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## West Virginia Libraries 2004 Vol.56 No.3

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ANNUAL CONFERENCE WRAP-UP

# Some ideas presented at the Greenbrier

by Hali Taylor, Margaret Didden, Jane Levitan, and

....

## *Role of the Survey in Strategic Planning*

"Libraries need to see their services through their customers and patrons' eyes—the survey allows us to do this," according to Linda Blake, science reference librarian at West Virginia University. She stated that the assessment process includes: (1) determining a purpose, (2) determining a scope and methods, (3) evaluating resources, (4) getting endorsement from your management and supporters, (5) presenting results, and (6) incorporating results into your strategic plan. Some ideas to increase the number of responses are conducting a promotional campaign, hand-delivering and picking-up surveys from key people, and offering incentives such as gift certificates or candy to encourage participation. Based on the results of a survey, librarians will discover opportunities to better serve their public's needs.

## *Finding and Using Health Information in Your Library*

Jana Liebermann, consumer health coordinator for the National Network of Libraries of Medicine, suggests evaluating health websites by checking who the authors of the website are and how current the information is. (Health websites hosted by insurance companies or other commercial interests may have a bias or prejudice). Some recommended websites created by reputable corporate entities and organizations are <http://MEDLINEplus.gov>, <http://www.noah-health.org>, and <http://caphis.mlanet.org>. When updating print collections for consumer health, consider an item's currency (nothing older than 3 to 5 years is the current standard) and whether the title will be a circulating item or for reference only.

## *Virtual Reference Services*

Issues related to virtual reference services (chat, web forms, e-mail reference) were discussed in this session presented by Paul Neuhaus and Matt Marsteller from Carnegie Mellon University in Pittsburgh. Criteria for evaluating virtual reference software are cost, location of software on company server or library server, security of transmissions, live chat capability, page-pushing and co-browsing features, ability to pass a request to another operator, off-hours handling of requests, inclusion of an exit survey, statistics collection, and creation of a searchable database of the collected requests. Other local considerations are staffing scenarios (who will staff the service and from what locations in the library) and hours to offer the service (when the service will be provided—limited hours or 24/7).

## *Telling Your Own Story*

This workshop presented by four members of the West Virginia Storytelling Guild (living history performer Karen Vuranch, Susanna "Granny Sue" Holstein, and "The Mountain Echoes" JoAnn Dadisman and June Riffle) teaches us how to tell family and personal stories. Common elements involved in storytelling are oral presentation (songs, rhymes and stories), customary activities and traditions (especially those passed from generation to generation), and material objects (an heirloom or special item). The main components of a story are exposition or setting up the story, complication or rising action, crisis or climax, and the resolution or ending of the story. Memories are a good source from which to draw in the creation of stories, and don't forget to use compassionate, positive humor to make your stories more interesting and appealing!

## *NC ECHO: the North Carolina Exploring Cultural Heritage Online project*

Presented by Kevin Cherry, former project manager of NC ECHO, this session explored the cultural heritage digitization projects (online) of several states, including Arizona, Colorado, Georgia, Illinois, Virginia, and North Carolina. The North Carolina digitization project is an excellent case study and example for other states to follow. The program consists of the following components: information support (site visit reports, surveys, consulting and advice, press releases, grants, and community-building activities); continuing education (activities to teach digital-related and archival/museum-related skills and concepts); standards (for access and for image creation and storage); and a web por-

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## *Trustees roundtable chair sought*

After many years of dedicated service to the Trustees Roundtable, Floyd Fullen would like to pass the torch to another chairperson. Duties of the position include meeting with other trustees at conferences, monitoring issues of interest to trustees, and suggesting trustee-related programs for conferences. Trustees interested in taking over the position should contact Charley Hively, WVLA President, at [hivelyc@clark.lib.wv.us](mailto:hivelyc@clark.lib.wv.us).

## A Message from the President

Greetings Everyone.

I want to take this opportunity to thank former President, Julie Spiegler, for the wonderful conference at The Greenbrier and for her outstanding contributions to the Association during her tenure. I would also like to take a moment to thank Steve Christo for returning us to a measure of financial stability. I realize it wasn't a singular effort, but as Treasurer, he certainly earned the lion's share of the credit.

We are currently gearing up for Spring Fling. This year's chair, Crystal Hamrick, reports that the programs reflect a di-

verse range of topics. So, there's something for everyone! We anticipate a tremendous turnout. Make sure to mark your calendars!

Plans, too, are on the table for the annual Fall Conference at the Stonewall Jackson Resort. Watch for updates and email me with any conference ideas you might have.

As an integral part of my presidency, I am planning to dramatically increase the Association's visibility within the state. This will include some radio and television advertising; some print materials to be made available to every library, and a

membership drive. I would like some input from the membership for slogans, jingles, ad content, etc. Put on your creative thinking caps!

Until next time,  
Charley

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## Heddinger, Moore receive awards at 86th Annual Conference

Two stalwarts of West Virginia's reading and literary culture received the Association's highest awards at the Second General Session of the 86th Annual Conference, December 4, 2003, at the Greenbrier.

Linda Heddinger, Children's Librarian at South Charleston Public Library, received this year's Dora Ruth Parks Award for excellence in librarianship. Linda has been a steadfast member of the West Virginia Library Association for many years and has been a leader in children's librarianship in the state for over 20 years.

Before there was a Children's Roundtable or a Library Commission Children's consultant, Linda often was called upon to assist with children's reference and to help other libraries with their children's activities and collections. She, along with Terry McDougal of Kanawha County Public Library, was instrumental in the formation of the Children's Roundtable and in establishing Spring Fling in Flatwoods as a special occasion for librarians to learn more about the practice and issues of children's librarianship.

Linda oversaw WVLA's membership for many years, maintaining records and pro-

viding hundreds of mailing lists for various Association missives, and has often pitched in to help with conference planning and programs.

On a local note, Linda has worked hard for 21 years to establish and maintain South Charleston Public Library's children's program as one of the best in the state. She has shepherded thousands of children through storytimes, summer reading programs, movies, and parades. She is now working on her second generation of children, with many parents reminiscing about their own trips to storytime as they leave their little ones to Miss Linda's careful guidance.

Linda also has been a longtime supporter of Read Aloud, and besides serving as a member of the Kanawha County Read Aloud board, she has helped many a volunteer reader choose books that are appealing to read and to hear.

In addition to all her work with children, Linda also has been a first rate administrator. She has stepped in twice as Acting Director at South Charleston to keep things rolling smoothly between directors and, while these diversions might not be

the most favorite parts of her career, she has taken them on with zest and determination.

Based on her longtime efforts both locally and statewide to further the aims of librarianship and increase children's love of reading the West Virginia Library Association conferred upon Linda Heddinger the Dora Ruth Parks Award.

Phyllis Wilson Moore received this year's WVLA Certificate of Merit for outstanding service to libraries and librarianship.

Phyllis, a resident of Clarksburg, has firmly established herself as one of the leading experts of West Virginia's literature and its authors. In 1996, Fairmont State College's scholarly publication, *Traditions*, published her groundbreaking study of the state's literature, "Yes, We Have Authors: Reclaiming Our Literary History," which the West Virginia Humanities Council later paid to republish and distribute statewide as a free educational resource. The article has since become a definitive reference source concerning West Virginia's fiction and its creators for students, scholars, and librarians alike.

Not one to rest on her laurels, Phyllis

# Stone Reader Comes to W.Va.

by Steve Fesenmaier

Mark Moskowitz, the director of the film *Stone Reader*, has donated five copies of the film's special limited edition (on three DVDs) to the West Virginia Library Commission, Citizens Action Group, the West Virginia International Film Festival, the Pocahontas County Free Libraries, and MountainLit, a West Virginia authors website based at the Bridgeport Public Library.

*Stone Reader* is based on the book *The Stones of Summer*. The film generated enough interest in the book that it was recently re-published. Moskowitz visited libraries, scholars, and friends to track down the author, Dow Mossman, who had spent

his life doing hand labor after suffering a nervous breakdown while writing his book. When Moskowitz found him, Mossman was working as a newspaper shipper.

Susan Hayden, WVLC consultant, will introduce the first West Virginia showing of the film, on Thursday, March 25, at 3 PM, during Spring Fling. To learn more about the film, or purchase the special 3-disk version, check out the website at: <http://www.stonereader.net/thefilm.html>. Librarians interested in showing the film to a classroom or a community group should contact Linda Duchin at New Yorker Films, [linda.duchin@newyorkerfilms.com](mailto:linda.duchin@newyorkerfilms.com).

## WVU Libraries increase book collection to 26 million volumes

Without adding another wing or more shelves, West Virginia University Libraries will increase their collection by about 26 million volumes. This will be accomplished through joining the Pennsylvania Academic Library Consortium Inc. (PALCI), a group of more than 50 academic libraries in the Keystone State. WVU and Rutgers University were the first institutions outside Pennsylvania invited to participate.

PALCI enables students, faculty, and staff of a member institution to use a website to concurrently search the holdings of all participating colleges and universities. After finding a particular title, they can then request the book be sent to a library on their campus.

For students, faculty and staff at WVU, the agreement means quick and easy access to collections at schools such as the University of Pennsylvania, the University of Pittsburgh, Drexel University, and dozens of others.

WVU Libraries Dean Frances O'Brien is eager for library users to begin taking advantage of the collection explosion. WVU Libraries have more than 1.4 million bound volumes but are daily filling Inter-library Loan requests for materials not available on campus.

"We are continuously striving to enhance our resources, but that task becomes an even greater challenge during lean budget times," O'Brien said. "PALCI enables us to provide our users with access to millions of books."

## Free educational materials for exploring the concept of heroes

Young adult author T.A. Barron has developed a set of free educational materials for exploring the concept of heroes. Teachers and librarians across the country have worked with Barron to create a Heroes Study Guide, Curriculum, and Bibliography. The materials are part of Barron's non-profit young heroes project, which includes the Gloria Barron Prize for Young Heroes. The prize honors young people who have shown leadership and courage in public service to people and our planet. To obtain the heroes materials or learn more about the prize, visit [www.barronprize.org](http://www.barronprize.org).

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### West Virginia Libraries

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All back issues are available from: University Microfilms - Ann Arbor, Michigan

Photographs, news, articles and correspondence should be sent to the editors. Subscriptions and changes of address should be sent to the Circulation Editors.

Copy deadline: 15th of month preceding publication.

### WVLA's Web site:

<http://wvnmvs.wvnet.edu/~wvla/>

# Thursday Conference Schedule

# Friday Conference Schedule

## Annual Conference Wrap-up —continued from page 1

tal (a website to display the digitized data) which includes a directory of cultural heritage repositories arranged by county, city, subject, strengths or specialties, and institution type. These projects make accessible to everyone the objects and items from the past that tell who our ancestors were and that define who we are today.

### West Virginia Digital Library Update meeting

The meeting consisted of reports from the following groups:

(1) The Mountain Library Network, a multi-type library network, would like to secure a single statewide license for digital access, but budget cuts from the state of West Virginia will probably prevent this from happening. Although \$200,000 has been allotted by the state for “maintenance of effort” for the digital library, “electronic resources” is still a separate category.

(2) The Appalachian College Association is currently using J-STOR for journal digitization through Innovation Interfaces. They are also pursuing other digital projects.

(3) PALINET is currently seeking purchase agreements with vendors. PALINET already has secured over 60 vendors in this pursuit. They are currently consulting with the Maryland State Library to establish a public library consortium for a statewide purchase. PALINET will be offering digitization workshops in West Virginia during the last week of April (April 26-30).

### Young Adult Services

What a great time to be a Young Adult Librarian! As a traditionally under-discussed collection, the conference broke with convention, and YA literature was featured at three meetings as well as being mentioned by the key note speaker Stephen Coonts.

### “Getting Graphic” – Graphic Novels

Graphic Novels have a rich and varied history. As a format, not all graphic novels are created equal. Like all formats, they run from excellent to extremely poor. The good news is that there are review tools to determine the appropriateness and quality of a selection. Elizabeth Frazer, Kanawha Co. Public Library, suggests that

graphic novels might be placed in three separate collections—children’s, young adults and adults. Ms. Fraser stated, “If a graphic novel offends no one, it will also please no one.” This is something to consider when starting a collection or purchasing new graphic novels.

### YA Booktalking – Award Winning Titles to Titillate Teens

How do librarians motivate teens to read? Booktalking is a proven way. Dr. Pat Feehan of the University of South Carolina, presented an interactive program to motivate and guide librarians. Many methods of booktalking were explored. Librarians were encouraged to find their booktalk style, practice, and perform.

### Pros & Cons of Reading Incentives-Panel Discussion, a panel of public, school, and academic librarians

Do children need incentives to read? All incentives are not the same. “Accelerated Reader” and “Scholastic Reading Counts” have academic implications as well as prizes. These programs require broader monetary and professional staff commitments than the summer reading prizes (which most agree are positive). Is “Accelerated Reader” a misnomer as the “comfort level” reading is below the actual reading level of the student? Many questions were raised. What librarians CAN agree upon is the concept that once a child is hooked as a reader, whatever the vehicle, it can be for life!

### E\_SPY: Electronic Surveillance: Privacy & You

ALA representative, Lynne Bradley, and Robert Bastress, WVU Law School, and the Intellectual Freedom Committee of WVLA presented information on The Patriot Act and its implications. The Act affects every citizen in the United States, but has particular implications for librarians. As librarians, how do we protect the privacy of our patrons while complying with federal regulations? Emphasis was placed on what the law actually states. Intellectual freedoms challenges are American, not Democratic or Republican. How we protect our free-

doms is everyone’s concern. Topics covered ranged from current and proposed regulations to how our computer technical support might inadvertently store patron information.

### Poetry Pizzazz!!

This workshop, conducted by Cindy Woods, Librarian at Potomack Intermediate School, delivered everything it promised. Cindy’s great energy, combined with her exceptional creativity, produced a fantastic array of ideas for teaching poetry and stimulating children to write their own. ‘Fan poems’ were a collaboration with the art teacher who was introducing her students to Japanese culture. Each child made and decorated a fan, and then wrote a Haiku poem describing the design. The ‘triangle poem’ was a three-line poem incorporating a subject, an action and a location. Written on the three sides of a triangle, with an illustration in the middle, the poem could be read in any order. Cindy wrote her own Library Cheer, which she performed with her audience, and she presented a number of excellent books to be used in the sharing of poetry including Poetry for Young People: Edgar Allan Poe, edited by Brod Bagert; The Poetry Break, by Caroline Feller Bauer; Wham! It’s a Poetry Jam!, by Sara Holbrook; If You’re Not Here, Raise Your Hand by Kalli Dakos; and Dinosaur Dinner (With a Slice of Alligator Pie), by Dennis Lee.

### Getting Started Writing Book Reviews

This panel discussion offered comments by three active writers and editors. The primary focus of the panelists was on writing techniques and on procedures for getting published in journals. Some generally useful tips include limiting a summary of the book to no more than half the review; using quotes to illustrate examples, not as filler material; knowing your author’s previous work (if any); and, trying to understand what the author wanted to do in the book reviewed, not what you, as reviewer, might think the purpose was.

### A Feast of Formats: Tips on Cataloging AV Materials

Jane Hughes, Head of Technical Ser-  
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## Hedding, Moore receive awards —continued from page 2

then approached the Bridgeport Public Library with literally mountains of material looking for ways to disseminate her research. Shortly thereafter, MountainLit was born. Unrivaled as a free, online source of all things literary in West Virginia, MountainLit boasts Phyllis's original essay plus additional sections on award winners, West Virginia's African American authors, and the state's children's literature, as well as links to individual authors' websites.

Phyllis's awards and honors are numer-

ous. She has won the John Henry Award, served as literary historian for the West Virginia Humanities Council's Speaker's Bureau, been honored by *Appalachian Heritage* magazine with the Denny G. Plattner Award, and spent a year as Scholar-in-Residence for Harrison County schools. In 2000, the City of Fairmont's Arts and Humanities Commission designated Phyllis as one of its Patrons of the Arts, "in recognition of [her] outstanding leadership and devotion to the enhancement of the arts

and humanities in Fairmont and surrounding area." She serves on the Advisory Board of the West Virginia Folklife Center of Fairmont State College, and is a member of the West Virginia History Association, the Center for Black Culture and History at West Virginia University, and three different library Friends organization.

\* \* \*

Dear WVLA Awards Committee and WVLA Members:

Now that I've had time to recover from the shock – I've found my voice again. (If you missed the Awards Luncheon at Conference you missed what may well be the only opportunity to have caught me speechless.)

I am so grateful to you for honoring me with the Dora Ruth Parks Award. As you know, I am passionate about library service to children and have strong feelings about introducing and maintaining books and a love of reading to the children of West Virginia. Over the past 20 years I have been fortunate that South Charleston Public Library and WVLA have provided many opportunities for me to work not only with youth from the South Charleston service area, but more importantly, with other libraries and library staff from around the state.

Thank you for this award, for the pleasure of working with many of you, and for the hard work all of you contribute to librarianship in West Virginia.

Sincerely, Linda Hedding

## Wrap-up —continued from page 6

vices at Kanawha Co. Public Library, covered both general topics and specifics in her well-organized and entertaining presentation. These included the MARC record and some differences between print and AV record. She then gave examples of various software OPAC displays, showing their inconsistencies and "mysteries." Her program concluded with "Patron-friendly AV Cataloging-a Few Suggestions-Orthodox and Unorthodox!" The overriding message to catalogers was to put oneself in the patron's place to accomplish the goals of accessibility and searching ease for patrons for all AV materials.

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## Events

*NOTE: West Virginia Library Commission meetings are set monthly and dates will vary. Please check the WVLC web site for the exact date, time, agenda and minutes each month at [www.librarycommission.lib.wv.us](http://www.librarycommission.lib.wv.us)*

### JULY

- *Anti-Boredom Month—libraries have lots to offer to combat boredom. Let your community know all the ways libraries can entertain them.*
- *National Hot Dog Month—hold a hot dog sale to raise money. Sponsor a contest to find your neighborhood's hottest dog!*

### AUGUST

- *FamilyFun Month—end your summer season with some family-oriented programs and activities. Invite the whole family to your summer reading finale.*
- *National Back-to-School Month—now is the time to let parents and students know how to get a library card and how the library can help with projects and homework throughout the school year.*

### SEPTEMBER

- *Library Card Sign-Up Month*
- 1 WVLA Scholarship Application Deadline (see June issue of WV Libraries for information and application form)

### OCTOBER

- 11-12 West Virginia Book Festival, Civic Center, Charleston, WV

### NOVEMBER

- *Rally for Libraries at the Capitol. Watch for date and time.*

### DECEMBER

- 3-4 86th Annual Conference of the West Virginia Library Association, The Greenbrier, White Sulphur Springs, WV

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### FEBRUARY

- 10 Library Day at the Legislature. Reception at the Cultural Center Great Hall.

## A note from the editors

*West Virginia Libraries* welcomes suggestions for articles from librarians, support staff, trustees and friends.

Articles may be submitted in writing, typewritten, by e-mail or on computer disk. If submitting material on computer disk, please use 3-1/2" disk and save your file to disk as an ASCII file and submit a hard copy (printout) of the material on the disk.

### Article Submission Schedule:

January 15 for February issue  
 March 15 for April issue  
 May 15 for June issue  
 July 15 for August issue  
 September 15 for October issue  
 November 15 for December issue

## WVLA Membership Information

To become a member of the West Virginia Library Association, contact:

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