

# 2018 Azalea Coast Library Association Conference

## Description and Schedule

The Azalea Coast Library Association (ACLA) One-Day Conference in Wilmington, NC will be held on Friday, April 20, 2018 at The New Hanover County Public Library, Main Library located on 201 Chestnut Street in beautiful and historic downtown Wilmington, NC. ACLA is especially pleased to announce that the Keynote Speaker will be Wanda Brown, Director of Library Services at Winston-Salem State University. More info on Wanda Brown: <https://www.wssu.edu/profiles/brownwa/>

### Registration

\$25 Early Bird Registration opens on February 1, 2018

\$30 Registration after March 15, 2018

Registration includes light breakfast, lunch, [parking](#), and access to all sessions. Questions? Contact us! [azaleacoastlibraries@gmail.com](mailto:azaleacoastlibraries@gmail.com)

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### Schedule:

**9:00am - 9:30am: Check-in/Coffee/Snacks**

**9:30am - 11:00am: Keynote Address from Wanda Brown, Winston-Salem State University with NC LIVE and State Library of North Carolina updates**

**11:15am - 12:00pm: Breakout Session #1**

**How to Encourage and Enable Healthy Movement in Libraries** -- Dr. Noah Lenstra (University of North Carolina Greensboro)

*Audience(s): Public Libraries*

*Themes(s): Programming, Collaboration*

Public libraries throughout the nation are developing fun ways to encourage and enable healthy movement in their communities. According to the CDC, regular physical activity is one of the most important things you can do for your health. Attend this how-to session to create a plan that you will be able to use to develop movement-based programming in your library. Learn how to form and sustain partnerships with other libraries and organizations. Although the primary audience for this session is public library staff, academic and school librarians are encouraged to attend! A growing number of

academic libraries now circulate recreational equipment, hold yoga classes during finals, or host active study equipment. By the end of this fun, interactive session, participants will be ready to encourage and enable healthy movement through new library programs and services.

**Low Morale Development in Academic Librarians** -- Kaetrena Davis Kendrick (University of South Carolina Lancaster)

*Audience(s): Academic/College Libraries*

*Theme(s): Administrative/Supervisory*

What do you think of when you hear the term "low-morale"? While issues of compensation, job creep, opaque communication from leadership, and related items are not new to LIS spheres, a recent study shows that workplace incivility, toxicity, and abuse have a much higher impact on the development of low morale -- often with long-term effects. Session attendees will be able to trace how the low-morale experience develops, recognize how it affects librarians working in academic library environments, and identify the behaviors and systems that induce this experience.

**Promoting Primary Source Literacy on Campus and in the Community** -- Keith Gorman & Kathelene McCarty Smith (University of North Carolina Greensboro)

*Audience(s): Academic/College Libraries*

*Theme(s): Marketing, Library Instruction*

Increasingly, trends in libraries reflect the importance of teaching with primary sources in colleges and universities, K-12 classrooms, and in community venues. The opportunity to examine and analyze original material is vital to developing skills in critical thinking, historical perspective, and complex research. Yet, to reach the students, you must first engage the teacher. Often, information specialists have only one chance, whether it is by correspondence or a meeting, to create a narrative that will link their unique collections and instructional methods with individual class curricula. This highly interactive session will feature several case studies of how the staff at UNC Greensboro's University Libraries creatively engaged university professors, K-12 educators, and community organizations to craft classroom experiences directly involving special collections. The presenters will also facilitate a discussion and hands-on activity focusing on the "nuts and bolts" of recruiting instructors, creating an engaging narrative that will connect teaching objectives with related collections, and collaborating on a workable curriculum using primary source material.

**12:00pm - 1:00pm: Lunch**

**1:00pm - 1:30pm: Poster Presentations**

**Assessing Awareness and Satisfaction of Library Resources and Services for Online Students** -- Melissa Raymer, Stephanie Crowe, John Osinski, and Anne Pemberton (University of North Carolina Wilmington)

*Audience(s): Academic/College Libraries*

*Theme(s): Assessment, User Experience*

In Fall 2017, a team of librarians at the University of North Carolina Wilmington (UNCW), led by the Distance Learning Librarian, created and administered an online survey of students enrolled in online courses to assess their awareness of and satisfaction with library resources and services. A critical component of distance learning student success is their ability to easily access appropriate and useful library resources and services. In the survey, we sought to measure online students' comfort in using various library technologies, their frequency of use of library resources (including subscription databases and online guides), their frequency of use of library services (including liaison librarian research assistance), and their overall satisfaction level with library resources and services. The survey instrument will be shared in the poster session as well as the results of the survey and the potential changes the library is considering based on the survey results.

**Click-through Tracking: A Successful Way to Track Electronic Government Documents Usage --**

Beth Thompson, Jason Fleming, Steve Williamson, and Elliot Simpson (University of North Carolina Wilmington)

*Audience(s): Academic/College Libraries*

*Theme(s): Technology*

Randall Library has an extensive Government Documents collection and so we keep statistics of how often the print resources are used. Within the last few years, many of these are either now available online or are born as a digital resource. We bring in hundreds of records for these electronic resources and websites every month. We wanted to find a way to count how often these resources are accessed through our catalog. Our library IT department created the process of click-through tracking that would provide monthly usage statistics of these valuable resources, and also show if there are any linking issues. Our poster will demonstrate what click-through tracking is, how it was created, how it is implemented, and what the outcome looks like.

**Digital Kiosk -- Virginia Sharp March (Onslow County Public Library)**

*Audience(s): Public Libraries*

*Theme(s): Technology, Collaboration*

The Digital Kiosk at Albert J Ellis Airport, which is a library project, enables travelers with a compatible electronic device (cell phone, tablet or laptop) to choose an eBook or audiobook and download it from the library's digital collection. If a traveler does not have a library card from Onslow County Public Library, a temporary card is issued which allows the patron to check out two digital items for use. The 84" x 32" PowerTower contains OverDrive software and features a 50" interactive touchscreen with a 24-device charging station. This is the county's, and North Carolina's, first digital branch designed specifically for mobile users. With a median age of only 26 years old, as reported by the U.S. Census Bureau, Onslow County's population is inclined to be tech savvy and enthusiastic to innovation. OCPL

hopes to capture the attention of over 300,000 travelers arriving and departing from the airport annually.

**First Steps Towards a Makerspace: Getting a 3D Printer and Scanner** -- Vincent Chip Larkin & Ian Boucher (North Carolina Wesleyan College)

*Audience(s): Academic/College Libraries*

*Theme(s): Technology*

For a small college library, it can be hard to establish a full scale makerspace. So we started with a 3D printer, 3D scanner and a worktable on wheels to pilot our maker program, which we debuted in the fall of 2017. This presentation will explore the process of choosing a 3D printer and scanner, including options for lower priced models as well as more established/expensive workhorse machines; deciding how much to charge per print and the difficulties of reliably estimating material and maintenance costs; the wealth of free and low cost software and resources available for makers; working with faculty, administration and staff to get the project started; and the reactions to the availability of 3D printing and scanning services from students, faculty and staff in our initial semesters of operation.

**Integrating SMS Into Library Services** -- Jason Fleming & Garret Corbett (University of North Carolina Wilmington)

*Audience(s): Academic/College Libraries*

*Theme(s): Technology, Marketing, Customer Service*

Randall Library at the University of North Carolina Wilmington (UNCW) has negotiated the purchase of Twilio SMS service. Using their development toolkit, we have integrated several numbers into various library services. We can now notify ILL patrons about their requests, users can text us questions that come in to our chat service, and users can text themselves call #'s from our catalog. Over the Fall of 2017, UNCW ran an escape room and as part of the reservation system for that we enabled an option to receive text messages that was heavily used. The next project we are working on is to send them notifications using text messages from our Integrated Library System that currently come in as emails. This poster will include coding and explain how we were able to integrate this technology.

**North Carolina State Government Digital Publications Collection – Current and Historic** -- Denise Jones (State Library of North Carolina) & Adina Riggins (University of North Carolina Wilmington)

*Audience(s): Academic/College Libraries, School Libraries, Public Libraries*

*Theme(s): Research, Reference*

The Government and Heritage Library (part of the State Library of North Carolina) is the official permanent depository for all publications of state government and state agencies. For many years, this meant paper publications but now there is a large and rapidly growing digital collection of state government publications, [ncgovdocs.org](http://ncgovdocs.org). Some of these are new born-digital publications and some are

older print publications that the GHIL has digitized for the collection. Agencies in North Carolina state government publish on a wide range of subject matter, including health, agriculture, biotechnology, employment, environment, education, commerce and more. Students, educators and researchers have full online access to important state agency publications. We will demonstrate how to utilize this collection, how this collection has proven useful for research projects on UNCW history, and discuss the benefits of collaborating with the GHIL to add born-digital or legacy publications of local interest to this statewide digital collection.

**One Size Does Not Fit All: A Programmatic Approach to Course-Integrated Library Information Literacy Assessment in an Academic Library** -- Lisa Coats, Stephanie Crowe, Peter Fritzler, and Anne Pemberton (University of North Carolina Wilmington)

*Audience(s): Academic/College Libraries*

*Theme(s): Library Instruction, Assessment*

Randall Library at the University of North Carolina Wilmington (UNCW) has implemented a course-integrated approach to information literacy (IL) instruction assessment. UNCW librarians have created assessment tools to measure student learning outcomes for IL components across multiple academic departments. This poster will describe the instruments used to evaluate IL outcomes in UNI 101/201 (First-Year Seminar), ENG 101/201 (College Writing and Reading I and II), COM 200 (Research Methods in Communication Studies), HST 290 (The Practice of History), and EVS 495 (Seminar in Environmental Studies). Each course is designated as an IL-intensive course within the general education curriculum.

**Transforming Libraries** -- Valerie Freeman & Rebecca Freeman (Johnson & Wales University)

*Audience(s): All Library Spaces*

*Theme(s): Programming, Marketing*

Are you looking to transform your library space, but have limited funds? Instead of throwing in the towel, be creative. This poster will discuss the theory behind being creative with your space, community, and outreach. It will also include some examples of ways to utilize your resources to provide the needed connections. This poster is based off a recent book release, *Creating a New Library: Recipes for Transformation*.

**1:30pm - 2:15pm: Breakout Session #2**

**Is Anything Really Free? UNCG's Experience with Implementing Summon Through NC LIVE** -- Terry Brandsma (University of North Carolina Greensboro)

*Audience(s): NCLive Libraries*

*Theme(s): Technology*

Through a recent agreement between NC LIVE and ProQuest, all NC LIVE member libraries now have the opportunity to implement their own instance of Summon, a discovery service that can search both your electronic and print collections, at no cost to the library! But is it really free? Learn about the implementation process at UNC Greensboro, our experiences at each step, and what will be required of your library, before you take the plunge.

**Like, Tweet, Pin: A Guide to Growing Your Library's Social Media Presence** -- Dawn Behrend  
(Lenoir-Rhyne University)

*Audience(s): Academic/College Libraries*

*Theme(s): Technology, Marketing, Social Media*

Social media is a vital tool for libraries to remain in touch with their constituents and market their resources and services. The Carl A. Rudisill Library at Lenoir-Rhyne University (LRU), a liberal arts university, maintains an active social media presence including Facebook, Twitter, Instagram, and Pinterest. A recent study by Western Carolina University ranked the Rudisill Library as fourth in the state in its increase by Likes, with a 49% increase demonstrated from March 2016 to October 2017. Instruction and Reference Librarian, Dawn Behrend, manages the social media program for the Rudisill Library and will share tips and best practices that are applicable to making the best use of social media for any library. In addition, the Rudisill Library began to employ a student worker in Fall 2017 to assist with social media duties. Ms. Behrend will discuss the training needs of student workers providing social media services, and ways in which the use of student workers can increase engagement with the student population overall. A handout will be provided for attendees with best practices as well as a bibliography of resources to help start or improve their library's social media presence.

**What Do I Do With THIS?! Cataloging Genealogy Collection Materials** -- Sonia Archer-Capuzzo  
(University of North Carolina Greensboro)

*Audience(s): Public Libraries*

*Theme(s): Technology, Collaboration, Cataloging & Archiving*

Genealogy collections are an important part of many public libraries, and we all know that they need special treatment. However, the focus of most research and training is on the public services side of things. What about the catalogers? They have to deal with unpublished manuscripts, non-book materials, finding aids, accessibility issues in the catalog, and more. This presentation will explain many of those challenges and offer some easy solutions. For example, what should a cataloger do when record-level information is only available in a finding aid that's not searchable in the library's OPAC? We'll talk about cataloging finding aids, complete with links to the actual document as a way to provide a bridge from the OPAC to the genealogy department's records. Examples of effective solutions will provide grounding in actual practice. This presentation will help catalogers, archivists, and genealogy librarians at public libraries find solutions to common problems and ways to work together to make genealogy collections more accessible for patrons.

## **2:30pm - 3:15pm: Breakout Session #3**

### **Hand-Selling Library Programs -- Anna Ward (Wake County Public Libraries)**

*Audience(s): Public Libraries*

*Theme(s): Programming, Marketing*

Let's face it: Library programs don't sell themselves. Preconceived notions of what programs entail often make it difficult for traditional PR, like flyers or social media posts, to do programs justice. Hand-selling uses sales and marketing techniques to turn patron interactions into a way of showcasing what programs in your library have to offer. Increasing attendance doesn't just come from innovation and quality, but also from the number of patrons you reach. The components of hand-selling don't require a grant or a budget increase, they require a higher level of staff communication and a new approach to customer service. Hand-selling gives library staff the unique opportunity to learn to "sell" something that's free, and in the process not only engage patrons, but also increase program attendance, circulation, and staff engagement. This session will focus on the five best practices for hand-selling library programs, including displays, upselling and strategies to engage library staff.

### **Information Moshing: Open Educational Resources, What Are They, Where Are They and What Can We Do With Them? -- Heather Seibert (East Carolina University)**

*Audience(s): All Libraries*

*Theme(s): Collaboration, Customer Service, Open Educational Resources*

Open Education Resources (OERs) are becoming more common throughout educational institutions; however, there is still a need for conversation and to promote the free resources that are available. OERs can be used as an outreach tool for patrons to gain access to works and materials that may only be available for a fee through a paid educational institution, school or for profit entities. OERs can be used as supplements or core learning for homeschool families that are on limited budgets, patrons seeking free material for lifelong learning, students in higher education, active military, as well as a tool for discovery. However, there are some common misconceptions of OER's that will be discussed, including accessibility, copyright, and compliance. The presenter will be discuss what OERs are as well as their place in our communities. This presentation will also be covering the basics of where to find OERs, suggestions on how to provide access and information, providing examples of OERs and touching briefly on modifying OER's, CC licenses and open textbook programs. This presentation is well suited for academic, public and school libraries as each have patrons that would benefit from Open Educational Resources.

### **Transforming a Small Academic Library -- Richard Moniz & Valerie Freeman (Johnson & Wales University)**

*Audience(s): Academic/College Libraries*

*Theme(s): Technology, Marketing, Customer Service, Administrative/Supervisory*

It's common knowledge that libraries need to adapt to meet the needs of the future. One indicator has been a proliferation of literature in this area in recent years. The main themes are incorporation of new technology, the minimization of the footprint taken up by collections, and the creation of more flexible and collaborative spaces for patrons. While the "gold standard" for academic libraries may be projects such as the Hunt Library at NC State, many librarians at smaller libraries have embarked on renovations as well. By 2015, it became clear that JWU Library, opened more than a decade earlier, was in need of updating. With the support of the Vice President and Dean of Academic Affairs, the Director of Library Services and library staff embarked on a process of collecting data and meeting with a variety of stakeholders to develop a new plan for the JWU Library. The presenters will describe and show how the process followed in such a way as to cover elements that may assist other libraries interested in transforming their space.

**3:30pm - 4:00pm: Closing Session w/Door Prize Raffle**

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Questions? Contact us! [azaleacoastlibraries@gmail.com](mailto:azaleacoastlibraries@gmail.com)