

Geek the Library Webinar Offers Keys to Success

A June 11 Geek the Library webinar offered ideas on making the program a success. Shea Allmont, Communications Manager of the Delaware County District Library in Delaware, Ohio, offered these observations (with a few ideas thrown in by the WVLC communications and consulting staff):

- Encourage library staff to create posters of what they geek. This will help the staff feel that they are involved in the project and help them connect with patrons who have questions.
- When you have outdoor events where there's ample concrete or asphalt, have lots of chalk on hand so children and adults can get down on their hands and knees and write what they geek. You'll be surprised how many will do it. This encourages interaction between patrons and staff about the program. It allows people to take ownership of the message and it gives you an opportunity to talk about the library, its need for support, etc.
- Indoors, or where you can't write on a parking lot, put black craft board on easels and let people write what they geek with silver markers. You could also buy chalkboard paint and simply make your own boards for people to write on with markers, chalk, etc.
- The Geek the Library message is hip and cool. People will be intrigued by it. When offering Geek the Library information, let the conversation lead patrons to the library website where they can find ways of getting involved or making a contribution (of course, you'll need this information on your site).



Geek the Library is a community-based public awareness campaign coming to West Virginia libraries during Library Card Sign-up Month in September. The campaign will (1) spread the word about the vital and growing role of your public library, and (2) raise awareness about the critical funding issues many public libraries face.

WVLC is encouraging all libraries to sign up for the campaign before the official statewide launch date in September. WVLC does not expect libraries to implement any Geek projects this summer — just to start thinking about them. Geek the Library is a great way for libraries to increase their visibility with elected officials and the public by creating a statewide image. To get a jump on Geek the Library now, visit <http://get.geekthelibrary.org> to learn more about the campaign. WVLC has also created a page on its website to help launch the campaign: <http://tinyurl.com/lphluqk> in West Virginia.



Librarians Earn Associate Degrees

Congratulations to West Virginia librarians Cherie Davis, Donna Crocker and Pam Mann, who recently earned associate degrees from Mountwest Community & Technical College. The three, who were awarded fellowships from *Bridging the Gap II*, completed the degrees via distance education at Mountwest.

“I learned a lot about selecting materials, weeding and cataloging,” said Cherie Davis, Director of the Ronceverte Public Library. “The business math class was fantastic. It reinforced the skills you need for payroll, taxes and loans for the library.”

Bridging the Gap II is a Laura Bush 21st Century Librarian Program grant from the Institute of Museum and Library Services that will expand online paraprofessional library programs and provide scholarships and technology stipends to 40 library staff members working in West Virginia’s Appalachian areas. Scholarship recipients will receive tuition to Mountwest Community & Technical College or Northern Kentucky University. Scholarships are renewable for a total of three years. Mountwest, Northern Kentucky and the Library Commission are partners in this grant program.

Davis, Crocker and Mann will next begin work on bachelor’s degrees in Library Science from Northern Kentucky University, also via distance learning.

From the Secretary

By Karen Goff

Soon every public library in West Virginia will begin the annual task of completing the Annual Report, also known as the Bibliostat Report. The data collected about library use, library services, library funding and library users is used to demonstrate the outstanding value that libraries provide. Statistics are necessary for the management of existing services and for planning for future services. Policy makers, funding authorities and the general public use the data to make decisions regarding libraries.

Among the many myths surrounding the Library Commission is one that declares that any decrease in circulation, attendance, books added, reference questions received, number of subscriptions, and a few others, jeopardize state Grants-in-Aid (GIA). This is not true. Data is gathered in these areas for comparison on the local, state, and national levels. It is critical that the numbers you report accurately reflect what is really happening so that trends can be identified and solutions explored.

Much of the data collected from libraries in West Virginia is also collected from libraries across the nation. Each state library agency submits the collected data to the Institute of Museum and Library Services where it is used to identify national needs and trends in museum, library, and information services, measure the impact and effectiveness of museum, library, and information services throughout the United States, and develop plans to improve museum, library and information services.

Please remember the impact of the data when you are filling out the report. Do not doubt that your numbers are brush strokes that paint a state and national picture of library services. Thank you for all you do to make this picture a portrait and not a caricature.



Kill-A-Watt Devices Available Through Appalachian Power for Patron Check Out



Over the past few years, Appalachian Power launched several new energy efficiency programs, including a collaborative project with public libraries to offer Kill-A-Watt meters for patron check out.

A Kill-A-Watt meter is a small unit that plugs into a wall outlet while connected to any household electrical item. It is used to monitor the amount of energy the household item is using. The energy consumption results are displayed on an easy-to-read LED screen, and the results can help someone determine whether the household item is worth leaving plugged in or even if it's time for the household item to be replaced. The main objective is to help the consumer reduce the amount of wasted electricity, and ultimately help save money on electric bills.

The collaboration with libraries works like this:

- Appalachian Power provides the Kill-A-Watt meters to the West Virginia Library Commission where they will be sent to requesting libraries. Interested libraries register through WVLC with Susan Hayden.
- Participation by libraries is optional and limited to the areas within the 23 counties that Appalachian Power serves (see <http://tinyurl.com/lt3jghn>)
- Libraries will check out devices to patrons.
- Appalachian Power is supplying promotional materials for the Kill-A-Watt program to participating libraries; the company will take the lead in promoting the program to the news media and general public.
- Libraries will not be held responsible for lost or damaged meters.

If your library is interested in participating, please contact Susan Hayden, WVLC Adult Services Consultant, at susan.g.hayden@wv.gov, (304) 558-3978, ext. 2015.

Shepherdstown *Brown-Breaking* Celebration a Huge Success

Shepherdstown's Library Project officially kicked off on May 9 as the Shepherdstown Public Library, in partnership with the Jefferson County Development Authority, Snyder Environmental Services and Triad Engineering, hosted its *Brown-Breaking* Celebration at the soon-to-be-former Shepherdstown municipal dump. In attendance were officials and delegates from the Governor's Office, U.S. and State Senate, Jefferson County, and the Office of the Mayor. Also present were the Library's Board of Trustees and Dan Brinke of the Nora Roberts Foundation (whose generous support made the land cleanup possible), WVLC Library Development Director John Paul Myrick, Patrick Kirby from the Northern WV Brownfields Assistance Center and many interested local area residents. With the sound of bulldozers working in the background, John Doyle, former delegate and long-time supporter of the project, cut the ceremonial ribbon marking the official start of this initial phase of our library project. For more information or to make a donation, visit at www.lib.shepherdstown.wv.us, or contact Hali Taylor, Director, at 304-876-2783.

Archived LSSC Webinars

The Library Support Staff Certification (LSSC) Program offers webinars that are generally open to the public. Two new ones – An Introduction to the LSSC Program and Preparing a Portfolio – have recently been added to the archive. To learn more, visit <http://tinyurl.com/q4yrg9d> and **scroll to the bottom** of the page. Information on upcoming webinars is available as well.

Points of View Debate Blog Focuses on Syria Fighting

The Points of View Debate Blog (<http://ebscohost.com/pov-blog>) is focusing on the Civil War in Syria in June. According to recent email from EBESCO, “U.S. intelligence agencies are currently investigating evidence that the Syrian army has used chemical weapons against the rebels and civilians, and there is an ongoing debate over whether the U.S. should get involved in the war.” The blog is an important resource for high school librarians and teachers interested in original, comprehensive analysis and opinion on controversies and news.

Continuing Education Opportunities

The June 30 deadline for getting continuing education credits is quickly approaching. The workshops below are recommended and pre-approved for CE credit.

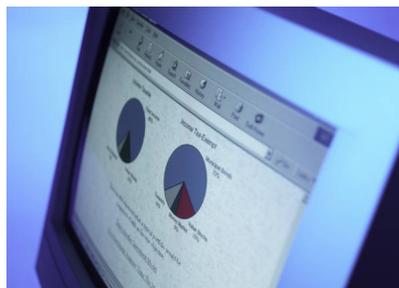
- **New Kids on the Block, from Booklist, June 18, 12-1 PM.** While there won't be any serenading from the beloved boy band, this hour-long, free webinar is sure to be almost as swoon-worthy. Hear from Algonquin Young Readers, Blink/Zondervan, Soho Teen, and Sourcebooks Fire as they present middle grade and YA titles from their new imprints hip to all things tween and teen. The webinar is moderated by Booklist's Books for Youth associate editor Annie Kelley. For more information and to register for this program, visit: <http://tinyurl.com/ojem9zm>.
- **Publishing at the Public Library: Become a Community Publishing Portal, from the Public Library Association, June 18, 12-1 PM.** Public libraries have always been in a unique position to help local writers connect with readers in their communities. The advent of self-publishing platforms presents libraries with a new resource to enhance that connection and reinforce their place at the center of community cultural life. Last year Los Gatos (Calif.) Library began a partnership with e-book self-publishing company Smashwords to offer a three-part series of e-book self-publishing seminars. This partnership has grown to include a co-branded publishing portal managed by Smashwords. Linked from the library website, the portal enables local authors to publish and distribute e-books at no cost and allows them to "Publish to the Library" if the library chooses to purchase their work. Find out how Los Gatos Library developed this partnership and how your library can easily do the same. For more information and to register for this program, visit: <http://tinyurl.com/n4dpdms>.
- **Facilitating Virtual Meetings, from NonProfit Webinars, June 19, 11-12 PM.** Virtual meetings are the norm today. Sure, you may know how to facilitate group meetings, but how are your virtual facilitation skills? Do you know how to use technology effectively to achieve maximum group results even when you're not in the same room? How do you minimize the common challenges? In this webinar, learn how to adapt facilitation skills to the



virtual environment. Discover critical components of virtual facilitation, how to overcome common dysfunctions in virtual meetings, and ways to accomplish full group participation – as if you're in the same room. For more information and to register for this program, visit: <http://tinyurl.com/lx5e83d>.

- **RDA Has Arrived: Essentials for RDA for Public Services, from the Georgia Library Association, June 19, 12-1 PM.** After years of buzz, the Library of Congress implemented the new cataloging standard RDA (Resource Description and Access) on March 31, 2013. What is RDA and why should I care? RDA is part of the ongoing transformation of library data with an objective of responsiveness to user needs. Susan Wynne will discuss the major differences between AACR2 practices and RDA, focusing on how RDA affects user displays and navigation in local catalogs, WorldCat, and elsewhere. Visit <http://tinyurl.com/nucz247> to register for the program or seek more information.
- **Transformational Advancement , from NonProfit Webinars, June 19, 1-2 PM.** Why, when and how to plan and take an institution's fundraising to higher levels of accomplishment is the focus of this session. To help grow philanthropy, participants are asked to present current questions and concerns and to share insights, ideas and creative ways to transform fundraising efforts. Participants are challenged to: (1) share their story of value, (2) recruit and coach fundraising leaders, (3) build a generous board, (4) mine giving records, and (5) sustain conversations and thanks to make "asks" happen. For more information and to register for this program, visit: <http://tinyurl.com/lx5e83d>.

- **Data-Driven Libraries Part 3: Decoding Data to Plan for the Future, from Library Journal, June 25, 1-2 PM.** Data-driven decision making is creating large pools of data around which public libraries are trying to define everything from overarching strategies to granular collection development strategies. Although the analysis of this data is often left to third-parties, some libraries are taking the step of hiring their own data analysts to help administrators decide what the data means, why it matters, and how best to present it to other stakeholders. For more information and to register for this program, visit: <http://tinyurl.com/mungiyh>.



- **Need Nonprofit Board Members? LinkedIn Helps You Make Connections, from NonProfit Webinars, June 25 1-2 PM.** With nearly two million nonprofit board seats open, good board members are hard to find. Yet, according to the Taproot Foundation, most professionals want to be on boards. How do nonprofits attract the right professionals to their boards, the ones who want to do the job and who have the particular skills needed by the organization? Well, the simple answer is – just ask. The longer answer is you need a conduit to professionals who care. LinkedIn Board Connect now provides that conduit for nonprofits, at no cost. For more information and to register for this program, visit: <http://tinyurl.com/lx5e83d>.

- **Using Census Data to Get Grants, from NonProfit Webinars, June 26, 1-2 PM.** The basis for any successful grant proposal is objective evidence that a vital community need exists. This is why the best American fundraisers are intimately familiar with the US Census Bureau website, including American FactFinder and mapping tools. This workshop is intended for those who either are new to the US Census site, are confused by its new format or haven't had time to learn about the wide array of data and services offered at the site. For more information and to register for this program, visit: <http://tinyurl.com/lx5e83d>.



Libraries in the News

- **Hedgesville Residents Get Sneak Peek at New Library.** “While the exterior of the Hedgesville Public Library has been complete since last summer, residents were able to get a ‘sneak peek’ into the library’s unfinished interior and see the designs for the completed building.” Read more at *The Journal*, <http://tinyurl.com/mzf6jtt>.
- **Library Summer Programming Begins with Hands-On Activities.** “The Cabell County Public Library kicked off its summer programming this week with a gardening program presented by Rich Sherman from the West Virginia University Extension Service.” Read more at *The Herald-Dispatch*, <http://tinyurl.com/m5poccs>.
- **Pineville Library Hosting Diabetes Classes.** “The Pineville Public Library is sponsoring free diabetes educational classes on June . . . 21 and 28 from 2:30 PM until 4:00 PM The classes are presented by Teddi Craddock, RN, CDE, LNC” From *The Independent Herald*, <http://tinyurl.com/l9l7utb>.
- **Wayne Public Library Hosting Summer Programs.** “The Wayne Public Library’s branch in Wayne will host an array of activities in June and July.” Read more at *The Herald-Dispatch*, <http://tinyurl.com/kt2e27m>.

Independent School Librarians Invited to Network at AASL National Conference

The American Association of School Librarians (AASL) 16th National Conference & Exhibition, taking place Nov. 14-17, 2013, in Hartford, Conn., will host events encouraging school librarians working in independent schools to network and build a community. The conference, “Rising to the Challenge,” will feature an Independent School Section (ISS) networking reception and two tours to local independent schools. More information on these events can be found at <http://tinyurl.com/m9e8num>.

Ohio County Public Library Offers “The People’s University”

The Ohio County Public Library is offering an innovative adult education program called The People’s University. In keeping with the mission of public libraries as sanctuaries of free learning for all people, the Ohio County Public Library created the free program for adults who wish to continue their education in the liberal arts. The People’s University features courses — taught by experts in each subject — that enable patrons to pursue their goal of lifelong learning in classic subjects such as history, music appreciation, philosophy, and literature.

“Each series of courses typically includes eight classes each,” said Sean Duffy, Adult Programming Coordinator at the Ohio County Public Library in Wheeling. “So far we have covered the History of Wheeling, World Geography, American Literature, Art Appreciation, Music Appreciation, Government, American History I. We are currently in the middle of American History II, the Civil War and Statehood.”

Attendance for each course ranges from 40-100, said Duffy.



New Literacy Resources

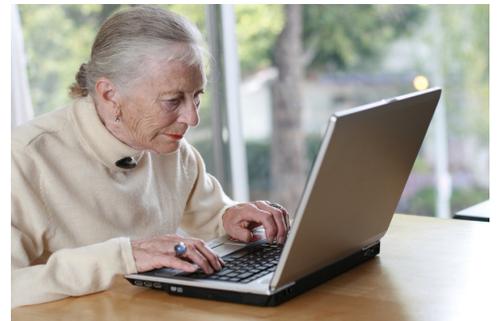


A new publication from the West Virginia Library Commission will assist public libraries interested in starting or improving adult and family literacy programs in their libraries. This document, *Literacy For All*, was originally published by the American Library Association's Office of Literacy and Outreach Services (OLOS). OLOS gave permission for library agencies to utilize the content of the publication, and WVLC Adult Services Consultant Susan Hayden re-wrote the document to reflect West Virginia needs and support organizations. The document is available on the WVLC website at <http://tinyurl.com/ky6hr8h>.

The document is part of a new literacy section on the website, <http://tinyurl.com/m2e7nm6>. Also available is a link to a recent LibGuide on early literacy services by Suzy McGinley, WVLC Youth Services Consultant.

New Study Highlights Library Use of “Mega Internet Sites”

Primary Research Group has published *Library Use of the Mega Internet Sites, 2013 Edition*, which examines how libraries are using Google, Pinterest, Yahoo, Facebook, YouTube, Wikipedia, Amazon, Bing, Instagram, Vimeo, Twitter, Ebay and many other major internet sites. Just a few of the findings from the study are that:



- 4.17% of libraries sampled have workshops which teach patrons to use Craigslist
- 25% of libraries sampled give workshops on how to use Wikipedia
- 90% of college libraries sampled give workshops on how to use Google Scholar
- A third of legal and corporate libraries sampled considered Google Translate to be “highly useful”
- Nearly 43% of libraries with an annual budget of more than \$1 million considered Bing to be “highly useful”
- The mean number of subscribers to the Twitter accounts of the libraries in the sample was 323
- Non-USA libraries were much more likely than US-libraries to consider MySpace useful
- About 23% of the libraries sampled had a YouTube account
- Public libraries in the sample spent a mean of \$8,000 ordering books from Amazon in the past year
- 12.5% of libraries sampled use Flickr in their professional work

The 160+ page study is available from Primary Research Group for \$72.00. For more information visit www.PrimaryResearch.com.



West Virginia Library Jobs

For additional jobs, see the West Virginia Library Commission Website, <http://tinyurl.com/lklg648>.

Davis & Elkins College in Elkins, West Virginia invites applications for the full-time position of **Assistant Director** for Booth Library. Starting date is negotiable but should be no later than July 1, 2013. Rank and salary will be commensurate with qualifications and experience. The ideal candidate will work collaboratively with the Library Director and stakeholders to articulate and execute a dynamic, innovative and service-oriented vision for a small college library in the twenty-first century. Davis & Elkins College believes that libraries cannot survive or prosper as mere repositories of information but must be dedicated to outreach and education, to becoming the “learning commons” of the College. The College expects the new Assistant Director to help realize this vision. For complete information, see the college website at <http://tinyurl.com/nxl6h4p>.

The **South Charleston Public Library** is seeking a creative and dynamic team member to head the Youth Services Department of our independent, municipal public library. Our active youth services program is recognized as one of the best in West Virginia and we are proud of our customer focus and innovative programming. For more information about this **Youth Services Librarian** position and how to apply see their website, <http://tinyurl.com/kpu4fu4>.

The **Clarksburg-Harrison Public Library** (<http://tinyurl.com/mmo6elj>) Board of Trustees in Clarksburg, WV is seeking a new **Library Director** to build on past successes and lead the library to new levels of excellence. The library has a service population of 57,000 and provides professional services to 6 additional libraries in 4 counties. The Director works with the Board of Trustees to determine the strategic direction of the library, represents the library in the local and regional community, and develops new library programs and innovative technologies. The Library Director has complete charge of the library including budget preparation, staff management and administrative duties. The Library Director is also responsible for working with six smaller affiliated libraries in all facets of library operations. Qualified candidates must have an MLS degree from an ALA accredited library school and at least 5 years of progressively responsible public library experience, including at least 3 years in a supervisory and/or administrative position. Please send resumes with 3 professional reference contacts to jeaniehardesty@aol.com.

The **Hampshire County Public Library**, serving a population of 20,000 in the Potomac Highlands of West Virginia, seeks a **Library Director** to plan for and manage all public library operations. Proven administrative skills and creativity are required as is the ability to formulate a vision for the next decade. Strong work ethic, integrity, and effective communication skills required. Successful candidate must have strong leadership and management skills, excel in the areas of computer technology, finance, service, special events, fundraising and the implementation and development of policies. Masters of Library Science (MLS) from an accredited university and two years professional library experience required. Please email resume with three references to: hampshire.library@martin.lib.wv.us.

The growing city of **Princeton, West Virginia** needs a new **Library Director** for their newly remodeled, independent, municipal public library. Under the policy guidance and direction of the board of trustees, The Library Director is responsible for budget preparation, staff management and administrative duties. Minimum qualifications include a Master’s Degree in Library Science from an ALA accredited program, a minimum of five years of progressively responsible library leadership, excellent interpersonal skills, experience in providing sound fiscal planning and management, and a thorough knowledge of current trends, technology, and best practices for public libraries, as well as the ability to work effectively with the public, library staff and local government entities. For a complete job description and more information about the library, visit our website at <http://tinyurl.com/mlbt229>. The Library offers a competitive benefit and compensation package. Salary offered is commensurate with experience and qualifications. EOE.

Applications accepted through June 19, 2013. To apply for this position, mail a resume and three professional references to: Elke Doom, City Manager, 100 Courthouse Rd., Princeton WV 24740, ATTN: Library Search Committee.

Story Ideas from Granny Sue

Granny Sue (Susanna Holstein) of Stories from the Mountains and Beyond, offers several ideas for story times:

- Make Dinosaur eggs and let kids crack them open to find a little plastic dinosaur inside. The project isn't expensive. If you have teen volunteers, they could make the eggs in advance of the program. For more information, visit <http://tinyurl.com/ct8xa4w>.
- Another simple "buried treasure" craft is the treasure bottle. Collect plastic water bottles, rice, and little trinkets to put inside (maybe plastic jewels). Remove the labels from the bottles and place the rice and trinkets inside. That's all there is to it. Visit <http://tinyurl.com/cubugcg> for more information.

Library Lookout

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