

## NCLA 2011 Conference Program Schedule

Tuesday, October 4, 2011

Time	Title	Speaker(s)	Speakers Affiliation	Description	Sponsor	Sponsor Name	Contact Info	Location
7:00 AM	Registration Desk Opens							
9:00 AM - 4:00 PM	Educating Community College Librarians	Nora Bird Mike Crumpton	UNC-Greensboro	In recent years due to the economy and the presidential attention directed toward them, community colleges are challenged to be a part of the solution for retraining the workforce. This has inspired a research project to bring attention to this role of the community college and to examine the competencies needed by librarians and staff. Participants will leave with a broader view of the multiple skills needed and some resources to achieve greater efficiency.	None	Mike Crumpton	<a href="mailto:Macrumpt@uncg.edu">Macrumpt@uncg.edu</a>	K-East
9:00 AM - 4:00 PM	LSTA Grants for Your Library	Raye Oldham Pam Jaskot	State Library of North Carolina	This day-long <i>Grants Writing Basics</i> workshop is for library staff interested in learning how to develop a project and prepare a strong application to bring outside funding to the library through the Library Services & Technology Act (LSTA). The session will include information on EZ grants for technology and collections and Project Grants for outreach, digitization, and technology. LSTA success stories will be shared as well. Participants will leave with project ideas and the tools needed to develop their own grants.	State Library of North Carolina	Raye Oldham	<a href="mailto:raye.oldham@ncdcr.gov">raye.oldham@ncdcr.gov</a>	K-West
9:00 AM -12:00 noon	Learning Space Toolkit	Kristin Antelman Maurice York	NC State University	NCSU Libraries is currently engaged in an IMLS-funded project for creating next generation learning environments. In a workshop format, the value of the toolkit will identify the components of learning spaces and how consumers use these spaces.	North Carolina State University	Kristin Antelman	<a href="mailto:kristin_antelman@ncsu.edu">kristin_antelman@ncsu.edu</a>	L-West
12:00 noon till 1:00 PM	Pre-Conference Networking Lunch--Make a Friend!							M-East

## NCLA 2011 Conference Program Schedule

1:00 PM - 4:00 PM	Skeleton in the Closet	Jamane Yeager Janey Deal	Elon University Hickory Public Library	Do you often wonder where you fit in? Not just among your siblings but with your other relatives-- even those who aren't really your relatives? Were you raised by an aunt or a distant relative? Back in the day, African American families shared their homes and food with many distant family members or acquaintances. So the people you thought were your Aunt Margaret and Uncle Ben may or may not be kin to you at all. We will use the census, Ancestry Library, and other genealogical resources to explore who you are.	Roundtable for Ethnic Minority Concerns (REMCO)	Jamane Yeager	<a href="mailto:jyeager@elon.edu">jyeager@elon.edu</a>	Room E
1:00 PM - 4:00 PM	Getting Started with Digitization	Nicholas Graham Lisa Gregory	NC Digital Heritage Center State Library of North Carolina	Brand new to digitization? Come join staff from the NC DHC and the State Library for a 1/2 day digitization workshop. Basics for beginners will include project management, file format standards, metadata, equipment selection and digital preservation. There will be time for questions and interaction to help you start a digitization project on the right track.	NC Digital Heritage Center and State Library of North Carolina	Lisa Gregory	<a href="mailto:lisa.gregory@ncdcr.gov">lisa.gregory@ncdcr.gov</a>	Room F
1:00 PM - 4:00 PM	Everybody Teaches! Creating Effective Online e-learning Experiences	Beth Filar Williams Amy Archambault Lauren Pressley	UNC-Greensboro UNC-Greensboro Wake Forest University	Today more people are going mobile and online to learn and libraries must find ways to engage to reach their communities. Do you ever ask yourself, "Where was teaching in my job description?" All types of librarians are now teaching and designing instruction whether they are academic instruction librarians, catalogers, public library staff, or administrators. Regardless, come to this workshop to discover application of instructional design for e-learning in an interactive, hands-on way. From needs assessment to evaluation, learning will produce effective results for users. You will leave with your own plan to create engaging effective online content.	College & University Section - DE Interest Group (CUS)	Beth Filar Williams	<a href="mailto:efwilli3@uncg.edu">efwilli3@uncg.edu</a>	Room G

## NCLA 2011 Conference Program Schedule

1:00 PM - 4:00 PM	Creating a Predictive Financial Model for Collection Development	Betty Utley Michael Wasilick	Wake County Public Libraries/Wake County Community Services	Whether you are dealing with shrinking budgets or purchasing to stock new libraries, this program uses a study undertaken in Wake County to better understand the funding streams necessary to maintain and enhance collection sizes. Results include an examination of funding changes, book loss rates, deselection, and shelving capacity. Initiated in 2007, "the book study" has become a vital tool in planning Capital Improvement Projects and in understanding the long term effects of budget reduction. It is a model in use to calculate the necessary materials budget to maintain the collection for the upcoming 7 years.	Wake County Public Libraries	Betty Utley	<a href="mailto:Betty.Utley@wakegov.com">Betty.Utley@wakegov.com</a>	Room H
-------------------	--	---------------------------------	---	--	------------------------------	-------------	--	--------

## NCLA 2011 Conference Program Schedule

Wednesday, October 5, 2011

Time	Title	Speaker(s)	Speakers Affiliation	Description	Sponsor	Sponsor Name	Contact Info	Location
7:00 AM	Registration Desk Opens							
8:30-AM -9:45 AM	New Members Roundtable Breakfast Buffet Option # 2 (cereal, granola, fruit, scones, etc)	NMRT to "station" registration desk w/ 100 tickets to distribute to first 100 arrivals wanting breakfast	n/a	Tickets will be distributed in general area of registration and first 100 arrivals will be referred to M East for breakfast	New Members Round Table (NMRT)		<a href="mailto:lorrie.russell@highpoint.gov">lorrie.russell@highpoint.gov</a> or <a href="mailto:Katrina.veron@wakegov.com">Katrina.veron@wakegov.com</a>	M-East
10:00 AM - 11:30 AM	Opening General Session featuring Rebecca Renard Sherwin Rice, Presiding <i>Welcoming remarks by local officials--Mayor of Hickory? Governor?</i>	NCLA President, Sherwin Rice, presiding w/ Rebecca Renard speaking	Rebecca Renard, Teen Librarian, DC Public and Inquiring Minds Consulting	Libraries: The Next Generation: There's lots of fear sweeping across this country. Fear of the recession. Fear of terrorists. Fear of liberals. Fear of conservatives. And in Libray Land, there's the fear of irrelevancy--that libraries will soon be shuttered and boarded up, existing only as memories of yore, passed down through generations of kids and grandkids with computer chips embedded into their foreheads! Using some of the guiding principles and key lessons learned from her work with teens in DC Public Library, Rebecca will address this myth of irrelevancy and offer a glimpse of what "Libraries: The Next Generation" can be. Hint: It has nothing to do with embedded computer chips!	<i>Note: see conference website for photo, bio of Ms. Renard</i>		<a href="mailto:dale.cousins@wakegov.com">dale.cousins@wakegov.com</a>	M-West
11:30 AM	Vendor Ribbon Cutting to open exhibits	Sherwin Rice presiding						Entrance to Halls A & B

## NCLA 2011 Conference Program Schedule

12:00 PM - 1:15 PM \$25.00 charge w/ Asian salad buffet; triple choc cake & lemon square w/berrries	NCLPA Business Luncheon and the presentation of the Meralyn G. Meadows Scholarship Winner	Jeff Robbins Mountain Music, Stories, and Dance <b>Note: photo of J. Robbins has been forwarded to publications</b>	NC Library Paraprofessional Association	Do you enjoy some good ole mountain music? Join NCLPA for lunch with Jeff Robbins who brings traditional Appalachian music back into our hearts, intertwined with stories, history, and laughter. From the hills of southeastern Virginia, Jeff has listened to these sounds since youth and has performed in fairs & festivals, on television, and in schools and libraries throughout the United States.	North Carolina Library Paraprofessional Association (NCLPA)	Jackie Cornette	<a href="mailto:jcornette@arlibrary.org">jcornette@arlibrary.org</a>	Room E
12:00 pm - 1:15 PM \$25.00 charge w/ Asian salad buffet; triple choc cake & pana cotta	WILR Luncheon "Balancing Act-- Achieving Balance with Your Work and Personal Life"	Carson Tate <b>NOTE: there is a photo of Ms Tate on her website, working simply.com</b>	Working Simply	Do you ever feel you are running on a treadmill, hard and fast, with increasing demands on your time, energy, and resources? Are you inundated with information? Are you constantly pulled in multiple directions? Do you leave work, wondering where the day went and with a full "to do" list? Are you surrounded by piles of paper? Do you feel overwhelmed, overstretched, and over-scheduled? Now is the time to learn how to optimize your time and find your own simplicity and yes, leave the treadmill!	Women's Issues in Libraries Roundtable (WILR)	Joan Sherif	<a href="mailto:jsherif@nwrl.org">jsherif@nwrl.org</a>	M-East
1:30PM - 2:45PM	M-Learning: Using Mobile Devices for Library/Distance Learning Services	Penny Sermons Tricia Woolard	Beaufort Community College	How can we assist our patrons in a mobile and interactive world? Hand-held devices are fast becoming the primary way people access the web. Librarians everywhere are finding unique ways to use mobile technology to offer new kinds of services. Join us to learn practical and fun ways to use hand-held mobile computing devices to enhance and improve library and distance learning services.	Community & Junior College Library Section (CJCLS)	Penny Sermons	<a href="mailto:pennys@beaufortccc.edu">pennys@beaufortccc.edu</a>	L-East
1:30 PM - 2:45 PM	Scary Monsters and Super Creeps: Taking the Fear Out of Horror Readers' Advisory	Jennifer Brannen	Durham County Library	Horror! It gives many librarians goosebumps when they contemplate doing reader's advisory in this genre. Yet, there is a resurgence in horror's popularity among readers. Why is horror so popular now? Who reads it and why? Join the discussion and leave with improved reader's advisory skills in this genre.	Durham County Library	Jennifer Brannen	<a href="mailto:jbrannen@durhamcountync.com">jbrannen@durhamcountync.com</a>	L-West

## NCLA 2011 Conference Program Schedule

1:30 PM - 2:45 PM	R.A.M.S: Developing a Master Teacher Librarian Program...That Works!	Michael Frye Carl Leak Melinda Livas	C. G. O'Kelly Library , Winston-Salem State University	How do you foster best teaching practices among the library instruction team to ensure that librarians develop relevant lessons that will engage students and incorporate information literacy standards? What measures are used to ensure quality assessment of instruction? This panel will address these questions and others in an interactive session based on the revitalization of their own library instruction program. R.A.M.S (Restructure, Align, Measure and Success) is a master teacher program designed to encourage best practices.	Winston Salem State University	Michael Frye	<a href="mailto:fryema@wssu.edu">fryema@wssu.edu</a>	K-West
1:30 PM - 2:45 PM	NC LIVE eResources: What's New for 2012-2014	Tim Rogers <i>NOTE: photo has been forwarded to publications committee</i>		Every 3 years, the NC Live Resource Advisory Committee (RAC) meets to review current content, to determine priorities for the NC Live collection and to select the online library resources used statewide for the upcoming 3 years. Current licensing contracts expire on 12/31/11 and NC LIVE will select a new core set of resources to be offered from 01/01/12 through 12/31/14. At this session, you will have a chance to meet NC LIVE's Executive Director and RAC committee members to discuss the process and selection of newly licensed eResources for 2012.	NC LIVE and Library Administration & Management Section (LAMS)	Jill Robinson	<a href="mailto:jill@nclive.org">jill@nclive.org</a>	M-West
1:30 PM - 2:45 PM	Money Smark Week @ Your Library	Michael Dowling Richard Griffin	American Library Assn Catawba County Library	Learn how your library can participate in this ALA-Federal Reserve Bank national initiative to provide financial literacy programming to all ages in all types of libraries. Hear from NC libraries that participated in <i>Money Smart Week @ Your Library</i> last spring and hear how they benefited from new partnerships and increased public awareness while providing crucial financial education.	American Library Association	Michael Dowling	<a href="mailto:mdowling@ala.org">mdowling@ala.org</a>	Hall C
1:30 PM - 2:45 PM	Bringing Storytime Alive with Acting and Storytelling Techniques: An Interactive Workshop	Peter Turner	Greensboro Montessori School	Jump in and learn techniques that actors and storytellers have used for centuries to bring a story to life and to keep an audience's attention. Play with words. Explore vocal tricks. Try on physical gestures. Delve into storybooks as you never have before!	Greensboro Montessori School	Peter Turner	<a href="mailto:peterturner@gmail.com">peterturner@gmail.com</a>	Hall J

## NCLA 2011 Conference Program Schedule

1:30 PM - 2:45 PM	The Art of Capturing Ideas: Internal Crowdsourcing in Libraries	Carol Laing Benjamin McFadden	Wake County Public Libraries	Many libraries find it a challenge to bridge the gap between administration and staff. At WCPL, we have developed an internal crowdsourcing website where staff can exchange ideas with their co-workers, managers and administration. WCPL Ideas launched in September 2010 and over 200 staff-generated ideas have emerged for administration to consider. The philosophy & formation of WCPL ideas will be discussed as well as how the experience has tempered our vision.	Wake County Public Libraries	Carol Laing	<a href="mailto:Carol.Laing@wakegov.com">Carol.Laing@wakegov.com</a>	Room F
1:30PM - 2:45PM	Lessons Learned: Getting the Most Out of Libguides	Jennifer Balance Randall Bowman Michelle Cosby Jenny Dale Nina Exner Susan Wolf Neilson Anders Selhorst Kathy Shields	Central Piedmont Com. Col. Elon University NC Central Law Library UNC-Greensboro NC A&T University Wake County Public Lib. Guilford Tech Com. College High Point University	This panel will discuss implementation and ideas for the Springshare's LibGuides platform for online resource guides. Panelists will discuss their libraries' implementation plans, creative uses, and lessons learned as well as the advantages and barriers of using LibGuides.	Community & Junior College Section (CJCS) and Business Librarians In North Carolina (BLINC)	Nina Exner	<a href="mailto:ninae@ncat.edu">ninae@ncat.edu</a>	Room G
1:30 PM - 2:45 PM	Creating Library Spaces of the Future	LaTasha Velez Michael Crumpton	UNC-Greensboro	Panel will discuss their research involving how communication styles of students affect their use of spaces. They will highlight some of the spaces currently seen in libraries and will talk about what spaces work best for different user populations. This should be helpful information for those involved with building and assessing renovation projects.	UNC-Greensboro	LaTasha Velez	<a href="mailto:lmvelez@uncg.edu">lmvelez@uncg.edu</a>	Room H
1:30 PM - 2:45 PM	Establishing the Library in the Cultural Fabric of the Community: Ten Tips for Linking the Library to the World	Barry K. Miller	UNC- Greensboro	Mr. Miller will discuss how UNC-G University Libraries sponsor programs, promote campus initiatives, and offer a sampling of the resources of the university to those beyond the campus and how these efforts draw positive engagement in the community.	UNC-Greensboro	Barry K. Miller	<a href="mailto:barry_miller@uncg.edu">barry_miller@uncg.edu</a>	Board Room
1:30 PM - 2:45 PM	WorkSmart: Fostering Continuous Improvement At Charlotte Mecklenburg Public Library	Linda Raymond	Charlotte Mecklenburg Public Library	Charlotte Mecklenburg Public Library's recent efforts to emphasize continuous improvement and re-engineer circulation-related workflow processes for greater efficiency and improved service to customers will be shared by Ms. Raymond.	Public Library Section (PLS)	Pam Jaskot	<a href="mailto:pam.jaskot@ncdcr.gov">pam.jaskot@ncdcr.gov</a>	K-East
2:45 PM - 3:45 PM	Exhibits and Poster Sessions	No conflict time						Halls A & B

## NCLA 2011 Conference Program Schedule

3:45 PM - 5:00 PM	Guide Your Patrons through the Online Resource Jungle	Leslie Sierra Trudeau Andrew M. Mortimore Dave Aletha Jeffrey	NC LIVE Granville Com.Coll. Community College College	Vance- Wayne Bennett	NC's libraries are purchasing online resources at an unprecedented rate. Patron demand is high and the choices are amazingly complex. Ensuring these expensive resources are discoverable and accessible is an emerging challenge for library staff. Successful initiatives to increase the use of these resources and enhance access to digital collections will be discussed in this session.	Technology and Trends Round Table (TNT)	Heather Greer Klein	<a href="mailto:heather@nclive.org">heather@nclive.org</a>	M-West
3:45 PM - 5:00 PM	Building Bridges Through Multicultural Literature	Sue Kimmell	Old Dominion University		Today's children are members of an increasingly diverse and global "next generation" who deserve to see authentic depictions of themselves and others in the materials they read. Join Dr. Kimmell for a discussion of the qualities of exemplary multicultural children's literature including booktalks of current books from the LUCY (Literature Upgrades for Children & Youth) collection.	Old Dominion University- LUCY Program	Sue Kimmell	<a href="mailto:skimmel@odu.edu">skimmel@odu.edu</a>	K-East
3:45 PM - 5:00 PM	Reference Instruction Re-imagined	Kim Becnel Nita Matzen	Appalachian State University		Speakers will demonstrate how their newly-designed Information Sources and Services course, required of students pursuing the MLS degree, prepares graduates for the real world of reference work through strategic extended role-playing scenarios. Exercises are conducted online in a 3-D virtual immersive environment and are used with both new employees and with the continuing education of existing staff.	Appalachian State University	Kim Becnel	<a href="mailto:becnelke@appstate.edu">becnelke@appstate.edu</a>	K-West
3:45 PM - 5:00 PM	Open Source Library Instruction Tools, Free or Not?	Julia Mielish Suvanida Duangudom	Wake Technical Community College		During tough economic times, libraries are asked to do more with less. However with so many software tools available, how does one determine "when is free good enough? how free is free?and when should one purchase?"	Community & Junior College Library Section (CJCLS)	Julia Mielish	<a href="mailto:jcmielish@waketech.edu">jcmielish@waketech.edu</a>	Hall C
3:45 PM - 5:00 PM	Come on Down! Make a One String Pork & Bean Can Guitar!	Jeff Robbins	NC Paraprofessional Library Association (NCPLA)		Jeff Robbins will instruct participants in this hands-on workshop. All materials necessary to build this instrument will be included. Build and play this unique slide guitar---in addition to creating music, you are recycling household materials!	North Carolina Library Paraprofessional Association (NCLPA)	Jackie Cornette	<a href="mailto:jcornette@arlibrary.org">jcornette@arlibrary.org</a>	Room E

## NCLA 2011 Conference Program Schedule

3:45 PM - 5:00 PM	Using the Economic Census to Support Entrepreneurs and Small Business Owners	Mary Scanlon	Wake Forest University	Libraries support regional economic development by providing specialized services to entrepreneurs and small business owners with information about developing business plans and writing strategies. The Economic Census is a rich source of data for business planning and is provided free from the Federal Government. This session will demonstrate how to use the Economic Census to find data that business patrons will find useful.	Business Librarians in NC (BLINC)	Mary G. Scanlon	<a href="mailto:scanlong@wfu.edu">scanlong@wfu.edu</a>	Room G
3:45 PM - 5:00 PM	The "American Dream" Literacy Initiative	Panel NAMES ARE FORTHCOMING	Literacy Roundtable	Panel discussion on how four NC public libraries used the funding from literacy grants to build innovative literacy services for adult English-language learners who are living and working in their communities.	Literacy RoundTable	Donna Philips	<a href="mailto:donna.philips@waynegov.com">donna.philips@waynegov.com</a>	Room F
3:45 PM - 5:00 PM	Tips and Tricks for Job Seekers	Panel NAMES ARE FORTHCOMING	New Members Roundtable (NMRT)	Trying to get a job in libraries? Not sure how to put your best foot forward? Come hear what the people doing the hiring have to say. They will give an overview of what they are looking for and answer your questions about how to get hired in the current job market.	New Member's Round Table (NMRT)	Emily King	<a href="mailto:emhking@gmail.com">emhking@gmail.com</a>	Room H
3:45 PM - 5:00 PM	Public Library Design and Technology	Anthony Chow Jacquelyn White Camilla Bahr	UNC-Greensboro	To understand the relationship between library design and patron use of technology, two public libraries were studied using a combination of natural observations, participant interviews, and staff interviews. These observations will be shared in this panel discussion.	Technology and Trends Round Table (TNT)	Anthony Chow	<a href="mailto:aschow@uncg.edu">aschow@uncg.edu</a>	Hall D
3:45 PM - 5:00 PM	Resource Description and Access (RDA): An Implementation Game Plan	Christee Pascale	NC State University	Not sure what you should be doing to prepare for Resource Description & Access? As a US RDA Test Institution, NCSU was an early adopter and implementer. Hear about the experience at NCSU as Ms. Pascale offers ideas to consider regarding planning, implementation, and training as well as other practical issues concerning RDA at your library.	Resources & Technical Services Section (RTSS)	Barbara Marson	<a href="mailto:marsonb@edu.ecu">marsonb@edu.ecu</a>	L-West

## NCLA 2011 Conference Program Schedule

3:45 PM - 5:00 PM	Managing the eBook Explosion in Public Libraries	Ruth Ann Copley Betty Utley Susan Wood Tiffany Hayes	Davidson County Pub. Lib. Wake County Pub. Libraries New Hanover County PL Cumberland County PL	With the explosive popularity of eBooks and the growing demand for digital media in public libraries, how does staff manage and juggle the various aspects of offering a digital collection? Panelists will share, discuss and answer questions about eBook and digital media collection development, circulation of eReaders, and the training of staff as well as patrons.	Public Library Section (PLS) and Library Administration and Management Section (LAMS)	Pam Jaskot	<a href="mailto:pam.jaskot@ncdcr.gov">pam.jaskot@ncdcr.gov</a>	L-East
3:45 PM - 5:00 PM	Sharing and Exploring North Carolina's Past with the North Carolina Digital Heritage Center	Nicholas Graham Jane McAllister Rusty Rains	NC Digital Heritage Center Davie County Public Library Wilson County Public Library	This session will introduce the North Carolina Digital Heritage Center, a new statewide digitization and digital publishing program based in the North Carolina Collection at UNC-Chapel Hill. Staff will discuss the development of the program and explain how libraries across the state can work to digitize materials and share them online. Librarians will present items from their own digital collections that have been developed with NCDHC and talk about their experience.	Roundtable on Special Collections (RTSC)	Nicholas Graham	<a href="mailto:ngraham@unc.edu">ngraham@unc.edu</a>	Hall J
3:45 PM - 5:00 PM	Deciding on Open Source: choosing the Open Source Tools that best meets your institutions needs.	Tim Daniels	Lyrisis	Is open source is an option for your institution? Choosing what open source software matches your institution's needs and capabilities, is a complex decision. This session will increase your understanding of open source technology within the library community, and provide you with the tool for making an informed decision.	Lyrisis	Tim Daniels	<a href="mailto:tim.daniels@lyrisis.org">tim.daniels@lyrisis.org</a>	Board Room
5:15 PM - 6:15 PM	Vendor Reception			Free event via registration				Vendor Halls A & B
7:00 PM - 9:00 PM	Endowment Dinner \$75.00 via registration- transportation provided			Mark Twain: 100 Years Later (Note: photo has been forwarded to publications)				offsite

## NCLA 2011 Conference Program Schedule

Thursday, October 6, 2011

Time	Title	Speaker(s)	Speakers Affiliation	Description	Sponsor	Sponsor Name	Contact Info	Location
AM	Registration Desk Opens							
7:30 AM -8:45 AM \$17.00 charge for quiche menu option via registration;	Breakfast-Phi Beta Mu, Beta Beta Zeta Chapter, UNC-Greensboro	Jeff Mortimore	Bennett College	Bricks Without Straw: Using Tough Times to Teach Ourselves NOTE: open to all--not just members	UNC Greensboro	Jim Carmichael	<a href="mailto:jvcarmic@uncg.edu">jvcarmic@uncg.edu</a>	Room E
7:30 AM - 8:45 AM charge of \$17.00 Quiche menu option via registration--not limited to Directors	Breakfast--NC Public Library Directors Association	Author Robert Morgan Note: photo has been forwarded to publications committee	Author of new Algonquin Books title, <i>Lions of the West</i>	Robert Morgan is the author of poetry, fiction and nonfiction and is best known for his novel, <i>Gap Creek</i> and his biography of Daniel Boone. A professor at Cornell University since 1971, he has been a writer-in-residence at several universities and has won the Guggenheim and Rockefeller fellowships as well as an Academy of Arts & Letters Award for Literature. He was inducted into the NC Literary Hall of Fame in 2010.	North Carolina Public Library Directors Assn (NCPLDA)	Karen Foss, President NCPLDA	<a href="mailto:Kfoss@CatawbaCountyNC.gov">Kfoss@CatawbaCountyNC.gov</a>	M-East
9:00 AM -10:00 AM	E-Readers and You! If you haven't had the opportunity to enjoy the "Ereader Petting Zoo," now is your chance!	Jeffery Hamilton	State Library of North Carolina	This presentation is an abbreviated version of the State Library of North Carolina's "Ereader Petting Zoo." Various Ereader devices (Amazon Kindle, Barnes & Noble Nook, Sony Pocket Reader, and the Kobo eReader) will be included and questions are encouraged!	North Carolina Library Paraprofessional Association (NCLPA)	Jackie Cornette	<a href="mailto:jcornette@arlibrary.org">jcornette@arlibrary.org</a>	Room D
9:00 AM -10:00 AM	Your Leadership Brand - What Image Do You Present to Others?	Kathy Schaftlein Note: photo has been forwarded to publications committee	Center for Creative Leadership	This session will explore the aspects of our individual leadership brand. The discussion will center on how our actions and words create an image we present to others every day and how that image enhances or detracts from what we want to achieve in our career.	Reference and Adult Service Section (RASS)	Mark Sanders	<a href="mailto:sandersm@ecu.edu">sandersm@ecu.edu</a>	Room F
9:00 AM -10:00 AM	Using MarcEdit for Batch Cataloging/Editing for Bibliographic Records	Yan Wang	Central Piedmont Community College	Hands-on workshop will show you how to use a variety of MarcEdit tools to batch edit bibliographic records and how to link print journal holding records to their online full text access in SirsiDynix Symphony ILS.	Resources & Technical Services Section (RTSS)	Yan Wang	<a href="mailto:yan.wang@cpcc.edu">yan.wang@cpcc.edu</a>	Room G

## NCLA 2011 Conference Program Schedule

9:00 AM -10:00 AM	NCPC Presentation Grants	Robert James Rachel Hoff	NC Preservation Consortium	Reservation grants are available to assist NC libraries, museums, archives, and historic sites improve the preservation of their collections. This program provides an overview of eligibility, the grant application process, and requirements of grant recipients. Examples of previous award winners will be presented as well.	North Carolina Preservation Consortium	Robert James	<a href="mailto:robertjamesncpc@gmail.com">robertjamesncpc@gmail.com</a>	Room H
9:00 AM -10:00 AM	The Online Literary Map of North Carolina	Jennifer Motszko Kathelene McCarty Smith	Martha Blakeney Hodges Special Collection and University Archives, UNC-Greensboro	Join us for a virtual tour of our state's rich literary landscape. Presenters will demonstrate the Online Literary Map of North Carolina, a collaboration between UNCG and the NC Center for the Book, at the State Library. The map is a database-driven, searchable, browse-able, multi-level media online research tool for educators, students, researchers, cultural tourists, and readers of all ages and interests.	North Carolina Center for the Book, State Library of North Carolina	Frannie Ashburn Jennifer Pratt	<a href="mailto:frannie.ashburn@ncdcr.gov">frannie.ashburn@ncdcr.gov</a>	Hall J
9:00 AM -10:00 AM	The Vinegar Syndrome: A Death Threat to the Microfilm Collection	Stephen H. Dew	UNC-Greensboro	Most microfilm produced prior to 1980 is made of a material subject to a special kind of degradation known as "vinegar syndrome." This is a dangerous threat to microfilm collections. This session will offer information about how and why the vinegar syndrome develops, how one can test for the syndrome, and what options or solutions are available.	Individual	Stephen Dew	<a href="mailto:shdew@uncg.edu">shdew@uncg.edu</a>	Hall C
9:00 AM -10:00 AM	"Do We Really Need to Pay for this Anymore?" The best free v. fee sources for statistics and country research	Lynda Kellam Steve Cramer	Government Resources Section (GRS) and Business Librarians in North Carolina (BLINC)	These days it's more important than ever to consider what's worth paying for to support country & statistical research. Recently, some important databases, previously fee-based, are now free. At the same time, some famous, expensive country reports are now available through NC LIVE. We'll review core sources and cast a "vote" about whether certain subscriptions are still worth the money. This should be useful for reference, collection development, and subject specialists.	Government Resources Section (GRS) & Business Librarians in NC (BLINC)	Lynda Kellam	<a href="mailto:lmkellam@uncg.edu">lmkellam@uncg.edu</a>	M-West

## NCLA 2011 Conference Program Schedule

9:00 AM -10:00 AM	NCpedia: Evolution of an Online Resource	Michelle Czaikowski	Government & Heritage Library, State Library of North Carolina	Learn how user feedback shaped Ncpedia.org's development, how partnerships and collaborations expanded its content and functionality, what information and articles may be found in it and how you, your library and community can be involved in its future.	State Library of North Carolina	Michelle Czaikowski	<a href="mailto:czaikowski@ncdcr.gov">czaikowski@ncdcr.gov</a>	Room K-East
9:00 AM -10:00 AM	Technical Services: Changing Workflows, Changing Processes, Personnel Restructuring...Oh My	Christine Fischer Michael Winecoff	UNC-Greensboro UNC- Charlotte	What is the "new normal" in technical services? The evolving roles of technical services, as well as budget constraints, have created new models and concerns. Discussion will center on these changes and the the need for re-purposing of positions, e-Book workflows, patron driven acquisitions, and managing in an uncertain budget climate.	Resources & Techincal Services Section (RTSS)	Susan Whitt	<a href="mailto:susan.whitt@uncp.edu">susan.whitt@uncp.edu</a>	Room K-West
9:00 AM -10:00 AM	To Fine or Not to Fine – Are Fines or Rewards More Effective Motivators?	Anthony Chow Chase Baity David Rachlin Christian Burris	UNC-Greensboro UNC-Greensboro NC A&T University Wake Forest University	Funded by a new faculty grant, a study examined whether using positive reinforcement is more effective than overdue fines in inducing the desired behavior – patrons returning library resources on time. Also considered was the impact this had on patron perceptions of the library. Three research questions were posed: What impact will the use of positive reinforcement have on patron behavior in returning library resources on time? Will the use of positive reinforcement lead to more positive user perceptions of the library? Will the use of positive reinforcement lead to higher circulation of library resources per patron?	College & University Section (CUS)	Anthony Chow	<a href="mailto:aschow@uncg.edu">aschow@uncg.edu</a>	Board Room
9:00 AM -10:00 AM	Event Planning Without Tears	Randall Bowman Dale Cousins Harry Frank Carolyn Willis Bryan Coonin, Moderator	Elon University Wake County Pub. Libraries East Carolina University East Carolina University East Carolina University	The challenge of organizing a successful event or conference requires tremendous commitment, preparation, and teamwork. A panel of library staff with this experience will share practical tips and words of wisdom. Participants will leave with the tools to put together a successful program. The session will cover how to set objectives, establish a budget, decide on a venue, shape the programming and more.	College and University Section (CUS)	Carolyn Willis	<a href="mailto:willisc@ecu.edu">willisc@ecu.edu</a>	Room L-East
9:00 AM -10:00 AM	Teen Jam Panel: Programs (and more) that Work	Christie Fisher Megan Harrison Catherine Haydon	Wake County Pub. Libraries Forsyth County Pub. Library Charlotte/Mecklenburg Pub. Library	The panelists will discuss effective teen programming.	Public Library Section (PLS) & Youth Services Section (YSS)	Pam Jaskot	<a href="mailto:pam.jaskot@ncdcr.gov">pam.jaskot@ncdcr.gov</a>	Room L-West

## NCLA 2011 Conference Program Schedule

10:30 till 11:45	Programs, Politics & Possibilities: Trustees/Friends/Librarians/Advocates	NC Public Library Trustees	Carol Walters, Hostess Sandhill Regional Library	Come sip iced tea, nibble teacakes, and take @ least 3 ideas home for programs, politics & possibilities for your library. Joining our hostess will be author John McAfee ( <i>Slow Walk in a Sad Rain</i> --currently in film production), artist Elizabeth McAfee, Artist/author Joseph Meigs, County Manager Lawrence Gatewood, and Trustee member Theron Bell for an idea exchange about possibilities and successes.	NC Public Library Trustees Section	Carol Walters	<a href="mailto:carol.walters@srls.info">carol.walters@srls.info</a>	M-East (between clean-up & set-up)
10:30 AM - 11:45 AM	Exhibits and Poster Sessions							Halls A & B
11:00 AM - 12:00 PM	OCLC Web-scale Management Services: Unlocking Efficiency, Cooperation, and Collaborative Innovation	Andrew Pace Jackie Beach David Bryden Craig Milberg	OCLC Craven-Pamlico Carteret Regional Library System High Point University Davidson College	Join Andrew Pace, OCLC Executive Director for Networked Library Systems, to hear how OCLC Web-scale Management Services can move traditional ILS functions to Web-based cooperative library management tools for metadata management, acquisitions, circulation, workflow improvement and newly available licenses for electronic resource management.	OCLC	Laura Kreis	<a href="mailto:kreisl@oclc.org">kreisl@oclc.org</a>	M-West
11:00 AM - 12:00 PM	Go Ask Jennifer: Everything You've Always Wanted to Know about Romance Novels But Were Afraid to Ask	Jennifer Lohman Jennifer Brannen	Durham County Library	You've got romance readers at your library--everyone does! It's a diverse and broad genre. Where do you begin with helping these readers? The "Jennifers" will lead the way by explaining the genre and giving an overview of the many subgenres as well as authors to know and trends. Bring your questions to enhance this conversation about love and romance novels.	Public Library Section (PLS) and the Durham County Library	Pam Jaskot	<a href="mailto:pam.jaskot@ncdcr.gov">pam.jaskot@ncdcr.gov</a>	L-East
11:00 AM - 12:00 PM	Researching Civil War Ancestors	Suzy Barile Debi Blake Note: Photo of Ms. Barile has been forwarded to Publications.	Author State Archives	As the nation commemorates the 150th anniversary of the Civil War, libraries will see an increase in patron interest to research their own ancestors who were involved in the conflict. A representative from the NC Civil War Sesquicentennial Committee and an expert researcher from the State Archives will provide useful tips. Suzy Barile, a NC author of <i>Undaunted Heart: The True Story of A Southern Belle and a Yankee General</i> will discuss her own research, which recreates a wonderful historical romance.	Public Library Section--Genealogy & Local History Committee, (PLS)	Pam Jaskot	<a href="mailto:pam.jaskot@ncdcr.gov">pam.jaskot@ncdcr.gov</a>	Hall C

## NCLA 2011 Conference Program Schedule

11:00 AM - 12:00 PM	Guys Read	Jeff Watson Lori Special Steve Sumerford	Roanoke Rapids Pub. Library State Library of NC Greensboro Public Library	"I just can't get my son to read anything he doesn't have to," is a comment that librarians often hear. Don't miss this opportunity to learn about projects that librarians from around the state have developed to address this concern.	Literacy RoundTable, in partnership with Youth Services Section (YSS)	Steve Sumerford	<a href="mailto:Steve.sumerford@greensboro-nc.gov">Steve.sumerford@greensboro-nc.gov</a>	Hall J
11:00 AM - 12:00 PM	Embedded Librarians in North Carolina: A Panel Discussion	Allan Scherlen Jennifer Balance Joli McClelland Steve Cramer	Appalachian State Univ. Cen. Piedmont Com. College Queens Univ. Of Charlotte UNC- Greensboro	One of the hottest and most fruitful trends in academic librarianship is the embedded librarian: a liaison or subject specialist actively involved with a class, from start to finish. Four very different examples will be discussed based on a variety of experience. There will be time for discussion as well.	Business Librarians in North Carolina (BLINC)	Steve Cramer	<a href="mailto:smcramer@uncg.edu">smcramer@uncg.edu</a>	K-West
11:00 AM - 12:00 PM	Getting Graphic: A Graphic Novel Panel Presentation	Snow Wildsmith Danny Hirajeta Thor Thorvaldson	School Library Journal Author Author	Snow Wildsmith, graphic novel/manga reviewer for <i>School Library Journal</i> , is joined by authors Danny Hirajeta and Thor Thorvaldson to describe their experiences creating graphic novels. Join us as these panelists discuss how to best encourage and mentor the younger generations of artists and readers.	Youth Services Section (YSS)	Meg Smith	<a href="mailto:msmith@cumberland.lib.nc.us">msmith@cumberland.lib.nc.us</a>	K-East
11:00 AM - 12:00 PM	Do You Have the Right Image for Success?	Mary Lane <i>Note: photo has been forwarded to publications committee</i>	Lorillard Tobacco Company	Professional image encompasses many aspects of job performance. Attitude, demeanor, conduct, dress & appearance reflect who you are and the department you represent. These visible clues create an impression about competence. Ms. Lane will talk about appropriate clothing to reflect your professional ability, knowledge, confidence, and skill while inspiring trust and leadership. She will help you project the right image for success.	Reference and Adult Service Section (RASS)	Mark Sanders	<a href="mailto:sandersm@ecu.edu">sandersm@ecu.edu</a>	Room H
11:00 AM - 12:00 PM	Teaching Paraprofessionals the "Techy" Side of the Library	Rita Van Duinen Michael Crumpton	Cen. Carolina Com. College UNC- Greensboro	You know that phrase in your job description: "other duties as required?" This often means helping with technology. This presentation will discuss some technical related issues or questions that paraprofessionals might be faced with.	UNC-Greensboro	Mike Crumpton	<a href="mailto:macrumpt@uncg.edu">macrumpt@uncg.edu</a>	Board Room
11:00 AM - 12:00 PM	Social Networking: Implications for Intellectual Freedom and Equal Access	Kaye Dotson Kelly Loftis Joetta Stoner	East Carolina University Southern Pines Public Library Wilson Public Library	The presentation will explore the importance of providing access to social networking by libraries, the value of social networking to library programming and the implications for intellectual freedom and equal access.	NCLA Intellectual Freedom Committee	John B. Harer	<a href="mailto:harerj@ecu.edu">harerj@ecu.edu</a>	Room G

## NCLA 2011 Conference Program Schedule

11:00 AM - 12:00 PM	Patrons Left to Their Own Devices: Library Databases and E-Readers	Lynda Kellam Amy Harris Lauren Pressley Mark Sanders	UNC-Greensboro UNC-Greensboro Wake Forest University East Carolina University	Among the most popular eReader platforms (Amazon, Kindle, AppleiPad, Sony Touch and nookColor), there is considerable variation in design, functionality and use. This panel discussion presents baseline descriptions of use and how specific e-readers interact with e-books & library databases, especially NC Live resources. Also discussed will be eReader apps on mobile devices such as the iPhone and Tablets.	Reference and Adult Service Section (RASS)	Mark Sanders	<a href="mailto:sandersm@ecu.edu">sandersm@ecu.edu</a>	Room F
11:00 AM - 12:00 PM	Thinking Practically About Metadata for Projects in Your Library	Anna Craft Elizabeth Gregg Traci Thompson	UNC-Greensboro Jackson County Pub. Library Braswell Memorial Library	Public and academic librarians offer "metadata basics" for librarians working on or contemplating digital projects. Workflow issues, decision making, description, collaboration and lessons learned will be covered.	Resources & Technical Services Section (RTSS)	Anna Craft	<a href="mailto:arcraft@uncg.edu">arcraft@uncg.edu</a>	L-West
12:15 PM -1:30 PM charge of \$20.00 per via registration menu preference is plated lunch option # 1 with chicken salad croissant, etc with cheesecake	RASS luncheon "Good Night and Good Luck" Television News from Murrow to Colbert featuring author Geoffrey Baym	Geoffrey Baym <b>NOTE: a photo of Mr. Baym has been forwarded to publications</b>	UNC- Greensboro, Dept of Media Studies	In 2009, 1/3 of Americans under the age of 40 got their news from satirical tv shows such as <i>the Daily Show</i> and <i>The Colbert Report</i> , according to Rasmussen. This represents a drastic change in how Americans receive news. This talk will center on the history of broadcast news from the early days of evening news to these new "fake news" programs and the implications for journalism and information literacy. Mr. Baym is the author of <i>From Cronkite to Colbert: The Evolution of Broadcast News</i> and winner of the NC Award for Outstanding Book in Political Communication.	Reference and Adult Services Section (RASS)	Amy Harris	<a href="mailto:a_harri2@uncg.edu">a_harri2@uncg.edu</a>	M-East
12:15 PM-1:30 PM charge of \$28.00 per registration for plated luncheon # 2 (chicken almadine) w/ cheesecake	REMCO Luncheon and annual Roadbuilders Award presentation	Nooma Monika Rhue <b>NOTE: photo has been forwarded to publications</b>	Preserve Pro, Inc	Author, archivist, and library director will discuss her book, "Organizing and Preserving Family History and Religious Records."	Roundtable on Ethnic and Minority Concerns (REMCO)	Tamika Barnes	<a href="mailto:barnes.tamike@epa.gov">barnes.tamike@epa.gov</a>	Room E
12:15-1:30 PM plated luncheon option # 1 Chicken salad croissant w/ lemon squares and choc.cake \$20.00 YSS members; \$25.00 non YSS members via registration	YSS Luncheon featuring author John Claude Bemis	John Claude Bemis <b>NOTE: photo has been forwarded to publications</b>		Author of the Clockwork Dark trilogy will be discussing his work in writing this popular juvenile series.	Youth Services Section (YSS) and Public Library Section (PLS)	Debbie Gilbert	<a href="mailto:debra.gilbert@wakegov.com">debra.gilbert@wakegov.com</a>	Hall D

## NCLA 2011 Conference Program Schedule

2:00 PM -3:15 PM	Ogilvie Lecture-2nd General Session named for Phillip Ogilvie, 1st Librarian at the State Library of North Carolina President Sherwin Rice presiding with Michael Crumpton moderating the panel. NCLA awards are presented during this session.	Mike Wasilick Cathy Campbell Tamika Barnes Dana Sally Ed Williams	Public Libraries Community College Libraries Special Libraries Academic Libraries Future of the Library Task Force	Panel Discussion - "The Next Generation of North Carolina Libraries" The Ogilvie Lecture is an NCLA conference tradition, and features topics of discussion or presentations from members of the profession.	Conference Committee	Michael Crumpton	<a href="mailto:macrumpt@uncg.edu">macrumpt@uncg.edu</a>	M-West
3:30 PM - 4:15 PM	Exhibits and Poster Sessions	No conflict time						Halls A & B
4:15 PM - 5:30 PM	Free & Easy 2.0: Online Tools to Support Teaching, Learning & Productivity	Beth Filar Williams Mendy Ozan	UNC-Greensboro	Come explore new software tools and resources to share with faculty, students or even yourself. We will be demonstrating 6 tools from UNC-G University Libraries' Instructional Technology Toolkit which is useable by anyone regardless of library affiliation or technical expertise. Included in the toolkit are Assessment, Feedback, Collaboration, Scheduling, Organizaiton and Presentation. Attendees will leave with a new tool to apply in their own work and personal life.	LIS Dept, UNC-Greensboro	Beth Filar Williams	<a href="mailto:efwilli3@uncg.edu">efwilli3@uncg.edu</a>	M-West
4:15 PM - 5:30 PM	Exploring and Communicating Library Contributions to Student Learning	Derek Rodriguez	UNC School of Information and Library Science	The 'Understanding Library Impacts' (ULI) protocol is a new library assessment tool designed to generate evidence of library impact on undergraduate student learning outcomes.  This program will introduce the ULI protocol and share results from recent pilot studies. We'll close with an audience discussion of ways evidence of library impact can support improvement and advocacy efforts.	Individual	Derek Rodriguez	<a href="mailto:darodrig@email.unc.edu">darodrig@email.unc.edu</a>	M-East
4:15 PM - 5:30 PM	Making the Customer the Focus of the Library Through Design	Terri M. Luke Elias J. Torre	Wake County Pub. Libraries AIA	Based upon experience with new building projects, as well as renovations, in both Wake County and in site visits around the country, a librarian and an architect discuss how to create spaces with a customer-driven design.	Public Library Section (PLS)	Pam Jaskot	<a href="mailto:pam.jaskot@ncdcr.gov">pam.jaskot@ncdcr.gov</a>	K-East
4:15 PM - 5:30 PM	Step Away from the Desk: Circulation Issues in Today's Library	Panel NAMES TO BE FORTHCOMING		Panel discussion will focus on a variety of current circulation issues that library staff is handling daily at the circulation desk.	Public Library Section (PLS)	Pam Jaskot	<a href="mailto:pam.jaskot@ncdcr.gov">pam.jaskot@ncdcr.gov</a>	Hall C

## NCLA 2011 Conference Program Schedule

4:15 PM - 5:30 PM	Enabling Citizens with High Performance Broadband	John Killebrew	MCNC	This session focuses on how citizens in rural unserved and underserved areas can use high performance broadband at their local libraries to make a positive impact on their quality of life. Learn how NCREN is leveraging Federal BTOP stimulus funds to provide rural libraries the same ultra broadband services available in the larger urban areas.	MCNC	John Killebrew	<a href="mailto:jtk@ncnren.net">jtk@ncnren.net</a>	Hall J
4:15 PM - 5:30 PM	Taking the Next Step: Using Spreadsheets to Process Library Statistics & Database Results	Gwen Exner Lynda Kellam	NC Knows UNC-Greensboro	Learn how to take data retrieved from a database, such as SimplyMap or American Factfinder, to the next level, and to manage your library's statistics more quickly and easily using spreadsheets. Common statistical and graph tools and custom filters, will be introduced. Attendees may bring laptops although math and/or programming skills are not critical.	Business Librarians in North Carolina (BLINC)	Gwen Exner	<a href="mailto:GwenExner@gmail.com">GwenExner@gmail.com</a>	Room H
4:15 PM - 5:30 PM	Avoiding the Plan to Nowhere: Using Project Management Techniques to Execute a Strategic Plan	Nathaniel King	UNC- Chapel Hill	Strategic Plans are a critical tool for expanding the vitality and relevance of academic library services. This program will describe the process of creating and effectively executing a departmental strategic plan at UNC Libraries using project management techniques.	UNC- Chapel Hill	Nathaniel King	<a href="mailto:nbking@email.unc.edu">nbking@email.unc.edu</a>	K-West
4:15 PM - 5:30 PM	A Mission to Serve: What Libraries are Doing to Support Local Economic Development	Martha T. Larson Sara Thynne Jill Robinson Morris Nina Exner Dan Maynard	Greensboro Public Library Alamance Cty Public Library NC LIVE NC A & T State University Campbell University	Librarians in communities of all sizes have re-envisioned the role of the library in local economic development. Today, NC librarians see a need to develop programs and services to provide business and marketing information to small business owners and local entrepreneurs. The success of library partnerships with local economic development agencies has raised the profile of libraries as central players in the process. Come hear of the experience of public and academic librarians in this activity.	Business Librarians in North Carolina (BLINC)	Sara Thynne	<a href="mailto:sthynne@alamancelibraries.org">sthynne@alamancelibraries.org</a>	L-West
4:15 PM - 5:30 PM	Workflows for Acquiring Approval Plan E-Books	Liz Burnette Nancy Gibbs	NC State University University Duke	Are you interested in learning how other libraries handle eBooks purchased on an approval plan? The process of purchasing, cataloging and the use of the eBooks will be discussed.	Resources & Technical Services Section (RTSS)	Cindy Shirkey	<a href="mailto:shirkeyc@ecu.edu">shirkeyc@ecu.edu</a>	L-East

## NCLA 2011 Conference Program Schedule

4:15 PM - 5:30 PM	The Smart Investing Case Study: From Grant Proposal Through Implementation	Anastasia Bush Margaret Monsour Martha Larson	Durham County Library American Library Assn Greensboro Public Library	The case study will take participants through the specifics of the grant, steps in developing a grant proposal, and highlights of implementing the grant project to meet community needs and to raise awareness of library services.	Business Librarians in North Carolina (BLINC)	Martha Larson	<a href="mailto:martha.larson@greensboro-nc.gov">martha.larson@greensboro-nc.gov</a>	Room G	
4:15 PM - 5:30 PM	I Didn't Learn That in Library School!	Jacky Miller Smith Martin Gilbert	Meg Tanika Debra Wake County Pub. Library	Rockingham Cty Pub. Library Cumberland Cty Pub. Library Durham County Library Wake County Pub. Library	Graduates, paraprofessionals, and the librarian who does everything will ask questions and trade ideas about all the things you didn't learn in library school, but wish you had!	Youth Services Section (YSS)	Mary Kleinfeldt	<a href="mailto:mkleinfeldt@nhcgov.com">mkleinfeldt@nhcgov.com</a>	Room F
4:15 PM - 5:15 PM	Continuing Instruction Education for Library Staff	Suchi Mohanty, moderator Vassiliadis Daly	Kim Emily Duke University	UNC-Chapel Hill Duke University	How do we keep instructors at the top of their game? From assessing staff needs to implementing training programs, this panel will discuss how libraries are keeping their staff's instructional skills current.	CUS Section	Suchi Mohanty	<a href="mailto:smohanty@email.unc.edu">smohanty@email.unc.edu</a>	Room E
4:15 PM - 5:15 PM	What does a Typical Library Website Look Like?	Anthony Chow Michelle Bridges Patricia Commander Amy Figley	UNC-Greensboro UNC-Greensboro Winston Salem State Univ. UNC-Greensboro	Results from from a nationwide study involving 1200 public and academic library web sites will be reviewed based on notes, evaluation, the comparasion of design, contents and useabililty of these library web sites. Using systematic methods based on previous studies and usability findings information will include previous research, suggested best practices, and a comparasion/contrast of the differences and similarities between public and academic library websites. In addition, overall designs, what users in these groups are expecting from their library's web site and ways to improve your organization's web site will be examined.		Anthony Chow	<a href="mailto:aschow@uncg.edu">aschow@uncg.edu</a>	Board Room	
4:15 PM - 5:15 PM	PAWS for Reading: NC Libraries Are Going to the Reader Dogs!	Dr. Carol Truett Dr. Kim Becnel Ms. Mary Sizemore	Appalachian State Univ. Hickory Public Library	Libraries today have stable or declining budgets; however, our public still expects new or expanded services. A popular new service, which costs little or nothing to add, uses therapy dogs who listen to reluctant or emerging young readers read to them, offering no criticism or value judgment. Come and meet Lucy the reader dog who listens to readers and provides a warm and inviting atmosphere in the public library. Volunteers and their dogs provide this service free of charge. Come and see how one library enables young readers to enjoy this service and how you can do this in your own library.	Appalachian State University, Hickory Public Library	Dr. Carol Truett	<a href="mailto:drcat@charter.net">drcat@charter.net</a> or <a href="mailto:truettca@appstate.edu">truettca@appstate.edu</a>	Hall D	

## NCLA 2011 Conference Program Schedule

5:45-7:00 Wine & Cheese Reception via conference registration--charge \$10.00	Wine and Cheese Reception with author and humorist, Celia Rivenbark The 2011 William H. Roberts Distinguished Service Award recipient will be announced by the PLS Board.	Author Celia Rivenbark <b>NOTE: photo has been forwarded to publications</b>	Public Library Section	"Erma Bombeck meets Lewis Grizzard" is one way Rivenbark's whimsical style has been described. Her humorous stories about southern living have received multiple awards, including "Best Title" award from <i>Entertainment Weekly</i> for her 3rd book, <i>Stop Dressing Your Six Year Old Like a Skank</i> . Books will be available for sale.	Public Library Section (PLS)	Pam Jaskot	<a href="mailto:pam.jaskot@ncdcr.gov">pam.jaskot@ncdcr.gov</a>	Offsite at the Hickory Furniture Mart; transportation provided beginning at 5:30
5:45 PM -6:30 pm	Business Meetings for sections	RTSS TNT LAMS GRS NCCCLRA District III NC TLC Users Group		Space reserved for sections to conduct their biennial business	RTSS, TNT, LAMS, GRS Also: NC Community College Learning Resources Assn & NC TLC Users Gp	Rebecca Kemp, Edward Hirst, RuthAnne Copley, Alan Unsworth	<a href="mailto:rkemp@email.unc.edu">rkemp@email.unc.edu</a> ; <a href="mailto:Edward.Hirst@rowancounty.nc.gov">Edward.Hirst@rowancounty.nc.gov</a> ; <a href="mailto:Ruth.Copley@davidsonCollege.edu">Ruth.Copley@davidsonCollege.edu</a> ; <a href="mailto:mcurlee@cmlibrary.org">mcurlee@cmlibrary.org</a> ; <a href="mailto:unswortha@surry.edu">unswortha@surry.edu</a>	Rooms E, F, G, H, L, East, West
5:45 PM - 6:30 PM	Library School Receptions	NCCU, ECU, UNC-SILS, CPCC, UNC-G, Appalachian State				Kim Parrott		Offsite at the Hickory Furniture Mart; transportation provided beginning at 5:30
7:00 PM - 9:00 PM	All Conference Reception off site at Hickory Furniture Mart Scooter Hayes (StoryYeller) with an opening rap for the reception and musical entertainment for the evening provided by the band, Baby Black.			Free event via registration Melvil Dewey teaches children the importance of libraries in our communities, advocates reading and introduces basic library skills. Scotter's first single, The Dewey Decimal Rap has over 450,000 hits on YouTube and is being distributed worldwide by McGraw-Hill in 2012. Two other music videos have been deemed by the Huffington Post as two of the nine funniest library videos ever.		Scooter Hayes is co-sponsored by the Youth Services Section and the Conference Committee		Offsite at the Hickory Furniture Mart; transportation provided beginning at 5:30

## NCLA 2011 Conference Program Schedule

Friday, October 7, 2011

Time	Title	Speaker(s)	Speakers Affiliation	Description	Sponsor	Sponsor Name	Contact Info	Location
7:00 AM	Registration Desk Opens							
7:30 AM -8:30 AM	YSS Yoga Storytime & Breakfast with Susan Wood and short section business meeting	Susan Wood	New Hanover County Public Library	Begin your morning with a yoga storytime presentation from Susan Wood, a Child Light certified yoga instructor. Following the storytime presentation will be a light breakfast and a short business meeting. Wear comfortable clothes for this fun & energizing way to begin the day!	Youth Services Section (YSS)	Mary Kleinfeldt	<a href="mailto:mkleinfeldt@nhcgov.com">mkleinfeldt@nhcgov.com</a>	M-East
7:30 AM -8:30 AM	Roundtable on Special Collections Breakfast & Business Meeting--section members only			Breakfast for RTSC members paid from section funds	Roundtable on Special Collections (RTSC)	Dale Sauter	<a href="mailto:sauterd@ecu.edu">sauterd@ecu.edu</a>	Board Room
8:30 AM - 9:30 AM	Zero Budgeting Marketing and Merchandising for Your Library	Heidi Barry-Rodriguez Dan Brooks	Wake County Public Libraries	Design and display promotional materials for maximum effect! Don't be intimidated by creating flyers, multimedia, web ads, publicity or displays because you don't need to be a design professional to create stunning materials. Learn simple, cutting-edge design tips to create strong displays. Explore free online resources for photos, fonts, and graphic tools. Bring your laptop and explore these resources in live time with the presenters.	Public Library Section (PLS)	Pam Jaskot	<a href="mailto:pam.jaskot@ncdcr.gov">pam.jaskot@ncdcr.gov</a>	Room M
8:30 AM - 9:30 AM	Meet ADDIE: Designing Successful Learning Outcomes	Jenny Dale Amy Gustavson Amy Harris Houk	UNC-Greensboro	Join NCBIG for the first installment of our year-long Teacher Librarian Academy! We will be focusing on steps one & two of the 7 step model: reviewing learning goals and developing outcomes. Participants will learn about the ADDIE model of instructional design and then put their new learning into practice, leaving with new measurable learning outcomes.	NCBIG, a division of the College and University Section (CUS)	Jenny Dale	<a href="mailto:jedale2@uncg.edu">jedale2@uncg.edu</a>	Hall C
8:30 AM - 9:30 AM	Philanthropy and Grantseeking: Helping Your Community and Your Library in Today's Economy	John Raynor Susan Wolf Neilson	High Point Public Library Wake County Pub. Libraries	Now more than ever, philanthropy and giving are so important in our NC communities, with the state of our economy, shrinking budgets, and unexpected natural disasters. Learn how the 13 special non profit resource libraries in our state can help you and the nonprofit agencies serving your community find invaluable information. Get tips on how to find grants for your library and tips on the grantwriting process.	Business Librarians in North Carolina (BLINC)	Susan Wolf Neilson	<a href="mailto:susan.neilson@wakegov.com">susan.neilson@wakegov.com</a>	M-West

## NCLA 2011 Conference Program Schedule

8:30 AM - 9:30 AM	For Service or Profit: How come our library café is not profitable? A Case Study of a Downtown Public Library Café	Anthony Chow Barry Bell Erin Price	UNCG, Dept of Library and Information Science	Our research team was invited by the downtown public library to help answer this question. Using a mixed-method approach, our study explored this question through observations, interviews, and surveys of customers, employees, library patrons, and management. The café was examined utilizing a usability framework focusing on the factors of efficiency, effectiveness, and satisfaction (EES) (ISO 9241-11). The study's findings suggest that the library has conflicting goals emphasizing both service to the community (providing low cost food and drinks to the poor) and a desire to make a profit so that it can be turned back into library programming. This presentation will take an in-depth look at the results of natural observations, interviews with customers and library management, survey results, and in our overall findings and recommendations.	UNCG, Department of Library and Information Science	Anthony Chow	<a href="mailto:aschow@uncg.edu">aschow@uncg.edu</a>	L-West
8:30 AM - 9:30 AM	The Bird is the Word: Using Storybird and Facebook to Publish Patron Created Content	Ben McFadden Todd Frei	Wake County Public Libraries	Speakers will talk about using Storybird (an online platform for creating and publishing children's books) and Facebook to implement a contest which provided young patrons with the opportunity to have a book published and added to the collection. They will discuss organization and promotion of the contest as well as the success achieved and challenges presented.	Wake County Public Libraries	Todd Frei	<a href="mailto:todd.frei@wakegov.com">todd.frei@wakegov.com</a>	L-East
8:30 AM - 9:30 PM	Having "The Talk": Engaging Your Donors in the Personal Digital Preservation Conversation	Amy Rudersdorf Lisa Gregory	State Library of North Carolina	Arguably, librarians and archivists have perfected the "keeping of history" in analog form--no paperclips and the danger of acidic paper. Not so with digital preservation! Content creators must understand their role in the digital life cycle. Hear how the State Library of North Carolina is having these conversations about preservation in a digital setting.	State Library of North Carolina	Amy Rudersdorf	<a href="mailto:Amy.Rudersdorf@ncdcr.gov">Amy.Rudersdorf@ncdcr.gov</a>	K-West

## NCLA 2011 Conference Program Schedule

8:30 AM - 9:30 AM	Measuring Up - The Value of Collaboration	Emily Guhde	NC LIVE	How much do public library patrons value electronic resources? The NC LIVE consortium provides access to a wide variety of electronic resources via 200 public and academic member libraries across the state. Asking library patrons to put a value on these electronic resources will help determine the return on investment (ROI) for respective communities. Strategies for conducting ROI studies will be presented.	NC LIVE	Emily Guhde	<a href="mailto:eguhde@ncsu.edu">eguhde@ncsu.edu</a>	Room G
8:30 AM - 9:30 AM	Free Non-Library Services: The Good, the Bad, and the Ugly	Angela Duncan Amy Thrasher Zach Emanuel	Davis Memorial Library, Methodist University	Davis Memorial Library offers an array of free non-library services to campus members as well as general community members. Such service amenities include coffee, tea, hot chocolate, daily newspapers, unlimited b & w as well as color printing, and computer services. The discussion will examine the impact of these services on campus, in the community, for library statistics, on staff and with student morale, as well as with the library's budget--pros and cons.	Davis Memorial Library, Methodist University	Angela Duncan	<a href="mailto:anduncan@methodist.edu">anduncan@methodist.edu</a>	Room F
8:30 AM - 9:30 AM	Social Media May Be Here to Stay, But are Your Posts?	Kelly Eubanks Jennifer Ricker	NC Department of Cultural Resources	Interactions with patrons via library websites and/or social media accounts have, to some extent, replaced library newsletters, brochures, and paper-based communications. While you probably keep archival copies of those paper-based communications, are you doing the same with your online presence? DCR is archiving state agency web content and the presentation will cite why this is important, and define who is best positioned to do it.	State Library of North Carolina	Jennifer Ricker	<a href="mailto:jennifer.ricker@ncdcr.gov">jennifer.ricker@ncdcr.gov</a>	Room E
8:30 AM - 9:30 AM	Beyond the Classroom: Moving Information Fluency Online	Carol Walker Jordan Sherrill Shiraz Martin Olsen Joli McClelland	Queens University of Charlotte	Academic librarians are faced with a common problem: How do we teach our digitally-empowered, yet information-overloaded students about information literacy? Enter the online tutorial, an interactive and self-directed learning tool that liberates class time and delivers content to students where they live--online. Learn about QUILT and SCROLL, created at Everett Library, to address this issue.	Everett Library, Queens University of Charlotte	Joli McClelland	<a href="mailto:mccllellandj@queens.edu">mccllellandj@queens.edu</a>	K-East

## NCLA 2011 Conference Program Schedule

8:30 AM - 9:30 AM	Libros en Espanol Para Ninos: Building A Children's Latino Book Collection	Rebecca B. Vargha	UNC Chapel Hill	Celebrate cultural diversity, the next generation in our communities, and hear about the challenges of developing a book collection for Spanish speaking children. Insights and real world experience from the perspective of the academic library will be shared. The speaker will also share recent demographic data, best practices, and selections from the best Spanish language and bilingual books for children.	School of Information and Library Science, UNC-Chapel Hill	Rebecca B. Vargha	<a href="mailto:vargha@email.unc.edu">vargha@email.unc.edu</a>	Hall J
9:15 AM - 10:15 AM	<b>Exhibits and Poster Sessions</b>	<b>No conflict time</b>						<b>Halls A &amp; B</b>
10:30 AM - 12:00 PM	Just What Does a Person Have to Do to Use a Computer Here?	Jill Ellern Robin Hitch	Western Carolina University	This session will look at the results of a statewide survey into the authentication practices to see how the issues of privacy, authentication, guest access and data retention are managed.	College and University Section (CUS)	Jill Ellern	<a href="mailto:Ellern@email.wcu.edu">Ellern@email.wcu.edu</a>	Hall C
10:30 AM - 12:00 PM	A Display of Engagement: Learn, Teach, and Collaborate in the Library	Alessia Zanin-Yost Elizabeth Marcus Serenity Richards	Western Carolina University	Art displays in the Hunter Library have provided a new venue to support faculty teaching, student learning and campus partnership. The presenters will discuss their experience using exhibits and how to develop guidelines, seek collaborations, and develop strategies to promote the use of art in the learning environment of the library.	Western Carolina University	Alessia Zanin-Yost	<a href="mailto:azaniny@wcu.edu">azaniny@wcu.edu</a>	Room E
10:30 AM - 12:00 PM	Exploring American History, Culture and Identity through Advertising	Richard Collier	Duke University	An overview of the collections held in the John W. Hartman Center for Sales, Advertising & Marketing History at Duke University will be given. Discussion about the various ways that the collections have been made accessible for research will be included as well as some ways that advertising can be used as a lens through which to explore the formation and reinforcement of cultural values, expectations and behaviors.	Duke University and Roundtable for Special Collections (RTSC)	Rick Collier	<a href="mailto:rcoll@duke.edu">rcoll@duke.edu</a>	Room F

## NCLA 2011 Conference Program Schedule

10:30 AM - 12:00 PM	Real Learnings Connection Project	Mike Crumpton Nora Bird	UNC-Greensboro	The Real Learning Connects Project has been piloted and is a project that examines a new model of internship based on prior research and is focused on the learning objectives of all parties in the relationship between students, LIS faculty and practicing librarians. The project creates a learning environment in which the student becomes the catalyst between the curriculum and theory presented in the classroom and the librarian executing their skills in a practical work environment. The project was granted a second year of funding and this presentation will discuss the structure, benefits and pitfalls to this new type of experiential learning.	UNC-Greensboro	Mike Crumpton	<a href="mailto:macrumpt@uncg.edu">macrumpt@uncg.edu</a>	Room G
10:30 AM - 12:00 PM	Miss Manners vs. Emily Post: Differing Perspectives on Social Media Etiquette for Libraries	Carol McCollum Lynn Bertino Rebecca Hyman Michelle Czaikowski	Wake County Public Libraries Government & Heritage Library, State Library of North Carolina	Staff from the 2 very different libraries will discuss differing theories, approaches, and policies on social media--the "do's and don't's". The panel welcomes questions and the experiences of attendees so please come share thoughts with your peers.	State Library of North Carolina & Wake County Public Libraries	Michelle Czaikowski	<a href="mailto:michelle.czaikowski@ncdcr.gov">michelle.czaikowski@ncdcr.gov</a>	Room H
10:30 AM - 12:00 PM	The Voice Behind the Story	NAME OF NARRATOR TBA		Come, meet and see the narrator of Recorded Books audio and learn how they give voice to a story.	Public Library Section (PLS)	Pam Jaskot	<a href="mailto:pam.jaskot@ncdcr.gov">pam.jaskot@ncdcr.gov</a>	Hall J
10:30 AM - 12:00 PM	Transforming the Education of Diverse Students: Learning Through Dialogue with the Next Generation of Librarians	Clara M. Chu Sha Li Zhang	UNC-Greensboro	The Academic and Cultural Enrichment (ACE) Scholars session aims to engage the next generation of librarians and ACE Scholars, in conversation with current librarians to learn about and address the students' professional interests and concerns, and to uncover the challenges that librarians face in addressing the information needs of underserved communities.	Dept. of Library and Info. Studies/UNC-Greensboro	Clara Chu	<a href="mailto:cmchu@uncg.edu">cmchu@uncg.edu</a>	L-West
10:30 AM - 12:00 PM	Building the Digital Library - From Concept to Reality	Theresa E. Cummings Kevin M. Smith	Wake County Public Libraries	Learn how the Digital Library was launched during a year of budget cuts, how the project went from a simple idea to a complex and constantly changing reality, and how the digital library staff have taken on the responsibility of managing the web presence of a large public library system.	Wake County Public Libraries	Theresa E. Cummings	<a href="mailto:Theresa.cummings@wakegov.com">Theresa.cummings@wakegov.com</a>	L-East

## NCLA 2011 Conference Program Schedule

10:30 AM - 12:00 PM	Decentralizing Your Website: LibGuides as a Web Development Tool	Steve Bahnaman Steve Osler	NC Wesleyan College Central Piedmont Community College	Access-minded librarians and security-minded IT departments have different ideas about a library's website. LibGuides can simplify the differences in a dynamic library website without requiring a full-time web designer and website maintenance comes back into the hands of front-line librarians. Join the discussion that blends all interests.		Steve Bahnaman	<a href="mailto:sbahnaman@ncwc.edu">sbahnaman@ncwc.edu</a>	K-West
10:30 AM - 12:00 PM	Sensory Storytimes: Reaching Special Needs Children in the Public Library	Emily Nanney	Charlotte Mecklenburg Public Library	Attendees will learn how to get sensory storytimes started in the public library; partner with local community agencies and schools; hold focus groups and learn from parents about programming needs; and connect with others offering sensory programming.	Public Library Section (PLS)	Pam Jaskot	<a href="mailto:pam.jaskot@ncdcr.gov">pam.jaskot@ncdcr.gov</a>	K-East
10:30 AM - 12:00 PM	NC Knows 2.0: Avant Garde Virtual Reference	Phil Blank	NcKnows	2011 has presented big changes in NcKnows, North Carolina's statewide virtual reference service. These changes include transitioning to Library h31p, a popular, library-designed software developed locally, as well as exciting new directions for marketing, staffing and more. Learn how you can take advantage of these changes to make the most of the service for your students and patrons.	NcKnows/State Library of North Carolina	Phil Blank	<a href="mailto:phil@philblank.net">phil@philblank.net</a>	Hall D
10:30 AM - 12:00 PM	Census 2010: An Update	Michele Hayslett	UNC-Chapel Hill	Michele will talk about the Census 2010 data and give a brief demonstration of the new American Factfinder.	GRS	Lynda Kellam	<a href="mailto:lmkellam@uncg.edu">lmkellam@uncg.edu</a>	Board Room

## NCLA 2011 Conference Program Schedule

12:00 PM-2:00 PM	<p>Final General Session          Scott Huler : "The Library as Speakeasy--or, Please Do Not Help me Fill out an Online Job Application: A Writer Pleads with Librarians"          All Conference Lunch and Business Meeting Session includes remarks from Linda Carlisle and Mary Boone, induction of new NCLA officers, raffle and sections' basket winners. Closing remarks from incoming President, Wanda Brown.</p>	<p>Scott Huler <b>NOTE: bio and photo are on the NCLA website as well as the site of Mr.Huler</b></p>	<p>author, blogger, 2011 Piedmont Laureate for Nonfiction</p>	<p>As a writer, I'm supposed to either be terrified of eBooks, or shoveling my old dust-catching hardcopies into the recycling bin. I'm supposed to either be pining for the card catalog like Nicholson Baker or I'm supposed to be trolling the "scan the shelf" function and believing myself as satisfied with my virtual experiences as Ms.Pacman. Well, what if I'm perfectly happy with the improvements Google Books and the Nook have brought into my life, but I still want actual books and actual librarians to populate my library? What if I love Boolean searches but know that no electronic experience can ever--EVER-- replace wandering the shelves? What if I stand up and fight for an open stack ethic in a closed-stack, profit-making world? What if I want libraries to fight for their rights to be libraries?Business meetings, Officer Swearing In, Raffles-</p>	Conference Committee	Dale Cousins	<a href="mailto:dale.cousins@wakegov.com">dale.cousins@wakegov.com</a>	M-East & West
------------------	--	---	---	--	----------------------	--------------	--	---------------