

BE THE CHANGE!

WVLC will have a huge presence at this year's [Annual Conference](#) of the [West Virginia Library Association](#), and we hope you will join us for the great events planned at the [Stonewall Jackson State Park](#) Resort October 10th-12th.



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.

BE THE CHANGE! SEE YOU AT THE CONFERENCE!

PLEASE BORROW OUR BOOKS!

Deposit Collections from WVLC can expand your library's offerings of new, expensive or emerging formats while also allowing your library to broaden its collections in special genres. With help from the Library Commission's collections and specialists, rotating and deposit collections are tailored to your library's specific needs. Collections are checked out for an extended period of 60-, 90-, or 120-days and then shipped directly to the library. In return, the library will need to promote these collections to the community, keep circulation statistics, answer a brief survey and return the titles at the end of the loan period. Then, as often as you like, you can request new deposit collections.

Available collections include:

- Audiobooks - unabridged compact discs and cassettes
- Playaway audiobooks - small, self-contained audio equivalents of a book complete with ear-phones and batteries
- Books
- Large Print Books
- Graphic Novels/Manga/ Comics
- Science Fiction/Fantasy
- Spanish Language-fiction and non-fiction titles by best-selling Mexican and Latin American authors, in addition to popular English language works translated into Spanish.
- Deaf and Hard of Hearing Educational and Support
- DVDs

To borrow a collection, complete a [Request Form](#) and send it to us! That's all it takes.

THE "EASY" BUTTON FOR ADULT PROGRAMMING

The Library Commission has over 200 book discussion kits which are circulated to libraries. These kits contain 10-15 copies of popular books and resources materials so that you can quickly and easily quickly support and lead a book discussion program in your community. For more information on our popular BDG program, please contact [Susan Hayden](#), Adult Services Consultant.



Be the Change!

2012 WVLA ANNUAL CONFERENCE

Stonewall Jackson Resort—Roanoke, West Virginia—October 10-12, 2012

For more info, see the [WVLA Website](#).



"The library card is the smartest card in my wallet. Sign up for yours today."

TROY POLAMALU
Pittsburgh Steelers, safety
Visit Troy43.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





West Virginia University Libraries is accepting applications for two positions

BUSINESS REFERENCE LIBRARIAN

CATALOGING LIBRARIAN

Both positions are headquartered at the Downtown Campus Library in Morgantown.

MLS degree required for either position. Additional requirements and application information can be found at the [University Libraries](#) website.

DATABASE REFERENCE

WVLC's **Suzy McGinley** will be providing a new workshop concentrating on using resources from WVInfoDepot.org 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. **WVLC will award 3 hours CE credit for participating in the workshop.**



The workshop will be held on **Tuesday, September 25th at the Louis 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.



The South Charleston Public Library is seeking two fill two positions in its Youth Services Department:

YOUTH SERVICES DIRECTOR

REQUIREMENTS: MLS from an ALA accredited school and experience in working with children. This person must work well with all types of people, but especially children, and must be able to supervise a small staff.

PART-TIME YOUTH SERVICES ASSISTANT

REQUIREMENTS: Bachelor's Degree in early childhood education, elementary education or librarianship preferred. Bachelor's Degree in some discipline required.

Complete requirements and application information can be found on the [South Charleston Public Library](#) website.



KCPL is seeking to fill the vacant position of

AUTOMATION MANAGER.

This position plans, directs and manages the implementation of information technology system wide to include maintenance and security of all Library servers, LAN/WAN, telecommunications, hardware, Integrated Library System and other major 3rd party software, phone system and other miscellaneous peripheral information system equipment, and contractual and grant-funded services. Requires: undergraduate degree in a related field; or equivalent combination of education and work experience; Minimum of 2 years demonstrated experience at an intermediate-level or above in an automation/IT department; demonstrated experience working with UNIX, Network Management, Telecommunications, PC and Microsoft Office applications; demonstrated supervisory experience.

For complete details, please see the [KCPL Employment](#) website.

LET US TRAIN YOU!

WVLC Provides Custom Training for WVInfoDepot.org
Databases



Are you using reference resources to their fullest extent? Are your patrons finding all of the information they need? If not, perhaps you need training or a brush up on the multitude of informational resources available through WVInfoDepot.org!

WVLC staffers will gladly provide training, either online or in-person, on using the various databases available through WVInfoDepot.org. If your library needs a particular training opportunity on one of the WVInfoDepot databases please feel free to contact Suzy McGinley or [Susan Hayden](#).

WVLC staff can provide training opportunities on the following databases and uses:

EBSCOHost Databases, including:

MasteFile Premier
TOPICsearch
Newspaper Source
GreenFILE
Regional Business News
ALT HealthWatch
HealthSource Consumer Edition
HealthSource Nursing/Academic
Funk & Wagnalls Encyclopedia
Primary Search
Library, Info Science & Tech. Abstracts
Audiobook Collection

Job and Career Accelerator
Grolier's Encyclopedia
Consumer Health Complete
NoveLIST Plus and NoveLIST K-8
Searchasaurus
Learning Express Library
Newspaper Archives
Points of View Reference Center
KidsSearch
Using NoveLIST to help with School Curriculum
Database Reference Services

WVLC also needs libraries with adequate computer areas and/or conference rooms to host training opportunities for other library workers around the state. If you are willing to host a training session, please [contact WVLC](#).



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2012 WVLA ANNUAL CONFERENCE

Stonewall Jackson Resort

Roanoke, West Virginia

October 10-12, 2012

For more info, see the [WVLA Website](#).

LIBRARY JOURNAL PRESENTS
LEAD THE CHANGE
LEADERSHIP EVENT SERIES



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.

Attend individually or with your library's staff for a day of dynamic presentations, case studies, and conversations presented by B.A. David Company founder David Ben-dekovic and Library Journal, featuring librarians and thought leaders from around the country.

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.

**ONLY
\$85!**

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September 20, 2012

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West Virginia Library Commission

Be In the Know. **WVINFODEPOT.ORG**

HELPING PATRONS ACCESS JUSTICE WEBINARS



Pro Bono Net is pleased to announce a series "[Libraries and Access to Justice](#)" national training webinars. The series will help librarians better assist library patrons with legal needs by presenting a range of free online access to justice resources, and will showcase successful models for legal aid-library collaboration. Pro Bono Net is producing the webinars in collaboration with the Legal Aid Society of Louisville, Central Minnesota Legal Services and Legal Services State Support (MN), with funding from the Legal Services Corporation's Technology Initiative Grants program.

The webinars are free to public library and public law library staff, as well as stakeholders from the legal aid, court and access to justice communities. Attendees are welcome to join for the entire series or attend individual webinars on topics of interest. Recordings and presentation materials will be made available online afterwards.

The remaining webinar titles are:

Connecting Library Patrons with Legal Information: Key Resources, September 27th

Helping Patrons Find Legal Assistance in their Community: Online Referral Tools, October 11th

Developing Legal Aid-Library Collaborations: Models and Replication Resources, November 1st.

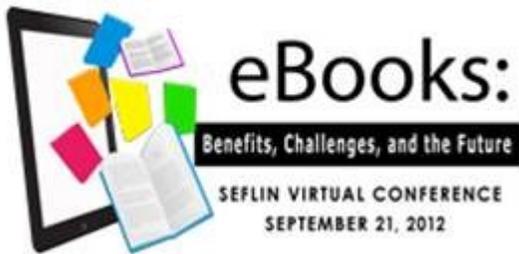
Each webinar will last 75 minutes and be conducted using GoToWebinar software. All webinars will take place at 1pm ET. The webinars are free, and attendees are welcome to join for the entire series or attend individual webinars on topics of interest. The webinars will be recorded and made available online afterward, along with all presentation materials. For more information about the series, contact [Liz Keith, LawHelp Program Manager](#) at Pro Bono Net.

The West Virginia Library Commission will award 1.25 hrs of CE credit for each webinar attended. To obtain credit for these webinars, follow instructions on the [WVLC Continuing Education website](#).

Pro Bono Net is a national nonprofit organization dedicated to increasing access to justice through innovative uses of technology and increased volunteer lawyer participation.

 West Virginia
Library Commission

**SPECIAL TRAINING EVENT FROM
WVLC:**



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

September 21, 2012, 10:00am - 4:00pm

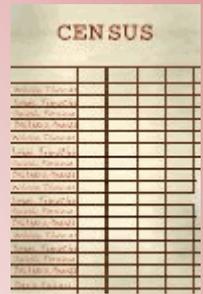
WVLC will be purchasing a group registration to this conference. Anyone who wishes to attend may attend in the WVLC Training Room in the Lower Level of the Culture Center in Charleston for no charge. Please register with [Rebecca Rice](#). CE Credit will be given up to the maximums allowed. WVLC Staff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

Please check out the [conference website](#) for information about the conference or attending on your own.

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

**NEW TRAINING OPPORTUNITY—
USING FAMILYSEARCH.ORG
IN GENEALOGICAL REFERENCE**

John Paul Myrick, WVLC Library Development Director will provide a one-hour webinar in using **Familysearch.org**, a free database from the Church of Jesus Christ of Latter Day



Saints in helping patrons with genealogical research. This online training will be on **Friday, November 2nd at 2:00 PM.**

Familysearch.org contains all U.S. Census records with indexes (including the recently-released 1940 census), as well as genealogical information gleaned by the Mormons from courthouse records, vital records, submitted genealogies and more. JP will explain how to perform searches on the database and talk about sections of most use to library patrons. This training opportunity is **FREE** and 1 hour of CE credit will be awarded to West Virginia library workers.



ready.gov/pledge



FEMA



ITS COMING OCTOBER 13-14TH!!!!



WWW.WVBOOKFESTIVAL.ORG



FLYERS AVAILABLE TO HELP WITH UPCOMING CHANGES IN FEDERAL DISBURSEMENTS

Do you know that the Treasury Department is phasing out paper check payments and requiring federal benefit recipients to get their money electronically? On March 1, 2013 all federal benefits and non-tax payments, including Social Security and Supplemental Security Income (SSI), Veterans Affairs (VA), Railroad Retirement Board, Office of Personnel Management, and Department of Labor (Black Lung) payments, will be paid electronically by direct deposit to a bank or credit union account or to a Direct Express® Debit MasterCard® card account.

The West Virginia Library Commission is one of many local and regional partners that are playing a vital role in educating the people they serve about the new change to how federal benefit payments will be delivered and helping people choose an electronic payment option before the federal deadlines.

Library Lookout

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Culture Center

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Charleston WV 25305.

Karen E. Goff, Secretary/State Librarian

John Paul Myrick, Editor

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

The following fliers and information can be downloaded and printed so you can inform your library patrons and community members about the Go Direct program:

[Fact Sheet](#)

[Keep Your Money Safe flier](#)

[Why the Change flier](#)

For more information, visit the ["Go Direct"](#) website or contact [Susan Hayden](#).



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