

West Virginia Library Commission

Library Lookout

A monthly e-newsletter for West Virginia libraries

Number 50, January 16, 2015

Dates to note

January 26-February 1	National Drug Facts Week (Free resources and assistance are available online)
February 24	WVLA Legislative Day
April 9-10	WVLA Spring Fling

From the Secretary

By [Karen Goff, Secretary](#)



The convening of the historic 82nd West Virginia Legislature on Wednesday launched several activities at the Library Commission. Even before the session, TV Services was invited by the Governor's Office to provide teleprompter services for State of the State rehearsals and the actual event. State Library Services made arrangements for the daily pick up of journals and bills from the House and Senate. Denise Seabolt adjusted all the responsibility hats she wears to add her legislative review hat. Beginning Wednesday, she started scanning all bills introduced for those of particular interest to libraries. Beginning today and extending throughout the session, [Legislative Update will appear on the WVLC website](#) so you can easily keep track of legislative action. I've been working on my presentation for the House and Senate Finance committees, and yesterday we got our first look at the FY2016 Budget Bill. The proposed budget maintains the Grants to Public Libraries (GIA) at \$5.09 per capita but includes significant cuts of the WVLC personnel line.

As you prepare to keep your local legislators aware of library issues, as you prepare to visit them at the Capitol, be thinking about how to tell a compelling library story. James LaRue, Director of Douglas County Libraries in Colorado and nationally known for his bold vision, challenged Colorado libraries to adopt the Big Hairy Audacious Goal of changing funders' perceptions of libraries. The messages for Colorado libraries are the same for West Virginia libraries: Libraries change lives; Libraries mean business; libraries build community; libraries are a smart investment. You have those stories. You have stories of children whose lives have changed because they learned the fun of reading at the library. You have stories of people who use the library to find and apply for jobs. You have stories of the library hosting community events or contributing to a community goal. You have stories of how a small investment in the library yields a terrific return for the community and for the state. We are librarians. We *know* stories. We need to tell them.

WVLA Conference sessions available online

WVLC's Library Television Network recorded selected training sessions at the West Virginia Library Association Conference in October 2014. Six of the sessions are now available on the [Streaming Videos for Libraries](#) page of the WVLC website:

- [Preparing for the 2015 Legislative Session](#)
- [Hippie Homesteaders in West Virginia](#)
- [Librarians' Powerful Voice: From the National's Capital to Your Backyard](#)
- [Grrr! Why Don't They Get It?](#)
- [Your Advocacy, the Key: Patrons Are Depending on You](#)
- [Your Students Become Our Students: Information Literacy, School to College](#)



Library Update wraps up season 3

By [Megan Tarbett, Digital Resource Librarian and program host](#)

Library Update is a television show hosted by WVLC and produced by the Library Television Network.

The show, which features topics affecting libraries and library patrons across the state and beyond, can be viewed on the Library Television Network (LTN). Not sure if your cable provider broadcasts LTN? Check this [coverage map](#) for local listings. *Library Update* is also available on the Library Commission [YouTube](#) channel and through [video streaming](#) on the WVLC website.

Library Update is a showcase of practical tips and information. Topics this season included WVLC's library and information science collections, a recap of recent conferences, summer reading, WVLC's public library surveys and statistics, a segment on weeding, an interview with Kanawha County Public Library volunteers on KCPL's fundraising efforts, a report on the State of the State's libraries, a spotlight on the Library Television Network itself, and library news from around the state and across the nation.

Library Update will be on hiatus in February. Take that time to [catch up on episodes](#) from Seasons 1, 2 and 3 that you may have missed.

If you have a story idea or a topic you would like to see featured on *Library Update*, please contact me, [Megan Tarbett, Digital Resource Librarian and Library Update host](#).

Thank you for watching *Library Update* and welcome new viewers! Until next episode, we'll see you online or in the stacks.

Information is key

WVLC is committed to promoting, assisting and supporting high quality library services and information resources for all West Virginians. This includes getting relevant information out to library directors, staff and patrons through various formats.

We offer information on our [website](#) and via [Facebook](#), [Twitter](#), [Pinterest](#), [our blog](#), [YouTube channel](#), [Library Lookout](#), and other e-bulletins and newsletters. Please like and follow us on social media. And, as always, if you have any questions or comments regarding topics on the show, please call us at 1-800-642-9021 or [visit us online](#).

Prepare your library for Money Smart Week

[Money Smart Week](#) (April 18-25) is an annual opportunity to help consumers make informed financial decisions and be money smart.

The Money Smart Week event calendar is now open. [Please log-in and enter your event now](#). Note that last year's Money Smart Week partners do not need to re-register. Help is available [if you have forgotten your password](#).

For questions about entering your events, [visit the Money Smart Week FAQ](#), which includes step-by-step videos.

For information about Money Smart week in WV, [contact WVLC Adult Services Consultant Susan Hayden](#) at (304) 558-3978. Read *Library Lookout* for more Money Smart Week news as April approaches.

MONEY SMART WEEK®

APRIL 18–25, 2015 | MONEYSMARTWEEK.ORG

Money Smart Week streaming video

To learn how to engage those new to the work force, watch [Improving Millennials' Financial Literacy with Mobile Technology](#) on April 15 at 10:00 AM. The web broadcast is co-hosted by the Federal Reserve Bank of Chicago and Visa Inc. (An archived version will be available afterward.)

Do you know Money Smart kids? Have them [enter for a chance to win scholarship money](#) and earn some money smarts.

Kanawha teacher develops innovative way to get kids to read

Bonnie McClung, a reading specialist at Mary C. Snow West Side Elementary School in an economically challenged area of Charleston, has come up with a neat way of getting kids to read: a vending machine that dispenses books.

“It’s always interesting watching them come up with their money and decide, ‘OK what am I going to do? Am I going to get a book or am I going to get a snack?’” McClung said in a [Charleston Gazette article](#).

McClung got the idea for the book vending machine in the 1990s. The first machine was installed in another Charleston school, Chandler Elementary, which has since closed. It dispensed thousands of books, according to McClung. The latest machine was rescued from a local junkyard.

The machine gets the kids attention, promotes reading for pleasure and “engages students and allows them a sense of pride,” McClung told the *Gazette*.

McClung reports that students in the neighborhood often don’t have many books of their own. When the kids put coins in the vending machine “to buy a brand new book . . . you give them a feeling of ownership . . . They’ve purchased it themselves and they can write their name in it.”



Harshman makes children's books and poetry available for people who have visual or physical disabilities

West Virginia Poet Laureate Marc Harshman has begun making his works available to a wider audience: West Virginians and patrons nationwide with visual impairments who cannot read standard print books.

Harshman visited WVLC's Special Services division last fall where he made digital audio recordings of 11 of his children's books, including *All the Way to Morning*, *Only One*, *Rocks in My Pockets*, *Snow Company* and *A Little Excitement*.

Technology Librarian Shawn Lemieux assisted Harshman and edited the recordings. "It was great working with him."

Lemieux pointed out that, "Children's books have lots of pictures, which blind kids cannot see. These new digital audio versions are great additions to WVLC's collections. They're by a West Virginia author as well."

In the future, Special Services will make the digital recordings available to people with disabilities through [BARD](#), which stands for Braille and Audio Reading Download, a service of the National Library Service for the Blind and Physically Handicapped. Until then, patrons may order the book through WVLC.

That's not the end of the project though. In cooperation with the West Virginia Division of Education and the Arts, Harshman will return in February for several days to record his poetry, including the collection *Green-Silver and Silent* and the long poem *A Song for West Virginia*, which celebrates the state's sesquicentennial.

It will be a pleasure to make my work available to people who are not sighted as I am," he told *Library Lookout*. "I'll be reaching a wider audience."

Lemieux is looking forward to the second recording session with Harshman. "There aren't many poetry books available for people with visual and physical disabilities," she said. "This is a wonderful opportunity to expand what's available."

Harshman, who lives in Wheeling, was named West Virginia Poet Laureate in 2012. His children's books have been published in Spanish, Korean, Danish and Swedish. PBS selected *Only One* as a *Reading Rainbow* review title. *The Storm* was a Junior Library Guild selection, a Smithsonian Notable Book for Children and a Children's Book Council Notable Book for Social Studies. The book also received the 1995 Parent's Choice Award.

WVLC has purchased a collection of Harshman's books, including some out of print, which will be available for interlibrary loan through State Library Services.



West Virginia Poet Laureate Marc Harshman reading *The Song of West Virginia* at the 2014 WV Reads 150+ Celebration

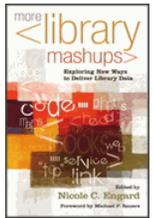
New publications available from State Library Services

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](#).

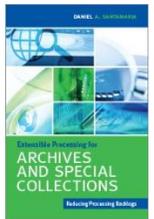
- [The Coretta Scott King Awards 1970-2014, 45th Anniversary](#), edited by Carole J. McCollough and Adelaide Poniatowski Phelps, Fifth Edition. Marking the 45th anniversary of the prestigious awards that honor the best in children's and young adult literature representing the African-American experience, the fifth edition of this unique guide remains an excellent tool for collection development, readers' advisories and classroom use. Educators, librarians and others who work with children will find this one-of-a-kind guide invaluable.



- [More Library Mashups: Exploring New Ways to Deliver Library Data](#), edited by Nicole C. Engard. Nicole Engard follows up her highly-regarded 2009 book with a fresh collection of mashup projects that virtually any library can emulate, customize and build upon. In *More Library Mashups*, Engard and 24 creative library professionals describe how they are mashing up free and inexpensive digital tools and techniques to improve library services and meet everyday (and unexpected) challenges.



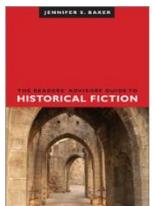
- [Extensible Processing for Archives and Special Collections: Reducing Processing Backlogs](#) by Daniel A. Santamaria. A 2010 OCLC report found that an Internet-accessible finding aid existed for only 44 percent of archival collections. Undescribed collections are essentially hidden from users, and much of the blame can be assigned to the strain of processing backlogs. Extensible processing offers an alternative, allowing collection managers to first establish a baseline level of access to all holdings, then conduct additional processing based on user demand and ongoing assessment. Adhering to archival principles and standards, this flexible approach emphasizes decision-making and prioritization.



- [Linked Data for Libraries, Archives and Museums: How to Clean, Link and Publish Your Metadata](#) by Seth van Hooland and Ruben Verborgh. Libraries, archives and museums are facing the challenge of providing access to fast growing collections while managing constrained budgets. Key to this is the creation, linking, and publishing of good quality metadata, which allows library collections to be discovered, accessed and used in a sustainable manner. In this handbook, metadata experts van Hooland and Verborgh introduce the core concepts of metadata standards and Linked Data, and show how they can be applied to existing metadata.



- [The Readers' Advisory Guide To Historical Fiction](#) by Jennifer S. Baker. Whether set in ancient Egypt, Feudal Japan, the Victorian Age or Civil War-era America, historical fiction places readers in fascinating times and places, making it one of the most popular genres in contemporary publishing. Emphasizing an appreciation of historical fiction in its many forms and focusing on what fans enjoy, this guide provides customer-focused information on an enduring genre.



Continuing Education Digest

Note the continuing education opportunities below. (More can be found on the [January](#) and [February](#) WVLC Continuing Education Calendars.)

Price	Name of the training	When
Free	Collaborative Summer Reading Workshop In Parkersburg	January 20 at 1:00 PM
Free	Intermediate Cataloging (2-day training event)	January 21 at 10:00 AM
Free	Library Marketing Webinar with Ben Bizzle	January 21 at 2:00 PM
Free	Health Happens in Libraries: Pathways to Guide Health Education	January 26 at 2:00 PM
Free	Special Collection Survey Overview on Jan 27 , Jan 29 , Feb 04 , Feb 10 and Feb 19	January and February
Free	Library Advocacy Unshushed: Values, Evidence, Action (7-week course)	February 2 – March 23
Free	Project Management 101: Key Elements of a Project Plan (Part 1)	February 5 at 2:00 PM
Free	Going Digital (Digital content creation and collection development)	February 10 at 12:00 PM
Free	Project Management 101: Evaluating Your Project Plan (Part 2)	February 19 at 2:00 PM

Other continuing education opportunities are available from these sources:

- [ALA Tech Source](#)
- [ALA Online Learning](#)
- [Booklist Online Webinars](#)
- [Lib2Gov](#)
- [PLA Online Learning](#)
- [United for Libraries](#)
- [WebJunction](#)

2015 WebJunction training catalog now available

WebJunction's [online course catalog](#) has over 25 free, self-paced, online courses and over 100 archived webinars. [Create a free WebJunction learner account](#) and you'll find such topics as customer service, library management and programming. Take courses when your time permits, and earn completion certificates as you finish each class.

Free library marketing webinar from LLAMA

The Library Leadership and Management Association (LLAMA) will present a free webinar featuring award-winning library marketer Ben Bizzle from 2:00-3:00 PM on January 21. Bizzle has developed a number of cost-effective ways to enhance the patron experience and increase community awareness of the value of public libraries. [Register for the webinar online.](#)

Free online advocacy course

A free course will help you and your staff members answer questions like, why the heck do we need libraries when we have the Internet? [Library Advocacy Unshushed: Values, Evidence, Action](#), a free, seven-week online course will help you raise the profile of your library and encourage the community to value and support it.

Beginning February 2 and ending March 23, the course will present an evidence-based approach to library advocacy. It is sponsored by ALA, the Canadian Library Association (CLA) and the University of Toronto iSchool.

Wendy Newman, a Senior Fellow and Lecturer at the University of Toronto iSchool, will lead the class. According to ALA, previous participants have described it as a breakthrough in their understanding and action planning, stating that the course “showed me the value of building relationships,” “made me approach our library’s advocacy much differently” and “helped me see advocacy in a new light.” Over 5,200 people participated the last time the massively open online course (MOOC) was offered.

There is no prerequisite for the course, though basic knowledge of librarianship is recommended. No text books are required. Participants should expect to commit four to five hours of study per week. [Register for the course online](#).

“The course showed me the value of building relationships.”

Celebrate National Readathon Day with a reading party

Penguin Random House is making resources available to libraries, schools and bookstores for them to host reading parties to celebrate [National Readathon Day](#) on Saturday, January 24 from noon to 4:00 PM.

To coordinate your event with Penguin Random House, tell them what you have planned for your Readathon party by emailing readathon@penguinrandomhouse.com. **The first 100 venues to enroll will receive a free Readathon poster to support their event.**

Visit the [Penguin Random House website to download National Readathon Day posters](#), banners, logos and graphics for your website, newsletter or print displays.

In addition, Penguin Random House encourages organizations to use the National Readathon Day party as a springboard for fundraising. Get people involved and help support books, reading for the fun of it and libraries.

national
READATHON
Saturday, January 24, 2015
make #timetoread
day

During the Read-a-thon itself on January 24, Penguin Random House encourages you to provide refreshments and a comfortable area for all the readers joining your reading party.

Share photos of everyone gathered reading in your venue using the hashtag, **#timetoread!**

Penguin Random House offers a download-ready [Read-a-thon One Sheet](#) with helpful tips and information.

Grants and awards to note

WVLC [Library Development Director Molly Krichten](#) is available to assist with proposals for grants and awards.

- [ALA has extended the deadline for a number of awards and grants to February 13](#), including the Ken Haycock Award for Librarianship and the Sullivan Award for Public Library Administrators Supporting Services to Children.
- ALSC is accepting applications for the [2015 Bookapalooza Program](#), which offers materials primarily for children age birth through 14 from children's trade publishers. [Apply online now through February 1](#).
- IMLS is accepting applications for [Sparks Ignition Grants for Libraries](#), which encourage libraries to prototype and evaluate their innovations. [Apply online now through February 2](#).

Internet digest: literacy, librarians answering questions & new tech

32.4 million American children go without books

In [Creating Healthy Minds With First Book](#), published by the Huffington Post, American Federation of Teachers (AFT) President Randi Weingarten writes that “two-thirds of the schools and programs in our nation's lowest-income neighborhoods can't afford to buy books at retail prices. That means that today, 32.4 million American children go without books.”

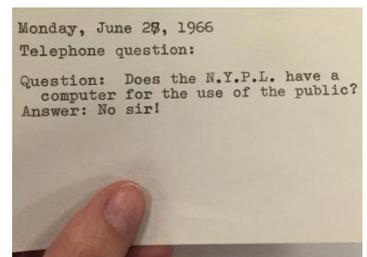
Weingarten further notes that, “In McDowell County, West Virginia, one of the poorest counties in the nation, the AFT partnered with First Book to teach parents how to make reading a fun, nurturing activity.” [More information about First Book is available online](#).

Getting Ready to Read

An NPR article, [Talk, Sing, Read, Write, Play: How Libraries Reach Kids Before They Can Read](#), offers some important insights: “There are a number of simple things parents can do with their young children to help them get ready to read. But parents can't do it all alone, and that's where community services, especially libraries, come in.”

Answers before the Internet

According to NPR's [Before The Internet, Librarians Would 'Answer Everything' — And Still Do](#), “Before Google there was — that paragon of accuracy and calm — the librarian. The New York Public Library recently came upon a box of questions posed to the library from the 1940s to the '80s — a time capsule from an era when humans consulted other humans for answers to their daily questions and conundrums.”



Innovative tech for libraries

[The Internet of Things Plan to Make Libraries and Museums Awesomer](#) by Satta Sarmah of FastCompany.com describes the use of Apple's iBeacon indoor positioning system to send location-triggered information to library patrons. “When Apple launched iBeacon last year, experts said it would transform the retail industry. But while companies have used iBeacons to sell . . . designer handbags at Macy's, some startups are using the technology to help libraries and museums innovate.” [Read more at FastCompany.com](#).

Some quick stuff before you go...

- **U.S. libraries are in the vanguard of the digital information revolution and are rapidly adopting 3D printers** to provide opportunities for library patrons. [Progress in the Making: 3D Printing Policy Considerations through the Library Lens](#), a new ALA report from author Charlie Wapner, encourages libraries, as leaders of the digital learning and 3D printing movement, to take a proactive role in developing institutional policies that address the social, technological and political complexities that could result from the rise of 3D printing.
- **Chances are you've been affected by a tech disaster**, and you don't have fond memories of what it was like. Is your library prepared for the next time it happens? The January 22 broadcast of [American Libraries Live](#) will discuss how the Cloud can help you protect your library from the fallout of a major tech problem. Tune in to the [streaming video broadcast](#) on Thursday, January 22 at 2:00 PM. An archive version of the program will be available after the broadcast.
- **Want to jazz up your library's Facebook page**, maybe make it look like it was designed by a firm on Madison Avenue? Check out this [Facebook Cheat Sheet](#).

Keep an eye out for the next issue of *Library Lookout* on February 13.

Library Lookout
Published monthly by the
Library Development Division
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Funding for West Virginia Library Commission programs and services, including this newsletter, is provided by the State of West Virginia. Funding for this newsletter is also provided by the U.S. Institute for Museum and Library Services under the provisions of the Grant to States Program as administered by the West Virginia Library Commission.

