

VLA Professional Associates Forum



make libraries happen

**DoubleTree by Hilton, Williamsburg
Historic Williamsburg, Virginia**

May 2, 2016

PRELIMINARY CONFERENCE PROGRAM





YOU *make libraries happen*

Welcome to the 2016 VLAPAF Conference

On behalf of the Executive Board of the Virginia Library Association Professional Associates Forum (VLAPAF), I would like to extend to you a warm welcome to our conference this year. It's an exciting time, as we move forward with our conference at a new location, the beautiful Doubletree by Hilton Williamsburg Hotel in historic Williamsburg, Virginia.

"You Make Libraries Happen" seemed so appropriate for our conference theme this year. Each one of us, individually and collectively, makes our libraries what they are today. Whether academic, public, school or special library, each of us contributes to the overall success of our institutions. Working the front line circulation desk, reference desk, children's or technical services, digitization or local history, we all play an important role in the success and future of our libraries. This one-day conference will give insight into what other libraries are doing to ensure their success.

What is the primary connection between all of our positions? Customer Service! Working with the public in any institution can be challenging at times, but is overall very rewarding. Our Keynote Speaker on Monday morning, Andrew Sanderbeck, will invigorate us into making the customer interaction a memorable and favorable experience that will keep our patrons returning for more!

Our conference will continue with sessions on Marketing, Youth Services, Technical Services, Outreach Services, Professional Development, and overall General Services. Learn new ideas you can take back to your institution or focus on your own professional development. Branch into new areas or learn other ideas about the position you currently hold. Whatever your decision is, make sure to network with those around you to make the most of your conference experience.

I look forward to seeing everyone and hope you enjoy the conference the VLAPAF Board has planned for you. Please return home safely and share these new ideas with your colleagues. Encourage them to attend future conferences. Please fill out your conference evaluations (which will be e-mailed to you) so we can plan another great conference with all your suggestions in mind. If you would like any further information about participating on the VLAPAF Board, please see any of our Board members at the conference or you can e-mail me directly. We are always open to fresh, new ideas!

See you at the conference!

Kathy Clevenger, Chair, VLAPAF





YOU make libraries happen

Conference Information

CONFERENCE FEES

All events are included in the Registration Fee for the 2016 VLAPAF Conference. You must register online at tinyurl.com/VLAPAFRegister2016. Rates are:

Before April 18:

\$100 for VLA Members

\$150 for non-VLA Members

April 19–April 29:

\$125 for VLA Members

\$175 for non-VLA Members

New this year: Register 4, get 1 free! Pay for FOUR attendees from your organization and the FIFTH one can attend at no charge. When you register the 5th person, use Discount Code FIFTHFREE on the registration form. The 5th registration must be of equal or lesser value than the previous four. Questions? Please contact Lisa R. Varga, VLA Executive Director, at vla.lisav@cox.net.

DO YOU NEED HELP WITH REGISTRATION FEES?

The Virginia Library Association Fundraising/Development Committee is offering a matching-grant program for conference registrations for VLA members. 12 people will be chosen at random to receive a no-questions-asked stipend of \$50.00 each. Winners will be selected from a random drawing to be conducted by our Executive Director. **Click here by April 4 to complete the form to be included in the drawing:** <http://tinyurl.com/vlapafstipend2016>. Those who are selected will be notified by email on April 5, and checks will be mailed to the address provided on the entry form.

INSTALLMENT PAYMENTS

If you would like to pay your conference fees in installments, please contact Lisa R. Varga (vla.lisav@cox.net) and she will work out a plan for you.

PLEASE NOTE...

We hope you will support the Clara M. Stanley VLAPAF Scholarship Fund by purchasing raffle tickets from VLAPAF Board members. The drawing will be held Monday afternoon. Valuable prizes will be awarded including a framed P. Buckley Moss print donated specifically for the scholarship raffle. **YOU DO NOT NEED TO BE PRESENT TO WIN!**

SESSIONS

There is no need to pre-register for sessions.

REGISTRATION INFORMATION

You may register online for the conference and pay conference fees using PayPal™. Check out www.vla.org and look for the VLAPAF conference links!

- Registration deadline April 18, 2016
- Participants must pre-register
- No on-site registration
- No refunds after April 18, 2016
(requests for refunds must be received in writing.)

If the registration deadline is fast approaching and you haven't registered for the conference because you are waiting for funding to either be approved or delivered, you may register online at: tinyurl.com/VLAPAFRegister2016 and choose "send check" or "invoice me" as the option. As long as your registration form is submitted electronically before April 18, you will not be charged a late fee.

JOIN VLA

If you are not a current VLA member and would like to attend the conference at the member price, go to <http://www.vla.org/membership/> to become a member.

Continued



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Conference Information **CONTINUED**

PAYMENT

Please make checks payable to:
Virginia Library Association
PO Box 56312
Virginia Beach, VA 23456
Federal Identification #23-7440121
Government purchase order/voucher accepted
All regulations apply
MasterCard/VISA/Discover/American Express/
PayPal™

CONFIRMATION

Confirmation notices will be emailed; if you register and do not cancel, you are responsible for payment. If you have not received your confirmation by April 19, please contact VLA Executive Director Lisa Varga at vla.lisav@cox.net.

LODGING

If you wish to stay at the DoubleTree by Hilton Williamsburg Center, our discount rate is \$99 per night (before taxes and fees) for single – quadruple occupancy. The discounted rate is available for the three days preceding the VLAPAF Conference and the three days after, if rooms are available. Make your reservation at tinyurl.com/VLAPAFHotel2016.

NAME TAG

Must be worn for ALL conference activities.

NETWORKING LUNCH

This year we are trying something new! Instead of leaving the conference building, we are all meeting together for our lunch right here at the hotel. This will allow for more time to meet and converse with other Professional Associates. Please take time to move around the room to make the most of this luncheon. Don't forget, bring your business cards! The networking lunch is included in the cost of your registration.

DIETARY RESTRICTIONS

All meal events will offer vegetarian, vegan, and gluten-free options.

Have you ever considered library school?

Come to the VLAPAF Conference and meet with representatives from the University of North Carolina Greensboro, the University of Kentucky, Louisiana State University, the University of South Carolina, East Carolina University and the University of Tennessee Knoxville.



YOU make libraries happen

Keynote Speaker

Andrew Sanderbeck YOU Make It Happen for the Customer!

You don't need a title or an office to create positive customer service experiences that make the customer want to come back to your library.

This interactive and fun keynote presentation explores three keys to creating positive customer experiences and will also explore two rather obscure but important words of service from Andrew Sanderbeck's book, *The ABCs of Positive Living*.

Andrew Sanderbeck is a recognized expert presenter and consultant for libraries and library organizations on customer service and customer management. He has presented at ALA and at 48 state and regional conferences (2 to go), as well as international conferences in the Caribbean, Dubai, United Arab Emirates and Europe.

Andrew is the author of two inspirational books, *The ABC's of Positive Living* and *The Power of Asking for What You Want—Jimmy's Secret*.

He lives in Waynesville, North Carolina, with his wife Michelle and their second child/dog Tasha (a Maltese/Shitzu). Their first child, Stephanie,



graduated (this past weekend) from Florida State University with a degree in Biology and dreams of being a "big cat" Veterinary Doctor.

SCHOLARSHIP FUND—CELEBRATING 25 YEARS OF VLA SCHOLARSHIPS

By purchasing raffle tickets, you will be supporting the **Clara M. Stanley VLAPAF Scholarship Fund**. You may also wish to donate a basket or raffle item to be included in our drawing. Please drop them off at the registration desk on Monday morning. The drawing will be held during the closing event on Monday afternoon. Prizes will be awarded including a framed P. Buckley Moss print donated specifically for the VLAPAF Scholarship Raffle. **YOU DO NOT NEED TO BE PRESENT TO WIN!** Tickets are \$1.00 each or 6 for \$5.00.



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Conference Schedule

7:30 am – 9:30 am

REGISTRATION AND PACKET PICK UP

OPENING BREAKFAST BUFFET

8:30 am – 10:00 am

Breakfast service begins at 8:30 am. **Andrew Sanderbeck's keynote address, *YOU Make It Happen for the Customer!*, will begin at 9:15 am.** You don't need a title or an office to create positive customer service experiences that make the customer want to come back to your library. This interactive and fun keynote presentation explores three keys to creating positive customer experiences and will also explore two rather obscure but important words of service from Sanderbeck's book *The ABCs of Positive Living*.

CONCURRENT SESSIONS

10:30 am – 11:15 am

It's All About YOU! PD

In our everyday lives we are constantly putting others first and neglect to take the time for ourselves. In order for us to be our best selves, we must take time to reflect, rejuvenate, and replenish our senses! Please join me for a session that will discuss your health and well-being and promote the importance of YOU being your best self! We will practice relaxing tense muscles, mindfulness, and visual imagery. (This session will be repeated at 1:45 pm.)

Presenter: Heather Sadowski, University of Richmond

10:30 am – 11:15 am

Bullseye: Neighborhood Profiles & Targeted Programming OS

Do you offer great programs that attract members of the community? Do you know who lives near your library? An important part of remaining relevant to your community is understanding the characteristics and aspirations of nearby residents, businesses and organizations. We'll share CCPL's creation and use of neighborhood profiles to offer engaging programs.

Presenters: Meg King-Sloan, Barbara Ferrara, Hayley DeRoche and Jessica Gonzalez, Chesterfield County Public Library

TRACK/SESSION KEY:

- PD Professional Development
- OS Outreach Services
- YS Youth Services
- GS General Services
- M&P Marketing and Publicity
- TS Technical Services

10:30 am – 11:15 am

OWLS Take Flight: Outreach to Senior Communities OS

After retiring our bookmobile, a new concept for providing service to senior communities was necessary. What started as one person, in a van, delivering library materials, grew to include librarians supplying a variety of services. The recent addition of senior programming now rounds out this outreach service. Whether you are interested in starting a similar program or already have one in place, learn how OWLS evolved and share your ideas about serving senior communities.

Presenters: Jenny McGee and Kara Rockwell, Central Rappahannock Regional Library

10:30 am – 11:15 am

Music 'n' Movement: Pre-K Programming with The Twist YS

We all know that kids need to move more on a daily basis. Libraries can help with this! Join us for a fun-filled, INTERACTIVE session on starting a Music 'n' Movement program for Pre-K at your library!

Presenters: Heather Maury, Appomattox Regional Library System; Shawna LoMonaco, Suffolk Public Library



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Conference Schedule CONTINUED

10:30 am – 11:15 am

There is No YOU in Genealogy—Genealogy Basics, Resources, and Tips for Working for Researchers of All Kinds GS

We have to be ready for anything when a patron approaches our desk; what about genealogy? This session teaches you the basics of genealogy research, highlights tips and tricks for working with resources, and gives you a short list of easy resources to consult.
Presenter: Nathan Flinchum, Roanoke Public Libraries

10:30 am – 11:15 am

The Changing View of LGBTQ GS

Takes a look at the specific needs of the LGBTQ community, resources available, staff training, and reading suggestions for a community that has long been on the fringe.

Presenters: Janice Hummel and Levi Branson, Loudoun County Public Library

10:30 am – 11:15 am

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

Have you applied for a position but not been selected? How you react in this situation has an impact on your administrators' view of your potential for promotion. Using examples, role-playing, and audience feedback, we will discuss ways to reframe your attitude and behavior for future professional success. (This session will be repeated at 11:30 am.)

Presenters: Elizabeth Hensley and Deborah Wright, Prince William Public Library

11:30 am – 12:15 pm

Fading Fast: Capturing the Stories of Our Nation's Veterans Before They Fade Away into History GS

This presentation will review the Jerry Falwell Library's Veterans Oral History Project which began in the spring of 2015. Topics will include establishing a pool of potential interviewees, the interview process, subject research, question selection, conducting the interview, follow up, and publishing the interviews via the library's Digital Commons website.

Presenter: Kenny Rowlette, Liberty University's Jerry Falwell Library

11:30 am – 12:15 pm

Not Just for the Patrons: Conflict Resolution PD

We love to discuss how we deal with conflicts that occur with library patrons (external customers) but what about the conflict among library staff (internal customers). This session will hold tips for conflict resolution among ourselves.

Presenter: Tammy Hines, Longwood University

11:30 am – 12:15 pm

Outreach Services for Academic Libraries—Creating a Hub for Learning and Service OS

Academic Libraries are often seen as places on campus which only are used to house resources and study. However, the roles and needs of the campus and surrounding communities extend to much more than just resources. At Hampton University, we have worked over the last year to create platforms for programming and outreach which show the role of the academic library in the community. This session will explore how we addressed the needs for programming and our hits and misses in providing outreach services.

Presenters: Phyllis Banks, Jaime Newland and Timothy Woodard, Hampton University



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Conference Schedule CONTINUED

11:30 am – 12:15 pm

Making It Happen: Dealing with Our Angry Library Customers GS

They're coming to your library. Angry, nasty and downright unreasonable customers! The good news is that you don't have to let them drag you down or ruin your day. In this interactive session you'll receive information and experiences to help you more effectively work with your Angry Customers! (This session will be repeated at 2:30 pm.)

Presenter: Andrew Sanderbeck, Andrew Sanderbeck, LLC

11:30 am – 12:15 pm

Tips and Tricks for Assisting Patrons with Legal Reference Questions GS

This session will provide participants with introductory information on how to answer legal reference questions for public patrons. It will (1) focus on tips and tricks for breaking down patron questions into legal questions and (2) introduce the best sources for legal information that are free online to the public, and that are accurate and current. The session will also address the legal ethics issues of assisting patrons with legal reference questions outside the formal attorney-client relationship.

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

11:30 am – 12:15 pm

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

Have you applied for a position but not been selected? How you react in this situation has an impact on your administrators' view of your potential for promotion. Using examples, role-playing, and audience feedback, we will discuss ways to reframe your attitude and behavior for future professional success.

Presenters: Elizabeth Hensley and Deborah Wright, Prince William Public Library

11:30 am – 12:15 pm

Marketing YOUR Academic Library M&P

According to your marketing plan your holiday display was supposed to be complete yesterday and YOU haven't decided on a theme! How do you navigate your marketing roadmap, while being adaptable to your changing needs, and where is your budget? This session will guide you to navigate these struggles and more of marketing YOUR academic library.

Presenters: Nicole Stancel and Michelle Jerney-Davis, Northern Virginia Community College

12:15 pm – 1:30 pm

Networking Luncheon Buffet at the DoubleTree by Hilton Williamsburg. Included in your registration fee.

1:45 pm – 2:30 pm

Electronic Resources for Genealogists GS

Genealogists were among the first to see the research potential of the digital age. Now, after 45 years of data collecting, scanning, and transcribing, many valuable resources are available in electronic form for the researcher. This presentation will discuss some of the more important electronic collections on the Internet.

Presenter: Jean L. Cooper, University of Virginia

1:45 pm – 2:30 pm

Graphic Novels for Teens— Much More Than Comics YS

Often written off as "just comic books," the importance of graphic novels in library collections is continuing to grow, as evidenced by VLA's introduction of an award for Diversity in Graphic Novels and the naming of graphic novelist Gene Luen Yang as National Ambassador for Young People's Literature. Learn more about the popular appeal and educational value of graphic novels, manga, and even comic books.

Presenter: Angela Critics, Jefferson-Madison Regional Library



YOU make libraries happen

Conference Schedule CONTINUED

1:45 pm – 2:30 pm

Fostering Diversity & Inclusion in Your Library **PD**

Are you doing everything you can to attract the most diverse job candidates possible? Do patrons from all walks of life feel welcomed and included at your library? Come hear from a panel of librarians representing a variety of communities discuss how to foster an environment of diversity and inclusion.

Presenters: Shari Henry, Arlington Public Library; Kareemah Hamden, Henrico Public Library; Mutahara Mobashar, Central Rappahannock Regional Library

1:45 pm – 2:30 pm

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

The Pop-Up Library, as developed by the Suffolk Public Library, is a mechanism for expanding a library's presence outside of the walls of the building and meeting the community where they live, work, and play. Learn the ways you can adapt and replicate this concept in your library.

Presenters: Sarah Townsend and Clint Rudy, Suffolk Public Library

1:45 pm – 2:30 pm

X, Y and Z are Call Numbers, Not Co-Workers: Communicating and Learning through Generational Differences **PD**

As more workers choose to postpone retirement, the library workplace has become home to an increasingly wider range of employee generations. Recognizing the differences and similarities in the communication preferences of these generations will assist in forming useful and thoughtful exchanges between coworkers, supervisors, and subordinates. This session will help attendees identify and address learning and interaction predilections.

Presenter: Kerry Keegan, Atlas Systems

1:45 pm – 2:30 pm pm

Depicting Diversity: Using Library Display to Create Diverse Environments **M&P**

Looking for ways to freshen up your library? Want to reach out and work with other groups? Come join us to see how displays can be used to engage students from all backgrounds, as well as work with other departments and groups to foster a better sense of community campus-wide.

Presenters: Robin Bartley and Michelle Jerney-Davis, Northern Virginia Community College

1:45 pm – 2:30 pm

It's All About YOU! **PD**

In our everyday lives we are constantly putting others first and neglect to take the time for ourselves. In order for us to be our best selves, we must take time to reflect, rejuvenate, and replenish our senses! Please join me for a session that will discuss your health and well-being and promote the importance of YOU being your best self! We will practice relaxing tense muscles, mindfulness, and visual imagery.

Presenter: Heather Sadowski, University of Richmond

2:45 pm – 3:30 pm

Making It Happen: Dealing with Our Angry Library Customers **GS**

They're coming to your library. Angry, nasty and downright unreasonable customers! The good news is that you don't have to let them drag you down or ruin your day. In this interactive session you'll receive information and experiences to help you more effectively work with your Angry Customers!

Presenter: Andrew Sanderbeck, Andrew Sanderbeck, LLC



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Conference Schedule CONTINUED

2:45 pm – 3:30 pm

Marketing, Memes, Selfies, and YOUR Staff: Utilizing the Service Desk to Help Market Your Library **M&P**

The session will teach you strategies for marketing your library's services and events. We will show you how combining the efforts of librarians and service staff will increase awareness and participation in your library. *Presenters:* Vicki Palmer, Longwood University and Parker Nixon, Hampden-Sydney College

2:45 pm – 3:30 pm

What's in a Name (Authority Record)?

Rose is a Rose, but is Rosie? **TS**

If someone's called Rosie, but her real name is Rose, what do you expect from your catalog? How does name authority work help the library patron in their quest? Come and learn more about authority records, how to interpret them, and how to best use them.

Presenter: Ian Fairclough, George Mason University

2:45 pm – 3:30 pm

How Can VLA.org Help YOU Make Libraries Happen? **PD**

VLA.org is working to become relevant to all VLA members. During this session, Website Content Committee members will share new opportunities for networking and collaboration on VLA.org. Then we will moderate a lively discussion of ideas, concerns and questions. Let us know how we can make VLA.org happen for YOU!

Presenters: Elizabeth Land, York County Public Library; Sheila Tawney, Williamsburg Regional Library

2:45 pm – 3:30 pm

Programs to Go: Portable Adult Programming **OS**

Learn how to create adult programs that can be shared with multiple branches, both one time programs as well as passive make-and-take programming. In addition, we'll talk about how this practice can lead to more staff collaboration and draw key demographics to the library.

Presenters: Erica Younglove, Sarah Hamfeldt, Joanna Duffet and Hayley Tompkins, Jefferson-Madison Regional Library

2:45 pm – 3:30 pm

STEAMing Up the Library **YS**

Incorporating science, technology, engineering, art, and math (STEAM) elements into the library doesn't always mean creating brand new programming. Learn about the importance of STEAM education, how to identify and implement STEAM elements in your ongoing and special programs for children, and get ideas for great standalone programs as well.

Presenters: Awnali Mills and Rachel Sharpe, Henrico County Public Library

2:45 pm – 3:30 pm

Bloom Where You're Planted: Succeeding in Any Environment **PD**

Today's libraries are diverse workplaces; people find their way to working in libraries from many different settings and arrive with a wide range of experience. In this workshop, discuss practical tips and tricks for effectively communicating with your supervisor, managing your own career development, and succeeding in a variety of library environments.

Presenters: Melanie Medina and Michelle Jerney-Davis, Northern Virginia Community College

3:45 pm

Closing remarks and
Scholarship Raffle Drawing



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VLAPAF Officers for 2015/16

Kathy Clevenger, CLSS, Chair – VLA Region 6

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