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Rally for Reading: take 2

By Myra Ziegler, Chair
WVLA Legislative Committee

When: November 17, 2003 from
12:00 Noon to 1:30 PM

Where: The Capitol, Charleston,
WV

Why: To highlight the important
roll West Virginia's libraries
play in the *books + reading =
successful children* equation

In recognition of Children's Book Week which begins November 17, WVLA's Legislative Committee is planning the second annual Rally for Reading.

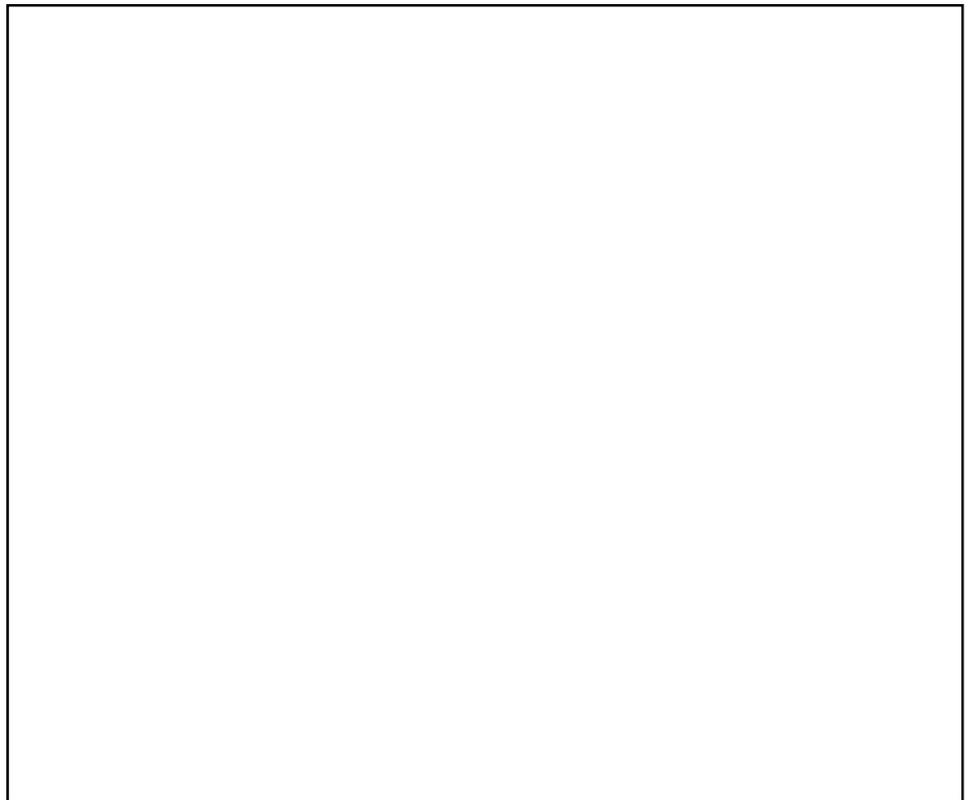
Last year over 200 library lovers from across the State attended the **first** Rally for Reading. They chanted slogans, waved signs, sang songs and heard library supporters speak, including many of our State delegates and senators. Feedback from the rally was positive. The feeling was that this event, coming just as Legislators and State officials were gearing up for the coming legislative session, helped to call attention to the positive contribution libraries make to our State.

As chair of the WVLA Legislative Committee, I am asking library supporters from across West Virginia to join us November 17 on the steps of the Capitol! Plan to bring a car load or a bus load of friends. Meet at 11:30 at the Library Commission to pick up a sign and get last minute instructions.

The Rally will end by 1:30 PM giv-

—continued on page 2

Grand re-opening celebrated at Clendenin branch library



Clendenin staff cut ribbon to open their expanded library assisted by Linda Wright, Director of Kanawha Co. Public Libraries (center).

The Clendenin branch of the Kanawha County Public Library system held a Grand Re-opening Celebration on Sunday, September 7. The free event celebrated the recent expansion of the Clendenin branch.

After a brief closure while the building was nearly doubled in size, the Clendenin branch re-opened to the public on July 29, offering a new children's area containing tables and computers surrounded by the children's collection; a space especially for young adults to study and use computers;

six additional public access computers for a total of 11 (three stand-alone terminals in the reference area, six sit-down stations throughout the building, and two express stations for catalog searching); a study room for tutoring and research; an expanded programming and meeting room accommodating 60, with a kitchenette and storage area; and a staff workroom and one private office located next to the circulation desk.

A Message from the President

“Many Libraries ... One Voice!” is the theme of WVLA’s Annual Conference to be held December 3-5, 2003 at The Greenbrier Resort Hotel. Please take a few minutes to look over the tentative schedule and see how many programs or workshops you would like to attend.

ALL Library Directors are urged to strongly encourage their trustees and friends to attend the Pre-Conference the morning of December 3rd from 9-Noon. WVLA will be participating in a grant that FOLUSA was awarded for a workshop on library advocacy. Sally Reed, Executive Director of Friends of Libraries USA [FOLUSA] will be conducting the workshop “Making Our Voices Heard: Citizens Speak Out for Libraries” Wednesday morning, with follow-up ‘one-on-one library’ brainstorming sessions in the afternoon.

The Keynote Speaker for the Opening General Session is Susan Hill, Director of Paulding County Carnegie Library in Paulding, Ohio. Ms. Hill is an enthusiastic speaker and will get us all fired up for libraries! Representing ALA, Past-President Mitch Freedman and Emily Sheketoff, the associate executive director of the ALA’s Washington Office, will be participating in a panel discussion: “E-

SPY: Electronic Surveillance Privacy & You.”

Also attending this conference will be numerous professors, deans of college and university libraries, and SELA Editor, Frank Allen to focus on Academic Division topics that will interest all of us. A session on “Virtual Reference” will be presented from Carnegie-Mellon University Librarians.

Stephen Coonts, renowned West Virginia author, will be the Keynote Speaker for the Second General Session and Awards Luncheon.

The West Virginia Library Commission will be donating use of their wireless computer lab for several presenters to demonstrate websites and software programs for libraries. The Library Commission also has given WVLA several LSTA grants to cover costs for the Library Security workshops and speakers. Other highlights include: an evening concert of holiday stories by West Virginia storytellers; a health fair; “Managing Difficult Patrons” 3-hour workshops; and special group tours of ‘The Bunker.’ West Virginia authors will spend an evening reading and signing their works, followed by a reception. The Greenbrier’s Historian, Robert Conte, also performs in a one-

man film “An Evening with Cal Price” produced by Patchwork Films.

As requested, I have created a tentative schedule with programs charted by Division ‘tracks.’ (See centerfold of this issue.) All workshops, programs, and events are open to registered conference attendees. A detailed program will be available at our website [www.wvla.org] as programs are confirmed.

The Greenbrier decorates beautifully for the holidays, so give yourself an early Christmas present and stay there for at least one night – you deserve it!

The Final Report from WVLA’s Long-Range Planning Committee members is also in this issue. Many members participated in working sessions the past two years to create a plan and set goals for WVLA and the future of libraries in West Virginia. Also, as members of WVLA, you will be receiving ballots in the mail to vote for new officers to fill terms for next year’s Executive Board. Your votes matter. Please take time to READ this issue of West Virginia Libraries and cast your ballot.

Julie Spiegler
WVLA 2003 President
Julie.spiegler@kanawha.lib.wv.us

Rally for Reading: take 2 —continued from page 1

ing rally participants plenty of time to:

1. visit their delegates and senators, who will be in town for interims, to discuss library issues (be sure to call ahead for an appointment);
2. participate in some of the mini workshops being planned by the staff at the Library Commission for both before and after the rally;
3. take a tour of the Archives and History Library to learn just what services are available to help genealogy or history researchers;
4. get in a little Christmas shopping!

Keep an eye on the Association website for details as the rally date gets closer but start making plans now to attend!

Approved by the WVLA Executive Board — June 2003

The West Virginia Library Association supports funding for academic, public and school libraries. Because funds for academic libraries is provided through college and university budgets and school libraries receive funding through local boards of education, it is difficult for the Association to effectively lobby to increase funds to these types of libraries. Nevertheless we are concerned that cuts to these libraries budgets are seriously limiting their ability to meet the needs of the citizens of West Virginia.

Legislative Goals 2004

- Increase grants in aid to public libraries to \$6.50/capita
- Fund the digital library at \$500,000
- Support the West Virginia Library Commission’s request for funds to operate the agency including:
 - a. Restoration of funds cut from the Agency’s operating budget in the past two years
 - b. Support for the Statewide Library Network (aka Infomine) which connects public libraries to the internet
- Services to libraries - appropriation of funds to allow WVLC to pay for services to small libraries directly without reducing small libraries’ GIA.
- Local Incentive grants (Carrot Approach) to provide an incentive for local funding agencies to increase local library funding

Award Nominations and Resolutions

Now is the time for librarians to recognize those who have worked so hard to serve their communities. At each annual conference, the opportunity presents itself to recognize outstanding leadership in providing service. Several awards are available, along with resolutions to honor individuals who have helped their libraries progress.

Consider the following awards and nominate someone you think deserves the honor:

- A. Certificate of Merit for service to libraries and librarianship in West Virginia. Open to librarians, board members, and others who have fostered excellence in a library or libraries.
- B. The Dora Ruth Parks Award for long and outstanding service to libraries and librarianship.
- C. Literary Merit Award for an outstanding publication or body of work. It has been the Association's policy to present this award to a West Virginia author, however, exceptions may be made for contributions to Appalachian literature.
- D. Frederic J. Glazer Library Innovation Award for demonstrated success in planning and execution of an innovative service, project, or program which has significantly impacted the patrons of the library. This award should recognize an innovation from the previous calendar year. Restriction: This award should not recognize individual accomplishments; honor routine operations, functions, or programs; or advance a particular agenda (political, religious, philosophical, etc.).

Resolutions recognize significant contributions to libraries, and are especially appropriate for voicing appreciation of an individual's dedication at his or her retire-

ment or upon the individual's death. Typically, resolutions mark the efforts of library staff, board members, volunteers, or Friends. Resolutions are read into the record of the annual meeting, and honorees or their families receive a copy of the resolution.

To honor someone who has had a significant impact on your library with either an award or resolution, send information about your honoree to: Judy Duncan, Secretary, 114 C Oak Drive, Dunbar, WV 25064 by November 10.

People in the News

Hazel A. Stewart is the new head of Technical Services at Parkersburg & Wood County Public Library. She replaces JoEllen Dennis who has been in that position for over 32 years. Ironically, Hazel held that same position prior to Jo replacing her in 1971. Hazel and JoEllen both studied under the able tutelage of former PWCPL library director, Ann Rodney Lorentz Cushing, at Glenville State College. In addition to beginning her library career at PWCPL, Hazel has held various library positions at West Virginia University at Parkersburg Library, University of Kentucky Medical Center Library, Kentucky State University Library, Midway College Library, Burnsville Middle School Library, and John F. Kennedy Elementary School Library. Hazel attended the University of Kentucky School of Library Science and has been accepted at Texas Woman's University to complete her MLIS. She is the wife of Buck Stewart and the mother of Cody, Casey and Caena Stewart.

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WVLA's Web site:

<http://wvnm.vwvnet.edu/~wvla/>

Candidate information and statements of concern

WEST VIRGINIA LIBRARY ASSOCIATION

1st VICE-PRESIDENT/ PRESIDENT ELECT

Penny Pugh is head of the Reference Department in the WVU Downtown Campus Library. Her previous professional positions include: electronic reference services librarian at WVU; interlibrary loan librarian at WVU; and reference librarian and instructor of library science at Fairmont State College. Ms. Pugh earned her undergraduate degree in English from WVU and a MSLS from the University of Kentucky. Prior to the completion of her graduate studies she held a variety of paraprofessional positions in the WVU Libraries, the National Institute for Occupational Safety and Health Library, and the State Library of Kentucky. Ms. Pugh's past WVLA service includes Chair and Secretary of the College and University Libraries Division and annual conference registration committee chair.

*****Statement of Concern:** Through my work on the digital library project over several years, I have had the real pleasure of becoming better acquainted with colleagues from around the state. I am struck by how much we have in common, no matter what type of library we represent. We all strive to provide excellent service to our communities, and we all struggle to meet the challenges of providing services with inadequate budgets in a rapidly changing environment.

I believe a strong WVLA is crucial to the growth and health of libraries and librarianship in West Virginia. Our state is small, and our resources limited, but we can leverage our strengths and talents by working together toward common goals. The current climate of cooperation among libraries, WVLA, and the Library Commission is extremely heartening. We are in a better position than ever before to achieve lasting improvements for our users. I hope we can further strengthen WVLA, and advocate even more effectively for our libraries in the future.

2nd VICE-PRESIDENT

Carolyn Leporini, Originally from Ohio, I graduated from Ohio State in 1971 with a BS in retail management. I earned

my MLIS degree from the University of South Carolina in 2001. Working at the Martinsburg Public Library for nearly 10 years, I have served as the ILL librarian for over 8 years. On a personal note, I have been married almost 30 years, have two adult sons, and am a grandmother.

*****Statement of Concern:** As Second Vice-president, I would naturally like to see librarians throughout the state share ideas and become more involved with the WVLA. I would particularly like to see more school librarians/media specialists join the group. I believe they are an overlooked and under tapped group of individuals the Association would benefit by including. Anyway, Pam made me do it!

Beth A. Yoke, I came to work at Fairmont State College as the School Library Media Program Coordinator/Librarian in August of 2001. Before that I worked as a high school librarian in Virginia for two years, and as an elementary school teacher in New Orleans, Louisiana for six years. I have a Bachelor of Arts degree from Gettysburg College (1991), where I majored in history. I received my teaching certificate at Tulane University (1995), and earned my Master's degree in Library and Information Science from Louisiana State University (1998). I am the current chairperson for WVLA's School Library Division and serve on WVLA's Legislative Committee. I also represent the School Library Division by serving on the American Association of School Librarian's (AASL) Affiliate

Assembly. Additionally, I have just begun serving a two-year term on AASL's Institute Planning Committee. Please look for my article called "Open Doors to Collaboration with an Open House" in the August/September issue of the *Library Media Connection*.

*****Statement of Concern:** Now is a crucial time for West Virginia's libraries. The statewide budget shortfalls are hurting already under-funded libraries across West Virginia. I think it's crucial that librarians and library workers from all types of libraries across the state band together to protect, preserve, and promote one of the

state's greatest resources: our libraries. As second vice-president of WVLA I will launch an effort to recruit new, enthusiastic members to WVLA. With strength in numbers, WVLA can become the spearhead for positive change for West Virginia's libraries, and we can work on achieving goals such as the creation and implementation of the WV Digital Library.

SECRETARY

Margaret Smith, Hamlin Public Library, Additional information not available at publication date.

Martha Yancey, West Virginia University, Evansdale Library, Education: University of Maryland, BA 1980, University of Maryland, MLS 1982, University of Georgia, 1984, Teaching credential. Current position: Reference Librarian/Access Services Coordinator, Evansdale Library 2002-present. Previous positions: Ref/ILL Librarian, Evansdale Library 1996-2002

*****Statement of Concern:** Promotion of literacy should continue to be a major focus for libraries moving into the next century. Libraries are the foundation for knowledge and information, and provide easy accessibility for many types of materials. West Virginia libraries must support literacy initiatives and promote equity of information for populations regardless of income, location, or ethnicity. Academic libraries and librarians must take leadership in the promotion of literacy through the development, integration and design of programming instruction which will facilitate faculty, student, and other users methods of information use. They must also assist in the development of strategies that cooperatively/ collaboratively network with various literacy organizations and the communities they serve.

TREASURER

Thelma J. Hutchins, Educational background: A.A., Mars Hill College, Mars Hill, NC; B.A., Wake Forest University, Winston-Salem, NC; Southeastern Seminary, B.D., Wake Forest, NC; MSLS, University of North Carolina - Chapel Hill, NC; Ad-

—continued on page 5

vanced M.S. in L.S., Florida State University.

Experience: South Georgia College, Douglas, GA: Head of Technical Services; Acting Director; Director of Library. Gardner-Webb University, Boiling Springs, NC: Director of Library; Emory & Henry College, Emory, VA: Director of Kelly Library Information and Resources and Services. Fairmont State College: Director of Library Services.

Memberships include: American Library Association; Association of College and Research Libraries; West Virginia Library Association (Intellectual Freedom Committee [developed new website]; Planning Committee-Subcommittee on Continuing Education; Roundtable: West Virginia Academic Directors Group – Chair, 2002); West Virginia

*****Statement of Concern:** To ensure the viability of the West Virginia Library Association, it is essential that its financial accounts and records be kept accurately and that finances are controlled efficiently and effectively. Having successfully managed multi-million dollar budgets and grants for over thirty years, I pledge that the financial records of the West Virginia Library Association will be managed in such a way as to promote the goals and objectives of the organization. Funds will be expended in a timely manner and a report of all revenue and expenditures will be available to the Executive Board at all times.

Brian E. Raitz, Employment History: Library Director, Parkersburg & Wood County Public Library (7/2002- present); Reference Librarian, Parkersburg & Wood County Public Library (11/2000 – 6/2002); Adult Services Librarian, Granville County Public Library (NC) (6/1996 – 10/2000); Library Assistant, Davis Graduate Library, UNC-Chapel Hill (1995 – 1996); Reference Librarian (intern), Wake County Public Library (North Regional) (Summer 1995); Library Assistant, School of Journalism, UNC-Chapel Hill (NC) (1994 – 1995). Education: MLS; University of North Carolina at Chapel Hill (1996); BA Sociology, Minor in English; North Carolina State University (1990).

*****Statement of Concern:** As a Public Library Director I put my name forward for the position of WVLA Treasurer. I be-

lieve the experience I have had as Director, Adult Services Librarian, and as a member of the Audit committee have instilled in me a strong desire of fiscal responsibility and a desire to make sure all monies spent are appropriately documented. Combine with this the strong desire to focus WVLA resources towards expanding the services of libraries in WV, and in raising the awareness of the services of libraries and librarians in our state; I believe I would make an excellent Treasurer for WVLA.

ALA COUNCILOR

Yvonne Farley, B.A. Antioch College, MSLS, University of Kentucky. Started out shelving books at the Raleigh County Library in Beckley, WV. Was a reference librarian, adult programmer and branch manager for the Kanawha County Public Library System. In 2002 became the Director of the Technical Information Center & Library at the National Mine Safety and Health Academy in Beaver, WV. Active with WVLA for years and held many positions and committee appointments – most notably editor of West Virginia Libraries, chair of the public section, chair of the Intellectual Freedom Committee and a founding member of the Social Responsibilities Roundtable. Recipient of the Dora Ruth Parks Award. In 2002 named by Library Journal as a Mover & Shaker. Member of ALA's Special Presidential Taskforce on Better Salaries and Pay Equity (2002-2003) and appointed to ALA's Intellectual Freedom Committee beginning 2004.

*****Statement of Concern:** As a longtime WVLA volunteer, I am concerned about the future of WVLA as many of our longtime members are hitting retirement age. The buzz word in the work world is "succession". Who is going to advocate for WV Libraries in the future or for that matter, work in them? Even though our libraries are strapped for money, I think that a living wage for library workers needs to be a goal of our advocacy work along with our continuing efforts for increased library funding. As a member of the executive board I will work with others on widening WVLA's support by involving more people in the organization and continuing efforts to bring our state's libraries to the attention of the public. I fully support efforts to

create a Digital Library and hope that it will become a reality. Within ALA I will work to represent the concerns of our WV Chapter especially the Campaign to Save America's Libraries. This is a critical time for all libraries.

Phyllis D. Freedman is director of the Benedum Library of Salem International University. Prior to this position, she worked in libraries of the Community College of Allegheny County (Pittsburgh), the University of Pittsburgh School of Library and Information Science, and the Municipal Reference Library of the Orlando Public Library (Florida), which she started and ran for 11 years.

During her tenure at Salem International, she has participated in the West Virginia Academic Library Directors Group, which she chaired for two years. She served on the Strategic Planning Committee, and chaired the nomination committee for WVLA. In addition to her work with the library community, she has served on the City Council and the Park Board of Salem, and currently is a member of the West Virginia Division of Juvenile Services Advisory Board.

Dr. Freedman attended the University of Florida, Florida State University, and the University of Pittsburgh.

*****Statement of Concern:** The world in which libraries operate is undergoing tremendous changes. More and more often, administrations are questioning the value of a function that uses funds but does not produce funds. While we in the profession are convinced of the importance of our work, we are not always able to convince decision-makers of that importance. Perhaps part of the problem is that we know of the importance of our work, but what our work is has become confused. Are we 'markers and parkers,' or computer-tenders for the Internet-bound? What about our work is professional; what is something a well-trained clerk could do? These questions have been around for a while, and don't seem to have been answered yet.

My concern is that we define ourselves more carefully in a more complex information world, and find ways to prepare people at varying levels to work in libraries and other information organizations.

Teen Read Week is Slammin' @ your library (r)

ALA Graphics and the Young Adult Library Services Association (YALSA) have produced new resources to support the 2003 poetry centered Teen Read Week theme - Slammin' @ your library (r) - October 19-25th, 2003.

One of the most exciting new products for 2003 is the "Poetry Resource CD". This all-in-one resource is excellent for libraries; schools and library systems that want to produce their own promotional materials for Teen Read Week (TRW). The CD has digital clip art and customizable

files that allow libraries to make their own posters, buttons, bookmarks, note cards, brochure covers and letterhead. The CD also has web ready graphics, and alternative type, all available royalty free. The pre-made graphics can be used to promote TRW and other poetry events for years to come.

Two new print resources are also avail-

able. "Teen Read Week: A Manual for Participation", by Amy Alessio and Kevin Scanlon, provides advice for starting a Teen Read Week (TRW) program in your library and general tips for TRW activities. The new "Slam Poetry Manual", by Michael Baldwin (Director of Benbrook (TX) Public Library), is a how-to overview for planning, promoting, and scoring a poetry slam event.

In addition to the new products designed for this year's Teen Read Week, ALA Graphics has other poetry themed materials to help librarians promote and market their TRW events. The products are available on the ALA Graphics web site: www.alastore.ala.org (click on Teen Read Week).

These products include double sided bookmarks, large (22"x 34") and small (11"x 17") posters, a magnetic poetry kit, pocket sized poetry journals, and "Poet"

buttons. The materials are designed to be used for poetry events even after Teen Read Week.

Teen Read Week is a national literacy initiative of YALSA, a division of the American Library Association (ALA) aimed at teens, their parents, librarians, educators, booksellers, and other concerned adults. Its goals are to give teens time to read for the fun of it, allow teens to select their own reading material, and to help teens get in the habit of reading regularly and often. For more information, or to register your participation, please visit the Teen Read Week web site at www.ala.org/teenread or call 1-800-545-2433, ext. 4387.

For special sales and customization questions about ALA Graphics, please contact sales coordinator John Chrastka by phone: 800-545-2433 x 4027 or by e mail: jchrastka@ala.org.

WVLA Planning Process — Action Plan

When I became President of WVLA in December 2000, I announced the initiation of a Planning Process, the goal of which would be to develop a Long Range Action Plan for libraries and library services in West Virginia. The Planning Process consisted of six Subcommittees each focusing on a different area of concern. Those areas were based upon the Himmel & Wilson Study entitled *Directions 2000*. The consultants from Wisconsin addressed the same six areas of concern that the WVLA Planning Process studied in six Subcommittees. Due to several different events and circumstances, including among others the resignation and departure of WVLC Executive Secretary David Price in July 2001, WVLA's Planning Process did not kick off until fall of 2001. Two meetings of all the Subcommittees and their members were held at the Bridgeport Benedum Civic Center. The second of those meetings occurred in January 2002. The goal of the Planning Process was to have the final plan ready for the 2003 Annual Conference.

In accordance with that timeline, this issue of *WV Libraries* contains a ballot for you to vote and mail to Susan Reilly, Teller.

Throughout 2001, the issues of *WV Libraries* contained articles about the Planning Process. One of the articles said, "Once an Action Plan is approved by the membership, its implementation will become the goal of WVLA's efforts." One area WVLA regularly expends much effort toward annually is lobbying the state legislators. This plan would provide WVLA's Legislative Committee with a blueprint for lobbying efforts.

Please read each Subcommittee's Plan carefully. The enclosed ballot will allow you to mark each Subcommittee Report as either "Approve" or "Disapprove." The Steering Committee which provided oversight of the entire Planning Process and whose membership was composed of the chairs of each of the Subcom-

mittees as well as WVLA President, President-Elect, and Past President, thought it was important to allow members to voice their opinions of each individual Subcommittee's recommend plan. But the **ONLY** vote that will be counted for the entire Plan's Approval or Disapproval is the **one vote** at the bottom of the ballot. Comments will be used to aid future WVLA Executive Boards if they choose to revisit the Planning Process in case it fails.

Thanks to all the Subcommittee members who worked long and hard to complete this Action Plan. Without your sacrificial efforts this plan would not have been possible. Let me take this final opportunity to say to each WVLA member how important it is to have a Long Range Action Plan for libraries and library services in West Virginia. We must move forward! This plan will not only move us forward, it will allow West Virginia citizens to receive the high quality library services they both need and deserve!

Please stand up and be counted. **MARK and MAIL your ballot TODAY!**

Dottie Thomas

Collection Development/Resource Sharing Subcommittee Report

Mission:

"To develop the necessary standards, principles and best practices for creating the nation's pre-eminent collection of informational, educational and recreational resources, regardless of format, and to facilitate the timely and equitable access to those resources by every citizen of West Virginia through the cooperative efforts of every library in the state."

Recommendations:

—continued on page 9

I. Collection Development

- A. Create a list of professional librarians statewide willing to share their personal and professional areas of expertise to any library in the state seeking assistance in subject-specific collection development. Said list should be made available through the Association's website.
- B. Assist libraries by providing and promoting workshops, seminars, and professional improvement opportunities to foster and enhance collection development skills of the state's library employees.
- C. Establish a method for the state's libraries to assist one another in individual library collection development and item replacement through gifts, donations, and exchanges.

II. Resource Sharing

- A. Support the establishment of a statewide union catalogue which provides bibliographic access to the comprehensive holdings of the state's individual libraries and collections.
- B. Assist in the formulation of a set of recommended guidelines for Interlibrary Loan to provide mutual, standardized information gathering, and retrieval services for every library in the state.
- C. Assist in the development and promotion of the state's unique "special collections," not only to other libraries within the state, but to out of state libraries and users as well.
- D. Encourage the establishment of a digital library of electronic resources for utilization by all citizens of the state.
- E. Establish a statewide delivery system for purposes of resource sharing and interlibrary loan that will be available to all types of libraries.

Charley Hively, Chair

Continuing Education Subcommittee Report

Vision:

That a well-trained and prepared staff will be an integral part of Library service in all West Virginia libraries.

Mission:

To develop programs in a wide variety of formats, which will provide educational opportunities for library staff, at all levels, in all types of libraries; to gain skills needed to provide quality library service.

A survey was sent to all public, academic, and special librarians; school librarians were contacted through the RESAs.

Recommendations:

The Committee recommends in light of the survey that training should concentrate in the areas of reference, cataloging, and book mending as well as in circulation, interlibrary loan, and fund raising. The capability to earn a college or master's degree should be emphasized for library staff.

Preferences were for short-term workshops and online distance education, with some interest in distance education by TV or video. In light of this result, the Committee recommends assisting

WVLC in providing access to a varied set of videos that can be lent to all libraries and librarians in the state.

Video titles that will be useful in providing training for librarians have been identified; the WVLC continuing education con-

sultant will maintain this list and provide access to the Commission's collection of training videos. These materials will be listed on the WVLC web page. The Committee also has suggested that the Continuing Education/Scholarship Committee of WVLA might be able to purchase some appropriate titles to be donated to the WVLC, expanding the available collection.

A web page on the WVLA site should provide access to information of these materials, classes and training opportunities as well as details on the application process of the Continuing Education/Scholarship Committee.

The Committee recommends that the Continuing Education/Scholarship Committee of WVLA continue the work of this Committee in identifying the needs and means to achieve them within the library community as well as maintaining information on the web page.

Phyllis D. Freedman, Chairperson

Funding Subcommittee Report

Vision:

Because West Virginia libraries are dynamic contributors to the life of local communities providing vital services to the citizens of our state, they will receive stable, secure and adequate funding to be used to provide services, library materials, and access to electronic resources in dynamic and cooperative ways across all types of libraries. These services and materials will be provided in adequate facilities by qualified staff.

Mission:

The Funding Subcommittee was charged with studying ways of providing adequate funding for libraries in West Virginia.

Recommendations:

Goals: The following goals are recommended by the Funding Subcommittee:

1. The Funding Subcommittee recommends seeking legislation to provide dedicated funding for support of libraries in West Virginia. The basic amount of per capita funding for public libraries should be \$6.50, the per capita amount recommended by Himmel and Wilson in their study. In addition to this per capita amount a dedicated amount of \$1,000,000 should be provided annually for "Services to Public Libraries." This amount will total the 20% of Grants-In-Aid that Affiliate libraries currently must use to support the services provided by Service Center libraries. All public libraries will then receive 100% of Grants-In-Aid support. The \$1,000,000 will provide funding then for traditional services such as cataloging, professional advice and other library services as needed. In addition, this amount would include funds to reward library systems as library directors receive additional training and education, progressing through the levels outlined in the Governance and Structure Subcommittee's recommendations. Finally the "Services to Public Libraries" one million annual amount will also permit a renewal of the MLS degree scholarship program previously offered.

Although the state legislature has voiced its opposition to dedicated funding, there is precedent in other programs that provides support to community services. An earlier legislature provided source stipulations for library funding (1) that the dollars come from an existing source; (2) that the source be related to libraries; and (3) that the funds not be currently dedicated to

—continued on page 10

any other program. The state's current economic situation does not support all of these stipulations.

The key stipulation could be attaching a "fee" to a service or business that has an identity with libraries. Another possibility would be the method used by the state of Ohio. In Ohio, the funding was secured through adding a percentage to the personal income tax. There is real logic in using personal income because libraries are a "people" business. Based on the 2000 revenue sources, providing the targeted amount would add 0.013% to the state's personal income tax.

Although the exact source of funds will require working with the legislature to investigate and identify, the Funding Committee recommends a dedicated fee or tax that would generate \$15,954,236. This total is based on the funding requirements generated from the recommendations of all Subcommittees of the WVLA Planning Process in addition to the recommendations of the Funding Subcommittee. A breakdown of the individual funding recommendations is as follows

Grants-In-Aid	\$11,754,236
Services to Libraries	\$1,000,000
Digital Library (electronic resources)	\$1,500,000
Resource Sharing (Union Catalog,	\$1,200,000
Interlibrary Loan software, and Delivery System)	
Continuing Education	\$500,000
TOTAL	\$15,954,236

If funds were dedicated for these purposes, the current \$7,348,884 for Grants-In-Aid coming annually from the WV Lottery could be discontinued. Although the \$6.50 per capita should be used in defining the need, the funding projections should be based on a "percentage" of source and not "per capita" to avoid problems in the increases and decreases in population.

2. Public, academic, school and special libraries should explore current methods for resource sharing and seek innovative ways to provide for the informational and educational needs of the citizens of the state.

3. In pursuing a stable, secure, and adequate source of dedicated funding for libraries in West Virginia, it is recommended that adequate pay, education and staffing be considered a priority along with library collections and facilities.

Dottie Thomas, Chair

Governance and Structure Subcommittee Report

Vision:

The highest quality of librarianship and library service, materials, and information will be provided to all West Virginians utilizing all types of libraries.

Mission:

To develop a statewide structure that encourages the highest levels of qualities listed in the following goals:

- To ensure high quality librarianship for all library personnel
- To ensure high quality library service
- To ensure high quality materials and information

In determining the changes that need to be made to the structure of the public library system in the state, it was agreed that

the structure should support the idea that all libraries would receive 100 per cent of their grants-in-aid. Services to libraries need to be restructured to give libraries without a professional librarian a greater voice in determining from whom they would receive consulting service. Libraries at all levels must be held accountable for the services they render either to another library or to the public.

Recommendations:

The following levels will be established for public library directors:

Level 1 - Librarian

- High school diploma/GED (minimum requirement for entry level)
- Within two years must have completed "Library Basics" course or equivalent
- Must attend two additional continuing education programs annually
- Must complete "Advanced Library Basics" or equivalent within four years

Level 2 - Librarian

- Must have completed the "Advanced Library Basics" course or equivalent
- Must have at least 36 hours of college credit
- Must attend two continuing education programs per year to maintain certification level

Level 3 - Librarian

- Must have complete Levels 1 and 2 requirements
- Must have Bachelor's degree from an accredited college/university
- Must have five years of library experience
- Must attend at least two continuing education programs annually.

Level 4 - Librarian

- MLS from an ALA accredited program
- Must attend at least four continuing education programs annually

Monetary incentives will be provided by the West Virginia Library Commission for each level with each level receiving a progressively greater supplement.

A committee should be established with representatives of the West Virginia Library

Commission, the West Virginia Library Association, and a member of the faculty of a state college who would meet annually to set up criteria for acceptable workshops, courses, and programs that would meet the continuing education requirements. The committee members should change on a regular basis. They would also develop a means of approving workshops, courses, etc. that are submitted by library directors to meet the requirements.

Any public library without a Level 4 librarian must hire a consulting library to oversee delivery of service to the public served by that library. The consulting library must have at least one staff member who has met the following qualifications and be on an approved list provided by the West Virginia Library Commission:

- Must have a Level 4 librarian
- Level 4 librarian must have at least five years professional experience
- Ability to work with and communicate effectively with others

—continued on page 11

- Knowledge of library procedures, policies, and operations
- Knowledge of standard library methods and principles in bibliography, cataloging, classification, circulation, and reference services
- Should visit library board meetings (minimum of 1 meeting per year)
- Should make at least quarterly visits to library

The consulting library will work with the library to determine exactly how best to deliver quality library service to the public and will file an annual written plan with WVLC. This may include recommendations of contracting with another library for services such as cataloging, ordering, and processing of materials, payroll, delivery services, or other services that may be more efficiently and effectively done by another library. The consulting library will also advise on all library operations as requested by the library. The consulting library may also advise the library in procedures that in its opinion would result in better service to the public.

A "Grievance Committee" was recommended to review and investigate any complaints concerning the relationships between the two levels of libraries. It was decided that any complaint should first go to the Executive Secretary of the WVLC. The Secretary of the Commission would have 30 days to issue a decision on the matter. If either library disagrees with that decision, they would have 60 days to appeal to the Grievance Committee. This committee would then investigate the matter and issue a report with their findings and recommendation. If the libraries are still not satisfied, they could appeal to the WV Library Commission (the commissioners not the agency) who would hear the recommendations made by both the Secretary and by the Grievance Committee prior to issuing their ruling.

Libraries within a county or in multiple counties may enter into cooperative agreements to provide library services. The base level of services provided must include the services required of a consulting library. The distribution of these consulting services to libraries within the cooperative would be determined by the membership, subject to approval by WVLC. The cooperative must have two or more Level 4 librarians. The library systems included in the cooperatives must be contiguous. Services that are mandated to be done by another library should be paid by the Library Commission. The Commission may also pay for services that are more efficiently and effectively done by another library or within the cooperative. Libraries in Group 4 to 6 may have services paid by the Commission if a professional librarian determines that the service may be more effectively accomplished by another library. Services paid by the Commission may include:

- Cataloging/processing • Financial • E-rate
- Technical assistance • Programming • Other services recommended by the consulting library and approved by WVLC

Public libraries should be divided into the following groups based upon operating budget:

Group	Budget
One	Over \$2,500,000
Two	\$900,000 to \$2,499,999
Three	\$500,000 to \$899,999
Four	\$300,000 to \$499,999
Five	\$100,000 to \$299,999
Six	Under \$99,999

The term public library has the following definition: "A public library is an entity that is established under Title 10 of the State Code of West Virginia to serve a community, district, or region and that provides at least all of the following: (1) paid staff and yearly operating budget, (2) an organized collection of printed and other library materials, (3) an established schedule of at least 30 hours per week in which services of the staff are available to the public, (4) the legally appointed board must meet at least quarterly with official minutes kept and available, (5) facilities necessary to support such a collection and staff, including telephone, fax and public access computers, (6) supported by appointing authority with local tax funds and (7) statistics as required by state and federal agencies.

Betty Gunnoe, Chair

WVLA Technology Subcommittee

Mission:

The Technology Subcommittee was charged with the study of the effectiveness, efficiency, and cost effectiveness of the technology currently in place in WV libraries. The committee discussed the need to coordinate the four existing statewide technology committees that appear to have similar missions: WVNET, WVLA, WVLC, and the WVDoE. We have identified the following areas of concern and the planned objectives.

Recommendations:

INFRASTRUCTURE

Identify all possible solutions to technology networking for the state's libraries and establish objectives:

- 1) Z39.50 – Formally adopt Z39.50 protocol on statewide level for WV academic, public, K-12, and special libraries,
- 2) Union Catalog – Compile a Union Catalog of materials for all WV libraries,
- 3) Cataloging – Review and adopt a product for quality cataloging and resource sharing for all WV libraries,
- 4) ILL – Review and adopt a product for quality materials management for all WV libraries.

ACCESS

Identify the best future course for library technology keeping in mind effectiveness, efficiency, and cost effectiveness and establish objectives:

- 1) Recommend effective library technology hardware to support the mission of the library in question:
 - a) Assign an individual or create an office at the state level to set minimum library technology requirements and make vendor recommendations based on technology trends, the need of the library in question, on-site technical expertise, technical support at the state level, and budgetary constraints facing the library,
 - b) Approval is not required but recommended before purchase.
- 2) Provide efficiency assessment for library technology software, such as Online Catalogs, Interlibrary Loan systems, and web or email functions:
 - a) Assign an individual or create an office at the state level to set minimum library technology requirements and make vendor recommendations based on technology trends, the need of the library in question, on-site technical expertise, technical support at the state level, and budgetary con-

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- straints facing the library,
- b) Again, approval is not required but recommended.
- 3) Provide financial quotations and recommendations for alternatives for technology solutions at the state level:
 - a) Coordinate at the state level of review of technology solutions to provide financial recommendations and alternative pricing,
 - b) Assign an individual or create an office at the state level to set minimum library technology requirements and make vendor recommendations based on technology trends, the need of the library in question, on-site technical expertise, technical support at the state level, and budgetary constraints facing the library,
 - c) Individuals must be a library and information technology specialist with the research skills to stay abreast of technology trends in purchasing appropriate equipment and software.

STAFF CONTINUING EDUCATION

Coordinate state-level user education for information and library professionals and support staff:

- 1) Establish a formal method of providing combined user education and information literacy training for library professionals and paraprofessionals,
- 2) Pull together training programs and/or provide library community with access to information clearinghouse for training,
- 3) Form global web page or information method of informing technology professionals of training opportunities for all WV libraries,
- 4) Financial commitment to mailings to all members to inform them of opportunities in which they can enroll.

RESOURCES AND RESOURCE SHARING

Identify statewide database initiatives, such as the Digital Library and recommend types of resources a library should collect to provide a broad sampling of online research tools:

- 1) Create an electronic method (web page, list serves, electronic documents, etc.) to link all WV libraries for the purpose of communication,
- 2) Establishment of a statewide technology committee to consider possible alternative software and hardware for the purpose of resource sharing:
 - a) Review and recommend a Union Catalog with a financial commitment from all WV libraries to support ongoing Union Catalog project,
 - b) Review and recommend software that will encompass all WV library databases through single portal access with a financial commitment from all WV libraries to support ongoing project,
- 3) Assign an individual or create an office at the state level to identify online databases or database initiatives such as the Digital Library,
- 4) Individuals must be a library and information technology specialist with the research skills to stay abreast of technology trends in purchasing appropriate equipment and software

ASSESSMENT AND STANDARDS

Identify the financial ramifications of above technology solutions:

- 1) Review and report on national and international library tech-

- nology standards,
- 2) Establishment of statewide technology committee to consider how to it meshes with the WVLC, WVNET, and other state technology committees.

FINANCIAL ISSUES AND STATEWIDE COORDINATION

Identify the cost of one vendor versus another and establish the state's role in the following organizations: WVNET, WVLA, WVLC, and the WVDoE:

- 1) Establish a statewide technology committee to consider software requirements and review current technology trends in automation software,
 - a) Create a five member committee to consist of one person appointed by each of the four organizations listed above and the fifth person from the governor's office of technology,
 - b) Committee to consider hardware requirements and review current technology trends,
- 2) Individuals must be a library and information technology specialist or IT equivalent with the research skills to stay abreast of technology trends in purchasing appropriate equipment and software.

Erika Reed, Chair

WVLA Subcommittee Report

Mission:

To make recommendations for the improvement of the structure and organization of the West Virginia Library Association.

Recommendations:

After a comparison of WVLA to 47 other state organizations, it was determined that WVLA was on a par, based on the size of the organization, when comparing bylaws, officers, duties, and other areas, so no recommendation is being made for the reorganization of WVLA. Many states have a paid executive director, however at this time, WVLA does not have the funds or the number of members necessary to do this and no recommendation is being made on this until funds are available.

Our dues structure was also compared to these other states (minimum, maximum, average, number of salary brackets) and it was determined that WVLA had a very limited range of dues based on salary. Since WVLA had not increased its dues in several years, it was recommended that a new dues structure be implemented that would increase the dues for the higher salaried members without penalizing members at the lower end of the salary scale. *(This recommendation was passed at the 2002 Annual Conference.)*

One area examined was how to increase membership in WVLA. WVLA does not do a very good job in getting information about WVLA into the hands of potential members across the state and recommend that WVLA step up its efforts to bring in more members representing all types of libraries across the state. One day Saturday workshops (extend Spring Fling through Saturday?) might increase our members in divisions such as school, trustees, and friends who are unable to attend our other meetings.

In a continuing effort to monitor the need for change in the WVLA organization, it is recommended that a committee comprised of the past-presidents be established that would meet at the past-presidents breakfast at the annual conference to discuss and make recommendations.

Steve Christo, Chair

WVLA



If desired, please mark each Subcommittee Report and Plan approved or disapproved, and make any comments in the areas provided. You **must** vote for the entire plan at the bottom.

Fold with the address for Susan Reilly, Teller, on the outside, stamp and mail before November 21, 2003.

1. Collection Development/Resource Sharing Subcommittee Final Report and Plan:

APPROVE: _____ DISAPPROVE: _____

Comments:

2. Continuing Education Subcommittee Final Report and Plan

APPROVE: _____ DISAPPROVE: _____

Comments:

3. Funding Subcommittee Final Report and Plan:

APPROVE: _____ DISAPPROVE: _____

Comments:

4. Governance and Structure Subcommittee Final Report and Plan:

APPROVE: _____ DISAPPROVE: _____

Comments:

5. Technology Subcommittee Final Report and Plan:

APPROVE: _____ DISAPPROVE: _____

Comments:

6. West Virginia Library Association Final Report and Plan:

APPROVE: _____ DISAPPROVE: _____

Comments:

WVLA LONG RANGE PLAN:

APPROVE: _____ DISAPPROVE: _____



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West Virginia Book Festival programs set

The West Virginia Book Festival will be held October 11 and 12 at the Charleston Civic Center, offering a diverse selection of programs for all ages. Admission to the festival is free.

The festival runs from 9 a.m. to 6 p.m. on Saturday and noon to 6 p.m. on Sunday. It features a wide variety of readings and workshops in all genres—prose, poetry, fiction, nonfiction, children's books and those for adults. PBS host and Charleston native Tony Brown headlines the impressive list of featured authors, including Phyllis Reynolds Naylor, Jayne Anne Phillips, Joseph Slate, Jeff Goodell, and Julianna Baggot. Visit www.whumanities.org or call 304-343-4646 for program descriptions, schedules and additional information.

A Festival Marketplace will take place in the North Hall both days. The heart of the Festival, the Marketplace will feature books and related merchandise for sale by regional publishers, authors, book sellers and many other exhibitors.

Children of all ages may play, listen and create at the many activity stations in the children's section, Word Play. Look for the Kanawha Co. Public Library Bookmobile; The Charleston Gazette's Read-to-Me Corner and Storybook Character Parade; the Charleston Daily Mail's Spelling Bee; the Toddler Read and Play Zone sponsored by United Way of Central West Virginia Parents as Teachers Program; West Virginia Public Broadcasting's KidZone, featuring

Leona from *Between the Lions*; children's crafts, puppet shows and more.

Another component of the festival, the Kanawha County Public Library Used Book Sale, will take place on Saturday only in the South Hall from 8 a.m. to 6 p.m. Prices range from 50¢ to \$3. Cash and personal checks are accepted. The Collectors Corner features rare and collectible books at individual prices. The Book Sale closes at 4 p.m. and re-opens at 4:30 p.m. for a special \$2 bucks-a-bag-sale, with the Library supplying the bags.

The Library Foundation of Kanawha

County, the West Virginia Humanities Council, and The Charleston Gazette and Charleston Daily Mail sponsor the festival to promote awareness of the importance of reading and books and to introduce the public to the wide variety of authors in our region. This program is presented with financial assistance from the West Virginia Division of Culture and History, and the National Endowment for the Arts, with approval from the West Virginia Commission on the Arts. For information about accessibility services, call Cindy Miller at 304-343-4646.

The WV Dept. of Education awarded \$43.8 million

The WV Dept. of Education has been awarded \$43.8 million dollars by the federal government to improve student's reading achievement. The monies are part of No Child Left Behind legislation, specifically from a program under Title 1 called Reading First (the focus is on students in grades 1-3). You can learn more about Reading First at these web sites:

- <http://www.nclb.gov/start/facts/readingfirst.html>
- <http://www.ed.gov/offices/OESE/readingfirst/>
- <http://www.ed.gov/offices/OESE/esea/program/title1b.html#readingfirst>

The West Virginia Library Association's School Library Division plans to work to ensure that some of these funds go toward improving school library programs in the state. Any ideas you have about how WVLA can get involved would be appreciated. Keep an eye on the WVLA School Library Division web site for updates and information. We will need the support of library media specialists across the state in order to secure some of these funds for school library programs!

FOLUSA Director to present advocacy action workshop

Sally Reed, Executive Director of Friends of Libraries USA (FOLUSA), will lead this year's preconference on advocacy for libraries. Friends groups often have taken the lead in this activity. Whether your library has "friends" or not, Reed will present ideas you can use to organize grass roots support for your library.

The preconference, *Making Our Voices Heard*, will teach local library supporters how to turn passive support for their library into action for better budgets, funding for building improvements, and to ensure cuts are not made to existing budgets. Though members of the library profession themselves are becoming in-

creasingly savvy about the importance of advocacy, the real strength for influencing decision makers comes from the grassroots – from the very people who are affected by the quality of service they receive from their libraries. To date there has been little nation-wide effort to go directly to library Friends, Trustees, and supporters with advocacy training.

Target audience: The target audience for this project includes Friends groups, Trustees, and interested library patrons in partnership with their libraries who want to ensure that their libraries get the funding they need to deliver high quality services to everyone in their communities.

Obituary

On July 8, 2003, George "Dave" Lewis, 48, died at his home in Charleston. Lewis, a 15-year employee of the West Virginia Library Commission, began in 1988 running the Radio Reading Service in Blind and Physically Handicapped and later, moved into Communication Services and Library Television Network (LTN). In addition to his technical responsibilities in the studio at LTN, Lewis conducted interviews in the field and acted as a host for programs. His characteristic booming voice, which also is heard on the Commission's LTN station calls and the WVLC phone system, gave rise to Dave's nickname "the voice of the Commission."

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

OCTOBER

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

NOVEMBER

17 Rally for Libraries at the Capitol

DECEMBER

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

2004

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:

Myra Ziegler
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 201 Temple St. • Hinton, WV 25951-2330
 Phone: 304-466-4490 • e-mail: zieglerm@raleigh.lib.wv.us



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