



A monthly e-newsletter for West Virginia libraries

Number 51, February 13, 2015

Dates to note

February 24	WVLA Legislative Day
March	Women's History Month
March 2	Read Across America Day
March 8-14	Teen Tech Week
March 13	Digital Learning Day
April 9-10	WVLA Spring Fling

From the Secretary

By [Karen Goff, Secretary](#)



In the past month, I visited with Jon Cawthorne, Dean of WVU Libraries, attended a planning retreat for the West Virginia Center for Civic Life, and made presentations to the West Virginia Senate and House Finance committees. These events are related. Dean Cawthorne is a proponent of the appreciative inquiry approach to change management. The Center for Civic Life is exploring new roles for the organization. My goal with the Finance committee presentations was to emphasize the value of the State’s investment in public libraries.

In [an article on appreciative inquiry](#), Herb Stevenson, President/CEO of Cleveland Consulting Group, uses the glass of water analogy to describe its basic premise:

If it (the glass) is viewed as half empty, the organization would probably be oriented towards problem solving and deficit thinking – how do we fill the glass to the brim or how do we catch the culprit drinking our water. If the glass is viewed as half full, the organization would probably be positively oriented towards "what works" and on enjoying the small and/or individual successes of each day.

Appreciative inquiry does not negate nor ignore problems. Rather, it shifts the lens and/or frame of reference that is used to define what is happening. Instead of looking for “what’s wrong” or “needs fixed” the firm focuses on “what’s right” or “what’s working” and seeks to do more of it.

This led me to think about how to present to the Finance committees. I’m not sure how successful I was at changing the perspective from problems and those culprits drinking our funding to positive possibilities, but I was brave in the

attempt. I emphasized that libraries promote learning – learning to read, learning about computers and finance and health, learning about the world, early learning, adult learning, intentional learning and accidental learning. West Virginia public libraries see more than 5 million visitors a year, probably more than any other cultural, educational, entertainment or athletic organization in the state. I explained that, despite lots of storms, libraries keep providing services, keep dancing in the rain.

State funding provides umbrellas in the form of direct financial aid, the State Library Network, the ability to present high-quality summer reading programs, a robust collection of online databases that helps young West Virginians complete homework and adults make better informed decisions. Other umbrellas expand the ability of libraries to help job seekers and small business owners and provide consulting services and continuing education to library directors, staff and trustees. In closing, I asked the committee members for their support in helping libraries create and sustain a state of learners. As you continue to interact with your state, county and local elected officials, as you continue to plan for the future of your library, try focusing on what you are doing well and explaining what you need to keep up and expand that good work.

Fayette County passes levy

The Fayette County Levy, which supports libraries, law enforcement and fire departments, passed on February 7.

The rate of passage for the levy stands at 89% so far, but Fayette County Public Library Director Judy Gunsaulis thinks the rate will be 90% when the official count is taken on Friday, February 13. “Two of the 39 precincts put their tally sheets in the ballot box and locked them,” Gunsaulis says. “They can’t be opened in the court house until Friday.”



Gunsaulis is proud of her county’s response to the levy. “This one marks the highest percentage of voter turnout and the highest percentage of votes for the levy.” The next highest level of support was 79% a number of years ago, Gunsaulis reports. “West Virginia looks bad sometimes but this level of support is noteworthy.”

On its website, Fayette County Public Library thanks the voters: “Without you, Fayette County Public Library would not be able to provide library services of any type to the county we all love.”

Celebrate the ADA at your library

The [ADA National Network](#) has created a [website to celebrate the 25th anniversary of the Americans with Disabilities Act \(ADA\)](#) on July 26 and all year long. The site offers a celebration toolkit and the [ADA Legacy Tour](#), which will bring interactive exhibits and workshops to your library. For more information [contact the ADA Legacy Project](#).



Public Library Special Collection Survey

WVLC State Library Services is conducting a survey to identify collections of primary materials that can be used by researchers, educators and students studying the state and its citizens. For most institutions, the survey will take 15 to 20 minutes to complete, depending on the extent of the information. For institutions with extensive special collections, it may take a bit longer.

A link to the survey was sent out by email on February 2. The survey is open through March 31.

A 30-minute information session on February 19 will offer you an opportunity to learn more and ask questions. To register, [please go to the Continuing Education Calendar](#). Registration will close one-hour before the session begins.

The results of the survey will be published in early summer on the Library Commission website. In addition, the results will be used to connect educators to collections for instructional purposes.

If you have questions or comments, Heather Campbell-Shock would be happy to talk with you. Please [contact her by email](#) or by telephone at (304) 558-2045. Thank you for your help in developing this valuable guide to treasures in West Virginia libraries.

PLDS needs your input

The PLA invites library directors to [participate in the Public Library Data Service \(PLDS\) Survey](#) to make sure your library is counted.

Every year, public libraries across the US and Canada submit data to the PLDS, which is a resource for planning, advocacy, management, benchmarking, trend and comparative analysis. This year's survey includes a special section related to the work of the Performance Measures Task Force (PMTF).

The deadline to participate is March 31.

Note the [questionnaire worksheet](#) and [data input instructions](#) for the survey. [Username and password help](#) is also available.

Participants may purchase a printed copy of the final report. The [2014 PLDS Statistical Report](#) is available online

For more information, [visit the PLDS survey portal](#) or [contact the survey administrators via email](#).

ALA Midwinter Conference presentations available



Did you miss the ALA Midwinter Conference? [OCLC will present *Best of Show*](#), a one-day virtual event on February 25 at 12:00 PM with free access to selected presentations recorded at the event.

Apply to host a STEM-based exhibition at your library



Both large and small public libraries can apply to host science- and technology-focused traveling exhibitions in 2016 and 2017. The ALA-sponsored program will provide interactive STEM (science, technology, engineering and math) learning opportunities for all ages.

Full [guidelines and an application are available online](#). The application deadline is April 7. Public libraries in rural areas and those serving rural populations and underrepresented groups are especially invited to apply.

Roughly 800 square feet is required for optimal display, but smaller libraries are not out of luck: the project will accept applications for smaller versions of selected exhibitions in summer 2015 that will require about 200 square feet. [Check the ALA Programming page in June](#) for details.

Grantees will receive:

- One exhibition for a 12-week display period with free shipping
- \$1,000 for exhibition programming
- Teacher and family guides
- Activities for different age groups to help libraries develop programs and support classroom visits
- Orientation for two exhibition coordinators
- STEM webinars
- Promotional materials
- Access to the [STAR Net Online Community](#)

Apply for Dollar General adult literacy grants

The Dollar General Literacy Foundation offers [Adult Literacy Grants](#) to nonprofit organizations that provide direct service to adults in need of literacy assistance. Organizations must provide help in one of the following instructional areas: Adult Basic Education, GED or high school equivalency preparation and English Language Acquisition.

The maximum grant amount is \$15,000. The deadline to [apply for a grant](#) is February 26 at 12:00 PM.

Help with grant applications

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

Free family literacy activities

Besides its important literacy grants, the [Dollar General Literacy Foundation](#) offers [an assortment of family literacy activities](#) that parents can use with their children to help them acquire, maintain and improve literacy skills. The activities are geared toward families with children in grades four and five, but they can easily be used with younger and older children at any ability level. The activities are structured around English Language Arts standards found in most states and the Common Core State Standards (CCSS). Each activity uses one or more of the habits of good readers to assist students in practicing the identified skill.

Trustee tips

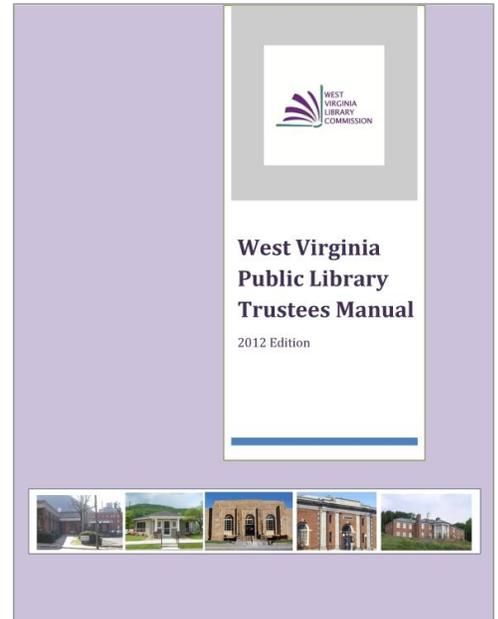
The WVLC website offers these resources for trustees of West Virginia public libraries:

- [West Virginia Public Library Trustee's Manual, 2012 Edition](#)
- [Trustee Academy Training Modules](#) (videos)
- [New Trustee Appointment Form](#)

The Library Commission is constantly working to improve its resources for trustees, and to make as much information available to them as possible. For an idea of what public library trustees do in other states, note Wisconsin's [handbook for public library trustees](#).

Although the handbook refers to Wisconsin law, West Virginia trustees can glean useful information from it. Note the chapter on [Effective Board Meetings and Trustee Participation](#), for example.

In addition, please note that WVLC [Director of Library Development Molly Krichten](#) and [Planning and Programs Consultant/State Data Coordinator Susan P. Hoskins](#) are available to attend board meetings to explain state requirements, help with development planning, or anything else that is needed.



WV library in the news

In [Library study finds 'crazy patchwork' in W.Va. funding](#), the *Spirit of Jefferson* reports that "West Virginia's public libraries can't continue to keep their doors open without a permanent, stable funding source, area librarians recently warned lawmakers in Charleston. 'We have got to have sustainable, adequate, predictable and reliable library funding,' said Hali Taylor, the Director of the Shepherdstown Public Library, who spent part of last week at the Legislature. Taylor pointed to the Martinsburg-Berkeley County library system which recently saw its funding cut by a third." [Read more in the Spirit of Jefferson](#).

Hagerty joins Shepherdstown Public Library

Christine Hagerty has joined the staff of the Shepherdstown Public Library as Children's Librarian. A West Virginia native, Hagerty earned a BA in History from the University of Arizona and an MLS from the University of Maryland. Shepherdstown reports in its newsletter, *The Circulation Desk*, that Hagerty "brings a wealth of experience having worked in many different types of libraries, but children's work is her favorite. She resides in Shepherdstown with her husband Ryan and two children, Sadie, age 8, and Wyatt, age 11."

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](#).

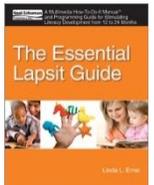
- [Reinventing Reference: How Libraries Deliver Value in the Age of Google](#), edited by Katie Elson Anderson and Vibiana Bowman Cvetkovic. Uniquely positioned to connect library users to the information they seek, and thus to the wider world, library staff who serve on the front lines of reference have both the power and responsibility to position the library as an institution that remains relevant and responsive. This collection takes a critical look at the trends that affect current library policy and practice regarding the process of delivering information services and how factors such as public policy, economics and popular culture will continue to affect those trends.



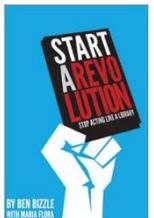
- [STEP into Storytime: Using Storytime Effective Practice to Strengthen the Development of Newborns to Five-Year-Olds](#) by Saroj Nadkarni Ghoting and Kathy Fling Klatt. Storytime Effective Practice (STEP), developed by the authors, is an approach that articulates the link between child development theory and storytimes. This important resource shows how presenters can use STEP to craft a storytime that is effective for mixed-age groups and adheres to best practices for emotional, social, physical and cognitive support. In this book, Ghoting and Klatt, both early literacy experts, offer more than 30 complete ready-to-use storytimes appropriate for newborns to children age 5, along with extension activities.



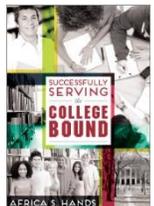
- [The Essential Lapsit Guide: A Multimedia How-To-Do-It Manual and Programming Guide for Stimulating Literacy Development from 12 to 24 Months](#) by Linda L. Ernst. Not just a sourcebook or a reference but a complete multimedia guide, this resource will help you stimulate the minds of your youngest patrons with rhymes, songs, fingerplays, books and other creative activities. Ernst guides you through using Lapsit programming to perform effective outreach to all segments of your community, shows how to build and maintain effective partnerships and offers tips for seeking funding for early childhood services. A [Web Extra](#) provides ideas and instructional techniques not featured in the book.



- [Start a Revolution: Stop Acting Like a Library](#) by Ben Bizzle with Maria Flora. "But this is how we've always done it" objections to taking a fresh tack are about as common as budget shortfalls, and the two are more closely related than you might think. At the Craighead County Jonesboro Public Library in Arkansas, Bizzle and his colleagues defied common practices by using creative risk-taking in marketing and outreach to transform their library into a dynamic institution that continues to grow and thrive. Here they recount their story, sharing techniques for success alongside a provocative marketing philosophy that will spur libraries to move beyond their comfort zone.



- [Successfully Serving the College Bound](#) by Africa S. Hands. Whether they're students taking the traditional path of entering college from high school, adult first-time or re-entry students, navigating the admissions and financial aid process can be overwhelming for the college bound. Public libraries can help provide information and guidance for a successful start, and this book shows how to do it.



Continuing Education Digest

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

Price	Name of the training	When
\$50	Using Pinterest and Tumblr in Libraries	February 16 - March 1
Free	Beginning Cataloging, Day 1	February 18 at 10:00 AM
Free	Beginning Cataloging, Day 2	February 19 at 10:00 AM
Free	Project Management 101: Evaluating Your Project Plan (Part 2)	February 19 at 2:00 PM
Free	Special Collection Survey Overview	February 19 at 3:00 PM
Free	Human Trafficking Prevention 101 for Public Libraries (See article below)	February 23 at 1:00 PM
\$35	Passion and Partnership: How a Small Library Created Programs with Success	February 25 at 2:00 PM
Free	NEH Preservation Assistance Grants	March 11 at 3:00 PM
Free	NEH Preservation Assistance Grants	March 13 at 11:00 AM

Other continuing education opportunities are available from these sources:

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

Webinar for public librarians on human trafficking prevention

As part of their partnership to provide resources for public librarians, IMLS and the U.S. Citizenship and Immigration Services (USCIS) will present a webinar on Human Trafficking Prevention on February 23 at 1:00 PM. Registering for the webinar is a multi-step process: (1) Visit the [registration page](#), enter your email address and click Submit; (2) follow the directions on the screens that follow to confirm your email address and enter an optional password for security.

You must register by Friday, February 20. If you have any questions about the registration process, or if you do not receive a confirmation email within two business days, please email USCIS at Public.Engagement@uscis.dhs.gov.

This series was developed through a partnership between IMLS and USCIS to ensure that librarians have the tools to refer their patrons to accurate and reliable sources of information on immigration-related topics. To find out more about this partnership and the webinar series, visit the [Serving New Americans page](#) of the IMLS website.

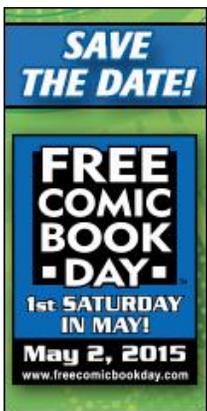
Free financial webinars

[Smart Investing @your library](#) invites you to view three free webinars. Each webinar is filled with valuable information to increase your libraries' social capital. You'll learn strategies that expand your knowledge about personal finance. Reference desk scenarios capture best practices and a toolkit includes unbiased online resources.



- [6 Fun & Easy Financial Literacy Programs & How to Do Them](#)
- [Helping Library Patrons Put Their Financial House in Order](#)
- [Beyond the Basics of Personal Finance: Helping Library Patrons Help Themselves](#)

Free Comic Book Day to kick off Children's Book Week



On May 2, comic book stores will kick off Children's Book Week (May 4-10) by giving away over two million comics to younger readers on [Free Comic Book Day](#). With over two dozen kid-friendly titles to choose from, there's a free comic book available for every young reader. A complete [list of Free Comic Book Day titles](#) for young readers and a [store locator](#) are available online.

The event is sponsored by Diamond Comic Distributors, the Comic Book Legal Defense Fund (CBLDF), Every Child a Reader and the Children's Book Council to bring greater focus to what comics offer kids, with cross-industry promotions and targeted resources for parents and educators during Children's Book Week. The sponsoring organizations would like to help promote your Children's Book Week event via their websites. To get your library event included, send a description of the event to info@cbldf.org and cbc.info@cbcbooks.org.

Actors read books for children via website

The Screen Actors Guild Foundation records well-known actors reading children's books and streams videos of the readings for children via its free website, [Storyline Online](#).

The videos feature celebrated actors such as Rita Moreno, Annette Bening, James Earl Jones, Elijah Wood, Hector Elizondo and Betty White reading children's books alongside creatively produced illustrations, helping to inspire a love of reading in children.



The SAG Foundation reports that teachers play Storyline Online videos for their students and medical professionals play them for children in hospitals. Storyline Online receives over 4.3 million views every month in more than 211 countries.

Storyline Online is available 24 hours a day for children, parents, educators and librarians worldwide. In addition, the website offers supplemental curriculum developed by a literacy specialist for each book, aiming to strengthen comprehension, verbal and written skills for English-language learners.

For more information, contact Robin Roy, SAG Foundation National Director of Literacy Programs at (323) 684-8606.

2015 Youth Media Award winners

Each year the ALA honors books, videos and other outstanding materials for children and teens. Recognized worldwide for the high quality they represent, the [ALA Youth Media Awards](#), including the prestigious Newbery, Caldecott, Printz, and Coretta Scott King Book Awards, guide parents, educators, librarians and others in selecting the best materials for youth.

GLBTRT booklist available

The [2015 Over the Rainbow Project book list](#) is now available. The list is sponsored by the ALA's Gay, Lesbian, Bisexual and Transgender Round Table (GLBTRT). The bibliography features quality fiction and non-fiction books for adults that are recognized by the Over the Rainbow Project, an ad hoc committee of GLBTRT, for their authentic expression of gay, lesbian, bisexual and transgender experiences. Each year, the Over the Rainbow Project releases its annotated bibliography to aid librarians and patrons in selecting quality books released over the past 18 months. This year's list includes 78 titles published between July 1, 2013 and December 31, 2014.

Look for the next issue of *Library Lookout* on March 13.

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