NC LIVE

3RD ANNUAL CONFERENCE

Monday, May 14, 2018 | McKimmon Center, Raleigh, NC

CELEBRATING 20 YEARS OF

LIBRARIANS OUTSIDE LIBRARIES

LIBRARIANS OUTSIDE LIBRARIES

WELCOME

On behalf of NC LIVE, welcome to our 3rd Annual Conference!

Our 2018 theme, **Librarians Outside Libraries** celebrates 20 years of librarians stepping outside their institutional walls to build programs and services that deliver unique value to their communities and, in the process, redefine the traditional role and reach of libraries. **Librarians Outside Libraries** also anticipates the ways we can continue to increase our value by breaking down barriers, traversing boundaries, and expanding the definition of library "space" to include not only buildings, but networks, resources, technologies, expertise, and online communities.

We hope this theme inspires you to think of new ways to impact the communities you serve by bringing your unique expertise to where it is needed.

Rob Ross
Executive Director, NC LIVE

Cover image:
NC LIVE Ribbon Cutting,
Wake County Public Library,
April 1998

SCHEDULE AT-A-GLANCE

9:00 - 9:25 **Check In**
Lobby

9:25 - 9:30 **Welcome and Logistics**
Kim Henze, Community Engagement Librarian, NC LIVE
General Session Room 1A

9:30 - 10:00 **Librarians Outside Libraries**
Rob Ross, Executive Director, NC LIVE
General Session Room 1A

10:00 - 11:00 **Keynote Address**
Dr. Katherine Skinner, Executive Director, Educopia Institute
General Session Room 1A

11:10 - 11:50 **Session 1**
Session descriptions and room assignments on pages 5-7

11:50 - 12:50 **Lunch**
Rooms 2B+2C

1:00 - 1:40 **Session 2**
Session descriptions and room assignments on pages 8-10

1:50 - 2:30 **Session 3**
Session descriptions and room assignments on pages 11-13

2:30 - 3:00 **Afternoon Break + Refreshments**
Room 2B

3:00 - 3:40 **Session 4**
Session descriptions and room assignments on pages 14-16

3:40 - 4:00 **Wrap Up**

2018 NC LIVE KEYNOTE

SPANNING BOUNDARIES, CROSSING BORDERS

How today's libraries (and librarians!) are cultivating open knowledge

Dr. Katherine Skinner, Educopia Institute
● *Keynote | 10:00-11:00 am, General Session Room 1A*

The "library" as an institutional form has been guided in its work by a set of core principles or ideals that include providing access to knowledge and ensuring the preservation of knowledge. In today's knowledge environment, which is characterized by its fast pace of change, new forms of connectivity, and technology-based market shifts, what roles are libraries playing, and how do these roles reinforce and/or expand the traditional boundaries of the library?

In this keynote, Katherine Skinner will consider how libraries are increasingly becoming both champions and exemplars of "open knowledge," and in the process, how librarians are finding ways to straddle and bridge a wide range of stakeholders into powerful and resilient knowledge networks. Drawing upon examples both local and global, Katherine will illuminate the progressive force libraries become when they combine the power of boundary-spanning leadership and collaborative relationships with their mission to foster access and preservation of knowledge.

SESSION 1
11:10-11:50

REVAMP YOUR LIBRARY'S WEBSITE WITH NC LIVE'S WEBSITE SERVICE

Luke Aeschleman, NCSU; Rob Ross and Daniel Whitehead, NC LIVE
● *Presentation | General Session Room 1A*

Dissatisfied with your library's website? It can be a struggle to maintain a contemporary, accessible, mobile-friendly website. Limited budgets, scarcity of staff time, and lack of design and technical expertise are challenges many libraries face. We can help! NC LIVE is excited to announce their new website service, which enables you to update your web presence with a modern look and feel. Built using LibGuides, the website service is applicable to anyone, whether you need a single page, a collection of course guides, or an entire website with a fresh set of paint. The best part is, you don't need to be a developer or designer to use it! In this session, we'll discuss the importance of having a strong web presence, outline the website service's features, and do a brief demo of the implementation process, showing some of the required steps and highlighting best practices.

CREATING ACCESSIBLE ONLINE INFORMATION LITERACY INSTRUCTION

Samantha O'Connor, Central Carolina Community College
● *Peer-Guided Roundtable | Room 7*

The session will introduce CCCC's strategy and tools for delivering accessible information literacy lessons to online learners and will encourage roundtable participants to share the tools and best practices they have utilized to deliver online information literacy instruction, as well as providing an opportunity to reflect on and share obstacles encountered during the provision of online information literacy instruction, allowing the group to brainstorm solutions and strategies to improve instruction for all.

OER KUDZU: TRANSPLANTING A LIBRARY-GROWN PROJECT INTO A STATEWIDE PHENOMENON

Beth Bernhart, UNC-Greensboro; Will Cross, NCSU
● *Peer-Guided Roundtable | Room 4*

As the cost of textbooks has risen exponentially, librarians across the UNC system have developed open education programs to reduce costs and support innovative education. With the success of individual programs at UNC-G, NCSU, ECU, and UNC-C, the University Librarians Advisory Council (ULAC) received a grant from UNC General Administration to provide statewide training for faculty and librarians around open educational resources (OER).

As these programs have matured into a systemwide program, we have the opportunity to move beyond the library and develop connections with public, K-12, and academic communities. Librarians have a lot to offer based on our own experience, as well as a lot to learn about how to make OER work in new contexts and spaces. Join the discussion to help imagine how North Carolina librarians can lead a movement to reduce textbook costs for our students and support lifelong learning for everyone in the state.

CREATING THE COLLEGE CONNECTION: LEARN FIVE OUTREACH STRATEGIES TO CONNECT LIBRARY SERVICES, COLLEGES, AND YOUR COMMUNITY

Meryle Leonard, Charlotte Mecklenburg Library
● *Presentation | Room 6*

Discover the synergistic strategies of programming, recruitment and marketing that launched the first College Connection outreach program hosted by Charlotte Mecklenburg Library in partnership with UNC Charlotte Admissions Office and Multicultural Services Department. This outreach program has been created as an extension to the branch location workshop series, College 101, which is a partnership with Kaplan and CFNC to prepare teens for applying to college. From exploring how to build partnerships with local colleges in your community, to teen recruitment tips, conference attendees will learn 5 strategies to host an event on a college campus that allows teens to see, experience and learn all about college life from admissions counselors and college students. We'll also discuss how to engage local teens in library services through this event that equips them for academic success by forming successful academic-community partnerships!

BE AN EBOOK GENIUS: THE INS AND OUTS OF NC LIVE'S EBOOK PLATFORMS

Caroline Hallam, NC LIVE
● *Hands On Training | Room 5*

Don't be stymied by your ebook platforms! Join your NC LIVE Instruction Librarian to explore what's available at your fingertips. In this session, you'll get hands-on experience with the platforms that house three of our largest NC LIVE ebook collections, Ebook Central, HomeGrown Ebooks Collection, and Credo Reference. On each platform, we will explore content, search and browse for books, and discuss methods for saving the items by downloading, linking, and more. Bring Your Own Device (BYOD) and your questions!

SENSORY PROGRAMS 101: HOW TO DEVELOP INCLUSIVE LIBRARY PROGRAMMING

Amrita Patel, Charlotte Mecklenburg Library
● *Presentation | Room 8A*

This presentation is a jumpstart lesson on how to provide Sensory Programs in Public Libraries. Information shared will focus on the basics of providing sensory services in public libraries or in an outreach setting to children, teens, or adults. Ideas shared will focus on ways to create an inclusive environment in libraries, including adapting volunteer positions, understanding & utilizing appropriate verbiage and curriculum for special needs, and developing sensitivity and compassion towards others using a client-centered cultural humility approach. In addition to the structure, layout, and benefits to providing sensory programs, this presentation will share information on how to help develop partnerships with community organizations to create successful inclusive programming.

LUNCH
11:50-12:50, ROOM 2B+2C

SESSION 2
1:00-1:40

NC KIDS DIGITAL LIBRARY: THE FIRST OF ITS KIND

*Ruth Ann Copley, Davidson County Public Library;
Jennifer Sackett, Lincoln County Public Library*
● *Presentation | General Session Room 1A*

NC Kids Digital Library is the first of its kind statewide digital library of ebooks, audiobooks, and videos for children preschool age through 4th grade.

With funding from the legislature, the help of the State Library, the NC Public Library Directors Association developed a digital library of materials the can be used by any child in the state with a public library card. NC Kids went live February 1st, 2017 and continues to grow in users and content.

SETTING THE PACE WITH SENIORS: DIGITAL LITERACY INSTRUCTION FOR OLDER ADULTS

*Joselyn Williams and Christopher Robinson, Cumberland
County Public Library and Information Center*
● *Presentation | Room 4*

Many older adults have been left behind on the wrong side of the digital divide. This population is often underserved because they may move at a slower pace and lack the skills that would enable them to join a class filled with younger, more tech-savvy participants. Cumberland County Public Library's Senior Geek Squad, in partnership with the Cliffdale Recreation Center, meets seniors where they are and helps them to bridge the digital divide. It operates on the P.A.C.E. model: Patience, Acknowledgement, Compassion, Energy.

This session will provide tips and examples for teaching seniors technology including classroom setups, handouts, and, most importantly, a lesson plan that will work. From sending emails to adding a new contact on their smartphone, they are still eager to learn, just at a different PACE.

LIBRARY PARTNERSHIPS TO IMPROVE HEALTHCARE

Dr. Deborah Swain, NC Central; Dr. Noah Lenstra, UNC-Greensboro; Gregory Clinton, NC Central School of Law
● *Presentation | Room 6*

This session provides success stories about 21st century library-health service partnerships, programs, and cases. Proposals for new and challenging activities will be introduced, and NC libraries will be invited to participate. Dr. Noah Lenstra, UNC-Greensboro, will describe research and national library programs and tools. Research shows that libraries are reducing gaps in health understanding. Examples include everything from providing Xbox Bowling Leagues for Seniors to teaching teenagers about fitness apps. From NC Central University, Mr. Gregory Clinton, School of Law, and Dr. Deborah Swain, School of Library and Information Sciences, will introduce partnership proposals and Virtual Justice Project broadcasts information.

USING NC LIVE CONTENT TO ADD "RESEARCH TO THE JOB SEARCH": WORKING WITH STUDENTS TO FIND COMPANIES AND OPPORTUNITIES THROUGH SMART BUSINESS SEARCHING

David Bryden, High Point University
● *Presentation | Room 7*

In this changing academic environment, it takes a village to ensure student success. At High Point University our librarians have built a unique relationship with our Career and Professional Development Office and our Academic Business Department. Through relationship building, the library staff have played an important role as students begin job and internship searches. This role has culminated in a series of workshops sponsored by these three organizations in which we teach students methods to locate an industry group and then focus on companies and their personnel to make this research not about finding a job but about finding a meaningful career.

THE INS AND OUTS OF SUMMON: IMPLEMENTATION AND CONFIGURATION IMPLICATIONS FOR YOUR LIBRARY

● *Terry Brandsma, Kate Hill, and Marcie Burton, UNC-Greensboro*
Peer-Guided Roundtable | Room 8A

The Summon Discovery Service is now available for all NC LIVE libraries, and many of us have already implemented it! Are you one of the early adopters? Come discuss your Summon implementation, share your configuration ideas, tell us what your library staff and users think about it, and get advice from others. Are you unsure if Summon is right for your library? Find out what is really involved, and what options you have, before you make this decision for your library.

● NB: Room 8A will remain open after *The Ins and Outs of Summon* for additional Summon discussion and Q&A with Ex Libris representatives, who will also be present and available for questions during Terry, Kate, and Marcie's roundtable.

SESSION 3
1:50-2:30

STRATEGY, LIBRARIES, AND THE FAT SMOKER

Rob Ross, NC LIVE; Greg Raschke, NCSU
● *Presentation | General Session Room 1A*

Strategic planning. Have two more innocuous words ever met, fallen in love, and through their unnatural union caused us more grief? Do you dread retreating to offsite locations with your Board members and a "professional facilitator" to ponder your purpose, future, and fundamental value in the universe? Do you end up pondering what offense you possibly could have committed to deserve trust falls with Larry?

Good news: You don't have to live like this. Most strategic planning is a waste of time. Strategy, on the other hand, is incredibly important and intellectually straightforward. In fact, you could probably choose a perfectly good strategy in a matter of minutes. The challenge isn't to think of a good strategy, but to embody it in our everyday actions. Much like losing weight or shedding a bad habit in our personal lives, we know *what*, *how*, and *why* to do what is necessary to achieve our goal. What we too often lack is the discipline and commitment to change our behaviors, now and forever, in ways that support the achievement of that goal.

Using David Maister's *Strategy and the Fat Smoker* as a guide, Greg Raschke and Rob Ross will apply this management book's principles to libraries, highlighting how to weave strategy into the fabric of your organization to support the achievement of your goals.

OPEN EDUCATIONAL RESOURCES IN THE LIBRARY

Rachel Statham, Lenoir-Rhyne University
● *Presentation | Room 4*

Open Educational Resources (OERs) are already a trend in higher education, but what sort of impact do they have on the typical librarian's role? In this session, we will learn about OERs, the Creative Commons License, and how these free resources are collected and shared. These resources are freely available, but that does not mean that they are widely shared or evaluated. With our research and information literacy expertise, librarians can make quality OERs more accessible to a variety of populations in need.

IF I CAN DO IT, ANYONE CAN: CREATING A LIBRARY PODCAST

Keith Burkhead, Guilford Technical Community College
● *Presentation | Room 5*

It is not as formidable a challenge as it seems—you too can create a library podcast. The entry costs are low, and the learning curve exists but is by no means insurmountable. The presenter has been creating a library podcast for 3 years now, with 16 now under his belt. These include interviews with library staff, faculty, and college administrators. Sometimes the biggest challenge is getting persons to feature on the podcast! Tips on getting guests for your show will be part of the discussion.

A podcast is a low-cost marketing endeavor by your library. Ideas for programming will be shared and the presenter will share his mistakes implementing the Voices of GTCC podcast. Staff requirements are minimal. You are only limited by the resources at your disposal-go as big as your situation allows. Come learn how you can hit the Internet airwaves with your library podcast!

MEETING THEM WHERE THEY ARE: BRINGING ONLINE RESOURCES INTO THE CLASSROOMS

Desiree Peterson and Caroline Peterson, Durham County Library
● *Presentation | Room 6*

Two teen librarians discuss the challenges and successes of using outreach to bring library resources outside of the library and into the schools. We will go over three successful outreach programs that have both promoted NC LIVE products in the classroom and brought students into the library, as well as connecting with teachers and media center specialists before the school year. Outreach programs include the Githens Middle School Field Trip, Durham School of the Arts Booklist Project, and a longstanding Makerspace program at City of Medicine Academy. The presentation will provide handouts describing the outreach programs (including budgets) so attendees can implement similar programs in their schools.

#NCLIVE20

INTEGRATING THE INFORMATION LITERACY FRAMEWORK: PERSPECTIVES FROM THE FIELD

Stephanie Crowe, UNC-Wilmington
● *Peer-Guided Roundtable | Room 7*

At this roundtable session, participants will discuss techniques for and experiences with integrating ACRL's Framework for Information Literacy for Higher Education into the curriculum. The session facilitator will briefly describe a program she developed at her institution, called the Information Literacy Faculty Fellows program, in which librarians and teaching faculty worked together to learn about the Framework and brainstorm ways to apply it to teaching and learning. The bulk of the session will consist of a discussion in which participants will share ideas, accomplishments and failures, potential issues, lessons learned, and future plans for application of the Framework at their institutions. This session is suitable for librarians who are already integrating the Framework as well as for those who are interested in getting started.

AFTERNOON REFRESHMENTS
2:30-3:00, ROOM 2C

SESSION 4
3:00-3:40

TEACHING NEWS LITERACY

Stephanie Willen Brown, UNC-Chapel Hill
● *Presentation | General Session Room 1A*

Are you worried about the spread of misinformation? Want to learn how to teach patrons to evaluate what they see before spreading false information? Stephanie Brown has taught multiple news literacy sessions for high school teachers, senior citizens, academic librarians and wants to share what she's learned.

This presentation will address three key elements to overcoming the spread of misinformation: teaching news literacy; finding credible news sources; and learning how news gets made. Stephanie will demonstrate techniques to teach news literacy with hands-on, politically neutral activities and will show how to fact-check stories using NC LIVE news resources and Google. We will discuss teaching strategies for sharing that knowledge with others in a way that is respectful as well as suggestions for additional training about how news gets made.

HELP YOUR PATRONS SUCCEED WITH NC LIVE'S CAREER & TEST PREP RESOURCES

Caroline Hallam, NC LIVE
● *Hands On Training | Room 4*

Want to help your community members reach their educational and career goals? Join your NC LIVE Instruction Librarian for an overview and hands-on session with NC LIVE's career and test preparation resources! Together we will explore Testing & Education Reference Center, Ferguson's Career Guidance Center, and Cypress Resume. You'll learn about the content of these resources, how to navigate them, and discuss ideas for using them in your communities. Bring Your Own Device (BYOD) and your questions!

THE POWER OF STORY AND POETRY THERAPY WHEN WORKING WITH REFUGEES, CANCER PATIENTS, AND CHILDREN WITH BEHAVIORAL ISSUES

Irania Patterson, Charlotte Mecklenburg Library
● *Presentation | Room 6*

This session focuses on the fears, challenges, threats, barriers and opportunities librarians face when delivering outreach programs in nontraditional settings. It will provide with effective strategies and skills to use when facilitating programs for marginalized populations.

During this session we will emphasize the evocative value of poetry therapy and literature to foster identification, sense of belonging, connection, and personal transformation. Librarians will also learn strategies on how they can motivate their audience to write their response to published literature drawing on their own experiences and emotions.

WE HAVE ACCESS TO WHAT?!: HOW PUBLIC LIBRARIANS CAN GET INTO SCHOOLS AND EDUCATE MEDIA COORDINATORS ON NC LIVE RESOURCES

Joel Ferdon, Davie County Public Library
● *Presentation | Room 7*

This presentation will focus on how to reach out to and educate local media coordinators on the eResources that are available to them through their public library. Because public libraries have access to eResources that are beneficial to students that school libraries do not necessarily have, such as Mango Languages, Gale Testing & Education Reference Center, and Films on Demand, it is crucial to form partnerships with those school librarians so that their students can benefit from knowing how to use them. This will create a cyclical relationship between the public library and the schools with the end benefit being greater use of the resources and greater success in the community. The presentation will also focus heavily on how to find opportunities to go out into the community to educate the media coordinators such as literacy nights, staff training days, and media coordinator professional developments.

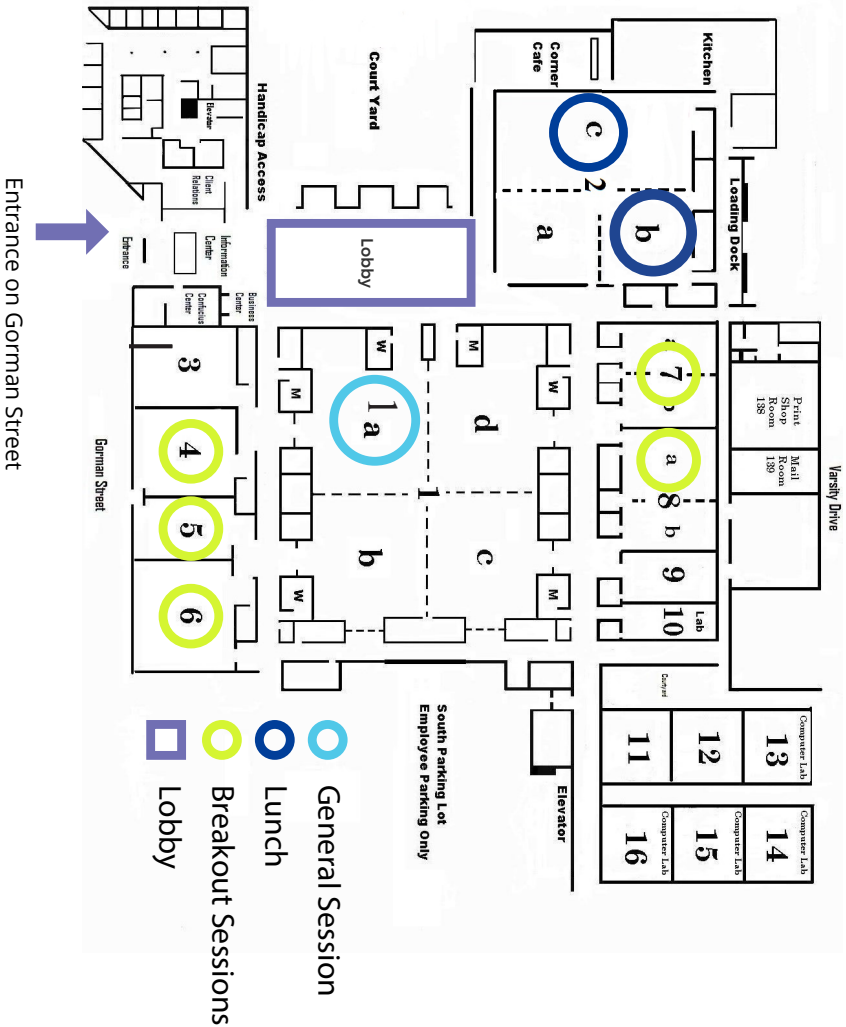## BEHIND THE BOOKSHELF: THE HIDDEN LIVES OF VENDOR LIBRARIANS

Jennifer Lohmann and Victoria Caplinger, NoveList
● *Peer-Guided Roundtable | Room 8A*

The relationship between a library and a vendor should be a partnership, with the library able to communicate what they and their community need and the vendor working on services that meet those needs. NoveList strives to fulfill that idea, but we are always trying to do better. As part of this round-table, two NoveList librarians lead a discussion about the state of readers' advisory services in North Carolina, what libraries needs are both from their vendors and from their staff and communities, and ways to better work as partners.

Librarians work for many, if not all, of the library vendors, but most library science students don't consider this option after their course of study ends. The relationship between a library and a vendor should be a partnership, with open dialog about what library communities need and how vendors can provide services to meet those needs. Two librarians who have chosen to work at NoveList will lead a collaborative and creative discussion about the ways that North Carolina librarians can move readers' advisory forward, and what NoveList can do to help. This will be a hands-on discussion and explora-tion of ideas NoveList is considering for the future.

CONFERENCE WRAP-UP
3:40-4:00, GENERAL SESSION ROOM 1A

IDEAS FOR COLLABORATION:

NEW CONTACTS / POTENTIAL COLLABORATORS:

IDEAS TO TAKE BACK TO MY LIBRARY:

ACTION ITEMS:

MCKIMMON CENTER CONFERENCE LAYOUT

NC LIVE