

## Dates to note

April	<a href="#">School Library Month</a> and <a href="#">National Poetry Month</a>
April 1	<a href="#">Drop Everything and Read (DEAR)</a>
April 9-10	<a href="#">WVLA Spring Fling</a>
April 12-18	<a href="#">National Library Week</a>
April 12	<a href="#">Snapshot Day</a>
April 18-25	<a href="#">Money Smart Week @ Your Library</a>

## What's inside

**National Library Week** is almost here and this issue will help you prepare.

Be sure to check out the article on page 4 about **James Patterson and Scholastic partnering to help school libraries**.

Also note the **three new sources of continuing education** on pages 6-7.

## From the Secretary

By [Karen Goff, Secretary](#)



The *Old Farmer's Almanac* states that the March equinox occurs when the sun crosses the celestial equator on its way north along the ecliptic. Spring officially begins next Friday at 6:45 PM, preceded by the beginning of Daylight Savings Time this past Sunday and the end of the regular Legislative session tomorrow (March 14) at midnight. The time for Spring projects is here!

The [Public Library Special Collection Survey](#) is one of the Library Commission's projects. If you have not participated yet, please do. This survey will result in a valuable location resource. That tool will draw attention to an often overlooked role of the public library as the community memory keeper.

Almost every library has a local history collection that includes photographs, school yearbooks, newspapers and more. These items tell the story of the community. I see great possibilities beyond the survey and the finding aid, but without your input, those possibilities will not be realized. The survey is open until March 31.

Another WVLC project is the **New Directors Academy**. WVLC has presented training for new directors several times, but this is the most exciting version yet. Earlier versions brought new directors to Charleston for two to three days of information overload. The 2013 version was the same approach but delivered online. This version, instead of being compressed into a few days, extends across several months. It presents information in smaller portions, provides more networking with others in the new director boat, encourages you to interact with WVLC staff and apply and share new knowledge. Those attending the 2015 New Directors Academy will have a bigger toolkit with more sophisticated tools for addressing the endless challenges of life as a West Virginia public library director.

One more thought on special collections and memories: your library may be a keeper of only a portion of the community memory, but it is the keeper of the entire memory of the library. Board minutes, financial records, development plans, floor plans, deeds, photographs and annual reports are all a part of that memory. Organize them. Keep them.

## Newspaper Archives not being renewed

Please note that [access to Newspaper Archives](#) will expire on March 30. WVLC's decision not to renew Newspaper Archives was made reluctantly but is necessary because of funding.

Individual researchers and public libraries can call 1-888-845-2887 or email [customerservice@newspaperarchive.com](mailto:customerservice@newspaperarchive.com) to inquire into subscriptions.

This decision does not affect the other databases available through [WVInfoDepot.org](http://WVInfoDepot.org), the statewide database portal available to all West Virginia residents.

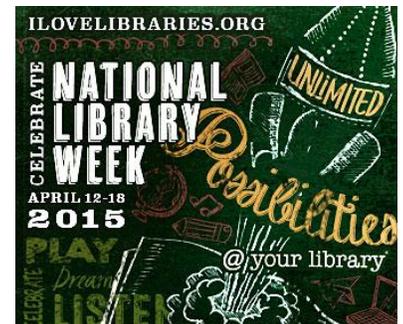
## Celebrate National Library Week with the theme *Unlimited possibilities @ your library*

[National Library Week](#) (April 12-18) is a time to celebrate the contributions of our nation's libraries and librarians and to promote library use and support. All types of libraries – school, public, academic and special – participate.

Best-selling author David Baldacci is the Honorary Chair for 2015 ([note Baldacci's print PSA](#)). Baldacci's novels have been translated into more than 45 languages and over 110 million copies of his books are in print worldwide.

Celebrations during National Library Week include:

- [National Library Workers Day](#) (April 14), a day to recognize the valuable contributions made by library workers
- [National Bookmobile Day](#) (April 15), a day to recognize the contributions of our nation's bookmobiles and the dedicated professionals who make quality bookmobile outreach possible in their communities
- [Celebrate Teen Literature Day](#) (April 16), aimed at raising awareness among the general public that young adult literature is a vibrant, growing genre with much to offer today's teens



## Money Smart Week @ Your Library



[Money Smart Week](#) (April 18-25) is a public awareness campaign designed to help consumers better manage their personal finances. Has your library scheduled a Money Smart Week event? It's not too late to schedule one now. The [campaign website](#) offers information and resources to help you.

## Get your camera ready for Snapshot Day during NLW

National Library Week (April 12-18) is a perfect time to schedule Snapshot Day at your library – pick a day during that week and get your camera ready.



Then be sure to share your photos with the Library Commission ([send them to Preston Richardson](#)) so we can help promote the value of libraries to policy makers, the media and the public at large.

Snapshot Day is a [national initiative](#) designed to document the value of academic, public and school libraries with photos and data on a given day. The [WVLC website offers resources](#) to make your Snapshot Day a success. The [ALA website](#) offers resources as well.

### Support your trustees

In addition to [WVLC's resources](#) for library trustees, note that [United for Libraries offers a collection of tip sheets](#) that address such issues as [rules for board members](#).

[I Love Libraries](#) also offers resources for trustees to help them communicate with the community, network and strategize:



- [Define your goals and objectives](#)
- [Set a communication plan](#)
- [Target your audience](#)
- [Speak out and tell the library story](#)
- [Deal effectively with the media](#)
- [Deal with bad news in a positive way](#)

## Tarbett named Putnam County Director



Megan Tarbett has been named Director of the Putnam County Public Library and will start her new position on April 1.

Tarbett is currently Digital Resource Librarian at WVLC, where she manages the agency's social media, travels the state providing training in digital library practices and services and hosts WVLC's monthly "Library Update" television show, which can be viewed on the Library Television Network and YouTube.

"I'm looking forward to this new challenge," Tarbett said. "I'll be applying what I've learned at the Library Commission in my new job."

Tarbett earned a BA in English from Bethany College and an MLIS from the University of Pittsburgh. Tarbett is active in her free time as a weekend DJ on Electric 102.7. She is a published freelance writer, with articles appearing in *Pittsburgh Magazine*, *Shelf Awareness for Readers* and *VOYA* (Voices of Youth Advocates.)

In addition, Tarbett co-chairs the Engagement and Outreach Committee of Generation West Virginia and serves on the West Virginia Youth Symphony board. She regularly volunteers for other community causes, especially those that support the arts, community development, feeding the hungry and female empowerment.

## Julianne Moore speaks for school libraries in new PSA

A new public service announcement (PSA) featuring actress and bestselling author Julianne Moore is now available as part of the 30th anniversary of School Library Month. In the PSA, Moore describes how school librarians empower students to succeed in school and beyond. The [PSA and instructions on how to embed the video](#) on school library websites are available online.



## James Patterson and Scholastic partner to help save school libraries

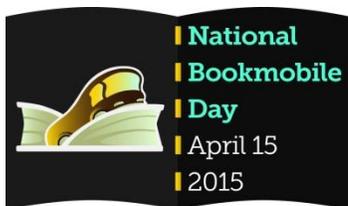
As part of an ongoing effort to keep books and reading a number one priority in the United States, author James Patterson has announced that he will donate \$1.25 million to school libraries this year. Patterson is joining forces with Scholastic Reading Club to administer funding applications to their network of 62,000 schools and 800,000 teachers. Scholastic will match each dollar with “Bonus Points,” which teachers can use for books and other materials for their classrooms.



The [application to nominate a school library for a donation is available online](#). Anyone can nominate a school library; donations will range from \$1,000 to \$10,000 per school. Patterson and Scholastic Reading Club will accept nominations of all types: for repairs to a computer system, for example, or for a school project focused on books and reading.

Patterson is donating this money because he believes that fewer children are growing up in a household full of books – and that the effects of this absence could have a profound impact on a child’s future, and on the future of our country.

## Video project celebrates bookmobiles



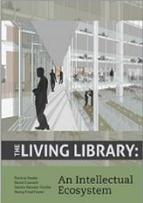
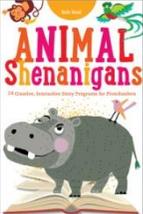
In the lead-up to the sixth annual celebration of [National Bookmobile Day](#) on April 15, libraries are invited to show why they love their bookmobiles through the [Why We Love Our Bookmobile YouTube video celebration](#). Through April 15, libraries are invited to [submit videos](#) on the National Bookmobile Day YouTube channel that highlight the essential library services that bookmobiles and their dedicated staff provide every day, in communities large and small.

## New ‘What’s Next’ video

[What’s Next West Virginia](#) and the [West Virginia Center for Civic Life](#) have produced a YouTube video called [What's Next, Clay County? A Nonstop Journey to a Better Tomorrow](#) that follows a group of Clay Countians on their trip to the WV Legislature – an inspiring story about a small, rural community’s journey in search of a brighter economic future.

## 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 Readers' Advisory Guide to Genre Blends](#) by Megan M. McArdle. Genre fiction has always been a complex mixture of themes and elements. The increasing popularity of “genre blends,” or fiction that straddles the traditional labels, means greater pleasure for readers but a greater challenge for readers’ advisory. In this informative and entertaining book McArdle gets library staff up to speed on these engaging titles, showing how such crossover fiction appeals to fanbases of multiple genres. Complete with booklists, summaries, read-alikes and thorough indexes, the guide covers suspense, fantasy, historical fiction, horror, mystery, romance and science fiction, as well as non-genre titles that don’t neatly fit into any categories. 
- [Putting the User First: 30 Strategies for Transforming Library Services](#) by Courtney Greene McDonald. User experience is everywhere – from your library’s website to the signage by the elevators – everything contributes to the overall user experience of patrons. Just one simple idea can transform your library: put the user first. But as you likely already know, just because something's simple doesn't mean it's easy. How do we identify, implement and evaluate user-driven changes in order to improve physical and virtual services? The good news is that even small changes can make big headway. The book will give you 30 hands-on strategies and practical suggestions to enable you to begin transforming your library, library services, and even your personal practice, to be more responsive, effective and user-centered. 
- [The Living Library: An Intellectual Ecosystem](#) by Patricia Steele, David Cronrath, Sandra Parson Vicchio, Nancy Fried Foster. *The Living Library* describes the evolution of one possible future for academic libraries: as laboratories for cross-disciplinary investigation. At the University of Maryland, a collaboration among the Libraries, the School of Architecture and the Department of Anthropology led to the participation of students, faculty and staff in an initiative to design a full renovation of the main library building with the guidance of professionals in anthropology and architecture. As part of the process, Anthropology students and library faculty and staff investigated how the broader university community undertakes its work in the library. Architecture students in the Graduate Design Studio analyzed the findings, along with the building, and then created a series of designs to support faculty, student and staff work practices. 
- [Animal Shenanigans: 24 Creative, Interactive Story Program for Preschoolers](#) by Bob Reid. Featuring our four-legged, no-legged, winged, scaled and feathered friends, this new series of story program lesson plans from bestselling author Reid will help librarians and teachers unleash kids’ curiosity and learning. Using a combination of high-quality picture books, fingerplays, movement activities, songs and games, these ready-to-use, mix-and-match lesson plans focus on universal themes such as family, friendship and school—but with animal protagonists. Useful for both school and public libraries, for teaching as well as collection development, Reid’s book includes two dozen complete 30-minute story programs for preschoolers that can also be adapted for K–2 children. 

# Continuing Education Digest

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

Price	Training Event	When
\$250	<a href="#">Using WordPress to Build Library Websites</a> (six-week facilitated eCourse)	March 16
Free	<a href="#">Building STEAM with Día</a> ( <a href="#">Apply now</a> – webinar limited to 95)	March 17 at 12:00 PM
Free	<a href="#">Powerful Collaborations: Library-School-Community Partnerships</a>	March 17 at 3:00 PM
Free	<a href="#">Beyond Book Displays: Helping Readers Help Themselves</a>	March 17 at 3:00 PM
Free	<a href="#">Intermediate Cataloging, Day 1</a>	March 18 at 10:00 AM
\$59	<a href="#">An Introduction to Racial and LGBT Microaggressions</a>	March 18 at 2:30 PM
Free	<a href="#">Intermediate Cataloging, Day 2</a>	March 19 at 10:00 AM
Free	<a href="#">Buy Less, Sell More: New Roles for Libraries and Librarians</a>	March 19 at 2:00 PM
Free	<a href="#">Responding to a Budget Crisis</a> (Friends of the Dallas TX Public Library)	March 24 at 3:00 PM
\$125+	<a href="#">ACRL Virtual Conference</a>	March 25-27
Free	<a href="#">"How Do I Apply to College?" Helping Patrons Meet Their Higher Education Goals</a>	March 26 at 1:00 PM
Free	<a href="#">12 Ways to More Effective Marketing</a>	April 8 at 2:00 PM
Free	<a href="#">What's New in Children's Literature</a> – ( <a href="#">Create an account</a> before registering)	April 13 at 3:00 PM
Free	<a href="#">Emerging Technologies and Libraries</a>	April 23 at 3:00 PM
Free	<a href="#">Library 2.015 Spring Summit – The Emerging Future: Technology and Learning</a>	April 30 at 3:00 PM

Other continuing education opportunities are available from these sources:

- [AASL Webinars](#)
- [ACRL Choice](#)
- [ALA Online Learning](#)
- [ALA Tech Source](#)
- [Booklist Online](#)
- [Lib2Gov @ Your Library](#)
- [Library 2.014 Conference Archive](#)
- [Library Journal](#)
- [PLA Online Learning](#)
- [United for Libraries](#)
- [WebJunction](#)
- [Infopeople – new](#) and [archived webinars](#) (create an account first)

## Continuing education highlights and new CE sources

Minorities are underrepresented in STEAM education and professional fields, and children of color routinely score below their white peers in math and science. The ALSC webinar [Building STEAM with Día](#) on March 17 at 12:00 PM addresses how libraries can help bridge this STEAM gap with programs and services developed with the intent of having a positive impact on every child who participates. [Apply for the webinar now](#) because it is limited to 95 participants.

ALA is offering a [webinar on racial and LGBT microaggressions](#) for library directors and others involved in library leadership on March 18 at 2:30 PM. Microaggressions are subtle, denigrating messages delivered to members of marginalized groups that can negatively affect the library workplace. The webinar is \$59 for non-ALA members.

ACRL is also offering a [Virtual Conference March 25-27](#) for academic and research librarians unable to attend the in-person conference in Portland, OR. [Registration and pricing information are available online](#).

In addition, ACRL has made a large collection of free archived webinars available via its [Choice YouTube Channel](#).

Three new sources have joined *Library Lookout's* CE opportunities list:

1. **Infopeople** offers [free library-focused webinars](#), plus a growing [archive of past webinars](#). In order to participate in the new webinars or view the archived ones, you must [first create an Infopeople account](#). In fact, the REGISTER NOW button for each webinar will not appear unless you have created an account and are currently logged in. (Infopeople offers [online courses](#) as well, but fees are charged for participation.)
2. **Library 2.0**, in partnership with the School of Information at San José State University, offers [The Emerging Future: Technology and Learning](#), a free online conference on April 30. The [archived 2014 conference](#), with an extensive list of training sessions, is now listed for your convenience.
3. **Library Journal** offers [free webinars](#) as well.

## Grants and scholarships smorgasbord

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

1. ALA is [accepting proposals for Diversity Research Grants](#) of \$2,500 for original research. Proposals may address any diversity topic related to library and information science. The grants are open to ALA members ([ALA encourages you to join](#)). If you have questions, [contact the ALA via email](#). **Deadline: May 26.**
2. [Grants are available for 30 school librarians and others](#) to attend the 2015 AASL conference for the first time. The \$750 grants cover travel, hotel and registration fees. The conference will be held November 5-8 in Columbus, OH. **Deadline: April 17.**
3. The [Gordon M. Conable Conference Scholarship](#) provides funding for an LIS student or recent graduate to attend the ALA conference held June 25-30 in San Francisco. **Deadline: April 3.**

# WVLA Library Day at the West Virginia Legislature

Library Day on at the Legislature on February 24 celebrated all that we do and allowed librarians to meet some of their state representatives. Here's a look back at the event in pictures.



## WV library in the news

WBOY TV (Clarksburg) in February published [Area Libraries Working To Keep Visitors Coming](#) about the Marion County Public Library System. "With easier access to the internet and the prevalence of sites like Wikipedia, fewer people are making the trip to their local library for research or just some light reading. But the Marion County Public Library System is working to keep the library on people's minds by providing something for everyone.

'The library's a lot more than just books. We do have events happening for all ages every month. All the libraries in the area have these. We have a new exhibition room that we're sitting in here that I try to get at least one major traveling exhibit a year,' said Julie Mike, library public relations manager." [Read more on the WBOY website.](#)

Look for the next issue of *Library Lookout* on April 17.

**Library Lookout**  
Published monthly by the  
Library Development Division  
**West Virginia Library Commission**  
Culture Center, 1900 Kanawha  
Boulevard, East  
Charleston WV 25305

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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.*

