



West Virginia Library Commission

# Library Lookout

An occasional e-newsletter for West Virginia's libraries

Number 12, August 21, 2012

## CONGRATULATIONS TO KINGWOOD AND BARBOUR COUNTY

The Kingwood Public Library's funding levy was renewed for five years in a special election which took place in mid-March. The vote was 128 in favor and 35 against. **Joel Beane** is the Library Director.

This past week, the Barbour County Board of Education voted to hold a referendum on a bond issue for school improvements and a levy in the November election. Included in that levy proposal is designated funding from the Board of Education to the Belington and Philippi Public Libraries which serve Barbour County. **Tamela Smith** is the Director at Belington and **Judy Larry** is the Director at Philippi.

## A VERY BIG THANK YOU!



The annual Bibliostat reporting window for West Virginia's public libraries to report their statistical information closed on August 15th at 5:00 PM.

When the window closed, WVLC had received reports or contact from all libraries but one. This is an astounding record!!!

We here are WVLC thank our library partners for their hard work and diligence. These reports are vital to West Virginia in that the data helps convince local, state, and federal officials of the importance of our public libraries. They help secure additional funding. And they help WVLC and the federal government draw up plans for future development and support of public library services.

We especially want to congratulate the winners of the "**Shirley Smith Award**" for timely submission of their annual report. An article on the awardees is on page seven of this edition of the *Library Lookout*.

*From all of us here at the West Virginia Library Commission, a rousing "WELL DONE" and a very heartfelt "THANK YOU!"*



## *FROM THE SECRETARY...*

*Karen E. Goff, Secretary West Virginia Library Commission*

At 5PM on August 15 a sigh of relief was heard throughout the state as the 97<sup>th</sup> public library director hit “submit” and marked the end of data collection for another year. I know that many of you question the value of this annual exercise. Statistical data is difficult to collect, difficult to report, and difficult to compile in meaningful ways but is one of the most important ways of demonstrating the value libraries provide to their users and to society. WVLC uses the data you report to compile information sheets for policy makers, funding authorities, and the general public. Your reports enabled me to give members of the House and Senate Finance committees specific examples of what is happening in libraries in their districts. Your reports enabled me to tell the West Virginia Congressional delegation how libraries are serving West Virginians. Your reports enable the Library Commission to identify areas of need and plan possible responses.

In April 2010, the International Federation of Library Associations and Institutions (IFLA), the global voice of the library and information profession, endorsed a **Library Statistics Manifesto**. In part, the **Manifesto** states:

*Correct, reliable and comparable data are crucial for the value and usefulness of library statistics. The quality of national – and finally from them international - library statistics depends on accurate and timely delivery by each library and on careful editing to detect errors and misunderstandings. To make results comparable between regions or countries, the same definitions and methods must be used.*

If there was a sound associated with eye rolls, that sound would echo throughout the state during the 45 day collection window. The main cause of eye rolls? Definitions. Some of the Federal definitions make sense, others are confusing. However, none of them were written casually or in haste. There is a three year process involved in changing, adding or deleting definitions at the Federal level. ***The goal is to get data that is comparable across the state and across the country.***

WVLC will now begin a process of careful editing and compilation that will result in the annual Statistical Report. Following that will be the preparation of the report that goes to the Institute of Museum and Library Services (IMLS). Following that will be the response to all the Federal edit checks. Thank you for your attention to detail that helps paint local, state and national pictures of vital library services.

LIBRARY JOURNAL PRESENTS  
**LEAD THE CHANGE**  
LEADERSHIP EVENT SERIES

**Empowering Individuals**  
**Transforming Libraries**  
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# CHANGE IS COMING TO MID-ATLANTIC SEPT. 20

[Lead the Change](#) is your chance to attend a highly rated national leadership conference close to home. Lead the Change brings together library leaders and staff at every level for a motivating and informative day designed to energize, inspire and enlighten. Attendees will learn how today's top libraries are leading change and transforming their communities.

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You'll walk away with insights, best practices, leadership tools and best of all, your own unique action plan, empowering you to transform your library and enrich your community.

*"Lead the Change has given me new insight into who I am and what I offer to my library's future"*

—A. Mendelsohn, Senior Librarian, Youth Services,  
Los Angeles Public Library

*"This is one of the best workshops I've ever attended"*

—T. LeBeau, Assistant Director, Livermore Public Library

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**September 20, 2012**  
Baltimore County Public Library  
320 York Road  
Towson, MD 21204

#### LEAD THE CHANGE MID-ATLANTIC SPEAKERS



**GINNIE COOPER**  
Chief Librarian  
District of Columbia Public Library



**JIM FISH**  
Director  
Baltimore County Public Library

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West Virginia Library Commission

Cover masthead art is photograph of Cranberry Glades, Pocohontas County, West Virginia.

Taken from the [West Virginia Department of Commerce website](#).

# Libraries prepare for Library Card Sign-up Month 2012

ALA CHICAGO – September is [Library Card Sign-up Month](#), and libraries are preparing for the promotion, a time when libraries across the country remind parents that a library card is the most important school supply of all.

Each year a number of libraries partner with local small businesses to promote the literal value of a library card; businesses offer discounts and coupons for patrons who show their library cards. Two such libraries include the Cedar Rapids (Iowa) Public Library and Boyd County Public Library of Ashland, Ky. During the course of the month, 50 participating businesses will display window clings from the library that advertise the library card discount. In addition to offering in-store discounts, local business will offer additional discount coupons to the first 200 residents that sign up for a library card.

During the month of September, the Bedford (Ind.) Public Library will display READ posters of library staff members and local celebrities throughout the library. The library will also run a contest for new library card holders; children who sign up for a new card can get their own READ poster, which will hang in the library throughout the month.

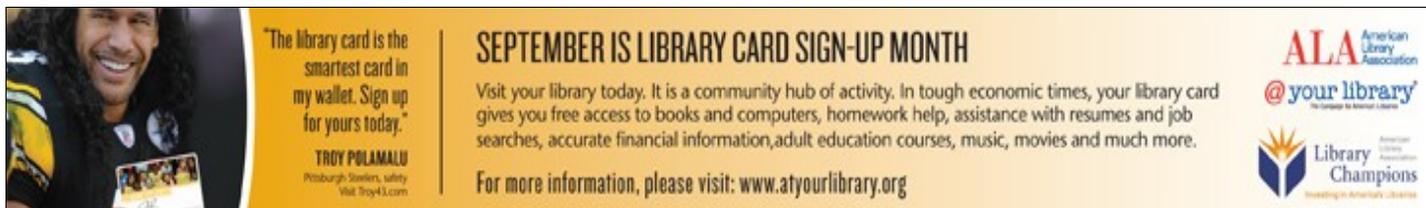
Each September, the Loudoun County (Va.) Public Library creates a theme-specific library treasure hunt for first grade students. In 2012, the scavenger hunt feature themes such as, Goin' on a Jungle Safari; the promotion will have students follow a map that highlights services and resources in the library. Prior to the event, the staff visits elementary schools with library card applications and invites children to attend the event with their parents.

The South Carolina State Library is targeting employees in government agencies, reminding them about the value of a state library card. In order to promote signing up for a library card, state library representatives will host “lunch & learn” sessions at state government agencies throughout the month. These sessions will discuss what the state library is and what it does for its users.

Resources available on the [Library Card Sign-up Month web page](#) include a print and digital public service announcement featuring the Honorary Chair of Library Card Sign-up Month, Troy Polamalu of the Pittsburgh Steelers. Sample media tools include a sample newsletter article, proclamation and PSA scripts.

**One thing regularly noted through the annual statistical report is the lower numbers of West Virginians who hold a library card at their local library compared to other states. This year marks the 25 anniversary of Library Card Sign-up Month.**

*Please consider holding Sign-Up events or promotions at your library.*



The library card is the smartest card in my wallet. Sign up for yours today.  
TROY POLAMALU  
Pittsburgh Steelers, safety  
Visit Troy4.com

**SEPTEMBER IS LIBRARY CARD SIGN-UP MONTH**

Visit your library today. It is a community hub of activity. In tough economic times, your library card gives you free access to books and computers, homework help, assistance with resumes and job searches, accurate financial information, adult education courses, music, movies and much more.

For more information, please visit: [www.atyourlibrary.org](http://www.atyourlibrary.org)

ALA American Library Association  
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American Library Association



### **Weed 'em or Keep 'em? Digging Deeper Into Weeding Projects (Live Online)**

In this 2 hour class, we will dig deeper into the process of weeding. This session will focus on electronic resources, reference materials, and subject specific collections. Students will review how to use circulation stats, Collection Analysis tools and usage patterns to assist with weeding decisions. We'll discuss how to review and evaluate complicated issues with digital copies, how to determine retention strategies for selecting the best available copy of a text for your library and to what degree libraries need to retain items even if they are getting little/no use.

**DATE: Tuesday, August 28th TIME: 10:00 AM FEE: \$145.00 for members.**

### **20 Questions: Technology Solutions in the Cloud (Live Online)**

In this two-hour, live online class, attendees will learn about online resources they can use to answer questions on technology and be introduced to cloud computing solutions for streamlining workflow and collaboration. As we know, providing staff and patron access to all of the desktop applications they need or want can be a costly endeavor that is not limited to the price of the software. To run photo editing and publishing programs you need to have the most up to date computers, and then when the file is completed where does the patron store it? The solution to all of these issues lives in the clouds. Cloud computing and web based applications are all the rage these day. In this class we will talk about Cloud Computing and explore a wide range of web based productivity tools that anyone can have access to without downloading a thing.

**Date:** Thursday, September 6, 2012 **Time:** 10:00am - 12:00pm (EST) **Fee:** Early Bird Discount! \$135 for members; \$210 for non-members

### **Management 101: Resource Allocation (Live Online)**

One key to effective management is to develop a thorough understanding of your resources. This class will cover basics of budgeting and funding streams; understanding, collecting and using statistical information; working with boards, Friends and other partners; marketing and promotions; and keys to basic time management. Each topic will be presented in a broad overview with key issues and questions highlighted. Students will be given the opportunity to consider the implications of each area in their own library setting.

**Date:** Friday, September 7, 2012 **Time:** 10:00am - 12:00pm (EST) **Fee:** Early Bird Discount! \$135 for members; \$210 for non-members

*For more information or to register, visit the [Lyrasis Classes and Events webpage.](#)*



**WEST VIRGINIA LIBRARIES GET MEMBER RATES WHEN REGISTERING THROUGH THE WEST VIRGINIA LIBRARY COMMISSION MEMBERSHIP!**

# CLARKSBURG-HARRISON COUNTY LIBRARY RECEIVES GRANT FOR HISTORIC REHABILITATION

*From WV Div. of Culture and History press release*



*L to R – Governor Earl Ray Tomblin presenting check to Jenn Armistead of Clarksburg-Harrison Public Library*

Gov. Earl Ray Tomblin presented \$623,495 in development grant funds for 12 projects involving the restoration, rehabilitation or archaeological development of historic sites listed in the National Register of Historic Places at noon Thursday, July 26. The grant presentation took place at the Culture Center, State Capitol Complex, Charleston. The State Historic Preservation Office (SHPO) of the West Virginia Division of Culture and History administers the development grant program.

Applications were accepted through March 31, 2012, and the SHPO made recommendations to the Archives and History Commission, which made the final grant determinations. Funding for the grants program comes from the appropriation of funds from the West Virginia Legislature.

Jennifer Armistead, Director of the **Clarksburg-Harrison County Public Library** was on hand to receive \$138,975 to replace the roof of Waldomore, the elegant antebellum house that is one of Clarksburg's historic resources and part of the library's complex.

For more information about the historic preservation development grants or a complete program description, including funding priorities and selection criteria, visit the [Division's website](#).

The West Virginia Division of Culture and History is an agency within the West Virginia Department of Education and the Arts along with the West Virginia Library Commission. Kay Goodwin, is the Cabinet Secretary.

**WATCH FOR KIDS - ITS BACK TO SCHOOL TIME!**

# SMITH AWARDS GIVEN

*Awards recognize libraries who submit their annual reports quickly*

The West Virginia Library Commission recently distributed certificates to libraries who received the “**Shirley Smith Award**” from the Commission. The award, named for longtime WVLC employee Shirley Smith recognizes public libraries who submit their annual data reports within the first weeks of the “window.”

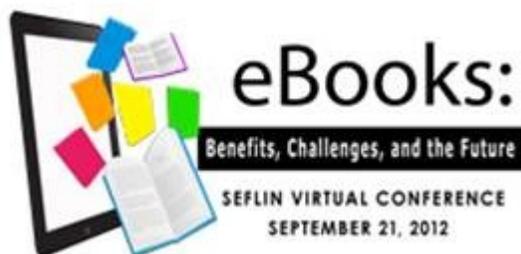
The public libraries receiving the Smith Award for FY 2012 are:

Alderson Public Library	Marion County Public Library
Boone-Madison Public Library	Morgan County Public Library
Bridgeport Public Library	Nutter Fort Public Library
Brooke County Public Library	Philippi Public Library
Cabell County Public Library	Raleigh County Public Library
Cowen Public Library	Roane County Public Library
Craigsville Public Library	South Jefferson Public Library
Elkins-Randolph Public Library	Southern Area Public Library
Five Rivers Public Library	Taylor County Public Library
Gassaway Public Library	Upshur County Public Library
Hampshire County Public Library	Vienna Public Library
Louis Bennett Public Library	Webster-Addison Public Library
Lynn Murray Mem. Public Library	

*Our congratulations to these libraries for a job well done (and quickly done too)!*



## ***SPECIAL TRAINING EVENT FROM WVLC:***



### ***eBooks: Benefits, Challenges, and the Future***

September 21, 2012, 10:00am - 4:00pm (Eastern Time, US and Canada)

*WVLC will be purchasing a group registration to this conference. Anyone who wishes to attend may attend in the WVLC Training Room in the Lower Level of the Culture Center in Charleston for no charge. Please register with [Rebecca Rice](#). CE Credit will be given up to the maximums allowed. WVLC Staff will facilitate discussion after the presentation.*

Seats are limited, so register ASAP. Produced by SEFLIN (Southeast Florida Library Information Network), this is a one-day online conference highlighting the impact of eBooks on libraries.

Presenters include: **Stephen Abram** (Gale-Cengage Learning), **Chad Mairn** (Novare Library Services), **Nik Osborne**, J.D. (Indiana University), **Jamie LaRue** (Douglas County Libraries, Colorado), **Sue Polanka** (Wright State University Libraries).

These leaders will discuss eBook trends, self-publishing and digital textbooks, barriers to and models for eBook lending, helpful eReader tips and tricks for library staff, and the future of eBooks in libraries.

This is a virtual conference, so there are no travel costs. Register as a group, so your entire staff can attend sessions that fit their schedules. Join information professionals around the world, and interact with library leaders and experts in the field. Hear about solutions and strategies for providing high demand e-content to your library patrons. Fully accessible via mobile devices too! Recordings of the conference sessions will be available to all registered attendees after the conference.

Registration is required for attending this conference. If you are interested in attending on your own (not through the WVLC group purchase detailed above) please check out the [conference website](#). The registration fee is \$25 for individuals and \$45 for groups.

*Funding for this workshop and this e-newsletter provided by*





## LIONS TO HELP WV LITERACY AND LIBRARIES

The West Virginia Library Commission and Lions Clubs in West Virginia are collaborating on a statewide project based on Lions International President Wayne Madden's Reading Action Program initiative—a campaign to improve literacy rates and promote reading. This project will encourage local Lions Clubs to contact local libraries to discuss needs and activities.

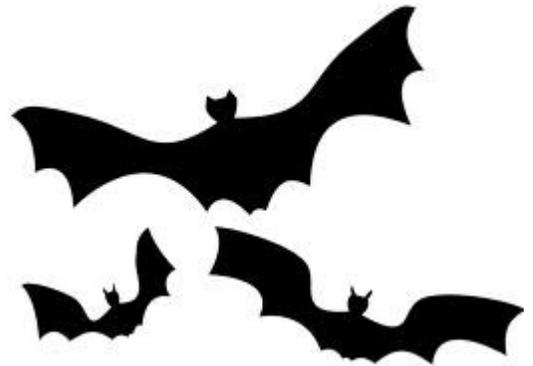
Clubs might offer to purchase books, assist with story hours and other reading programs for teens and adults, provide help with facility maintenance, help libraries serve readers with low vision, or even transport patrons to libraries or library materials to patrons.

Details are still being worked out but start thinking how you might partner with the Lions at your library. Learn more about the Lions Club in West Virginia by checking out their [website](#) or the [International Lions Club website](#).

### BATS AMONG THE BOOKS

Taken from *The Inter-Mountain*, August 18, 2012

During the Philippi Public Library's Summer Reading Camp, Director Judy Buckner Larry read the book, *"Bats at the Library,"* written and illustrated by Brian Lies. The book explores the joyful bats celebration of their nocturnal visit to the library through a window that was accidentally left open for the night.



In the delightful book, the bats make a swimming pool out of the library's water fountain, play in the pop-up books, duplicate themselves with the copy machine and read lots of books.

Recently, the Philippi Public Library had its own nocturnal visitor to the library.

"We don't know how it got in, but we welcome all patrons to the library," Larry said. "The (real) little bat created much excitement, especially with the children, until volunteer Phil McDaniel humanely removed him from the ceiling of the library."



## DATABASE REFERENCE

*WVLC Workshops to focus on using WVInfoDepot databases in the reference quest.*



WVLC Youth Services Consultant **Suzy McGinley** will be providing a new workshop concentrating on using resources from WVInfoDepot in providing reference service. The workshop will cover using databases like EBSCOhost, Points of View Reference Center and others to answer reference questions and to help with research needs. There will be 3 hours CE credit for participating in the workshop.

The workshop will be held on Tuesday, September 25th at the Lewis Bennett Public Library in Weston and on Thursday, September 27th in the WVLC Training Room on the lower level of the Culture Center in the State Capitol Complex in Charleston. The workshops will begin at 10:00 AM and last until 1:00 PM on both days. To register, please see the [Continuing Education Calendar](#) on the [WVLC Continuing Education](#) webpage.

If your library needs a particular training opportunity on one of the WVInfoDepot databases, or is willing to host future workshops, please feel free to [contact Suzy](#) or Adult Services Consultant [Susan Hayden](#). Workshops can be specially tailored to fit local needs.



# WVLC AT WVLA: BE THE CHANGE!

*Library Commission providing numerous training events at upcoming Annual Conference.*

"Be The Change," the 2012 [Annual Conference](#) of the [West Virginia Library Association](#) is coming up at the **Stonewall Jackson State Park Resort** in Roanoke, WV on **October 10-12**. As always, staff of the West Virginia Library Commission will be providing or hosting numerous events designed to hone skills or educate library staff and trustees on current issues.



WVLC will host a pre-conference for library staff and trustees on Wednesday, October 10th beginning at 8:30 AM. "*Be the Change: Make Every Day Library Advocacy Day*" will kick off WVLC's events at the conference. 2005 *Library Journal* "Mover and Shaker" and former Vice-President of the Urban Libraries Council **Veronda J. Pitchford (also known as the "Die-Hard Library Chick")** will explain that, much like change, library advocacy begins at home and in the streets. Learn how to expand your library's advocacy plan beyond legislative library day to engage friends, staff, trustees and library lovers in the process. Successful advocacy strategy campaigns used by advocacy experts will be described, discussed and deconstructed for use by libraries. Both advocacy novices and veterans will learn and share strategic ways to leverage everyday opportunities from chatting in line at the grocery store to neighborhood meetings to educate decision makers on how libraries change lives and make communities better places for us all. This session is designed for both library workers and library trustees.



That afternoon, Pitchford will present *It's About Brand (Meaning not Marketing)* from 2:00-4:00 PM. What do libraries have in common with top commercial brands in the market? They both communicate trust and outstanding experiences for their customers. Learn strategies used by the top corporate brands to engage your staff and board in creating meaning and disseminating message through every experience. We'll learn the components of a successful brand including how to create a brand manifesto, an action plan to launch new messages for target audiences and ways of measuring your brand's success in the community. You will not only increase value and market share in your community but turn your customers into the choir singing your brand's tune throughout the community.

*"Library Update: the Television Show about You and For You"* will be presented on Wednesday, October 10<sup>th</sup> at 2:00 by **Melissa Brown, Megan Tarbett and Heather Campbell-Shock**. In the spring of 2012, the West Virginia Library Commission resumed production of the television show *"Library Update"* as a way to assist in the professional development of the state's libraries, keep librarians and staff up-to-date on current trends and technologies, and inform the libraries of happenings around the state. Come and learn more about the show, meet the host and producers, and provide valuable feedback on past and future topics of the show.

*"The 2013-2017 LSTA Plan for WV Libraries"* will give participants a description of the new plan for federal activities in West Virginia's public libraries which will guide the Library Commission through the year 2017. **John Paul Myrick** will present this brief session on Wednesday, October 10<sup>th</sup> at 3:00.

On Thursday, October 11<sup>th</sup> at 1:00 PM, WVLC Consultant **Susan Hayden** will present *"You Die, What Happens Next?"* Once a family member dies, what are the many practical aspects and legalities of death that survivors need to deal with and settle? This presentation will answer how the library can provide the resources of these tasks that are necessary, but overwhelming when one is grieving. An attorney will join in the presentation to offer advice and suggest resources.

WVLC's **Melissa Brown** will host *"Bibliostat 2013"* on Thursday, October 11<sup>th</sup> at 2:00 PM.. This will be an overview of what to expect on the 2013 Bibliostat survey with added questions, new definitions and the thought process behind the scenes. Explanation will be provided on how the information is used throughout the US and within our state should reinforce the purpose of the exercise.

**Megan Tarbett and Heather Campbell-Shock** will present *"Using Social Media for Collection Development"* on October 11<sup>th</sup> at 4:00. Librarians are no longer limited to the traditional sources of finding reviews and other information to make collection development choices. Learn how the publishing industry uses social media to promote materials, and the best places to find trusted quality reviews.



*"What to say to the YA"* will be presented by **Suzy McGinley** on Friday, October 12<sup>th</sup> at 9:00 AM. This program will provide readers advisory help for our Young Adult customers and give participants ideas, resources and tools to help with some of our pickiest patrons.

[MORE →](#)

Karen Goff and John Paul Myrick will present "Trustee Basics: Hit the Ground Running" on Friday, October 12<sup>th</sup> at 9:00 AM. This session will provide an overview of basic laws and regulations relating to library Boards of Trustees in West Virginia and will also detail WVLC's new Trustee Academy, a voluntary certification program for library trustees.



On Friday, October 12<sup>th</sup>, WVLC's Megan Tarbett will host the Government Documents Round Table program on the "Census 1940," which was recently released by the National Archives and Records Administration. The 1940 Census provides much information for researchers—Genealogists will be at your library mining the data for branches on their family trees. Hear from an expert in the field. This program will begin at 10:00 AM.

**BE THE CHANGE—2012 WVLA ANNUAL CONFERENCE**

**Stonewall Jackson Resort—Roanoke, West Virginia**

**October 10-12, 2012**

**For more info, see the WVLA Website.**

***Library Lookout***

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Karen E. Goff, Secretary/State Librarian  
John Paul Myrick, Editor

**PLEASE SEND YOUR NEWS ABOUT  
WEST VIRGINIA'S  
PUBLIC LIBRARIES!!!**

**WEST VIRGINIA LIBRARY EMPLOYMENT  
OPPORTUNITIES**

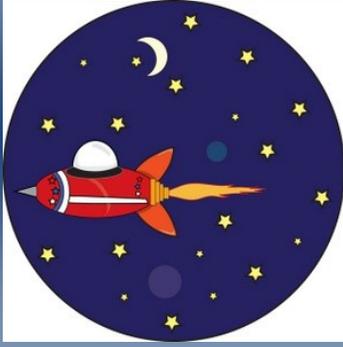
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**PLEASE THANK YOUR LEGISLATORS FOR THEIR  
SUPPORT OF LIBRARIES!**

**SEND US YOUR MINUTES!**

To insure AR compliance, Service Centers and Designate libraries should send minutes to WVLC to [Rebecca.j.rice@wv.gov](mailto:Rebecca.j.rice@wv.gov). Affiliates libraries should send their board minutes to their Service Centers. These changes are effective July 1, 2012.

## NASA Space Science Training:



## Explore: Jupiter's Family Secrets

Join us for a FREE NASA-supported training and discover ways to bring space science to your public programs! Explore hands-on activities that are designed for use with children ages 8 to 13 and their families and rely on inexpensive, fun materials!

### Cheat Area Public Library

121 Crosby Rd.

Morgantown, WV 26508

**September 20-21, 2012**

*Explore: Jupiter's Family Secrets* will acquaint you with Jupiter and NASA's upcoming Juno mission to discover clues about our solar system's history! Scientists and educators from NASA and the Lunar and Planetary Institute will share space science information, resources, hands-on activities, and demonstrations developed specifically for you to infuse into your programs with children and youth ages 8 to 13 and their families. Public library, museum, science center, and park staff that provide, or plan to provide, out-of-school programs for 8-13-year-olds in Pennsylvania, Delaware, Maryland, West Virginia, and Virginia are invited to attend.

**The training is free.** A \$350 stipend is available for 25 participants. A stipend request form will be emailed to participants upon accepting their applications to attend. Space is limited, and registration is being conducted on a first-come first-accepted basis (deadline: August 31, 2012)! (Preference will be given to those serving rural audiences.)

Find more information or

[Apply at the Lunar and Planetary Institute's Website.](#)

The training will begin at 9:00 a.m. on Sept. 20 and continue until 5 p.m. on Sept. 21. Light breakfasts, lunches, and afternoon snacks will be provided. Hotel suggestions, logistical information, and a tentative agenda will be supplied shortly after you register; participants are responsible for travel, housing, and dinner costs and arrangements.