

LIBRARIES
MAKE IT HAPPEN
SCLA CONFERENCE 2017
OCTOBER 11-13 • COLUMBIA.SC



WELCOME



On behalf of the SCLA Executive Committee, I am delighted to welcome you to the South Carolina Library Association Annual Conference, which brings together library leaders and innovators from around the state. Many thanks to Jimmie Epling and the Conference Planning Committee for all of their hard work in preparing this conference experience for you!

We are happy to see so many of you returning year after year, and we are honored that with all of the available opportunities for development, you choose to spend this precious time with us. We are truly thankful for your loyalty, and we know that you keep coming back because we offer something different, something valuable, and something that helps you grow your library and advance your career.

If you have never been to an SCLA conference, we offer you a warm welcome to our community, and are confident that you will find this an experience to remember. We learn from each other, and we have so many loyal members that are willing to share. We encourage you to join in the fun!

It has been a genuine honor and privilege to serve SCLA over the past six years, including this past year as President. Thank you for your encouragement and faith in me in steering this great ship. I look forward to many more years of friendship, learning, and collaboration.

Amber Conger
SCLA President



"Libraries Make It Happen" in your community because of YOU! The power to change lives in your community is in your hands as a library staff member or supporter, if you are willing to take it.

The 2017 SCLA Conference is your opportunity to discover new ideas, cutting edge techniques, and hear stories of how you and your library can create opportunities for exploration, innovation, and transformation in the communities you serve from state and national colleagues. By attending this year's SCLA conference, you have accepted a calling, regardless of whether you are a newly minted librarian fresh out of library school or a veteran of many years experience, to seek out new ways to "make it happen" in your library for those you serve.

This year's Conference has something that will appeal to everyone working in South Carolina libraries! There are two preconference sessions, three general sessions featuring nationally recognized speakers, four receptions, over a dozen poster sessions, and more than two score of breakout sessions on a wide variety of timely topics and issues. Just take a glance through this conference program to see what is happening!

One source of ideas and inspiration not to be missed is our vendors. Regardless of where you serve in your library's organization, vendors are happy to share with you. They can be invaluable sources for information on products, services, programs, and collections you can use to expand and enrich your library to meet your customers' needs.

This year's Conference would not be possible without the efforts of our presenters, sponsors, exhibitors, the Conference Planning Committee, SCLA Executive Director Donald Wood, SCLA President Amber Conger, and many dedicated volunteers. It has been a pleasure working with such a committed group of professionals.

Our goal for this year's conference is that you return to your library inspired and empowered to "Make It Happen" for those you serve!

Jimmie Epling
SCLA First Vice-President

KEYNOTE SPEAKERS



Kristin Pekoll

First General Session

Wednesday, October 11th

Kristin Pekoll is Assistant Director of ALA's Office for Intellectual Freedom (OIF). She is part of a five person team dedicated to promoting the right to read and providing education about the First Amendment. Kristin shines a light on current book challenges in libraries and schools and advocates for access to information. As a former small town librarian, she is most passionate about supporting teachers and librarians in education and on the front lines.

Ms. Pekoll and Marci Merola, Director of the ALA Office for Library Advocacy, will conduct the pre-conference ALA Advocacy Boot Camp on Wednesday, Oct. 11th.



John Chrastka

Second General Session

Thursday, October 12th

John Chrastka is Executive Director of EveryLibrary, the first nationwide political action committee for libraries. Since 2013, EveryLibrary has helped 63 library communities with ballot measures for funding, operations, and buildings, winning 46 and securing over \$220 million in funding on Election Days. A long-time library trustee, supporter and advocate, Mr. Chrastka is a former president of the Board of Trustees for the Berwyn (IL) Public Library (2006 – 2015) and is a former president of the Reaching Across Illinois Libraries System (RAILS), a multi-type library system. Prior to his work on EveryLibrary, he was a partner in AssociaDirect, a Chicago-based consultancy focused on supporting associations in membership recruitment, conference, and governance activities, and was Director for Membership Development at the American Library Association (ALA). He is a current member of ALA, the Illinois Library Association (ILA), and the American Political Sciences Association (APSA). He was named a 2014 Mover & Shaker by Library Journal for his work with EveryLibrary. He tweets at @mrchrastka.



Pam Sandlian Smith

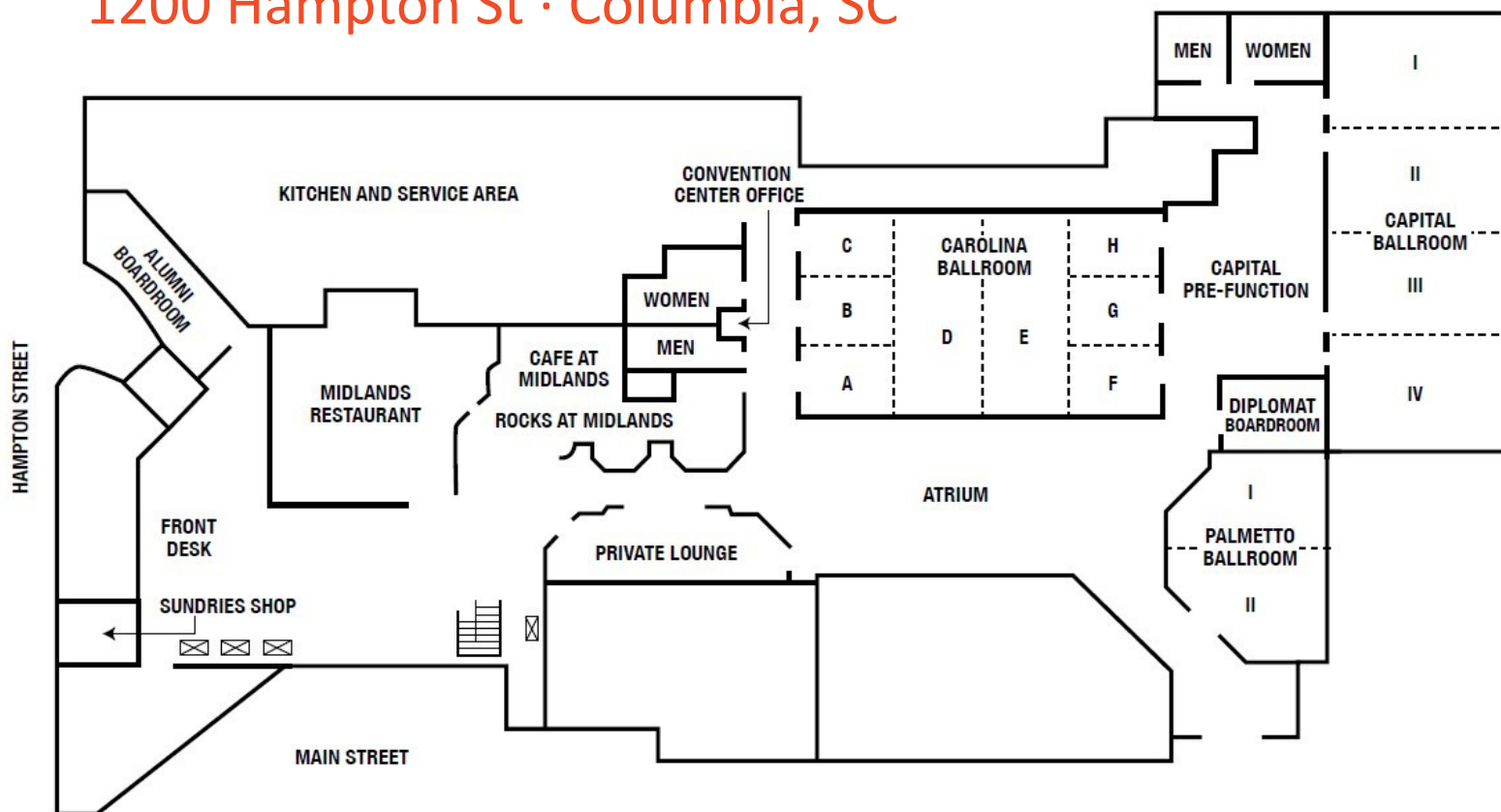
Third General Session

Friday, October 13th

Pam Sandlian Smith is the Director of Anythink Libraries in Adams County, Colorado, just north of Denver. Through her leadership, the public library system went from being the worst funded system in the state of Colorado to one of the most recognized library brands nationwide by creating an entirely new service model. Anythink was awarded the 2010 National Medal for Museum and Library Service, the 2011 John Cotton Dana Award for Outstanding Public Relations, and the Library Journal 2011 Landmark Libraries award. Pam was the 2010 Colorado Librarian of the Year and the recipient of the 2012 Charlie Robinson Award for innovation and risk taking. She has also been honored for her work in library technology innovation and early literacy projects. Through her speaking and writing, Sandlian Smith stimulates discussions on innovation, creativity and participation in libraries worldwide.

THE MARRIOTT

1200 Hampton St • Columbia, SC



HOTEL PARKING

Located at 1400 Sumter Street
(corner of Hampton and Sumter streets)

\$12 per day for self parking
\$25 per day for valet parking

AIRPORT

Columbia Metropolitan Airport
3250 Airport Boulevard
West Columbia, SC 29170

CITY PARKING GARAGES

Cannon Garage
1127 Taylor Street
(corner of Taylor and Sumter streets)

RICHLAND LIBRARY

1431 Assembly Street
Columbia, SC
(803) 799-9084



LOCAL DINING OPTIONS

The Columbia Visitors Bureau website provides a directory of dining options in Columbia for on-your-own meals while attending the conference. Restaurant directory:
columbiacvb.com/restaurants



CONFERENCE CODE OF CONDUCT

The South Carolina Library Association supports the American Library Association's Statement of Appropriate Conduct at ALA Conferences as a model for conduct at all SCLA-sponsored events. The ALA Statement is available at
<http://bit.ly/ALAstatement>

SPECIAL EVENTS

Pre-Conference Sessions

Wednesday, October 11 • 9 a.m.-12 p.m.

The Great Renovation & Construction Ideas Bus Tour

Location: Meet at Columbia Marriott promptly at 9 a.m.

Libraries “Make It Happen” in their communities by being creative, resourceful, innovative, and daring to be different! In the past two years, the Richland Library has set new standards for service and excellence in libraries across the country through a comprehensive renovation and construction building program. The “Great Library Renovation & Construction Ideas Bus Tour” begins promptly at 9 a.m. on Wednesday, October 11th at the Downtown Marriott Hotel for a three-hour tour. Contact Registration Desk to attend. *(additional fee required)*

ALA Advocacy & Intellectual Freedom Boot Camp

Location: Carolina D

Sponsor: SCLA Advocacy Committee

“Who needs libraries?” Beneath those three words is an iceberg of challenges, from delivering on-point messaging, gathering compelling statistics, and the need to re-educate key audiences on the value of libraries, fundamental not only to librarians, but to our democratic society at large. The recent rash of anti-library trends, including the anti-tax movement, privatization, removal of independent library boards, and deprofessionalization, point to a systemic shift in our landscape that is very different than budget cuts and recession: an attack on libraries as a public service. The Boot Camp will help library communities prepare to advocate for libraries as fundamental building blocks to democracy. Contact Registration Desk to attend. *(additional fee required)*

Scholarship for Diversity in Librarianship: Mix and Mingle

Wednesday, October 11 • 4-5:30 p.m.

Location: Carolina H

Sponsor: Scholarship for Diversity in Librarianship

Come join us for a mix and mingle and learn about the history of the Scholarship for Diversity in Librarianship and show your support of the Scholarship for Diversity.

Happy Learning Hour

Wednesday, October 11 • 6-7:30 p.m.

Location: Richland Library Main; 1431 Assembly St.

Sponsor: Richland Library & SC Association of Public Library Administrators

All SCLA attendees are invited to join us for complimentary drinks, hors d'oeuvres, mingling, and learning with library folks from around the state. This event will infuse some activities designed to help you connect with your communities, uncover their assets, and build new services and spaces that ignite your community's passions.

Zumba with Celeste Smith!

Scholarship for Diversity in Librarianship Fundraiser

Thursday, October 12 • 6:15-7 a.m.

Location: Columbia Marriott, Palmetto Ballroom II

Sponsor: SCLA Scholarship for Diversity Committee

A total high energy workout combining all elements of fitness, cardio, muscle, conditioning, balance, and flexibility. An awesome cardio workout! Involved in the dance and fitness world for most of her life, Celeste Smith teaches clogging, kids fitness, and Zumba, and is the owner of MOVE studio in Orangeburg, SC. Contact Registration Desk to attend. *(additional fee required)*

USC/SLIS Alumni Reception

Thursday, October 12 • 5-6 p.m.

Location: Palmetto Ballroom I-II

Sponsor: USC/SLIS

The School of Library and Information Science at the University of South Carolina invites alumni and friends to our annual Alumni Reception. The faculty and staff look forward to catching up with our alumni and making some new friends.

All-Conference Reception

The RIP'd Page Literary Masquerade

Thursday, October 12 • 7-9 p.m.

Location: Palmetto Ballroom I-II

Sponsor: EBSCO

Oh no! There's been a murder and it's your job to step into your role and help solve the mystery. Mix and mingle with your SCLA colleagues while dressed up as your favorite literary characters. Costume is not required to attend. Admission is included with your Comprehensive Conference Registration. Single tickets may be purchased at the registration table or reception door for \$10.

Thinking About a New Job? Advice to Make It Happen!!

Wednesday, October 11 & Thursday, Oct. 12 • Appointment Only

Location: Private Lounge

Sponsor: SCLA Career Services

SCLA Career Services will set up a meeting for you with one of its experienced librarians for a free, confidential consultation on your career plans at this year's SCLA Conference. In your meeting, you have the opportunity to receive guidance on making your cover letter pop, highlighting your strengths in your resume, and making a positive impression in your interview.

Scholarship for Diversity in Librarianship: Silent Auction

Wednesday, October 11 & Thursday, Oct. 12

Location: Atrium

Sponsor: Scholarship for Diversity in Librarianship

Once again, the Scholarship for Diversity in Librarianship Committee will hold its popular SILENT AUCTION fundraiser! All proceeds benefit the scholarship, which is conferred annually.

SCHEDULE

	Time	Location	Session
Wednesday, October 11th	9:00—11:50 AM		The Great Renovation & Construction Ideas Bus Tour
		Carolina D	ALA Advocacy Boot Camp
	12:00—1:00 PM		Lunch
	1:00—2:15 PM	Capital I-III	First General Session & Business Meeting
	2:30—3:20 PM	Carolina F-H	Where To From Here
		Carolina E	Library Programming: Make it Happen with Discus!
		Carolina D	Library Outreach to Seniors
		Carolina A-C	Resettled Refugees in South Carolina
	3:20—4:00 PM		Refreshment Break
	4:00—4:50 PM	Carolina A-C	Using Data to Improve Workload Balance
		Carolina D	Creating Vibrant and Usable Spaces
		Carolina E	Everyday Legal Issues
	4:00—5:30 PM	Carolina F-H	Scholarship for Diversity in Librarianship—Mix & Mingle
6:00—7:30 PM	Richland Library	Happy Learning Hour	
Thursday, October 12th	6:15—7:00 AM	Palmetto II	Zumba with Celeste
	7:30—8:30 AM	Richland Library	Sponsor Breakfast with the Directors
	9:00—9:50 AM	Carolina F-H	We’ve Got A LoT
		Carolina E	Tipping Over
		Carolina D	Serving Rural, Suburban, and Urban Teens
		Carolina A-C	The Library Image and YOU
	10:00—10:50 AM	Carolina F-H	Searching is Not Research
		Carolina E	What We Talk About When We Talk About Music
		Carolina D	Adventures in Preschool
		Carolina A-C	The Library Image and YOU
	11:00—11:50 AM	Carolina F-H	Developing Relationships
		Carolina E	Managing Streaming and On-Demand Content
		Carolina D	Not for the Faint of Heart
		Carolina A-C	The Library Image and YOU
	12:00—1:15 PM	Capital I-III	Second General Session & Luncheon

	Time	Location	Session
	1:30—2:20 PM	Carolina A-C	Make Civil Rights and the Humanities Happen
		Carolina D	SC Plants the Seed
		Carolina E	Taming Tantrums
		Carolina F-H	Memoir Writing Circles
	2:30—3:30 PM	Atrium	Refreshment Break & Visits with Vendors
	2:30—3:20 PM	Carolina F-H	SCoer! In the Library
		Carolina E	Legislative Action Matters
		Carolina D	“I Was Born To Be In A Library”
		Carolina A-C	Historical South Carolina Newspapers
	5:00—6:00 PM	Palmetto Ballroom I-II	USC/SLIS Alumni Tea
	7:00—9:00 PM	Palmetto Ballroom I-II	All Conference Reception — The RIP’d Page
	9:00—10:30 PM		President’s Reception <i>(invitation only)</i>
Friday, October 13th	8:00—10:00 AM	Atrium	Poster Sessions
	8:30—9:15 AM	Diplomat	SCLA Past Presidents Conference Meeting
	9:30—10:20 AM	Carolina A-C	Meeting the Needs of Freshmen and Transfer Students
		Carolina D	From Easy to Ambitious
		Carolina E	Richland Library’s Reading Studio
		Carolina F-H	So Many Ways to Make It Happen
	10:30—11:20 AM	Carolina A-C	They Need a Library Job
		Carolina D	Compound Interest Is Your Friend!
		Palmetto II	Creating a Culture of Innovation
		Carolina H	Families in Poverty
	11:30—12:20 AM	Carolina A-C	Advocating for Web Accessibility
		Carolina D	Easy E-Rate
		Carolina D	Makerspaces
		Carolina H	SCLA Advocacy Update
	12:30—1:50 PM	Capital I-III	Third General Session & Luncheon
	2:00—2:45 PM	Palmetto I-II	Executive Board Meeting

WEDNESDAY, October 11th

8 am-5 pm

Registration

Location: Atrium

9 am-noon

Pre-Conference Sessions

The Great Renovation & Construction Ideas Bus Tour

SCLA and the Richland Library are offering a bus tour of three newly renovated and constructed libraries. Richland County staff and the architects who designed the buildings will introduce you to each building. Learn how they turned their community's needs into innovative service ideas and created the spaces needed to make those dreams a reality.

The "Great Library Renovation & Construction Ideas Bus Tour" begins promptly at 9 a.m. on Wednesday, October 11th at the Downtown Marriott Hotel for a three-hour tour. The tour is limited to 22 people. The cost of the tour is \$15 for a SCLA member and \$20 for a non-member.

Presenter: *Richland Library Staff*

Location: *Meet at Columbia Marriott promptly at 9 a.m.*

ALA Advocacy & Intellectual Freedom Boot Camp

"Who needs libraries?" Beneath those three words is an iceberg of challenges, from delivering on-point messaging, gathering compelling statistics, and the need to re-educate key audiences on the value of libraries, fundamental not only to librarians, but to our democratic society at large. The recent rash of anti-library trends, including the anti-tax movement, privatization, removal of independent library boards, and deprofessionalization, point to a systemic shift in our landscape that is very different than budget cuts and recession: an attack on libraries as a public service. The Boot Camp will help library communities prepare to advocate for libraries as fundamental building blocks to democracy. In this session, we'll explore some of the brutal facts about our current environment, celebrate our assets, and offer practical tips to reclaim a moral sanction for the work we do, and the support our communities deserve.

The program will cover advocacy basics such as messaging, networking and community engagement. Intellectual Freedom basics will also be covered. Attendees will focus on working on an advocacy plan that they can implement in their library.

The "ALA Advocacy and Intellectual Freedom Boot Camp" begins promptly at 9 a.m. on Wednesday, October 11th at the Downtown Marriott Hotel. The cost for this three-hour "boot camp" is \$40 for a SCLA member and \$50 for a non-member.

Sponsor: *ALA Advocacy Committee*

Presenter: Kristin Pekoll, Assistant Director, ALA Office for Intellectual Freedom

Marci Merola, Director, ALA Office for Library Advocacy

Location: *Carolina D*

12-1 pm

Lunch and Meet

Enjoy lunch on South Carolina's Main Street. Committee, Section, Round Table, and Interest Group officers are encouraged to meet at this time.

1-2:15 pm

1st General Session & Business Meeting

Location: *Capital I-III*



Kristin Pekoll is Assistant Director of ALA's Office for Intellectual Freedom (OIF). She is part of a five person team dedicated to promoting the right to read and providing education about the First Amendment. Kristin shines a light on current book

challenges in libraries and schools and advocates for access to information. As a former small town librarian, she is most passionate about supporting teachers and librarians in education and on the front lines.

2:30-3:20 pm

Breakout Sessions

Where to From Here: Copyright and Licensing for Libraries

We've moved into a new world of information sharing with shifting models of how and when we can share and access resources. Learn about how copyright and licensing affect both libraries and patrons, and how we can move forward so we have access to the information we deserve and need.

Sponsor: *Scholarly Communications Interest Group*

Presenter: *Tucker Taylor, Thomas Cooper Library*

Location: *Carolina F-H*

Library Programming: Make it Happen with Discus!

Join us to make library programming happen with online resources from Discus – South Carolina's Virtual Library. From fake news awareness to computer skill building, learn how to integrate Discus resources and more into your library programming planning and delivery. Whether you're starting a new program or spicing up an existing one, Discus can help!

Presenter: *Linda Heimbarger, Electronic Resources Training and Outreach Coordinator, SC State Library*

Location: *Carolina E*

Library Outreach to Seniors: Serving An Aging Population

As worldwide population continues to age rapidly, consider offering library outreach to seniors in your community who may not be able to enjoy library services otherwise. Learn the basics about outreach to seniors: how to get started, which activities or services to share, and general tips and advice.

Presenter: *Tina Chenoweth, Branch Manager—St. Stephen, Berkeley County Library System*

Location: *Carolina D*

Resettled Refugees in South Carolina: Exploring the Role of Library and Information Providers

The world is currently experiencing the greatest number of displaced people ever recorded. Resettled refugees in our communities face great challenges and have unique information needs. This presentation discusses original research on the information needs of resettled refugees and what that can mean for libraries in South Carolina.

Presenter: *Natalia Taylor Bowdoin, Associate Professor/Library Collections Coordinator/Interdisciplinary Studies Program Coordinator, University of South Carolina Aiken*

Location: *Carolina A-C*

3:20-4 pm

Refreshment Break & Visits with Vendors

Location: *Atrium*

4-4:50 pm

Breakout Sessions

Using Data to Improve Workload Balance and Transform Reference Service

Research consultations can be an effective way to reach students, but scheduling appointments to meet student needs while keeping librarian workload in balance can be challenging. We looked for patterns in research consultation request data and implemented LibCal to give both students and librarians autonomy over their schedules.

Presenter: *Allison Faix, Coordinator of Reference Services, & Amy Eiben, Information Literacy Librarian, Kimbel Library, Coastal Carolina University*

Location: *Carolina A-C*

Creating Vibrant and Usable Spaces: Meeting the Needs of Customers and Staff

The Second Level of Richland Library, Main is home to 13 meeting and study rooms, a theater, makerspace, production stage, editing lab, art studio, writing spaces, and a resident's studio. Hear about the design, management, and staffing of these busy, collaborative spaces. Expect the good, the bad, and the ugly!

Presenter: *Mary Kate Quillivan, Studio Services Manager, & Elizabeth Hill, Main and Branch Support Librarian, Richland Library*

Location: *Carolina D*

Everyday Legal Issues for Youth Services Library Staff

Would you like to know more about liability issues when doing crafts? How privacy laws affect our work at the library? What it means to be a mandated reporter? Then this session is for you! Come learn about these everyday legal issues and more, with Jacqueline M. Pavlicek of Callison Tighe & Robinson, LLC

Presenter: *Jacqueline M. Pavlicek, Esq. Burnett, Shutt, & McDaniel, PA*

Location: *Carolina E*

Scholarship for Diversity in Librarianship: Mix and Mingle

Come join us for a mix and mingle and learn about the history of the Scholarship for Diversity in Librarianship and show your support of the Scholarship for Diversity.

Sponsor: *Scholarship for Diversity in Librarianship Committee*

Presenter: *Joyce Durant, Francis Marion University; Rayburne Turner, Charleston County Library*

Location: *Carolina F-H*

6-7:30 pm

Happy Learning Hour

All SCLA attendees are invited to join us for complimentary drinks, hors d'oeuvres, mingling, and learning with library folks from around the state. This event will infuse some activities designed to help you connect with your communities, uncover their assets, and build new services and spaces that ignite your community's passions.

Sponsor: *Richland Library*

Location: *Richland Library Main, 1431 Assembly Street, 3rd Floor Board Room and Reception Area*

THURSDAY October 12th

6:15-7 am

Scholarship for Diversity in Librarianship Fundraiser

Zumba with Celeste Smith!



A total high energy workout combining all elements of fitness, cardio, muscle, conditioning, balance, and flexibility. An awesome cardio workout! Involved in the dance and fitness world for most of her life, Celeste Smith teaches clogging, kids fitness, and Zumba, and is the

owner of MOVE studio in Orangeburg, SC. All proceeds benefit the SCLA Scholarship for Diversity in Librarianship, which is conferred annually to a member of an underrepresented population who has shown outstanding academic aptitude for librarianship.

Sponsor: *SCLA Scholarship for Diversity Committee*

Presenter: *Celeste Smith, owner MOVE studio, Orangeburg, SC*

Location: *Columbia Marriott, Palmetto Ballroom II*

7:30-8:30 am

Sponsor Breakfast with the Directors

If you're a Director or Head of a Department who has purchasing authority, please come enjoy "Breakfast with the Directors and Sponsors." Meet informally with your colleagues and help us thank those vendors who have supported the conference with a sponsorship of Magnolia level or above. Our thanks to the Association of Public Library Administrators and the Richland Library for supporting this event.

Sponsor: *South Carolina Association of Public Library Administrators & Richland Library*

Location: *Richland Library Main, 1431 Assembly Street*

8 am-5 pm

Registration

Location: *Atrium*

9-9:50 am

Breakout Sessions

We've Got A LoT: Creating a Library of Things at a Small and Rural Academic Library

Libraries of Things (LoT) are already well-documented in public libraries; however, academic libraries have only recently begun offering similar services/collections to their users. This session will reveal how librarians at a small and rural campus spearheaded and implemented LoT and review challenges and plans for LoT collection growth.

Presenter: *Kaetrena Davis Kendrick, Associate Librarian, & Rebecca Freeman, Assistant Librarian; USC Lancaster Medford Library*

Location: *Carolina F-H*

Tipping Over; When Board Meetings and Birthday Cakes Send You Over the Edge

The national conversation around mothers in the workplace is constant and at times, contentious. As the CEO of the Richland Library, wife and mother of three children, Melanie explores her candid take on the inherent tension in having it all (yeah, right.), finding balance (impossible) and why we bother at all when it's so hard.

Presenter: *Melanie Huggins, Executive Director; Richland Library*

Location: *Carolina E*

Serving Rural, Suburban, and Urban Teens

Hear library staff from three different public library settings talk about the challenges and successes they have faced. Library staff from Spartanburg County Public Library, Chapin Memorial Library, and Berkeley County Public Library will talk about the different perspectives required to serve their populations.

Presenter: *Grace Matthews, Chapin Memorial Library; Susan Myers, Spartanburg County Public Library; Tina Chenoweth, Berkeley County Public Library*

Location: *Carolina D*

The Library Image and YOU: What's Happening in Marketing and Outreach [Part 1]

A special three hour Marketing & PR session! Part 1: Could your library's public spaces do with a makeover? This session includes step-by-step instructions for conducting an image audit as well as suggestions on how to address things found confusing in the library's public area signage. The emphasis will be on practical approaches and inexpensive, if not free, ways to improve your library's image and to develop a type of brand recognition for an individual library. Also addressed will be issues of customer service and positive messages as key factors in the minds of others when they envision the library.

Sponsor: *Library Marketing and Outreach Roundtable*

Presenter: *Virginia Cononie, USC Upstate; Brianna McDonnell, ACLS; Curtis Rogers, South Carolina State Library*

Location: *Carolina A-C*

10-10:50 am

Breakout Sessions

Searching Is Not Research: Frames Matter

Despite ACRL's framework, there is a continued misunderstanding that information literacy can be achieved by teaching search strategies alone. Hear how a librarian and English instructor worked together to develop a broader agenda for information literacy instruction beyond the show-and-tell mechanics emphasized by traditional library instruction.

Presenter: *Lacey Torge, Assistant Librarian, TriCounty Technical College; Melissa Blank, Instructor; TriCounty Technical College*

Location: *Carolina F-H*

What We Talk About When We Talk About Music

Music is changing. According to the RIAA, the drop-off in music CD revenue since 2007 is a staggering 84%. With many artists now releasing albums digitally only, what does this mean for public libraries? We'll take an in depth look at the music shift and what the future holds.

Presenter: *Jess Herzog, Multimedia and Adult Programming Librarian, Spartanburg County Public Libraries*

Location: *Carolina E*

Adventures in Preschool STEAM

Our library recently revamped one of our Preschool Storytimes to be part traditional storytime, part learning through STEAM activity stations. Learn how to incorporate easy, inexpensive STEAM activities into your own storytimes and library programs. We'll also discuss some great resources for finding activities.

Presenter: *Devon Andrews, Children's Services Manager, Hurd/St. Andrews Regional Library, Charleston County Public Library*

Location: *Carolina D*

The Library Image and YOU: What's Happening in Marketing and Outreach [Part 2]

A special three hour Marketing & PR session! Part 2: What strategies and techniques can be used to create a successful outreach program to diverse populations.

Sponsor: *Library Marketing and Outreach Roundtable*

Presenter: *Virginia Cononie, USC Upstate; Brianna McDonnell, ACLS; Curtis Rogers, South Carolina State Library*

Location: *Carolina A-C*

11-11:50 am

Breakout Sessions

Developing Relationships: Creating an Embedded Librarian Program for First Year Composition Courses

The presenters devised an ENGL 102 embedded librarianship program to help students struggling with critical thinking, research, and information literacy. This program used scaffolded info lit sessions woven within the established curriculum at key points. Sessions included choosing keywords and topics, guided searching, article analysis, resource mining, and source legitimacy.

Presenter: *Rebekah Scoggins, Teaching and Learning Librarian, Lander University; Rachel Scoggins, English Professor, Lander University*

Location: *Carolina F-H*

Managing Streaming and On-Demand Content in Public Libraries

Streaming and pay-on-demand services are changing the way public libraries deliver content to patrons. Patron expectations and long term financial sustainability will be explored along with libraries' capacity to collectively advocate for fair funding models.

Sponsor: *Technical Services Section*

Presenter: *Gretchen Maulsby, Director of Collection Management, Spartanburg County Public Libraries*

Location: *Carolina E*

Not for the Faint of Heart: Q and A with Some of the Midlands and South Carolina's Most Courageous Leaders

Melanie Huggins, Executive Director of Richland Library moderates a panel of Liberty Fellows who will share their insights on fearless leadership during turbulent times. From statewide officials to attorneys and CEOs, this esteemed panel represents diverse perspective and experiences but a shared passion for making progress in South Carolina.

Presenter: *Attorney General Alan Wilson; Cheryl Stanton, Director, SCDEW; Heather Mitchell, President, Boudreaux Group; George Johnson, Partner, Johnson, Toal, & Battiste, P.A., General Counsel & Licensed Funeral Director, Leevy's Funeral Home*

Location: *Carolina D*

The Library Image and YOU: What's Happening in Marketing and Outreach [Part 3]

A special three hour Marketing & PR session! Part 3: Join a rollicking exchange of ideas to "Make It Happen" in your library!

Sponsor: *Library Marketing and Outreach Roundtable*

Presenter: *Virginia Cononie, USC Upstate; Brianna McDonnell, ACLS; Curtis Rogers, South Carolina State Library*

Location: *Carolina A-C*

12-1:15 pm

2nd General Session & Luncheon

Location: *Capital I-III*



John Chrastka is Executive Director of EveryLibrary, the first nationwide political action committee for libraries. Since 2013, EveryLibrary has helped 63 library communities with ballot measures for funding, operations, and buildings,

winning 46 and securing over \$220 million in funding on Election Days. A long-time library trustee, supporter and advocate, Mr. Chrastka is a former president of the Board of Trustees for the Berwyn (IL) Public Library (2006 – 2015) and is a former president of the Reaching Across Illinois Libraries System (RAILS), a multi-type library system. Prior to his work on EveryLibrary, he was a partner in AssociaDirect, a Chicago-based consultancy focused on supporting associations in membership recruitment, conference, and governance activities, and was Director for Membership Development at the American Library Association (ALA).

1:30-2:20 pm

Breakout Sessions

Make Civil Rights and the Humanities Happen at Your Library

Experts Bobby Donaldson of the new Center for Civil Rights History and Research Center and author Eric Touya (*The Case for the Humanities: Pedagogy, Polity, Interdisciplinarity*) will share from their perspectives how to enhance efforts to make Civil Rights and the Humanities happen at your library. Book signing to follow.

Sponsor: *Round Table for African American Concerns (RAAC)*

Presenter: *Dr. Bobby J. Donaldson, Associate Professor of History & Implementation Committee Chair, Center for Civil Rights History and Research Center, University of South Carolina; Dr. Eric R. Touya, Associate Professor of French, Chevalier des Palmes*

Académiques & Interim Director, Language & International Trade Program, Clemson University

Location: *Carolina A-C*

SC Plants the Seed

SC Plants the Seed is a partnership between SCSL, public libraries, SCDHEC, SCDSS, and End Child Hunger SC to bring local SC farmers to public libraries, encourages SNAP recipients to make produce purchases with Healthy Bucks, gives families recipe books, and offers free books to children.

Presenter: *Dawn Ellen, Director, Lee County Public Library; Quin Knox, Nutrition Education Coordinator SC DHEC; Shirley Sprenne, Director, Lexington County Public Library-Pelion Branch; Anna Zacherl, Director, Orangeburg County Library-Main Branch*

Location: *Carolina D*

Taming Tantrums: Helping Parents with Challenges

When facing meltdowns and tantrums, it's difficult for parents to know what to do. Library staff have the unique opportunity to support parents, connect them with information and assist caregivers with self-regulation. Attend this session to learn tips and strategies for taming temper tantrums and managing meltdowns at your library.

Presenter: *Heather McCue, Librarian, Richland Library; Jocelyn Pettigrew, Children's Room Associate, Richland Library*

Location: *Carolina E*

Memoir Writing Circles

Everyone has a story worth telling! Whether it was fifty years ago or last week, we all benefit from reflecting on the past. Empower your patrons to share their history with this easy-to-adapt program. Following a simple Prompt-Write-Share-Critique format, patrons learn to craft compelling stories for their families and friends.

Presenter: *Delores Schweitzer, M.L.I.S., Manager, Edgar Allan Poe Branch Library, Charleston County Public Library*

Location: *Carolina F-H*

2:30-3:30 pm

Refreshment Break & Visits with Vendors

Location: *Atrium*

3:30-4:20 pm

Breakout Sessions

SCoer! in the Library

In 2014, University of South Carolina Libraries partnered with Student Government to create a program designed to promote Open Educational Resources on campus. SCoer! has saved USC students over \$38,000 since its inception. Learn about program design, implementation, and our successes and failures as we've navigated an OER grant program.

Presenter: *Amie Freeman, Assistant Interlibrary Loan Librarian, University of South Carolina*

Location: *Carolina F-H*

Legislative Action Matters

This session is geared toward managers and aspiring managers interested in understanding state and local politics and their influence on public libraries. Attendees will learn about the state funding process as well as local county library funding. The presentation will define the differences between public libraries that function as departments of county or as special funds of county government. The presentation will explain the financial impact of aid to public libraries and the South Carolina Education Lottery. In addition, participants will learn strategies to help communicate positive ideas and images to local and state lawmakers. This session is interactive.

Presenter: *Dwight McInvaill, Georgetown County Public Library*

Location: *Carolina E*

"I Was Born to Be in a Library.": Pat Conroy's Great Love of Libraries

Pat Conroy Literary Center director Jonathan Haupt will discuss best-selling author Pat Conroy's lifelong love of libraries—exploring the roles public libraries, school libraries, and Conroy's personal library played in his writing life. This session also includes an overview of the new Pat Conroy Literary Center which continues Conroy's legacy.

Presenter: *Jonathan Haupt, Executive Director, Pat Conroy Literary Center*

Location: *Carolina D*

Historical South Carolina Newspapers: New Local Digitization Process and Access

Kate Boyd will explain the new in-house process for digitizing South Carolina newspapers and bringing them online using a locally installed digital asset management system.

Presenter: *Kate Boyd, Digital Initiatives Librarian, University of South Carolina*

Location: *Carolina A-C*

5-6:00 pm

USC/SLIS Alumni Reception

The School of Library and Information Science at the University of South Carolina invites alumni and friends to our annual Alumni Reception. The faculty and staff look forward to catching up with our alumni and making some new friends also.

Location: *Palmetto Ballroom I-II*

7-9:00 pm

All Conference Reception — The RIP'd Page Literary Masquerade

Oh no! There's been a murder and it's your job to step into your role and help solve the mystery. Mix and mingle with your SCLA colleagues while dressed up as your favorite literary characters. Costume is not required to attend. Admission is included with your Comprehensive Conference Registration. Single tickets may be purchased at the registration table or reception door for \$10.

Location: *Palmetto Ballroom I-II*

9-10:30 pm

President's Reception

(invitation only)

FRIDAY, October 13th

7:30-10 am

Registration

Location: *Atrium*

8-10:00 am

Poster Sessions

Location: *Atrium*

8:30-9:15 am

SCLA Past Presidents Conference Meeting

Location: *Diplomat*

Past Presidents of SCLA are invited to meet to discuss ways to help SCLA in the future. Open to all Past Presidents of the Association.

9:30-10:20 am

Breakout Sessions

Meeting the Needs of Freshmen and Transfer Students: Using Library Guides and Instruction as Platform

Join this informative session covering the creation of comprehensive Libguides and a how to use library guides as platform for library instruction for freshmen and transfer students (faculty & staff too), while providing direction to resources, important campus events, and easing the transition to campus for students new to your campus.

Presenter: *Janet S. Ward, MLIS—Assistant Director of the Library, Associate Professor, Web Services Librarian at Limestone College*

Location: *Carolina A-C*

From Easy to Ambitious: Teen Services for Every Budget & Situation

The Spartanburg County Public Libraries' Teen Department has come a long way in a decade. Hear how we did it and about the innovative services that work for us. We'll cover school visits, social media, advocating for teens, internships, programming kits, remodeling projects, ways to feature teen artists, and more!

Presenter: *Susan Myers, Director of Teen Services, Spartanburg County Public Libraries; Jessie Brushaber, Teen Services Librarian, Spartanburg County Libraries; Travis Sanford, Teen Media Assistant, Spartanburg County Public Libraries*

Location: *Carolina D*

Richland Library's Reading Studio: Serving Struggling Readers in our Community

Join Laura Rogers and Emily Johansson from Richland Library Children's Room to learn about the Reading Studio's collection of resources available for struggling readers. Learn how to select appropriate books and materials for all types of readers and develop programming to serve emerging readers and their families. Experience dyslexia through a learning simulation and explore strategies to help young readers to improve their reading skills.

Presenter: *Laura Rogers, Children's Room Associate II; Emily Johansson Children's Room Associate II*

Location: *Carolina E*

So Many Ways to Make It Happen: Early Career Advice From New Librarians

Curious about the range of career opportunities available in our state? This panel of librarians will share information and advice about how they got their positions, what their jobs entail, and lessons learned to help you find your niche as a library and information professional.

Sponsor: *New Members Round Table*

Presenter: *April Akins, University Archivist, Lander University; Amy Eiben, Information Literacy Librarian, Coastal Carolina University; Holly Evans, Youth Services Librarian, Marion County Library System; Jonathan Garren, Instruction and Outreach Librarian, Coker College*

Location: *Carolina F-H*

10:30-11:20 am

Breakout Sessions

They Need a Library Job: Providing Practical Experience for Library Science Students with Archival Interests

Archivists can provide SLIS students with practical experience through internships, but to assure student and archivist get the most out of their experiences there are considerations to make before, during, and after the internship. This session will examine techniques to identify ideal interns, internship appropriate projects and management styles for supervisors of student interns.

Sponsor: *Archives and Special Collections Round Table*

Presenter: *Jessica Dowd Crouch, Archivist, Irvin Dept. of Rare Books and Special Collections; Ernest F. Hollings, Special Collections Librarian, University of South Carolina Libraries*

Location: *Carolina A-C*

Compound Interest Is Your Friend! Endowments as Intentional Investment

This session will review the long-term intentional investment strategies of the Spartanburg County Public Libraries using an endowment model supporting collections, staff, facilities and programs. The session will provide a brief overview of the Libraries' goals and fundraising strategies. Attendees will learn about organizational needs assessment, donor identification, solicitation, investments, and administrative oversight.

Presenter: *Todd Stephens, County Librarian, Spartanburg County Public Libraries*

Location: *Carolina D*

Creating a Culture of Innovation

Growing an innovative organization depends upon creating a culture that supports creativity. Incorporating values, risk taking and curiosity are key components to success. Growing that healthy organizational culture becomes a way of thinking systematically, not just a quick fix.

Presenter: *Pam Sandlian Smith, Director of Anythink Libraries in Adams County, Colorado, PLA President*

Location: *Palmetto II*

Families in Poverty: Influences on Early Learning, Summer Slide and Family Engagement

Let's talk about how poverty impacts the educational and literacy needs of children and families. We will share how we are adapting our Outreach programs for greater impact. Come away with concrete facts and ideas for effective programming.

Presenter: *Lori Cook, Childhood Education Coordinator, Richland Library; Shinelle Polite, Outreach Librarian, Richland Library; Mayte Velasco Nicolas, Bilingual Outreach Coordinator, Richland Library; Amy Schofield, Community Outreach Manager, Richland Library*

Location: *Carolina H*

11:30 am-12:20 pm

Breakout Sessions

Advocating for Web Accessibility in Your Library

The presenters will discuss successful web accessibility initiatives at the Furman University Libraries and how those initiatives translated into advocacy opportunities on campus. Topics covered will include: training recommendations, educating campus stakeholders, collaboration with campus IT and disability services, and tips for working with library vendors.

Presenter: *Amie Freeman, Assistant Interlibrary Loan Librarian, University of South Carolina*

Location: *Carolina A-C*

Easy E-Rate

Essential information on changes in the E-Rate program and how libraries can be more successful in recouping E-Rate dollars.

Presenter: *Andrew Epting, State E-Rate Coordinator*

Location: *Carolina D*

Makerspaces: The View from Here

After four years of qualitative research in library makerspaces, one thing is clear, every maker space is different. Each space is put together with their clients, patrons, or students in mind. Through photographs, librarian, student, and educator interviews, and questionnaires, this presentation will focus on the variety of opportunities offered by makerspaces in libraries around the world as well as the challenges, successes, and practicalities that librarians face when offering these services in their libraries. School, public, academic, and mobile library makerspaces will be included in this session with a special emphasis on their integration, accessibility, curricula, and projects.

Presenter: *Heather Moorefield-Lang, Associate Professor, University of South Carolina*

Location: *Palmetto II*

SCLA Advocacy Update

This session presents a South Carolina advocacy update. Attendees will view SCLA's new advocacy website, gain simple advocating skills, and hear testimonials from National Library Legislative Day experiences. This session will provide an insightful look at advocacy, share action items for newbies and lend a fresh perspective for experienced advocates.

Sponsor: *The Advocacy Committee*

Presenter: *Virginia Cononie, Jonathan Newton, Chris Rogers*

Location: *Carolina H*

12:30-1:50 pm

3rd General Session & Luncheon

Location: *Capital I-III*



Pam Sandlian Smith is the Director of Anythink Libraries in Adams County, Colorado, just north of Denver. Through her leadership, the public library system went from being the worst funded system in the state of Colorado to one of the most recognized library brands nationwide by creating an entirely new service model. Anythink was awarded the 2010 National Medal for Museum and Library Service, the

2011 John Cotton Dana Award for Outstanding Public Relations, and the Library Journal 2011 Landmark Libraries award. Pam was the 2010 Colorado Librarian of the Year and the recipient of the 2012 Charlie Robinson Award for innovation and risk taking. She has also been honored for her work in library technology innovation and early literacy projects. Through her speaking and writing, Sandlian Smith stimulates discussions on innovation, creativity and participation in libraries worldwide. She is the 2017-18 President of the Public Library Association and is a member of the working group for the Aspen Institute Dialogue on Public Libraries. She enjoys traveling, writing, cooking for friends and family, telling stories, and inventing libraries that support learning and curiosity.

Ms. Sandlian Smith will also present a session on Friday morning entitled, "Creating a Culture of Innovation."

2-2:30 pm

SCLA Board Meeting

Location: *Palmetto I-II*

CONFERENCE PLANNING COMMITTEE

FIRST VICE PRESIDENT/ CONFERENCE CHAIR

Jimmie Epling
Darlington County Library

MARKETING

Amanda Stone
South Carolina State Library

EXHIBITS/ VENDOR'S BREAKFAST

Faith Line
Anderson County Library

PROGRAM DESIGN

Christy Lamb
Darlington County Library

INFORMATION TECHNOLOGY

Antonio Fernandez
Darlington County Library

REGISTRATION

Kristin Amsden
Richland Library

SPONSORSHIP

Jimmie Epling
Darlington County Library

TREASURER

Kevin Reynolds
Wofford College

EXECUTIVE SECRETARY

Donald Wood
SCLA/Capital Consultants

SCLA PRESIDENT/ EX-OFFICIO

Amber Conger
Kershaw County Library

POSTER SESSIONS

Alan Smith
Florence County Public Library

SCHOLARSHIP FOR DIVERSITY

Cathi Cooper Mack
South Carolina State University

CONFERENCE SESSION SELECTORS

Chris Rogers
Spartanburg County Public Libraries

Pinky Harriott
Dorchester County Library

Jenny Colvin
Furman University Libraries

Emily Witsell
Wofford College

RECEPTION—MURDER MYSTERY THEATER

Charlene McDonnough
Darlington County Library

CAREER COUNSELING

Kevin Reynolds
Wofford College

AWARDS

Sarah Gough
Richland Library

HAPPY LEARNING HOUR

Melanie Huggins
Richland Library

2017 SPONSORS AND EXHIBITORS

**sponsor only (not exhibiting)

AERCOR WIRELESS

Darrel Lemler
803-422-5280
dlemler@aercor.com

BAKER & TAYLOR

Ashley Dixon
704-998-3231
ashley.dixon@baker-taylor.com
Booth Rep: Eileen Armour & Jill Blades

BIBLIOBOARD

Alissa Bankowski
203-545-6101
graefa@bibliolabs.com
Booth Rep: Jamie Dickinson

BIBLIOTHECA

Kristy Goebel
800-328-0067, Ext. 341
k.goebel@bibliotheca.com
Booth Rep: George Duncan

BOUND TO STAY BOUND BOOKS

Becky Henry
800-637-6586
sales@btsb.com

BRODART

Lisa Keen
570-326-2461
lisa.keen@brodart.com
Booth Rep: Donna Massie

CAROLINA FURNISHING +DESIGN

Nykki Wendelin
910-673-1010
accounting@cfpld.com
Booth Rep: David Chriscoe & Judy Chriscoe

EBSCO

Elise Gold
205-981-4678
egold@ebSCO.com
Booth Rep: Brittany Bryan, Zach O'Dell, David Kennedy

EQUINOX OPEN LIBRARY INITIATIVE**

Terri Harry
770-709-5574
terri.harry@equinoxinitiative.org

INGRAM CONTENT GROUP

Stephanie Lund
615-213-5603
stephanie.lund@ingramcontent.com
Booth Rep: Derek Tolley

INNOVATIVE

Stephanie Smith
510-496-3874
stephanie.smith@iii.com
Booth Rep: Scott McCausland

M.B. KAHN CONSTRUCTION

Hayley Bowers
803-227-5225
hbowers@mbkahn.com

MANGO LANGUAGES

Nicole Choinski
248-254-7450, Ext. 887
nicole.choinski@mangolanguage.com
Booth Rep: John Kourletakis

MIDWEST TAPE**

Amanda Hurst
419-868-9370
ahurst@midwesttapes.com

OVERDRIVE**

Judy Cluggish
216-573-6886 Ext. 229
jcluggish@overdrive.com

PASCAL

Ellan Jenkinson
803-734-4628
ejenkinson@pascalsc.org

RAINBOW BOOK COMPANY

Darrel Lemler
803-422-5280
margaretf@rainbowbookcompany.com
Booth Rep: Lorri Nelback

RECORDED BOOKS

Dave Lysinger
800-638-1304, Ext. 1403
dlysinger@recordedbooks.com
Booth Rep: Scott Williams

SCHOLARSHIP FOR DIVERSITY IN LIBRARIANSHIP

Cathi Cooper Mack
803-536-8633
ccoopermack@scsu.edu

SEBCO BOOKS

Rachel Collin
954-985-9400
sebco@sebcobooks.com
Booth Rep: John Higgins & Norma Higgins

SIRSIDYNIX

Zuanarda Causey
800-288-8020, Ext. 7104
zuanarda.causey@sirsidynix.com

SOUTH CAROLINA ASSOCIATION OF PUBLIC LIBRARY ADMINISTRATORS

Rieta Drinkwine
864-427-7140
rdrinkwine@unionlibrary.org

SOUTH CAROLINA STATE LIBRARY

Dr. Curtis Rogers
803-734-8928
crogers@statelibrary.sc.gov

TEI - LANDMARK AUDIO

Maryellen Weigand
800-850-1700
mweigand@teilandmarkaudio.com

USC SCHOOL OF LIBRARY & INFORMATION SCIENCE

Rebekah Friedman
803-777-6791
rebekahb@mailbox.sc.edu
Booth Rep: Rebekah Friedman, Kim Jeffcoat, & David Lankes

WOLTERS KLUWER HEALTH

Diane Campagnes
561-713-5955
diane.campagnes@wolterskluwer.com

YOUTH SERVICES SECTION

Rebecca Antill
803-734-8284
rantill@statelibrary.sc.gov



SCLA IS GRATEFUL FOR OUR 2017 CONFERENCE SPONSORS!

Palmetto

EBSCO



INFORMATION SERVICES

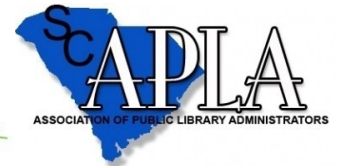
Magnolia

M.B. Kahn Construction

OverDrive

PASCAL

APLA



Camellia

Equinox Open Library Initiative

Midwest Tape



Conference programs are provided by South Carolina State Library.



south carolina
STATE LIBRARY

*Thank
you*

A black fountain pen with a gold nib is shown at the bottom right of the page.