Social Impact of Libraries: Ever-Changing Roles, Spaces, Electronic Access and Reference was the theme for the 22nd annual Virginia Library Association Paraprofessional Forum (VLAPF) Conference held May 18–20 at the Double Tree by Hilton and Koger South Conference Center in suburban Richmond. Marion Eaton and Therese Walters of Virginia Tech Libraries co-chaired this year’s event, which hosted 190 library personnel including 79 first-time participants. With a variety of concurrent session topics, interesting keynote speakers, special events, and many opportunities for networking, this conference provided attendees with a wealth of valuable information and resources to enhance their professional development.

Sunday’s Dessert Social Featuring Virginia Author Candice Ransom

The Sunday evening event allowed everyone an opportunity to network while enjoying dessert and coffee. This occasion also provided attendees an opportunity to meet and chat with Virginia author Candice Ransom, who was the featured guest speaker.

Ransom quickly gained the full attention of her audience and won the hearts of all with her presentation, “Place, Coconut Cake, and Storytelling.” She is not only a popular author who has written over 110 books for children and young adults, but a wonderful speaker as well. Her books have been reviewed in numerous prestigious journals and many of her titles have won awards. Ransom’s presentation was filled with Southern charm and sprinkled with humor. She shared some entertaining personal stories about her youth, her...
family, and the area in which she grew up to give us a sense of how her past has influenced her love of writing and her writing style. She focused on how the geography in a story can create a community for the reader. Reading aloud selections from her own books, as well as some of her favorite authors, made it easy for us to visualize the time and place for each one. She then graciously answered questions from the audience. Ransom’s presentation earned her many new fans who lined up to purchase autographed copies of her books. The evening was an enjoyable one and the perfect way to kick off the conference.

**Monday’s Opening Session**

VLAPF Co-Chair Marion Eaton welcomed attendees to the conference and provided opening remarks during Monday’s general session. She recognized first time attendees, those attending from other states, and the Executive Board members. She then invited VLA President Kevin Smith to the podium, where he welcomed the entire group on behalf of the Virginia Library Association. During the past year, a change in the name of the Forum has been discussed and debated at great length. Smith was pleased to announce that the VLA Executive Committee and Council have approved a new name for the Forum. The VLA Paraprofessional Forum will now be known as the Virginia Library Association Professional Associates Forum (VLAPAF). He went on to offer words of praise to attendees and said that he believes library support staff are the backbone of libraries. He thanked everyone for attending the conference and offered best wishes to all for a productive conference experience.

Therese Walters then introduced the keynote speaker, Dr. Tyler Walters, Dean of Virginia Tech Libraries, whose presentation was entitled “Library Futures: Where Are We Going?” Libraries are beginning to experience major changes in the way they provide services, so this talk was a timely one that helped bring the future of libraries into focus. Walters began by discussing the external factors responsible for the changes we are experiencing in libraries. These include economic challenges due to the lack of funding, the sense of globalization, the availability of online publishing, changes in copyright law, and the possibilities for shaping information due to new technologies and the Internet. With the web, digital tools, and social media at their disposal, library users have become creators of content, and libraries must respond to this large creation of information by providing informational structure, services, and the skills and training to help patrons. We are mission-driven to provide the resources and tools library patrons need to create content within a
safe and secure environment. Such changes may cause us to feel insecure, but they are necessary.

With YouTube, Twitter, blogs, and a world of information available at their fingertips, why will anyone need to use a library? Walters shared some of the reasons why libraries will still be needed. Creators of content will need spaces in which to work, technology and tools to help them create, and someone to help them. The library will be needed to provide the infrastructure for creation.

Walters then talked about the six aspirational qualities for libraries that were selected by a committee on which he served. The committee started with a long list of words and finally decided on those that preserve the traditional ideals of librarianship while planning for the future. These include: 1) Openness—libraries design and provide pathways to information, ideas, and discovery; 2) Curation—libraries become partners with users by helping them create, disseminate, and preserve their creations; 3) Creation—we enable people to design, make, and express their ideas; 4) Community—we bring people, ideas, and resources together; 5) Catalyst—we ignite a sense of curiosity and a sense of possibility; and 6) Knowledge—libraries are to stimulate creativity and cultural, social, and intellectual endeavors.

Walters continued by asking a question. Where is this leading us in libraries? The infrastructure will change. Library spaces will change and staff will have to develop new skills. The ways in which we provide internal and external resources and provide services will change. Those who work in libraries are in the evolving paradigm.

Who are we? We are teachers and instructional partners in both virtual and physical spaces. We are observers and anthropologists of information users and producers. This encompasses marketing, research, and assessment. We are content producers and communicators. We are organizational designers. We are creators of collaborative networks and participants in resource sharing through networks such as VIVA [the Virtual Library of Virginia].

Walters went on to elaborate on the future of libraries. They will be places that support knowledge, as well as the construction process for creating content. They will be places where ideas, skills, and technology will be available. Libraries will be knowledge production components providing spaces in which to work, the tools and technologies required, and the skills needed to create information. Content creation services will be available to users. Ideas, skills, and technology will all work together to provide the environment needed by creators of content.
How is this all playing out? Walters said as we move forward, libraries will become assertive partners in the creation and protection of original content, teaching creators about copyright and what they can and can’t do. Library spaces will provide studio-like environments with the removal of barriers so that those creating content will be successful in their endeavors. Those working in libraries will need to develop more expertise to help patrons protect original works.

The next twenty years will be important as the library, and our roles in it, continue to evolve. This evolution can begin now as we lead people to do things in a more engaging way.

Tuesday’s Closing Events

Marion Eaton welcomed everyone to Tuesday’s closing session, which featured a speaker, buffet luncheon, special recognitions, and the drawing for the scholarship raffle prizes.

The 2014 recipient of the VLAPF Clara Stanley Scholarship, Tasha Birckhead from Charlottesville, Virginia, was asked to stand and be recognized. Currently, Tasha works as the Circulation Support Specialist at the Jefferson-Madison Regional Library.

Co-chairs Marion Eaton and Therese Walters were recognized for their hard work in planning and organizing the conference, and they were awarded with special engraved plaques from the VLAPF board members.

The buffet luncheon was followed by an enjoyable presentation, Poe Goes Pop, given by Chris Semtner, Curator of the Edgar Allan Poe Museum. Semtner began by saying that “only one 19th century writer can claim to have battled crime alongside Batman, to have appeared in an episode of Southpark, and to have an NFL team named after one of his poems.” Semtner shared the numerous ways in which the image of Poe has been used over the past 165 years since his death in 1849. Due to the many misconceptions about Poe, the reality of who he was and the image that has evolved over the years are quite different. Poe’s dark and mysterious image stems from his writings, which were filled with death and sadness; his own mysterious death; and a biography that was more fabrication than truth. From life to death he evolved into a fascinating character that lures us in.

Semtner shared an interesting story about Rufus Griswold, the author of the first published biography of Poe. Griswold and Poe were rivals who were never on good terms, so after Poe’s death Griswold turned Poe into an unforgettable character writing that Poe was an outcast, drunkard, and opium-user. This was all untrue, but the biography made Poe more famous in death than he had been during his lifetime. This image also sparked an interest in Poe’s writings. Semtner said Poe would have been pleased with this dark and mysterious image that Griswold had created.

Semtner talked about the international fame of Poe. Bits and pieces of Poe’s works have appeared in every facet of pop-culture since his death. Poe has appeared in movies, comic books, political cartoons, and video games. Thousands of artists have been inspired by Poe. There are Poe bobble-heads and figurines. The Following is a current television series based on Poe and his dark writings. Poe’s popularity is so great that a mu-
The museum has cropped up in every city in which he lived. In addition to the one in Richmond, there are Poe museums in Baltimore, Philadelphia, and New York. Semtner concluded by saying that the popularity of Poe continues even beyond the grave because people feel they know him and can relate to him on a personal level.

As an authority on the life and times of Poe, Semtner’s presentation was a fun and informative one that held the attention of the audience and inspired many questions that Semtner expertly answered.

The last event of the conference was the scholarship raffle, which earned $2,169 for the Clara Stanley Scholarship Fund sponsored by the VLAPF. Members of the VLAPF Executive Board generously donated 14 unique and attractive baskets and several handmade quilts. The Moss Society donated a beautiful print for the raffle which was framed by Chris Mason of Christopher’s Fine Arts and Framing in Farmville. Everyone donated lottery tickets, which were added to a lottery tree that then become another raffle prize. This was a successful raffle made possible by the generosity of those who donated the raffle prizes and all those who purchased raffle tickets.

 Plans for the 2015 VLA Professional Associates Forum Conference are already underway. We hope you will mark your calendars for May 17–19 next year, and make plans to join us at the Double Tree by Hilton and Koger South Conference Center in Richmond-Midlothian.

—Report for the general session and special speakers by Lydia Williams, Longwood University
Session Reports

MONDAY, MAY 19
10:45–11:45 a.m.

Turning Technofear to Technojoy
Presenter: Amanda Hartman, Longwood University

Amanda Hartman, Head of Special Collections and Digital Initiatives at Longwood University, presented this session with the goal of helping participants become a little more comfortable with technology. Technofear is fueled by fear of the unknown, fear of “breaking it,” and fear of change, she explained. To help calm our nerves, Hartman suggested that we accept that change is coming, focus on the good aspects, and allow ourselves to vent frustrations (within limits).

“It’s OK to be frustrated,” she said. Leverage your fears, and speak up when you need more training. It’s expensive to keep up with changes in technology, and it’s happening so fast that you can’t buy it all. It’s important to create balance. Library lending helps. Experiment and find out what you like and what you don’t like.

Hartman also shared some tips on how to protect yourself online. She reminded her audience to use good passwords that are not saved in browsers. Remember not to publish information online that you don’t want everyone to know. Phishing schemes are getting more sophisticated, she reported. In order to see if a site is legitimate, you can place your mouse over a link and look at the bottom of the screen to see if the two addresses match.

Don’t succumb to Social Media overload. Play around with various sites like LinkedIn and Instagram. See what your friends are doing and talk to your patrons. Employ stratification—LinkedIn is for professional networking; use Facebook for family and friends. Remember that it’s OK to say, “I don’t want to be a part of that.”

Yes, the future of libraries will be heavily impacted by technology, but books are not going away for a very long time. Technology is a tool you can master. Don’t fear the unknown.

— Ona Turner Dowdy, Lynchburg Public Library
Do You Want the Best Team?
Learn How to Hire the Right Person

Presenters: Clint Rudy and Ben Scott, Suffolk Public Library; Keith Davis, City of Suffolk

These three presenters provided tips and advice to make the difficult job of hiring the right person an easier process. They provided three unique viewpoints and shared effective hiring strategies that lead to successful outcomes. Having clear, concise job descriptions is the first step towards successful hiring, and working with your Human Resources Department will help assure that all necessary steps are taken. When posting a vacancy, be clear on your criteria to help “cull out” applicants who do not qualify for interviewing. If possible, start with phone interviews to narrow the field of applicants. Ask the same questions of all interviewees. Evaluate your criteria and never ever settle for an applicant. Repost the position, if necessary.

— Kathy Clevenger, Culpeper County Library

Storytelling from the Heart

Presenter: Candice Ransom

Virginia author Candice Ransom opened this session by sharing some of her own stories. Since her family is from the Shenandoah mountains and valley, the stories she tells are filled with the flavor of that region. Ransom said that her mother was a wonderful storyteller who was always willing to share family memories, and she did so in detail. She remembered who she was with during an event, what she wore, and what others wore. The details made her stories interesting and memorable.

Ransom said that storytelling is the basis for human memory. All our knowledge is saved in stories, and by sharing them we pass on our family’s history and heritage. In today’s culture, however, we are no longer sharing our stories. The art of conversation has become a thing of the past. Writing has been replaced by cell phones, smart phones, and texting. Social media has eliminated the personal and human aspects of storytelling. The news is filled with facts and no details. Ransom said she realizes the power of the Internet, but at the same time she believes that it eliminates the need for human interaction. Storytelling is quickly becoming a lost art.

Ransom went on to say that stories she has stored in her memory give her peace. She believes stories are medicine in that they have healing powers. Ransom shared information from “Tell Me a Story” by Elaine Reese, an advocate for storytelling and its powers. Ransom, like Reese, believes that sharing stories about family experiences has a positive impact on a child’s emotional development and sense of belonging.

Ransom offered advice to help those who want to keep their family history alive. She said that photos should be placed in albums, rather than just remain on digital devices where they will be lost. We should share memories with our children. She suggested that we draw maps of our own life. Think about sense of place and draw maps of our community, childhood home, and even our childhood bedroom. Recall first memories and the first stories we heard; this may help in remembering other stories worth holding onto for future generations. Stories are a good way to preserve a family’s history. Stories make life worth living on this planet,” Ransom concluded.

— Lydia Williams, Longwood University
Blending Video into Library Social Media and Marketing

Presenter: Liz McVoy, Virginia Tech

For anyone who thought adding videos could spice up your library’s online presence but were afraid it would require expensive equipment and a professional videographer, think again. Reassuring session attendees that creating videos was not as hard or as expensive as they thought, Liz McVoy, Digital Media Specialist at Virginia Tech’s Newman Library, described five steps to follow when creating videos to broadcast over social media:

Step 1—To get started all you need is a HD video camera or a cell phone to record the video, a tripod, and editing software like iMovie for the Mac or Windows Movie Maker.

Step 2—Before you film, create a storyboard (outline) for the video, cast your actors, and set up a quiet location and a film date.

Step 3—Filming: Set up the camera, following the “rule of thirds”* for image composition; rehearse using the storyboard as a guide; film in sequence; and review the footage to insure you got everything.

Step 4—Post Production: Create a file structure; import from the camera to computer to editing software; drag, drop, and trim clips; add transitions and title slides; and save and export to final folder. The entire video should be no more than three minutes long.

Step 5—Broadcast to social media platforms; tweet or post about the video a few times throughout the week; and ask for feedback or suggestions on what to do next.

In addition to the five steps, McVoy discussed various types of editing software and the pros and cons of various forms of social media for broadcasting videos. She also provided tips on how to film videos and a list of resources to help the budding video director create interesting videos.

Attendees left this session with the confidence that they too could create interesting and informative videos, without breaking the bank.

—— Carole Lohman, University of Virginia

* The “rule of thirds” divides an image into nine equal parts (three horizontal and three vertical), with the most important compositional elements placed along the lines or at the intersections, rather than the center(s).

Using RDA to Catalog Audiovisual Materials: What to Expect

Presenter: Tricia Mackenzie, George Mason University

Catalogers flocked to this session to glean helpful information on
what to be on the look out for in RDA (Resource Description and Access) audiovisual records, which presenter Tricia Mackenzie capably described and demonstrated. She discussed differences in RDA and AACR2 (Anglo-American Cataloging Rules, 2nd ed.) cataloging, pointing out how these differences play out in MARC (Machine-Readable Cataloging) records. Attendees had many pertinent questions, and the discussions following these were enlightening for those who were still unclear about the MARC-record specifics for audiovisual materials. Mackenzie also pointed out resources where attendees could find related information at their leisure.

— Kim Blaylock, Washington County Public Library

Sarah Skrobis and Megan Reid shared tips on how to create interesting displays.

1:30–2:30 p.m.
If You Got It, Flaunt It! Marketing Your Collection with Dynamic Library Displays

Presenters: Sara Skrobis and Megan Reid, Augusta County Library

During their presentation, Sara Skrobis and Megan Reid of Augusta County Library covered the basics of design and shared ideas for creating displays that get attention. They began by saying that displays typically highlight library collections, which in turn increases the circulation of books and audiovisuals. Every statistic matters, and displays are an effective way to raise numbers by increasing interest in collections. Skrobis explained that an interesting display will help people find books they would not have noticed in the stacks. It’s all about luring patrons in with the power of suggestion and making it easier for them to get in, find what they want, and get out of the library with ease.

Skrobis and Reid then shared their display philosophy and ideas. They said the first step in the process is to select the most visible locations in your facility since visibility is key to an effective display. How do you make it fabulous? Use your imagination. Always use visually appealing books, avoid clutter, create a balanced and neat arrangement, and, where needed for visibility, place books and other items at different heights. Be creative and think about what is most visually appealing. Book easels, bookends, tables, and boxes can all be used as props. Boxes can even be taped together and covered with colored paper to form different tiers. Don’t overdo it though; this may scare people off because they will not want to mess up the display. Displays should be in the line of sight and the items easily accessible. Use signage to let patrons
know they can check out materials in the display.

When planning what to display, start with a theme such as a holiday or special day or month. Inspiration can be found using social media or on websites such as Pinterest. Using unique fonts, which can be found free-of-charge online, can add interest to the signage. Give your display an edge by providing props, bookmarks, and activities. The presenters recommended two resources on creating effective displays: “Twenty Rules for Better Book Displays,” by Susan Brown, and “Enhancing Displays,” on Anythinkbrararies.org.

Overall this was a great session that provided a wealth of information related to creating dynamic library displays.

—Lydia Williams, Longwood University

Open Access Is Here to Stay: Implications and Strategies for All Library Communities

Presenters: Kay Buchanan and Carole Lohman, University of Virginia

Following a short, animated definition and explanation of open access (OA), Kay Buchanan and Carole Lohman of the University of Virginia Library provided a brief overview of the evolution of access to scholarly materials and an explanation of the two basic types of open access: Green [self-archiving journal articles] and Gold [publishing in an open access journal]. They then discussed current best practices regarding OA for academic and public libraries. For libraries and their staff, these practices include 1) educating patrons about open access, 2) learning about the tools to locate open access materials and sharing this knowledge with patrons, 3) creating and maintaining institutional repositories, 4) funding author Article Processing Charges (APCs), and 5) serving as publishers for periodicals and books.

Buchanan and Lohman then discussed the implications and opportunities open access creates for libraries in the areas of discovering and organizing OA materials, collection development, finance and budgets, and collaboration.

Each attendee was given a bookmark with the URL for a lib guide providing the resources used for this presentation: http://guides.lib.virginia.edu/vlapf2014.

—Carole Lohman, University of Virginia

2:45–3:45 p.m.

Library Support Staff Certification: What’s In It For Me?

Presenter: Kathy Clevenger, Culpeper County Library

Wish you could prove your skills to everyone in the library without going for a degree in library studies? The Library Support Staff Certification (LSSC) program was designed with you in mind. By taking courses online or in person, or by submitting portfolios, you can achieve proficiency in the core competency sets and earn your ALA-approved Library Support Staff Certification. Graduates have stated they feel they have more respect from their coworkers and definitely have a feeling of accomplishment. By working towards your LSSC, you are showing everyone you work with, as well as those in your community, that you are dedicated to your work and look at the library as a career, not just a 9–5 job. Library directors have stated that they appreciate the time required to obtain the certification and that it shows initiative on the part of the individual.

—Kathy Clevenger, Culpeper County Library

4:00–5:00 p.m.

Building Social Media through Teamwork

JoHanna Lowder and Joshua Waltman, Liberty University

These two enthusiastic representatives from Liberty University dispensed valuable tips on how to efficiently and effectively manage the task of building a social media presence for your library. JoHanna Lowder and Joshua Walker described the strategy that has worked well for their own institution, which involves workload-sharing among members of an appointed committee. Although the library uses several different platforms, the main focus is on Facebook and Twitter. The presenters described the different tactics that work best with each platform, explaining that this is based on how respective users prefer to receive information. The information they shared made for an exceedingly informative session!

—Kim Blaylock, Washington County Public Library

The Best Program You Never Did!

Presenters: Katie Walton and Jessica Maitland, Chesapeake Public Library

What can you do when the funding and the time for traditional library programs are significantly reduced? For the staff of the Chesapeake Public Library, it meant getting creative, ironically, with “passive programs.” What is a passive program? In Chesapeake, Virginia, it’s a program that is interactive for library visitors but does not require the library staff to leave their desk to lead it. During this session, presenters Katie Walton and Jessica Maitland provided many examples of programs that could be monitored from the desk while keeping the library’s visitors en-
gaged and coming back for more. Although volunteers ran many of the programs at the Chesapeake library, others were set-up so that visitors could experience them on their own. Walton and Maitland explained how several of the programs could even be assessed quantitatively, for those number crunchers from funding agencies.

While passive programs, by definition, are not actively led by librarians, they do require set-up time. Of the programs highlighted during this session, the most labor intensive was the installation of an aquarium using donated supplies and fish. However, it provides many ways to involve the patrons, from naming the occupants of the aquarium, to I spy activities, to dealing with death when fish die. Other programs included: 1) a cardboard “cave” next to the reference desk where visitors were encouraged to add “cave art” to the interior walls; 2) a Teen Read Challenge, with participants receiving prizes donated by local businesses; 3) board games for visitors to check out and play in the library; 4) guessing games like “how many wooden blocks are in the jar?” where the winner receives a donated prize; 5) a Riddle of the Week with an answer that can be found in a specific call-number area; 6) a QR-code scavenger hunt; 7) a Word of the Week display; and 8) poetry activities like “black out poems” and “spine poetry.” Even the volunteers monitor themselves using a volunteer binder that has the instructions for each program, along with schedules for the activities.

The attendees left this session with many interesting, low cost, “passive” ideas for programs.

—Carole Lohman, University of Virginia

How to Speak Cataloging
(For People Who Don’t Speak Cataloging)

Presenters: Nancy Delaney-Painter, Culpeper County Library; Linda Peck, Central Rappahannock Regional Library; Elizabeth Hensley, Prince Williams Public Library

This trio of presenters reviewed the terms currently used among catalogers, giving the audience a greater understanding of the shift in discussion among biblio-record specialists. Although most libraries are still using AACR2 (Anglo-American Cataloging Rules, 2nd ed.), the future of cataloging lies with Resource Access and Description (RDA). At this stage, however, some libraries are combining elements from RDA and AACR2 to create “hybrid” catalog records. The presenters walked attendees through MARC (Machine-Readable Cataloging) records from the two
different systems and discussed what is depicted in a record. They also discussed the differences between Keyword Browse vs. Search.
— Kathy Clevenger, Culpeper County Library

Outreach Services—Everything Old is New Again!

Presenter: Willow Gale, Jefferson-Madison Regional Library

Willow Gale has been driving the bookmobile for the Charlottesville Public Library system for the past 12 years. She loves providing this much-needed outreach service to those who are unable to get into the library facility. Gale began this session by saying that bookmobile services started in 1946 and eventually led to the creation of branch libraries. Since that time, outreach services have continued to expand. In addition to the traditional bookmobile services, books are now provided to those who are homebound; taken to local jails; circulated via mail services; and delivered to facilities such as nursing and retirement homes for a period of time then rotated out with crates of new books.

Outreach services continue to evolve and improve. Newer-model bookmobiles are smaller and more compact and some use green technologies such as solar panels and solar-powered batteries. The vans come with shelves that convert into desk space for computers. In addition to providing books, bookmobiles are equipped with computers, and computer classes are provided. There are bookmobiles that cater to specific groups such as children, and some communities are provided with early literacy vans. Remote locations now benefit from outreach services, and even the areas with little or no staff to assist patrons have small spaces in which to house books and computers. Communities have worked out unique ways to make this work.

Today everyone wants service that is easy, convenient, and fast. There are now small branches in shopping centers where patrons can pick up and return library books. Book vending machines are a possibility for the future.

This session was a great way to learn about the ways in which libraries are reaching out to underserved patrons in their communities. During her presentation, Gale shared slides featuring a variety of vans from across the United States, which made this session even more interesting and informative.
— Lydia Williams, Longwood University
**TUESDAY, MAY 20**

8:30–9:30 a.m.

**A New Way to Look at e-Reserves: Textbooks, Articles, Book Chapters**

Presenters: Charla Gilbert and Anita Walz, VirginiaTech

Charla Gilbert and Anita Walz described a number of different systems that can create a more interactive experience for those working with e-reserves. The presenters’ exploration of new ways to work with this medium came about as a way to combat the falling off of e-reserves in the academic library. They wanted to keep the library in the center of the learning process by creating a more social way to work with the texts. According to their vision, an ideal system is relevant to the way students communicate, easy and intuitive to use, works with multiple operating systems, is inexpensive, and allows the use of journal articles, ebooks, and images.

Systems mentioned by the presenters included Hylighter, Courseload, Google Drive, and Pi-azza. Moving forward, the library has been working with a history professor to design a pilot project using Google because of its cost (free!) and the fact that students are already familiar with this platform. The professor will use the system to embed questions into the text, mandate user comments, and monitor the class activity.

—Sarah Reynolds, Longwood University

9:45–10:45 a.m.

**Tag You’re It: How to Become Involved with Social Digital Humanities**

Presenter: Cammy Koch, Chesterfield County Public Library

Presenter Cammy Koch gave a fun and informative presentation on how to dive into the “social digital humanities,” or maybe just get your feet wet. Her interest in this topic was infectious as she shared tips on how to enlist help from the public with history projects using technology. Crowdsourcing, social tagging, transcription, and scanning are just some of the ways that patrons might become involved in collective history projects.

—Deloris Jones Thomas

9:45–10:45 a.m.

**Customer Service Counts**

Presenter: Angela Sowers, Prince William County Public Schools

Angela Sowers from the Prince William County Public Schools identified five key customer service points: reliability, responsiveness, appreciation, empathy, and competency. Participants took part in group sessions that gave everyone an opportunity to share tips on body language, tone of voice, answering the phone, and emailing as ways to make students, parents, and co-workers feel welcome in our libraries.

—Deloris Jones Thomas
hearing about this realm of social collaboration in the digital humanities, attendees left with a beginner’s knowledge of how to incorporate such projects into their program offerings.

— Kim Blaylock, Washington County Public Library

**Innovation and Managing from the Side**

Presenter: Alexandra Zealand, Arlington Public Library

Do you suddenly find your job duties going beyond your job description? Then use the opportunity to move yourself forward, recommended presenter Alexandra Zealand, a new media specialist at Arlington County Public Library. Zealand proceeded to provide attendees with helpful tips to accomplish this goal. Decide where you want to go next and present your ideas to management. Lead by influence and persuasion. Present statistics if needed. Lead by example through hard work and by creating exceptional teams. Accept and adapt to other personalities in your work place to create a cohesive environment.

— Kathy Clevenger, Culpeper County Library

**If You Build It, They Will Come: Getting Teens into the Library**

Presenter: Hayley Tompkins, Jefferson-Madison Regional Library

Hayley Tompkins from Jefferson-Madison Regional Library gave an enthusiastic overview of what she has done to get teens involved at her library. She reminded her audience that having teens in the library is good for them and good for libraries. It encourages lifelong library users. First, Tompkins discussed several reasons why it’s hard to get teens into the library. There is a lot of competition for their time—teens are BUSY with afterschool activities, heavy homework load, etc. Also, many teens may perceive the library as quiet, stern, boring, or uncomfortable. Tompkins encouraged conducting surveys—find out what teens really want. Some of the ways she suggested getting teens to take the survey include asking them directly, bribing them with prize drawings, and making it available online.

Let teens express themselves through social media—Facebook, Twitter, and blogs. They want to socialize and need space to talk, explore, sprawl, and connect. Create separate Teen spaces that are comfortable and roomy. Include

Left, Hayley Tompkins shared ways to get teens into the library.

Below, Karen Jacobs provided information to help aspiring public speakers.
computers just for teens, and offer a study room. Have a Tween area too. This can all be done with a small budget—have a teen table, beanbag chairs, use teen art to decorate. Set up a Teen Advisory Board (TAB) that makes decisions about teen programs on a regular basis. It’s not as scary as you think and it allows for continuous feedback. When setting up a TAB, seek advice from others who have done it before, find more information online, create guidelines and goals, create an application, and incorporate fun—games, icebreakers, etc. Poll your teen patrons constantly, let them plan programs, and act on their advice.

Some examples of successful activity based programs at Jefferson-Madison Regional Library included a murder mystery, gaming tournament, playing with food, an anti-Valentine’s Day party, and a tower building challenge.

Remember to offer programs to entice ALL teens. Provide snacks and prizes. Give them potato chips and orange soda and they go crazy! — Ona Turner Dowdy, Lynchburg Public Library

**Public Speaking 101**

Presenter: Karen Jacobs, George Mason University

Karen Jacobs, a member of Toastmasters International for almost six years and a leader for the Northern Virginia region, began by saying that public speaking is something we engage in every day with our colleagues, patrons, and friends. However, giving a formal presentation calls on a specific set of skills that many of us have not yet learned.

Jacobs explained that there are three components to consider when preparing a presentation: the mechanics, the practice and delivery, and the evaluation. The mechanics include the opening, the heart (or key point) of your message, and the conclusion. Open with an attention grabber. You can use quotes, anecdotes, or a brief story. The middle of your presentation is the meat or heart of your presentation or talk. Your conclusion sums up all you have said and
ties it all together. Public speakers know what they want to say, but often find it difficult to organize their thoughts and put them into words. Jacobs suggested using vivid and descriptive words to help others visualize what you are talking about. Use rhetorical devices such as groups of three and alliteration. Always use correct grammar. Instead of using filler words such as “and so” use a pause. Body language is important and presenters should be aware of their movements and gestures. A presenter’s voice can be used to punctuate or place an emphasis on important statements. Voice variation is important too.

Lecterns are great for holding notes and for hiding behind, but one should not be used as a lifesaver. A presenter should give the impression of being calm and relaxed. Never staple note pages together. You should slide pages to the side with an easy motion so that the audience looks at you and not what your hands are doing. You should not pace, wring your hands, or use hand gestures such as pointing. Use your body and face to engage your audience. It is important to become familiar with your speaking area so you can know where the lectern should be placed and where you should stand. It is okay to purposely move from one side of the lectern to the other during a talk. Visual aids can make a presentation more interesting, but don’t overdo it.

This session was filled with useful information to help the novice turn an inept presentation into one that is more professional.

—Lydia Williams, Longwood University

11:00–12:00 p.m.
Assisting Computer Users
Adam Parcell, Chesapeake Public Library; Tiffany Duck, Jefferson-Madison Regional Library

Presenters Adam Parcell and Tiffany Duck shared their experiences conducting computer classes and assisting digital device users who come into their libraries seeking assistance. Patrons come into libraries to use computers for many different reasons, and staff should be trained and ready to assist these individuals. Whether providing one-on-one assistance on the floor or scheduling times when patrons can come in with their questions, library staff should be ready to provide guidance and training. Instruction in all aspects of computer usage, including social media, office products, and wireless personal laptops, should be a priority for all staff. Free online training classes are available for staff members who are unsure about their skills.

—Kathy Clevenger, Culpeper County Library

Department Consolidation:
Converting Reader Services,
Technical Services and Electronic Resource Management to Collections & Access Management
Presenter: Tammy Hines, Longwood University

What do you do when you have a staff shortage crisis in one or more departments of your library? You combine departments by tweaking workflows and cross-training staff! At least that’s the successful solution that presenter Tammy Hines and her coworkers at Longwood University put into action. During this well-attended session, Hines shared stories of their library’s ups and downs along the way. She explained, in detail, the step-by-step process they adhered to. Arduous though it was, she assured everyone that department consolidation could be accomplished. It just takes a lot of patience and willingness on everyone’s part to adapt to new modes of operating.

—Kim Blaylock, Washington County Public Library

Open Education: Journals, Repositories, MOOCs, and Images—Oh My!
Presenter: Anita Walz, Virginia Tech

Just what is Open Education? Anita Walz of Virginia Tech provided an answer to this question during this informative session. Beginning with a short history and timeline of the open access (OA)/open source movement, Walz discussed OA and open-source programming code and explained how they represent two kinds of open/free materials found online. During her discussion Walz also talked about copyright issues surrounding the OA movement. She provided an overview of the four factors of Fair Use exemption and the “Teach Act,” which allows a wider range of use in distance learning and more latitude when storing, copying, and digitizing materials.

Walz provided attendees with a handout and URL to the Virginia Tech lib guide on open access materials, http://vt.libguides.com/public. Using this guide as a jumping off point, she then discussed the different types of open resources and the various ways to discover them. The types of resources included OA journals, eBooks, audio books, data, courseware for K-12, and MOOCs (Massive Open Online Courses).

The presentation concluded with a lively question and answer session.

—Carole Lohman, University of Virginia