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a message from...

the West Virginia Library Commission

At a recent meeting of the Chief Officers of State Library Agencies (COSLA) I once again heard Jamie Larue, Executive Director of Douglas County (CO) Libraries speak on effective ways to tell the library story. His presentation was part of a larger session on the effective use of data. Combining data and stories results in a powerful message. Jamie's approach to advocacy is "The purpose of the library is to make the community stronger; not, the purpose of the community is to make the library stronger." That approach led to great results in Douglas County, at one time ranked the worst public library in Colorado. Today it is one of the best in the country.

Every public library in West Virginia has access to Bibliostat CollectConnect, a powerful, relatively easy to use online statistical tool for creating tables and graphs comparing libraries in the state and throughout the country. The data is what each library submitted to Bibliostat for the past 14 years. CollectConnect organizes those numbers into meaningful tables and graphs to illustrate return on investment to the community. I encourage you to try it. Login at <http://collectconnect.baker-taylor.com/> using the same username and password you use for your annual report. If you need help, contact WVLC Library Development Consultant Susan Hoskins (susan.p.hoskins@wv.gov).

Elsewhere in this newsletter is an item about [Project Outcome](#), another tool for collecting and using data to support the good libraries provide their communities, such as programs serving childhood literacy, digital and technological training, and workforce development. Project Outcome provides simple survey instruments and an easy-to-use process for public library staff to measure the outcomes of their library programs. Each Project Outcome survey is six questions long, and includes both multiple-choice and open-ended questions. Some people remember numbers (quantitative information). Others remember stories (qualitative information). A good rule of thumb is "every number has a story – and every story has a number."

Jamie's recipe for developing a library story is:

- A real person
- A problem they faced
- How the library took action
- A happy ending
- And the tagline: Libraries change lives!

Libraries do not need to develop new messages or slogans. They just need to use the data and stories already available and tell these stories again and again; to other libraries, to elected officials, to funders, to other agencies dedicated to community development and improvement.

Karen Goff

WVLC Executive Secretary

LOOKing Back on 2015

Mountaintop PL (Thomas)

3 years old and she requested her own library card!



After many years, **Karen Workman** and I were reunited with a patron – now older with a family of his own, thanking us for our kindness and unselfish efforts to help him read. He would visit daily and ask Karen for assistance with the AR books his classmates were reading to acquire points for school. He would read a sentence, Karen would read a sentence. This went on for months. After reminiscing over these vivid memories, he hugged us and went on his way. I cried of course and reminded myself that librarians are important and we do make a difference!

Robin Bartlett,
Director of Richwood PL



Paw Paw PL received the *Governor's Community Participation Grant* for \$3000.00 to upgrade our heating and cooling unit. Delegates and Senators presented the award on June 3, 2015.

PHOTO: Front Row: Delegate Daryl Cowles, James Brown Norton (Library Board President) Nellie Leach (Library Director) and Karen Tomlinson (Children's Librarian). Back Row: Senator Craig Blair and Senator Charles Trump.

Director, Beth Anderson at Burnsville PL recalls an incident during their International Games Day Celebration. A young patron who was known to bully others, saw a classmate enter the library and quickly began to speak ugly words about them. Beth told the bullying child that the library was a safe place and everyone is welcome. As time passed, she noticed the two children playing a game of Yahtzee together – laughing, joking and cheering others on. These two were living in the moment, looking past their differences and getting along like great friends. What a great 2015 memory of how libraries help us connect with others.



LEGISLATIVE SESSION

REMINDER: The Legislative session begins January 15, 2016. Throughout the session WVLC posts a weekly Legislative Update on the front page of the website. WVLC Library Legislative Day is February 2. Be a voice for your library by contacting your legislators today and informing them of the huge contribution libraries make to support surrounding communities. [Click Here to Find Out Who Represents You!](#)



New Tech Area for Teens at Kanawha Public Library

This “Zone 4: Teens, Tech, Entertainment” space will have a 60-inch flat-screen TV for video games, CDs, DVDs and audio books, young-adult fiction, comic books and magazines such as PC Gamer and Seventeen. The library is allowing a limited amount of food, along with drinks with lids so that teens grades 6-12 can sit back, relax and interact with other kids their age - a stress free zone for teens! [Click Here for photos and more information.](#)



The West Virginia Library Commission is pleased to offer two \$1000 scholarships to a WV public librarian to offset the costs of attending the Public Library Association annual conference in Denver, Colorado, April 5 – 9, 2016.

To qualify for the award, you must:

- Work in a West Virginia public library
- Have the approval of your supervisor or board to attend
- Preference will be given to a candidate who is a member of PLA

Grant recipients are expected to report on their conference experience by writing about the highlights of the conference, as well as have a willingness to participate on a conference call or panel to share their experiences.

To apply, please provide the following information to Molly Krichten molly.l.krichten@wv.gov by January 21. Please put “PLA – (your last name)” in the subject line. An attachment or written in the body of the email is acceptable. Applications by postal mail or fax will not be considered.

Name
Job Title
Library
Email address

Are you a member of PLA?

How will attending the PLA conference enable you to serve your community?

How will you share what you learn at the PLA conference with your colleagues in the state?

Please limit the answer to each question to 500 words.



Parkersburg & Wood County Public Library Grand Opening!

Construction is nearing completion! Grand Opening will be the 23rd at 11am. Library staff hopes to be open for business on the 19th.

[CLICK HERE to View Photos](#)



State/Federal Mileage Rate Decreases

Effective January 1, 2016, the standard State/Federal mileage rate is \$0.54 per mile. This represents a reduction of 3.5 cents per mile and will remain in effect until further notice.



[2015 West Virginia Personal Income Tax Order Form is available for download on the WVLC website](#)



The Institute of Museum and Library Services (IMLS) is accepting applications for Sparks! Ignition Grants for Libraries. The application deadline is February 1, 2016.

Sparks! Ignition Grants are small grants that encourage libraries to explore new solutions that could help improve services to the community and within the library.

Libraries that fulfill the general criteria for libraries may apply. In addition, institutions of higher education, including public and nonprofit universities, are eligible. To read more about the grant, please [CLICK HERE](#).



Harrison County Schools Excess Levy passed on Saturday, December 12. The levy provides around \$127 million for schools to provide text books, technology, school supplies, extracurricular activities, sports, teachers' salaries and more. [Click Here to Read More](#)

Jefferson County passes a 2015 Excess Levy in the amount of \$19,146,219. This is slightly less than the 2010 Levy, but will be welcomed with appreciated support. [Click Here to Read More](#)

CONTINUING EDUCATION

[Click Here to Read More About the West Virginia Yearly Requirements for Directors & Staff](#)

60+ Free January Webinars for Library Staff: [CLICK HERE to VIEW](#)



- [Upcoming and archived webinars from ALA](#)



Beginning Cataloging (CAT1)
Wednesday & Thursday, January 20 & 21
[Register \(Click on the Date on the Calendar\)](#)



Upcoming Webinars

If you can't attend a live session, all WebJunction webinars are recorded and available for free from the [course catalog](#).

Enhancing Your Library's Web Presence with WordPress

Thursday, January 21, 2016 ♦ 3 pm Eastern / **12 pm Pacific** ♦ 60 min

Registration: <http://www.webjunction.org/events/webjunction/enhancing-your-librarys-web-presence-with-wordpress.html>

[CLICK HERE to VIEW OUR WEBINAR CALENDAR](#)

Martinsburg Public Library Regains Wednesday Operating Hours



With a 7-0 win, Martinsburg City Council voted to allow the library to operate from 10 am - 5 pm on Wednesdays from January through June of next year. Since July 1, 2015, city budget cuts have not allowed the library to be open on Wednesdays or Sundays. With the vote, the library can at least regain a Wednesday opening. [Click Here to Read More](#)

WELCOME!

Sheridan Montgomery is the new director at Martinsburg- Berkeley County Public Libraries. She replaces Pamela Coyle who retired in the fall of 2015. [Click Here to Read More](#)



Track your library's measurable impacts with surveys, resources, training and online support. Project Outcome is FREE and only takes a few

steps to begin.

Find out more by registering for [“The Value of Outcome Measurement for Library Programs”](#) webinar scheduled for **Thursday, January 21, 2016 at 2:00-3:00PM**. The webinar is free, but registration is required and space is limited. The webinar is pre-approved for 1 hour WVLC CE credit. Just make sure to get a completion certificate and send it to Robert Gibson (Robert.I.gibson@wv.gov)



What a nice Christmas present from WVU!
THANK YOU!

At the WVLA Fall Conference in October, WVU Libraries announced that it would lend interlibrary loan materials to all public libraries at no cost to the library – including shipping.

When a West Virginia public library makes an interlibrary loan request through the WVU ILLiad lending page, WVU Libraries will send the material and include a postage paid return label. The only cost the requesting library needs to cover is staff time. We hope that this service will open our collection for use by anyone in the state – even if they aren't close to Morgantown.

If you have questions about this service, please feel free to contact me. Otherwise, request away!!

Hilary Oblinger Fredette
Head, Access Services and Multimedia Services
Downtown Campus Library
West Virginia University
304.293.0318
hilary.fredette@mail.wvu.edu

Your Opinion is Appreciated!

The LYRASIS Digitization Collaborative is exploring new opportunities for digital services. One area we are interested in is data recovery from obsolete storage formats, such as hard drives and optical discs. We developed a **brief** survey to gauge interest for this type of service.

Please respond to the survey link below no later than Wednesday, January 20th.

<https://www.surveymonkey.com/r/WHN7566>



Our selection keeps growing, and we now have over 210,000 eBook titles.

Our new app launched November 2! Now users can access content from OneClickdigital eAudio and eBooks in one place. [Download, print and hand out this flier to your patrons](#), which explains how to use the new combined OneClickdigital app for eAudio and eBooks:

Letters About Literature

Deadline Approaching:

- ~ December 4, 2015 ~ Grades 9-12 (Level 3)
- ~ January 11, 2016 ~ Grades 7-8 (Level 2)
- ~ January 11, 2016 ~ Grades 4-6 (Level 1)

[Click Here to Download the
ENTRY GUIDELINES & ENTRY COUPON »](#)



WVLC Book Discussion Group

JOIN and ADD to the DISCUSSION!



Contact Library
Development Services
to request this book
for your book group!
304-558-3978

Featured Book of the Month!

Beautiful Ruins by Jess Walter

The book was published in June 2012, and Library Development added it to their collection in December 2013. The book was a bestseller, and received incredible reviews.

Great Read for the New Year

"A monument to crazy love ... deeply romantic (with) vividly etched characters." -- **Janet Maslin, NEW YORK TIMES**

"Poignant, comical and marvelous ... a mix of satire and love story." -- **Tom Nolan, SAN FRANCISCO CHRONICLE**

"Wonderfully sprawling ... vividly draws a world both tender and cutthroat, where ambition battles reality, daydreams fight doldrums and sometimes win." -- **Royal Young, INTERVIEW MAGAZINE**



TRUSTEE TIPS

One of the most important roles of a trustee is that of advocate for the library. The board of trustees has a responsibility for telling the library's story to the taxpayers, donors and funding bodies that support it. Legislative advocacy is part of this responsibility. Dynamic boards and trustees write, call and visit their elected officials frequently. Trustees are in a unique position to be effective in the governmental arena because they have no direct financial stake in library funding decisions. Trustees keep the library's financial and non-financial needs in front of elected officials. A trustee's vocal and visible enthusiasm for the library will attract others. If a trustee is negative about change, discouraged by the lack of prospects for staffing, funding or building space, or lax in fulfilling trustee duties, it puts the library in a negative light. A trustee who is knowledgeable, enthusiastic, and supportive of the library will serve as the library's best public relations advocate.

Library Advocacy...

- Is telling the world about libraries.
- Is saying to potential partners, decision-makers, supporters, clients, any stakeholder, "your agenda will be greatly assisted by what we have to offer."
- Is part public relations and part lobbying, but is not solely one or the other. Lobbying involves interaction with politicians to secure specific objectives at an appropriate point in the legislative, policy making, or budget process, whereas public relations is the promotion of a given group itself.

Mark Your Calendar!



January: Legislative session begins mid-January.

Check the [WVLC website](#) for updates.

Great Books for Table Display!

Famous Birthdays

- Betsy Ross, Elvis Presley, Richard Nixon, Author Horatio Alger, Martin Luther King, Benjamin Franklin, Robert E. Lee, Edgar Allen Poe and Franklin Delano Roosevelt

February

- **February 2:** WVLA Library Day at the Legislature
- [Library Lover's Month](#)
- **February 17:** [Digital Learning Day](#)

March

- **March 2:** Read Across America Day
- March 6-12: **Teen Tech Week**

★★★★★ TOP 5 LIBRARIES ★★★★★ INCREASE IN CIRCULATION

Nutter Fort Public Library

Total Circulation (per capita 2010): 6.68

Total Circulation (per capita 2014): 9.06

Increase 2.38

Paw Paw Public Library

Total Circulation (per capita 2010): 1.78

Total Circulation (per capita 2014): 2.69

Increase .91

Chapmanville Public Library

Total Circulation (per capita 2010): 1.90

Total Circulation (per capita 2014): 2.32

Increase .42

Hundred Public Library

Total Circulation (per capita 2010): 3.41

Total Circulation (per capita 2014): 4.71

Increase 1.3

Williamson Public Library

Total Circulation (per capita 2010): .90

Total Circulation (per capita 2014): 1.33

Increase .43

You're the Super Star!

**Have a story to tell or a photo to share?
Click Here to Email Us!**

Any mention of services or products in this newsletter does not constitute an endorsement or recommendation. The use of any services or products should be evaluated on an individual basis. The West Virginia Library Commission provides no guarantee as to the security, reliability, or accuracy of information provided herein. Funding for West Virginia Library Commission programs and services, including this newsletter, is provided by the State of West Virginia. Funding for this newsletter is also provided by the U.S. Institute for Museum and Library Services under the provisions of the Grant to States Program as administered by the West Virginia Library Commission.



Library Lookout is published monthly by WVLC Library Administration Services

Karen E. Goff
Executive Secretary
West Virginia Library Commission

Kay Goodwin
Cabinet Secretary
West Virginia Department of Education and the Arts

West Virginia Library Commission

Culture Center, Bldg. 9 | 1900 Kanawha Blvd. E. | Charleston, WV 25305 | (304) 558-2041
