

From the Secretary

By Karen Goff

Congratulations to WVLA and Public Library Division Chair Ivonne Martinez on a successful and thought provoking Spring Fling conference. It was a great lead in to National Library Week (NLW). Libraries across the state and nation celebrated the NLW with fine free offers, events focused on books and reading, events focused on the ever-expanding role libraries play in creating digital communities, and events focused on how libraries use books, the Internet, videos, smart phones and other innovations to support 21st century learners.

National Library Week also saw the passage of the FY 2014 State Budget that increases Grants in Aid to Public Libraries (GIA) from \$5.00 per capita to \$5.09 per capita, a commitment from the Kanawha County Board of Education to provide \$1.9 million in funding to the Kanawha County Public Library for FY 2014, and the possibility of a legislative Interim Session study on library funding.

An interim study provides an opportunity to continue the conversation about library funding but it is not the only opportunity. Library directors, staff, trustees, and friends must be committed to involving elected officials and others in this critical conversation. According to the FY 2012 West Virginia Bibliostat reports, local operating revenue per capita in libraries ranged from \$2.37 per capita to \$89.17 per capita with a median of \$6.99. The national median is \$30.52. Adequate funding is necessary for West Virginia public libraries to deliver the level of services needed to build and sustain a vital state.

The journey to adequate library funding is long and frustrating, but cannot be abandoned. I challenge the library community to expand the vision of library service, to examine what it costs, and to keep the value of libraries in the public eye. Several ways to do this are described in this issue of Lookout; sign up for the advocacy webinar described on page 3, participate in the Everyone On campaign, plan for Geek the Library. Prove your worth to your community.



Be In the Know.  **INFODEPOT.ORG**

Civil Rights Struggle Grants Available

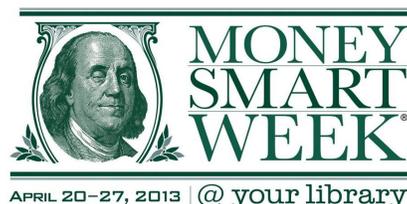
The National Endowment for the Humanities, in partnership with the Gilder Lehrman Institute of American History, has announced the launch of the special initiative, Created Equal: America's Civil Rights Struggle. The project brings together four nationally acclaimed films that connect the stories of the long civil rights movement to spark public conversations about the changing meanings of freedom and equality in U.S. Libraries. Organizations are invited to apply for \$1,200 grants that foster community conversations about the meaning of freedom and equality in U.S. history. Each of the 500 sites chosen will receive a film set containing the films *The Abolitionists*, *Slavery By Another Name*, *The Loving Story* and *Freedom Riders*, as catalysts for public programming. Detailed information and the application form are available at www.gilderlehrman.org/createdequal.

Free Summer Reading Resources for Young Readers

Penguin Books is offering *This Summer, take a Break and Read*, a free guide via <http://tinyurl.com/bts8gvk>. The guide provides book recommendations by grade, reading level, and theme that teachers and librarians can use to help their students and young patrons enjoy summer reading.

Money Smart Week Plans

Money Smart Week, a public awareness campaign to promote financial literacy across all age groups, is almost here. West Virginia Money Smart Week events are listed below. Specific event information can be found on the WV MSW Facebook page, <https://www.facebook.com/WVMSW>.



1. Ongoing throughout the week

National Money Smart Week photo scavenger hunt contest (<http://www.moneysmartweek.org/hunt>)

2. Monday, April 22

Huntington: Children's Smart Money Workshop at the Cabell County Public Library

Morgantown: Money Smart Credit and Debt workshop, Resume Writing workshop and Teaching Children to Save reading event at the Morgantown Public Library

Lewisburg: Encore Entrepreneur Event at the CVB

3. Tuesday, April 23

Statewide: Teach Children to Save Day in schools across the state

Morgantown: Smart Couponing workshop at Morgantown Public Library

Morgantown: Eberly Ideas: Building Wealth in Uncertain Economic Times lecture at WVU

4. Wednesday, April 24

Charleston: Operation Scam Jam at Embassy Suites

Bridgeport: Identity theft, credit reports and budgeting workshop at the Bridgeport Public Library

5. Thursday, April 25

Charleston: Military Money Boot Camp at the National Guard Armory

Martinsburg: Encore Entrepreneur Event at the Senior Center

Morgantown: Personal Money Matters workshop at the Public Library

Martinsburg: Basic Budgeting and Everyday Expenses workshop at the Martinsburg-Berkeley County Public Library

6. Friday, April 26

Charleston: Women and Money Conference at the Holiday Inn Conference Center

Fairmont: Encore Entrepreneur Event at Fine Family Furniture

7. Saturday, April 27

Charleston: Fight Fraud, Shred Instead community shredding event at Gander Mountain

Bridgeport: Fight Fraud, Shred Instead community shredding event at Kroger

Training Opportunities to Note

- **WVLC Continuing Education Digest.** Note the April 15 issue (<http://tinyurl.com/bonc6le>) for the latest continuing education opportunities of interest to school, public, academic and special librarians. Please also mark your calendars for the free WVLC-provided online training opportunities:

- **Basic Strategic Planning For Library Directors And Trustees.**
August 15, 1:00 PM—3:00 PM (Online – of interest especially to public libraries)
- **Intensive Collection Management Institute.**
August 22-23, 9:00 AM—5:00 PM (Online-of interest to all types of libraries)
- **WV Public Library Directors Boot Camp.**
September 9-11, 2013 (Online – for public library directors only)



Further information and registration instructions for these sessions will be released in the coming weeks.

The Library Commission will also offer a session on *WVLC Services for School Media Professionals, Librarians and Teachers* at the West Virginia Statewide Technology Conference in Morgantown, July 30-August 1 (<http://tinyurl.com/cz23g9i>). We will also be providing training in the WVINFODEPOT databases (<http://www.wvinfo depot.org>) at the conference. Online training sessions for both public librarians and school personnel in the WVINFODEPOT databases are being scheduled at this time. Watch for additional details.

- **Library Advocacy at the State Level: 12 Steps to Success.** United for Libraries will present the free webinar “Library Advocacy at the State Level: 12 Steps to Success” from 2:00 to 3:00 PM on Tuesday, April 30. Participants will learn the basics of government/legislative advocacy and understand the 12 steps necessary to be an effective advocate for library issues when meeting with key decision-makers. Additionally, a case study in successful advocacy for library related funding will be presented. The webinar is geared toward trustees, friends, foundation members and staff members. The webinar is free but registration is limited to 100. The webinar will be presented with Internet audio only. You will need a computer with speakers or headphones as well as Internet access. United for Libraries members can access a recording of the webinar after April 30. For more information and to register, visit <http://ala.adobeconnect.com/advocacy-state/event/registration.html>.



- **Personal Digital Archiving.** The Association for Library Collections & Technical Services (ALCTS) is offering **Personal Digital Archiving**, a one-hour webinar, on April 24 at 2:00 pm. Increase your understanding of common digital files – digital photos, recordings, video, documents, and others – and learn what it takes to preserve them. If you don't actively care for your digital possessions you may lose access to them as some technologies become obsolete. Learn simple, practical tips and tools to help you preserve your digital stuff. The webinar is free but registration is required. For more information visit <http://tinyurl.com/bopqtk8>. For questions about registration, contact ALA Registration by calling 1-800-545-2433 and press 5 or email registration@ala.org.
- **Archival 101: Dealing with Archival Product Suppliers.** ALCTS is also offering **Archival 101: Dealing with Suppliers of Archival Products** on April 25 at 2:00 pm. The webinar is designed to demystify the archival product market for the layperson and non-preservation specialist. The presentation will provide an overview of the conservation and preservation issues facing libraries, cultural organizations, and individuals; describe the terminology in use; discuss products and offer buying tips on the different ways these can be used. The webinar is free but registration is required. For more information visit <http://tinyurl.com/d8jzg4y>. For questions about registration, contact ALA Registration by calling 1-800-545-2433 and press 5 or email registration@ala.org.

Update Your Library's Information in the *Everyone On* Training Site Database

A national ad campaign called **Everyone On**, which recognizes the importance of libraries, aims to improve digital literacy rates. One way **Everyone On** is trying to improve digital literacy is by steering those needing access to computers, classes, support or training to locations where they can obtain these resources. **Everyone On** provides an online Training Site Database to direct users to these resources. All public library facilities in the nation are included in the Training Site Database. The Library Commission encourages you to log into the database and check your library's information using these instructions:

- Visit <http://partner.connect2compete.org/login.php>
 - Use these credentials to login:

Username: c2c
Password: literacy
- Click the Sign In button
 - Note **Looking to add a new site?** Click **Add Location**, and then follow the instructions.
 - Note **Looking to review and edit a site already in the database?** Type a keyword (first name of a library or city) in the search box at the upper left and press Enter. Select your library from the list, click **Edit** and follow the instructions. When searching for a library branch, search for the branch name and not the system name first.
 - If you would like to have your site removed from the database, please email info@everyoneon.org with your site's name and address.
- Add your location Information
 - On the left-side of the screen, click **Add Location**.
 - Enter the contact information for your organization.



- Complete all details that are appropriate; including as much information as possible will help the interested participants feel more comfortable and confident in pursuing training.
- Click the green Save Location Details button.
- A Connect2Compete team member will review your entry and approve it before the information is displayed in the database. If you do not see your changes reflected after 48 hours of entry, please email info@everyoneon.org and someone will contact you.
- Feel free to send questions or feedback via info@everyoneon.org.

All public libraries in the state have access to computer training aids from Learning Express via www.WVInfoDepot.com. Many of you also offer assistance and even classes in computer use and basic software programs and all of you provide public access computers and Internet access. West Virginia is ahead of the game. Be sure to include this information in your database entry.

EBSCO Celebrates National Library Week with Prizes

In honor of National Library Week, EBSCO is giving away four prizes. Two prizes include Children's/Young Adult book sets in print. The Children's/Young Adult sets feature reviewed books straight from the shelves of EBSCO's Core Collections team. Each set includes a unique mixture of nonfiction book series', picture books, and young adult fiction from high quality publishers such as Alfred A. Knopf, Enslow Publishers, Balzer + Bray, and Scholastic Press.

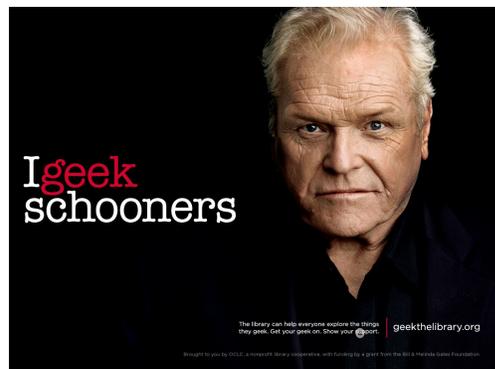
EBSCO is also giving away two print copies of the recently released Public Library Core Collection: Nonfiction, 14th Edition. Covering a wide range of topics from history to personal finance, this reliable resource lists the most highly recommended reference and non-fiction books for adults and can be used for collection development, readers' advisory and curriculum support.

Visit <http://ebscohost.hqcampaign.com/ps/ebSCO-national-library-week> to enter for your chance to win one of the prizes. The deadline to enter is 5:00 pm, Wednesday, April 24th. Winners will be drawn on Thursday, April 25th and will be notified on Friday, April 26th.

To learn more about EBSCO's Core Collections, visit <http://www.ebscohost.com/public/core-collections>.

Geek the Library Coming in September

In September the Library Commission will launch **Geek the Library** statewide as part of Library Card Sign-Up Month and run it through National Library week in April 2014. Geek the Library helps you educate your community about public library funding and the need for local support. Geek the Library inspires people to think about the value public libraries have for individuals and for communities. The awareness campaign introduces the word "geek" as a verb and illustrates the fact that everyone is passionate about something – everyone "geeks" something – and that the public library supports it all.



The Southern Area Public Library in Harrison County has already embraced Geek the Library. Before the *Library Journal* named Southern Area the “Best Small Library in America for 2013,” it considered whether Southern Area had features other libraries can replicate, such as Geek the Library. “We’re hoping to get other libraries in West Virginia excited about the program,” said Southern Area Director Mary Stenger.

Look for more information about Geek the Library in *Library Lookout* and on the WVLC website.

Poet Laureate Marc Harshman at Library Week in Wheeling

The Ohio County Public Library in Wheeling joined libraries in schools, campuses and communities nationwide in celebrating National Library Week. On Friday, April 19, Ohio County offered a “Lunch with Books” program called “Library Memories” hosted by West Virginia Poet Laureate Marc Harshman. The program featured poems and other writings about libraries and the love of reading. Patrons were invited to share their memories of libraries that influenced their lives. In addition to being the Poet Laureate of West Virginia, Marc Harshman is an award-winning author of children’s books. His latest book of poetry is called *Green-Silver and Silent*.

Library Lookout

Published irregularly by the
Library Development Division

West Virginia Library Commission

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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.

