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West Virginia Library Commission (WVLC) Monthly Newsletter

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Issue 80

February 2018

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From the Secretary

February 2018



Part of my responsibility as WVLC Executive Secretary is to speak to the House and Senate Finance committees annually about the importance of state library funding to the operation of local public libraries. Preparing for these presentations is tricky because I must be concise, very concise. The Finance committees have 60 days to complete their work which includes, but is certainly not limited to, listening to the budget presentations of multiple state agencies. According to the **Harvard Business Review**, the length of the average elevator ride in New York City is 118 seconds. That is just slightly less than the length of the Library Commission's presentation time.

The fiscal year 2018-19 state budget includes level funding for the Library Commission. The biggest percentage of the budget is Grants-in-Aid (GIA). That remains at \$5.09 per capita. In my presentation, I hope to assure legislators that this is a wise investment that benefits local libraries, the communities they serve, and the people who use them. As you visit with your legislators, the information below may help you reinforce that message.

The Library Commission administers **direct financial support** from the Lottery Education Fund to keep libraries open in 171 communities across the state. 42% of the libraries depend on it for 40% or more of annual operating income.

Lottery funds enable additional grants to 13 Service Center libraries that provide regional professional and administrative assistance to 65 smaller libraries. WVLC would like to increase these grants to more adequately compensate Service Centers.

A combination of State and Federal funds provides **indirect support**. General Revenue supports the staff positions essential to all services. Services such as maintaining State Library Network infrastructure that provides Internet access, email service, webpage hosting, and computer technical support to 147 libraries, and securing more than \$500,000 annually in E-Rate Reimbursement funding.

Other indirect services include:

- support of five library automation consortia serving 90 library systems;
- online databases like Learning Express Library;
- services to the visually impaired; and
- continuing education, consultation, and program services to all libraries.

Library Commission indirect support collectively saves local libraries hundreds of thousands of dollars annually while enabling those libraries to **create learners who value reading, education, and civic engagement**. The investment of Federal, State, and local funds is essential for libraries to meet the information needs of 21st century citizens. The West Virginia Library Commission is proud to be a catalyst in the process.



TRUSTEE TIPS

As the new West Virginia Library Association Trustees Division chair, I welcome the opportunity to facilitate learning opportunities and conversations among our state's 450 public library board members.

I've served the Cabell County Public Library as a trustee since 2014, and know that I'm still growing into my role. The duties and responsibilities of a board member run the gamut from mastering parliamentary procedure, to understanding financial reports, developing library policy, working with the director, public relations, advocacy, and more. In today's climate, as we face an opioid epidemic, funding challenges and a host of other issues, trustees need to be well-equipped to serve our communities effectively and pro-actively.

The resources offered by the West Virginia Library Commission, as well as the learning opportunities I've been able to take part in through the West Virginia Library Association have been vital in helping me to approach my board responsibilities with increasing knowledge and confidence.

All of us bring different experiences and skill sets to our boards of trustees, and there is always more to learn. I hope this year we can begin learning more from each other, for the betterment of all West Virginia's public libraries.

To assist in this effort, I have posted a Survey Monkey questionnaire exclusively for public library trustees in our

state. It consists of 11 questions and should take less than 5 minutes to complete online. The responses will not only help generate future workshop topics and presenters, but will help determine what resources and communication tools are most helpful to you, the board member.

The survey will be open at the following link through February 28:

<https://www.surveymonkey.com/r/wvlatrustees2018>

I thank you for your input, and look forward to serving you! Please feel free to contact me any time at

jeanetterowsey@gmail.com.

Jeanette M. Rowsey, APR



Engelbert to Retire



Long time Kanawha County Public Library Director Alan Engelbert has announced his retirement, effective this July. He has run the state's largest public library system since being named director in 2007. Alan's tenure has been marked by a major funding fight with Kanawha County schools, a devastating flood that destroyed the Clendenin Public Library in 2016, and an upcoming \$27 million renovation of the library system's main branch in Charleston.

Parkersburg-Wood County Public Library Holds Grand Reopening

The Parkersburg-Wood County Public Library has completed its multi-million dollar renovation project of the main library in Parkersburg, and will hold a reopening event this month. The ceremony is scheduled for Saturday, February 17th at 11 am.



Hannan Public Library Closes



The Mason County Library Board has voted to close the Hannan Public Library due to funding issues. The Hannan PL was one of 3 branches in Mason County and was located in Ashton. The library celebrated its 30th anniversary in 2016.

U.S. Librarian of Congress to Visit the Mountain State



Carla Hayden, U.S. Librarian of Congress, is scheduled to pay a visit to West Virginia in February. Ms. Hayden will be speaking at Marshall University on Wednesday the 21st and



visiting Mary C. Snow West Side Elementary, Kanawha County Public Library, and the Library Commission in Charleston on Thursday the 22nd. The trip is being coordinated by Senator Shelley Moore Capito's office, and the Senator will be accompanying Dr. Hayden.

Dr. Hayden is the first woman, first African American, and first professional librarian to lead the Library of Congress in over 60 years. In a 2003 Ms. Magazine profile of Hayden, she spoke about libraries, "Libraries are a cornerstone of democracy—where information is free and equally available to everyone. People tend to take that for granted, and they don't realize what is at stake when that is put at risk."

2017 WVLC Reports Now Available

The 2017 Annual Report and the 2017 Statistical Report are now available on the WVLC website. To view the latest reports, please visit the [Library Commission Publications page](#). Annual and Statistical Reports from prior years, as well as archived Library Lookout editions, are also available.

Virtual Reality



The Kanawha County Public Library rolled out a new Virtual Reality program at its Riverside branch last month. The library offered a training session which allowed attendees to try out its Virtual Reality headsets using cell phones and the Google Cardboard app. The Virtual Reality program is primarily designed for adults, teens and tweens.



A Year of Kindness

In February Volunteer West Virginia kicks-off a Year of Kindness in West Virginia!

The goal is simple - to spread volunteerism and kindness across the state.



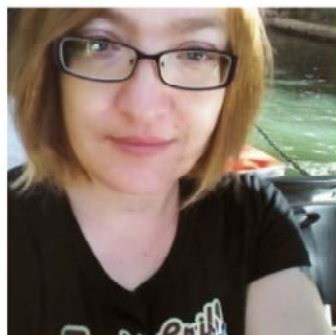
The statewide **Be Kind** campaign will feature radio ads, billboards, & other forms of advertising directing West Virginians to volunteer projects listed on the [Volunteer West Virginia](#) website.

Soak up this **free advertising** by [listing your volunteer opportunity today!](#)



Stories From The ALA

Librarians Who Wikipedia: Susan Barnum, El Paso Public Library



Susan Barnum, Public Services Librarian at El Paso Public Library, taught herself to edit Wikipedia to improve the quality of information online. She also incorporates editing into her librarianship, editing Wikipedia articles in response to patron requests. Barnum has made more than 24,000 edits and created nearly 300 articles, giving special attention to Wikipedia's coverage of Texas, biographies of women and women's history.

[Read more](#) on how this librarian uses Wikipedia to supplement her library and help her patrons gather accurate information in the digital age..

Learn More

Homelessness



Sometimes, serving the public is the most difficult part of our job. With the failing economy, high unemployment and high drug use in our state, we find the public libraries full of homeless patrons. It's a challenge to figure out the best way to serve each patron; adding the burden of homelessness makes properly serving a patron a bit more challenging. I've found a knowledgeable source to help in Ryan Dowd, who has spent most of his career as an Executive Director of a large Chicago homeless shelter. His new book published by ALA will be out this year titled *The Librarian's Guide to Homelessness: An Empathy-Driven*

Approach to Solving Problems, Preventing Conflict, and Serving Everyone.

[Here](#) is a good website page from Dowd with suggestions on how to handle body odor, sleeping/snoring, panhandling, delusional patrons, and empathy-driven enforcement. The webinar does require a fee, but don't worry, you can check out his YouTube video from 2013, [A Librarian's Guide to Homelessness](#) or sign up for his live webinar [Homeless Patrons & the Public Library](#) airing February 22.

If you have any questions or comments, please contact me at melissa.j.brown@wv.gov or 304-558-2045.

Remember to sign up for the closed group Facebook page: *West Virginia Library Directors and Branch Managers* to keep up in real time.

Melissa Brown

WVLC Continuing Education Consultant



- **February 5** - Library Day at the Legislature
- **February 5** - Library Commission Meeting, 3:30 in the Childers Room at the Culture Center
- **February 14**: Valentine's Day
- **February 19 - President's Day**: WVLC is closed
- **Fayette County Public Library**: Job opening for a new director
- **Hamlin-Lincoln County Public Library**: Job opening for a new director
- **Kanawha County Public Library**: Job opening for an assistant director

A Look Back at 2017 on *Libraries Today!*

The WVLC TV Studio looks back at 2017 in the latest edition of *Libraries Today*. The February edition highlights the best of 2017, including visits to school libraries in Charleston, the Drinko Library on the campus of Marshall University, the Archives and History Library on the Capitol complex, and public libraries in Gilmer, Lincoln, and Berkeley Counties.

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



JOIN
and
ADD

**WVLC Book
Discussion
GROUP**

Featured Book of the Month!

This Dark Road to Mercy

by Wiley Cash

The critically acclaimed author of the New York Times bestseller *A Land More Kind Than Home* returns with

to the DISCUSSION!

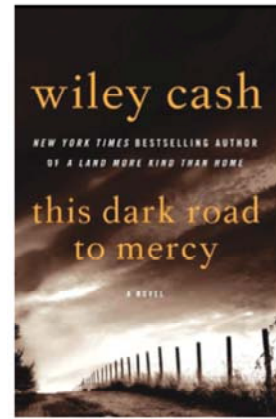
a resonant novel of love and atonement, blood and vengeance, set in western

North Carolina, involving two young sisters, a wayward father, and an enemy determined to see him pay for his sins.

After their mother's unexpected death, twelve-year-old Easter and her six-year-old sister Ruby are adjusting to life in foster care when their errant father, Wade, suddenly appears. Since Wade signed away his legal rights, the only way he can get his daughters back is to steal them away in the night.

Brady Weller, the girls' court-appointed guardian, begins looking for Wade, and he quickly turns up unsettling information linking Wade to a recent armored car heist, one with a whopping \$14.5 million missing. But Brady Weller isn't the only one hunting the desperate father. Robert Pruitt, a shady and mercurial man nursing a years-old vendetta, is also determined to find Wade and claim his due.

Narrated by a trio of alternating voices, *This Dark Road to Mercy* is a story about the indelible power of family and the primal desire to outrun a past that refuses to let go.



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

CONTINUING EDUCATION

New Director's Moment

by Melissa Brown, Continuing Education Consultant

Marketing in the digital age seems daunting. If you want to hone your marketing game, perhaps Jay Wilkinson's *Online Tools that Help Nonprofits Learn, Listen & Engage* is a good place to start. The webinar includes a 5 minute sales presentation, but is still worth the watch. Get in on the ground floor of social media with effective tools to increase your efficiency. No librarian wants to spend a lot of time on marketing when that is one role of many.



Wilkinson emphasizes the digital tools he uses. As with everything digital, you have multiple options for each tool - pick one that works for you. Wilkinson describes why he uses the chosen tools and goes to real time execution to see them actively working.

He is the coauthor of the book *Captivate and Engage: The definitive Guide for Nonprofit Websites*. A repeat live webinar is available on Wednesday, February 7 through firespring.org. There are other webinars to check out as well.

If you find something worthwhile, please share with me at melissa.j.brown@wv.gov or call 1-800-642-9021. Be sure to friend me on Facebook so that I can easily add you to our closed FB group.

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

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

These resources can help you strengthen your library and services to the community, explore them today!

- [New Webinars and Courses Added to the WebJunction Catalog](#): In 2017, a lot of new and updated content was added to the WebJunction catalog. You'll find fresh learning on topics including advocacy, organizational management, outreach and programming. You'll now find **over 300 webinar recordings and courses** produced by WebJunction or by one of our content collaborators including TechSoup, Infopeople, ALCTS and the Nebraska Library Commission.
- [Social Library](#): Check out these libraries leveraging Facebook in innovative ways. From a fun movie tie-in contest to a reading challenge, and from staff favorites to over-flowing book drops, these social libraries are sure to inspire you in your work! You can always reach out and share what your library is doing through social@webjunction.org.

Upcoming Webinars

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

Lunch at the Library: Nourishing Bodies and Minds

Tuesday, February 6, 2018 ♦ 3:00 pm ♦ 1 hour

[Register here](#).

For too many children and teens, summer is a time of hunger and learning loss. Libraries offer the perfect environment to combat childhood hunger and obesity while preventing summer learning loss by offering free, healthy lunch to kids through the USDA Summer Food Service Program. In California, Lunch at the Library was developed to provide tailored support to library staff, offering tools to develop successful public library summer meal programs that draw new families to the library, foster community partnerships, and engage families with learning and enrichment opportunities while school is out. Join us for this webinar to learn about the tools and practical tips for starting or expanding a USDA summer meals site and incorporating lunches into your summer

reading program. Even if you've been offering summer lunches for years, you'll come away inspired and ready to plan.

Presented by: **Trish Garone**, Programs Manager, California Library Association; **Patrice Chamberlain**, Executive Director, California Summer Meal Coalition; and **Jasmin LoBasso**, Marketing & Promotions, Kern County Library (CA)

Homelessness in Small and Rural Communities: Libraries Can Help!

Wednesday, February 21, 2018 ♦ 3:00 pm ♦ 1 hour

[Register here.](#)

Homelessness means having no predictable and safe place to sleep. Libraries in rural and small communities are often a source of information and daytime shelter for individuals facing homelessness or housing insecurity. In an already busy library with limited resources, staff may be challenged to respond to the needs of these patrons and to cope with compassion fatigue. This webinar will provide practical insights on providing services to people who don't have stable housing. Learn how to create an environment that feels welcoming, informative and supportive, including ideas for reducing policy barriers. Learn how to host conversations that explore public perceptions, help to debunk myths around homelessness, and strengthen community ties.

This webinar is hosted in collaboration with the [Association for Rural and Small Libraries](#).

Presented by: **Mallory Pillard**, Director, Carnegie Public Library, Trinidad, CO; and **Sara Zettervall**, Founder, [Whole Person Librarianship](#), and Community Engagement Librarian, Hennepin County Library, MN

Events - WebJunction Events Calendar

WebJunction Events Calendar

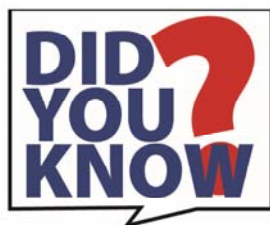
To view a complete list of past WebJunction webinars, go to: [WebJunction Event Archives](#)



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 Fayette County Public Library system consists of the main library in Oak Hill and five branches, as well as an administrative building. The system's first branch was established in 1959 in Fayetteville. That was followed with branches in Mt. Hope in 1971, Ansted in 1976, Montgomery in 1977 and Meadow Bridge in 1985. An administrative building was built in 1979. The Fayette County libraries serve nearly 48,000 residents.

Mark Your Calendar!



- February:** Black History Month
- February:** National Library Lovers Month
- February 3:** Take Your Child to the Library Day
- February 6:** Safer Internet Day
- February 12:** Lincoln's Birthday
- February 14:** Valentine's Day
- February 19:** President's Day
- February 22:** Washington's Birthday
- February 22:** Digital Learning 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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