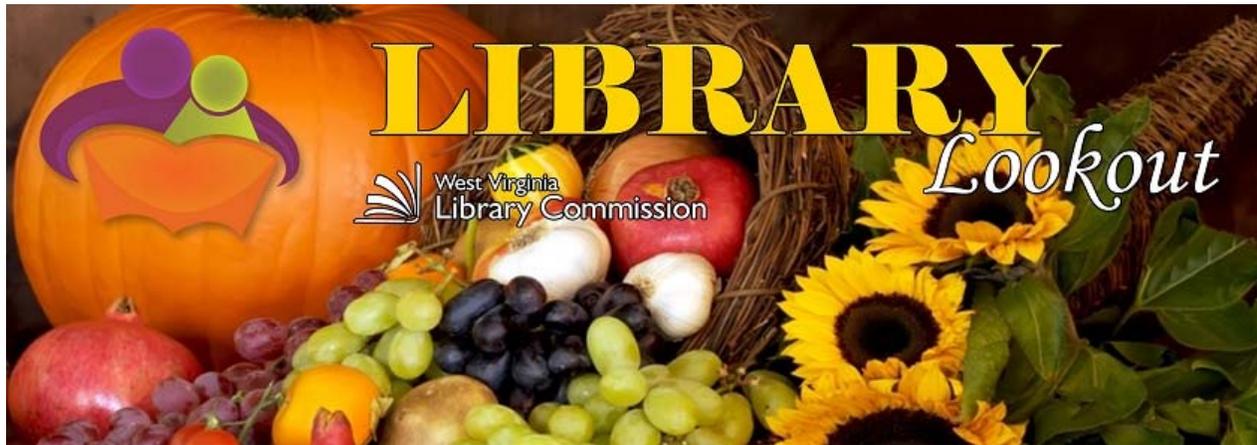


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West Virginia Library Commission (WVLC) Monthly Newsletter

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Issue 77

November 2017

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From the Secretary

November 2017

West Virginia Executive Magazine

West Virginia Executive Magazine recently asked me to write an article on how libraries impact the state. That article is featured in the magazine's latest online issue.

West Virginia's Public Libraries: Essential to a Successful State



West Virginia is home to more public libraries than Walmart stores and McDonalds combined. These libraries vary in size from 724 square feet to more than 66,000 square feet and in annual operating budgets from \$27,000 to \$8.1 million. They all have books, provide access points to cyberspace and preserve local history. Libraries develop and enhance multiple literacies, serve as community centers and connect people to jobs, educational opportunities, health resources, government services and each other. Libraries are free to use—but not free to run. [Read the entire article here.](#)



Remember to use all the tools in your tool box to remind residents and lawmakers about the importance of Public Libraries and the impact they have on every West Virginian!

Karen Goff

WVLC Executive Secretary



Trustees and Friends Groups

Libraries across the country celebrated National Friends of Libraries Week last month. Just as personal friends enhance our social lives; Friends of Libraries make a difference for the libraries they serve. Sally Gardner Reed, who retired as Executive Director of United for Libraries Association of Trustees, Advocates, Friends and Foundations this summer, states, *"Friends extend a library's capacity through dollar gifts, volunteer and program support, and through advocacy."*

The most effective Friends groups are well organized and work in conjunction with the library Board and library Director. The Trustee/Friends group relationship, just like the Trustee/Library Director relationship is a partnership with common goals and specific responsibilities. Those common goals might include: fundraising, library promotion and marketing, advocacy, immediate need such as a building project, and/or creation of a strong library volunteer force. However, the role of a Friend's group and the legal function of a library Board are not the same. The Board is legally responsible for overseeing the general operation of the library, establishing policy, planning; budgeting, and conducting public relations. Friends value the services of the library and are independently organized to support those services.

Even though the Board and the Friends are focused on the same general goal, the path to accomplishing that goal will be much smoother with a formal operating agreement between the Library and the Friends. This takes some time, energy, and expertise. It may seem unnecessary to well established groups but, in the *Libraries Need Friends* toolkit, Sally Gardner Reed says, *"Nothing has doomed the relationship between Friends and the Library more than misunderstandings about how the money and the time of the Friends group will be spent."*

A sample Trustees/Friends operating agreement is available on the [Trustees Page](#) on the WVLC website.

Links to the *Libraries Need Friends* toolkit, plus toolkits for academic and school library Friends are listed below.

- [Libraries Need Friends: Starting a Friends Group or Revitalizing the One You Have](#)
- [Academic Library Friends: A Toolkit for Getting Started – You Can Do This!](#)
- [Friends Groups: Critical Support for School Libraries](#)



100 Years of WVLA Conferences!

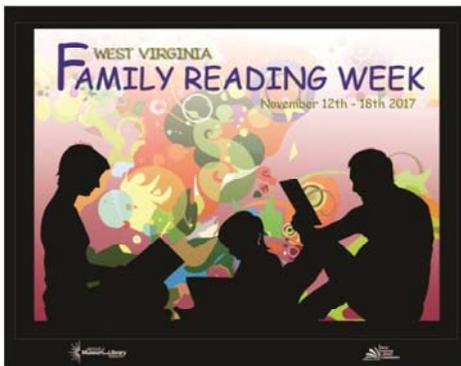
The WVLA gathers for its 100th conference this month in White Sulphur Springs. The annual event is scheduled for **November 8-10** at **The Greenbrier**.

This year's gathering is a little different with the WVLA working with the Southeastern Library Association (SELA) to hold a joint conference. Librarians from all across the southeast United States will be on hand.

For more information, contact the [WVLA](#).



WV Families Take Part in Family Reading Week



November 12-18 is West Virginia Family Reading Week.

Research shows that reading with children prepares them for school and improves academic development. It also brings families closer together.

The Library Commission encourages families and libraries to work together to promote reading during Family Reading Week.

Take time to encourage families to read aloud to their children. It's time well spent.

World Book Online is Now Available



The Library Commission has added World Book Online to its WVInfoDepot.org database selections. Included in the subscription are the following resources: World Book Kids, World Book Student; World Book Advanced; World Book Discover; Enciclopedia Estudiantil Hallazgos; Early World Of Learning, World Book eBooks, and World Book Timelines.

The URL to add this resource to your website is <http://www.worldbookonline.com/?subacct=M9518>.

The username and password to access the resource is different from the rest of the WVInfoDepot.org resources.

Username: 4west

Password: virginia

Several training videos are available for you to watch, when convenient:

[World Book Student](#); [World Book Advanced](#); [World Book Kids](#); [World Book Discover](#); [Enciclopedia Estudiantil Hallazgos](#).





Stories From The ALA

A Well-Traveled Message



The Libraries Transform campaign's "Because" statements contain powerful messages about the value of libraries. One Michigan library found they have the potential to go viral.

The Caro Area District Library placed the statement, "Because not everything on the internet is true," in big black letters on its marquee that faces traffic as people pass or turn into the library. After a photo of the sign was posted on Facebook, its popularity quickly spread on social media, reaching more than 2.5 million people.

The post proved so contagious that George Takei of "Star Trek" fame re-posted the picture, calling it, "A good read."

[Read more.](#)

25th Letters About Literature Contest is Underway!

For 25 years, the Library of Congress and the West Virginia Library Commission have sponsored the Letters About Literature contest. LAL is a national writing and reading competition for students in grades four through twelve.

Students choose a book, poem or speech that has had an impact on their view of the world, their personal lives, or both. Then they write a letter to the author, explaining why his or her work is important to them, and how it has affected them personally. Entries will be accepted beginning November 1, 2017, and must be postmarked by January 12, 2018.

State winners receive cash awards, are able to advance to the national competition, and are honored at a special

ceremony at the Culture Center at the state capitol. To get young readers in your area involved, send students and teachers to the WVLC website [Letters About Literature page](#) for more information.



Learn More



A Niche Academy trial invitation will be coming soon to your library. WVLC is assessing a new video tutorial collection geared especially for libraries. It's a learning platform that teaches the technical steps of using electronic resources in appealing videos. You embed the tutorials on your website where users are most likely to need them. That way, your patron does not leave your website.

As the resources your library offers evolve in applications and navigation, Niche Academy updates the tutorials. A wonderful feature allows libraries to create and upload their own tutorials for things such as Staff training. From how to use a handheld to how to navigate Kindle, training is covered by short videos. The simple, sequential instructions can be played as often as needed by the staff or patrons. Please help us evaluate this tool when the opportunity presents itself.

For more information, please contact Melissa Brown at melissa.i.brown@wv.gov or 1-800-642-9021, ext. 2082.

Melissa Brown

WVLC Continuing Education Consultant



- **November 8 - 10:** WVLA Annual Conference, White Sulphur Springs
 - **November 10 - Veterans Day:** WVLC is closed
 - **November 12 - 18:** West Virginia Family Reading Week
 - **November 17:** Library Commission Meeting, Culture Center, Charleston, 10 AM
 - **November 23 -24 - Thanksgiving Holiday:** WVLC is closed
-



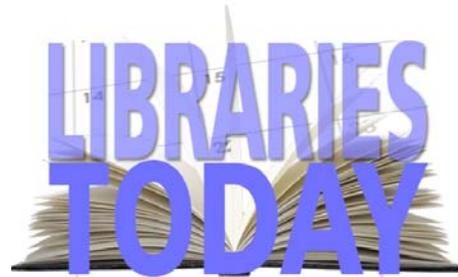
WEST
VIRGINIA
LIBRARIES
CREATE
NURSES



Check Out the November Edition of *Libraries Today*!

Most of the public libraries in West Virginia are part of a library system, consisting of main libraries and their branches. *Libraries Today* takes a closer look at how this system works when it pays a visit to the Hamlin-Lincoln County Public Library. The show also takes a peek at the WVLC's New Director's Training program in the November edition of *Libraries Today*.

Check out *Libraries Today* - now available on the Library Television Network's [YouTube Channel](#).



**WVLC Book
Discussion
GROUP**
JOIN
and
ADD
to the DISCUSSION!

With his daughter Cady and undersheriff Moretti otherwise engaged, Walt's on his own this Christmas Eve, so he agrees to help her.

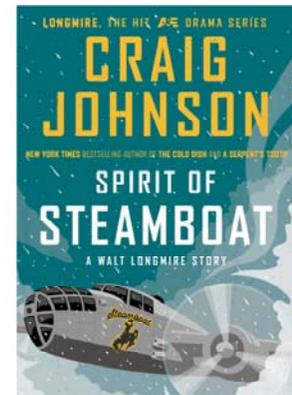
At the Durant Home for Assisted Living, Lucian is several tumblers into his Pappy Van Winkle's and swears he's never clapped eyes on the woman before. Disappointed, she whispers "Steamboat" and begins a story that takes them all back to Christmas Eve 1988—a story that will thrill and delight the bestselling series' devoted fans.

Featured Book of the Month!

Spirit of Steamboat

by Craig Johnson

Sheriff Walt Longmire is in his office reading *A Christmas Carol* when he is interrupted by a ghost of Christmas past: a young woman with a hairline scar and more than a few questions about his predecessor, Lucian Connally.



Contact Library & Development Services to request this book for your book group! 304-558-2041 or susan.p.bailey@wv.gov.

Free Money Smart Week Webinar

Get Ready for Money Smart Week 2018 with a Free Webinar, scheduled for November 1st, 3:00-4:00 pm.



Financial literacy is important to all communities, and libraries--of all types--can be part of the solution.

Through Money Smart Week, April 21 - 28, 2018, you can join hundreds of other libraries across the country helping individuals to better manage their personal finances.

Money Smart Week is a partnership between ALA and the Federal Reserve Bank of Chicago, through which libraries of all types provide financial literacy programming for all stages of life during. Retirees, school kids, college students--everyone can learn more to be better with money.

Learn from other librarians how Money Smart Week has been a great success for their libraries, and how it can be in yours. Get valuable programming and promotion ideas, tips on possible partners, and resources that make it easy for you.

Learn how easy it is for your library to participate in Money Smart Week 2018 by taking part in the Free Webinar on November 1!

[Register for the Free Seminar here.](#)

CONTINUING EDUCATION

New Director's Moment

by Melissa Brown

Thank you to all the New Director's that attended WVLC training last month. 19 Library systems out of 97 in the state were represented! Our goal is to ensure quality training, so please participate in the anonymous survey that will be sent soon.



For those of you who attended, you're probably still reeling from the volume of content covered. My hope is that you left Charleston with a new understanding of the intricacies of the job and with new connections from other libraries across the state.

At the end of the second day dealing with patron sensitivity, Elizabeth Frazer, Head of Reference Services at Kanawha County Public Library, shared the See a Needle resource for parents, teachers, and community members, which she included on her [Opioid Crisis Research Guide](#). Under the [Learning Lab Research Guides of KCPL](#), you will find plenty of additional information on the Opioid Crisis, including books, ebooks and Internet sites. Another guide full of organization contacts for help with housing, healthcare, disabled can be found under [Nonprofit and Grant Resources](#).



Feel free to contact Melissa Brown at melissa.j.brown@wv.gov with questions or comments.

[Click Here to Read More About the WVLC Continuing Education Requirements for Directors & Staff](#)

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|---|--|
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|  | <p>View Upcoming Webinars & Training</p> <p>CLICK HERE</p>  |
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Highlighted Content from WebJunction

- [Hunger and Libraries: Snacks, Backpacks and More](#): Autumn is an excellent time of year to highlight ways libraries are fighting hunger in their communities, and October is a great month to start planning for summer lunch and learning programs. This list of resources will help you explore how food insecurity is impacting your local community. We've also gathered ideas and inspiration from library staff who are teaming up with local partners to provide after-school snacks, breakfast before schools, backpacks with food to get kids through the weekend, and more.
- [Learn Free with the Goodwill Community Foundation](#): The Goodwill Community Foundation isn't a library, but is still pretty neat in its own right. One of the interesting programs they offer is called GCFLearnFree.org. This is a program that creates and provides quality online learning opportunities for anyone who wants to improve their technology, literacy, or math skills. Including more than 1,000 different lessons covering more than 90 topics, this is a great, free resource to help your patrons (or staff) learn new skills. This is a great tool for libraries to be aware of, either to help continue development among their own staff or to show to their patrons alongside other resources.

Upcoming Webinars

If you can't attend a live session, all WebJunction webinars are recorded and available for free in the [course catalog](#).

Beyond Food for Fines: Libraries, Food Banks and Feeding America

Thursday, November 1, 2017 ♦ 3:00 pm ♦ 1 hour

[Register here.](#)

In the United States, 1 in every 8 people face hunger. Food insecurity affects 42 million people and impacts every county in America, and libraries are increasingly involved in helping to fight hunger in their communities. Join us to

hear how [Feeding America](#), the nation's largest domestic hunger-relief network, a food bank, and a public library, are all helping to fight hunger. Learn how to assess food security and needs in your area and how to grow community awareness and understanding about hunger through programming or resources. Providing meals can become a key component of library programming, even serving as an incentive for families and children to attend. Explore a range of opportunities to address community hunger needs year-round, and learn how to reach out and engage with local food banks to connect patrons to food.

Presented by: **Christina Martinez**, Program Manager, Feeding America; **Kaia Keefe-Oates**, Feeding America Child Hunger Corps Member, Northern Illinois Food Bank, Geneva, IL; and **Elizabeth Lynch**, Teen Services Coordinator, Addison Public Library (IL)

Social Media Analytics: What to Measure and Why

Thursday, November 30, 2017 ♦ 2:00 pm ♦ 1.5 hours

[Register here.](#)

Now that you are using social media to engage with your community, how do you know if it's working? If you don't know where to start when planning your social media metrics, join us to learn the best methods to measure your library's social media outcomes. During this event, you will learn how to establish measurable goals, identify key performance indicators (KPIs), and evaluate your social media results.

This webinar is part two in a series hosted in collaboration with TechSoup.

Presented by: **Molly Bacon**, Social Media Manager, TechSoup for Libraries; and **Cherise Mead**, Librarian III, Marketing Team Lead, Mesa Public Library (AZ)

Events · WebJunction Events Calendar

WebJunction Events Calendar

To view a complete list of past WebJunction webinars, go to: [WebJunction Event Archives](#)

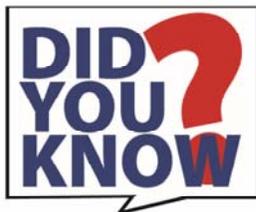


WebJunction webinars are live audiovisual programs that are conducted online via WebEx web conferencing. Anyone who has an internet connection can participate, listening to the audio broadcast through speakers or headset, or via phone. These **free** events allow you to meet and learn from library leaders and fellow library practitioners.

WebJunction's catalog of courses and webinar archives on library topics is now open to all library workers and volunteers across the nation. A certificate of completion is provided after you have completed any course or webinar that you enroll in.

[Catalog >](#)

Click to View >>



The Brooke County Public Library can trace its roots back to the late 19th century. The local Methodist Church established a library in Wellsburg in 1897, which served the community until a massive flood in 1936. Library service resumed three years later. Over the next three decades, the library was housed in a number of sites until moved to its present location in 1972. The Follansbee Branch opened in 1995. The system serves nearly 22,000 residents in Brooke County.

Mark Your Calendar!



- November:** Picture Book Month
Oct. 29 - Nov. 4: International Games Week
Nov. 8: National Cappuccino Day
Nov. 12 -18: West Virginia Family Reading Week
Nov. 13: World Kindness Day
Nov. 15: America Recycles Day
Nov. 21: World Television Day



You're the Super Star! Have a story to tell or a photo to share?
 Click Here to Email Us!

Any mention of services or products in this newsletter does not constitute an endorsement or recommendation. The use of any services or products should be evaluated on an individual basis. The West Virginia Library Commission provides no guarantee as to the security, reliability, or accuracy of information provided herein. Funding for West Virginia Library Commission programs and services, including this newsletter, is provided by the State of West Virginia. Funding for this newsletter is also provided by the U.S. Institute for Museum and Library Services under the provisions of the Grant to States Program as administered by the West Virginia Library Commission.



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Karen E. Goff

Executive Secretary

West Virginia Library Commission

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