Into Your Team

Presenter: Susan Erickson and Kat Williams, Virginia Wesleyan University



15 stipends of \$100 each are up for grabs, courtesy of the VLA Fundraising/Endowment Committee.

Apply by Monday, July 16: <http://vla.org/2018-vla-conference-stipend-drawing>