

West Virginia Library Commission

Library Lookout

A monthly e-newsletter for West Virginia libraries

Number 46, September 19, 2014

Dates to note

September 19 Library Commission meeting rescheduled from August

September 21-27 [Banned Books Week](#)

September 24 [Banned Websites Awareness Day](#)

October 8-10 [West Virginia Library Association Annual Fall Conference](#)

October 13 Library Commission Closed for Columbus Day

From the Secretary

By [Karen Goff, Secretary](#)



September is a month of library celebrations. It is **Library Card Sign-Up Month**. Legendary comic creator Stan Lee, this year's Honorary Chair of Library Card Sign-up Month, says "Having a library card, it's like having a key to all the information in the world. When you have a library card you can read anything about anything, and I have found that whatever you read, it doesn't matter, it increases your fund of knowledge. So a library card is the 'Open Sesame' to all the knowledge in the world." Across the state and across the country libraries will encourage children and adults to get that first library card, use the one they have, or replace the one they lost.

But not everyone can read. September is also **National Literacy Month**. The connection between the two events is obvious. Every day, libraries open the door of literacy to children and adults. Literacy is critical for achieving goals, for developing potential. There are many kinds of literacy: financial, civic, health, digital, and all are based on the ability to read proficiently. Many of us take literacy for granted, but the National Center for Family Literacy estimates that more than 30 million Americans are reading at or below basic literacy levels. Adults who are not able to read or write will earn just 44% (44 cents for every dollar) of what a literate person will, totaling a lifetime average difference of over \$800,000. Studies show that children's reading skills improve exponentially when their parents are involved in helping them read. I appreciate every library in the state that hosts adult literacy programs. I appreciate every library in the state that fosters that critical element of parent involvement in reading. I encourage you to keep up the good work and to make sure your community is aware of the important work you are doing.

Banned Books Week, another September (21-27) library event, celebrates the freedom to read. It highlights the value of free and open access to information, even information considered unorthodox or unpopular. *Catcher in the Rye*, *Of Mice and Men*, *Harry Potter*, *Captain Underpants* have all been challenged. Library directors and frontline library staff are defenders of access to all viewpoints – another critical service to the community. Thank you.

Share your plans for Banned Books Week

The Banned Books Week Executive Committee invites libraries to share how they will celebrate 2014's Banned Books Week, September 21-27. The committee has created [a simple form where libraries can post their activities](#). "We want to publicize the many events being organized around the country during Banned Books Week," said Judy Platt, chair of the Banned Books Week Executive Committee, "to show the collective voice that is speaking out against censorship."

NOTE: The [Library Commission would also like to know you plans for Banned Books Week so we can promote your activities](#) and help bring in visitors and potential patrons.

West Virginia library news

After more than 50 years in the St. Mark's Methodist Episcopal Church building, the [Hedgesville Public Library](#) has moved to a new \$1.4 million facility that opened August 11. In [a July 10 article by the](#)



[Hagerstown Herald-Mail](#), Kelly M. Tanksley, Development Director of Martinsburg-Berkeley County Public Libraries, said, "We couldn't have done it without the people who really care about the library." One important person was the late "A. June Poisal, who managed what was known as Naylor Memorial Library from the time it opened June 23, 1957, to 1968, when it became a branch of the county's library system . . . 'She was very instrumental in making that library what it is today,' Tanksley said."

[Five Rivers Public Library](#) in Parsons celebrated its 40th anniversary on September 7. The Parsons Public Library was initially housed on the second floor of City Hall and was operated by the Women's Club as a community project. In 1974, a new 1200-square-foot carousel library was opened on the corner of Third and Walnut Street and the Women's Club donated their books to the new library. It was named The Five Rivers Public Library for the county's five rivers: Cheat, Black Fork, Shavers Fork, Dry Fork, and Blackwater. In June 1985, a room was added to the library that expanded it to 2,050 square feet. On November 4, 1985 the city of Parsons and surrounding towns were flooded. The library lost all but three books. A small gold plaque in the library marks the water's highest point (6 feet, 5 inches). After extensive repairs and cleaning, the library reopened in December 1985. In April 2011, new construction added 1,600 square feet to the library for more books, a community room with a kitchenette and an ADA-compliant bathroom.



[Hardy County Public Library](#) will celebrate its 75th anniversary on September 18. The Moorefield Federated Women's Club created the initial library at the the Harwood House in 1927. By 1939 the library's book collection had moved to the second floor of the McCoy Grand Theater. At that time, the Women's Club incorporated the library so that it could

receive state and federal funds. A new library was built on Winchester Avenue in 1952; the Women's Club payed off the \$12,000 debt in just seven years. The library moved to its current location on North Main Street in 1978.

During September, the [Parkersburg-Wood County Public Library](#) is celebrating the **Declaration for the Right to Libraries** with everyone in the community. The library held a large public signing with county commissioners, state legislators, city council members and more on September 15 at the Emerson Library. Partrons are welcome to sign the Declaration at any branch during September; a link to the Declaration is also [available on the library's website](#).

West Virginia Librarians Attend National Book Festival

By [Suzy McGinley](#), Youth Services Consultant

Change was the order of the day for the 14th Annual National Book Festival held in Washington, D.C. This was the first year the big event was held indoors at the Walter E. Washington Convention Center. Formally, the Book Festival was held outdoors on the National Mall. Previously scheduled for the last Saturday in September, the change of venue meant a change of date and the Festival was held on Labor Day weekend, Saturday, August 30.



One thing that did not change was the popular Pavilion of the States, where all fifty states, the District of Columbia and the U. S. Territories featured a book about their area or by a local author. This year, West Virginia was represented by *The King of Little Things*, the first picture book written by nationally known WV storyteller Bil Lepp.

This charming book was illustrated by David T. Wenzel and published by Peachtree Publications. Some of the “little things” illustrated in the book were marbles, so the West Virginia table had small bags of Marble King Marbles, made in Paden City, to give away to children attending. The marbles were very popular and the 1,000 plus bags were gone quickly.

The West Virginia table also featured bookmarks from WV authors and the Department of Tourism. Many people commented on how beautiful the DOT bookmarks were and teachers asked for several to share with their students. A perennial favorite are the WV State road maps. All the bookmarks and road maps were gone by the end of the day as children and adults stopped by the table to get their Pavilion of the States map stamped with a symbol of each state. The map also lists all the great books that are featured each year. Copies of the books were available for sale in the market tent, and all the *King of Little Things* were sold.

Susan Hayden and Suzy McGinley of the West Virginia Center for the Book have been working at the National Book Festival for years, and both were rather skeptical about the changes of date and location. They were pleasantly surprised at the large attendance and the pleasant surroundings of the Walter E. Washington Convention Center. “Everyone had a wonderful time,” Hayden stated. “We look forward to coming back to the Convention Center next year.”

Trustee Tip: Free webinar and power guide

WebJunction offers a free webinar of interest to library trustees: [Tell Me Something I Don't Know - Meaningful Community Engagement](#), which offers ways to garner civilian input without surrendering professional judgment.”

United for Libraries offers [a collection of resources for trustees](#). For example, there’s a [Citizens-Save-Libraries Power Guide](#), which takes the mystery out of advocacy, provides you with an organized step-by-step approach and allows you to develop a set of strategies to motivate your community to support the library. The guide offers videos, talking points, postcards, petitions, flyers, brochures, bookmarks and other materials.

CFPB Offers Free Materials and Other Resources for Libraries

The Consumer Financial Protection Bureau seeks to partner with libraries interested in helping patrons make more informed decisions about money through its Community Financial Education Project in partnership with IMLS, ALA, the Federal Reserve Bank of Chicago and others.



The following resources are available:

- [Free print materials](#) – Order more than 20 free publications from the CFPB, Federal Trade Commission, Securities and Exchange Commission and the Department of Labor. Libraries can order up to 200 copies of each publication in English and Spanish. If you need to order more than 200, [email CFPB](#).
- [Program ideas](#) – CFPB will provide program ideas each month; the agency will also suggest people and organizations in your community that can help present or spread the word about the program.
- [Partnership guide](#) – This 22-page guide, developed with input from librarians, explains how local partners can help present or support programs, and walks you through the selection and planning processes.
- [Links and web resources](#) – CFPB selected about 50 financial literacy websites, videos, and courses consistent with the guidelines of the National Strategy for Financial Capability.
- [Marketing materials](#) – Download graphics and web banners you can place on your website or share with patrons. You can also preview the posters, bookmarks and displays that will be available for bulk delivery soon.
- [Librarian training](#) – Every month CFPB will offer a one-hour webinar on a variety of financial literacy topics. All webinars are recorded and archived for viewing anytime; the [first webinar was in August](#) and is now available. CFPB may also schedule in-person training events and presentations for larger groups of librarians. [Contact CFPB for more information](#).

Free publications, services and events

- The ALA is offering [free materials to help libraries improve their community engagement and facilitation techniques](#). The materials — conversation guides, questionnaires, worksheets and webinars — are designed to help libraries strengthen their roles as core community leaders and work with residents to bring positive change to their communities. The resources were developed by the Harwood Institute for Public Innovation.
- [Libraries Transforming Communities \(LTC\)](#) offers free community engagement resources, such as worksheets, conversation guides and webinars to strengthen librarians' roles as core community leaders and change-agents.
- Download the newly updated [Small But Powerful Guide to Winning Big Support for Your Rural Library](#). If you would prefer [printed copies of the guide](#), they can be ordered as well.
- Download [Keys to Engaging Older Adults @ your library](#), which contains valuable advice on programming, accessibility concerns, funding, engagement and implementation, model programs and more. The report is [also available in a large print version](#).

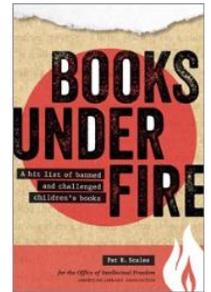
Apply for free conferences, grants and awards

- The Public Library Association (PLA) is accepting applications for the [PLA Leadership Academy: Navigating Change, Building Community](#), March 23-27, 2015, in Charleston, SC. Interested participants must [complete an application](#) and [submit two letters of recommendation](#). The application deadline is **September 30**.
- The [Association for Library Service to Children](#) (ALSC) is accepting applications for a number of 2015 initiatives, including:
 - The [Penguin Young Readers Group Award will provide a \\$600 stipend](#) for up to four children's librarians to attend their first ALA Annual Conference. The deadline is **October 1**.
 - The [ALSC/Baker & Taylor Summer Reading Grant will provide \\$3,000](#) to encourage reading programs for children in public libraries. The deadline for submissions is **November 1**.
 - The [Light the Way: Library Outreach to the Underserved Grant will provide \\$3,000](#) to a library with exceptional outreach to underserved populations. The application period **opens October 1 and ends December 1**.
- IMLS is now accepting nominations for the 2015 [National Medal for Museum and Library Service](#). All types of nonprofit libraries and library organizations, including academic, research, archives, school, special, library associations and library consortia are eligible to receive this honor. Nominations are due **October 15**.

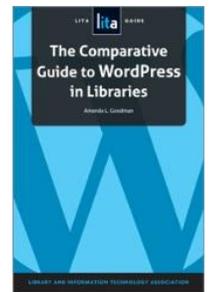
New publications available from State Library Services

The West Virginia Library Commission's State Library Services has added the following titles. All titles are [available for check-out or through interlibrary loan](#).

- [Books Under Fire: A Hit List of Banned and Challenged Children's Books](#) by Pat R. Scales, for the Office of Intellectual Freedom, American Library Association. Many things have changed since ALA's Office for Intellectual Freedom (OIF) was founded in 1967, but not everything: the most beloved and popular children's books are still among the most frequent targets of censorship and outright bans. Limiting access to controversial titles such as *Captain Underpants*, *The Dirty Cowboy*, *Blubber*, or *Scary Stories to Tell in the Dark*, or leaving them out of a library's collection altogether, is not the answer to challenges. In this important book, Scales gives librarians the information and guidance they need to defend challenged books with an informed response while ensuring access to young book lovers.



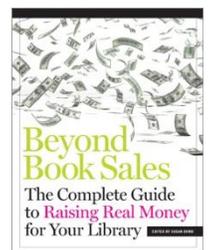
- [The Comparative Guide to WordPress in Libraries](#) by Amanda L. Goodman. More than just an easy-to-use blogging platform, WordPress is in fact a flexible, open-source content management system. Without spending a dime or writing a line of code, it's possible to build the library website of your dreams. But it's important to understand the basic principles of WordPress so you can plan wisely. In this LITA guide, User Experience (UX) librarian and seasoned WordPress instructor Goodman leads you step-by-step through the basic planning process for a library website that meets your users' needs and fits your available resources for maintaining it.



- [Letting Go of Legacy Services: Library Case Studies](#), edited by Mary Evangeliste and Katherine Furlong. The last few years have proven beyond any doubt that libraries cannot afford to coast along with the status quo. Just as important as proposing and adding new services is the sometimes unpleasant process of critically examining existing realities and letting go of obsolete or less-useful programs. But instead of panicking about budgetary and staffing challenges, libraries can choose a measured, proactive response. The contributors in this practical guidebook take readers step-by-step through approaches they've used at their own institutions, offering models that can be adapted to a wide variety of settings.



- [Beyond Book Sales: The Complete Guide to Raising Real Money for Your Library](#), by Susan Dowd, editor. Like library users, library donors hail from all walks of life. Regardless of the scope or complexity of library fundraising, successful efforts are always about forging and strengthening relationships with the range of stakeholders throughout the community. Dowd and her team from Library Strategies, a consulting group of the Friends of St. Paul Public Library, share proven strategies that have brought in more than \$1 million annually. Believing that private fundraising is a natural for libraries, large and small, they start with 12 facts about library fundraising and focus on activities with the highest return.



Continuing Education Digest

Editor's Note: *Continuing Education Digest*, formerly a separate WVLC publication, is now a section of *Library Lookout*. Note the continuing education opportunities below. (More can be found on the [September](#) and [October](#) WVLC Continuing Education Calendars.)

- [Taming Tech Tools for Libraries](#), September 18
- [Copy Cataloging Using RDA](#), September 24
- [University of WI Fall Conference: Back in Circulation Again](#), October 6 and 7

Other continuing education opportunities are available from these sources:

- [ALA Tech Source](#)
- [American Library Association Online Learning](#)
- [Booklist Online Webinars](#)
- [Lib2Gov](#)
- [Public Library Association Online Learning](#)
- [United for Libraries](#)
- [WebJunction \(free webinars\)](#)

Free webinars for school librarians

The American Association of School Librarians (AASL) offers [a large collection of free, archived webinars](#). Other training opportunities are available for school librarians who [join AASL](#).

Free advocacy webinar

Watch the free webinar [Libraries, Advocacy and Social Media](#). In the webinar, Dr. Curtis Rogers (South Carolina State Library), Kristin Murphy (ALA Washington Office) and Stephanie Vance (Advocacy Guru) explain how libraries can use social media techniques to capture the attention of policymakers and the public they represent.



Here's a fundraising idea or two...



The next time you have a fundraiser, encourage people in your community to compete as fans of WVU versus fans of Marshall, or fans of high school A versus fans of high school B. Put up a display in the community so people can see the progress of one team versus the other.

Minnesota librarian Vicki Bartz has an innovative method for funding magazine subscriptions: "I cut out pumpkins and put the name of a magazine or periodical on it with the cost. As patrons come in they can 'harvest' a pumpkin by paying for that subscription. I normally get all of my magazines 'harvested' each year."

Apply for free *Bookapalooza* children’s books for your library

Each year the Association for Library Services to Children (ALSC) receives almost 3,000 newly published books, videos, audiobooks and recordings from children’s trade publishers for award and notables consideration. At the end of the year, after the awards have been given out, [ALSC selects three libraries to receive a Bookapalooza collection of these materials \(estimated to be worth \\$10,000 each\)](#) to be used in a way that creatively enhances library services to children and families. The application period **opens December 1 and closes February 1, 2015**.

Library news from the Web

According to the *Charleston Gazette’s WV Book Team*, [September is a special month](#) — time to get a library card if you don’t have one, and time to read books of all kinds — especially the ones others don’t want you to read.

[A library card is one of the best school supplies a child can have](#), according to an article in the *Beckley Register Herald*. **Fayette County Library Director Judy Gunsaulis** and **Raleigh County Library Director Amy Lilly** were interviewed for the article.

[U.S. libraries have become the front line in the fight against homelessness](#), according to Reuters.com. “Libraries are magnets for the homeless since they are public, free, centrally located and quiet. They are also safe, a major draw given that 337 homeless people have been killed in hate crimes in the last 15 years.”

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