Imagine. Learn. Create.

Together.

SCLA 2020
South Carolina Library Association

SOUTH CAROLINA LIBRARY ASSOCIATION

2020 ANNUAL CONFERENCE

October 13-15, 2020
Virtual via Zoom
and GoToMeeting

WELCOME!

Nathan Flowers
SCLA President

Megan Palmer
SCLA First Vice President

Welcome to the 2020 South Carolina Library Association Virtual Conference! After polling our membership and library administrators over the summer, we decided that a virtual conference will be a safe and accessible format to our members who are facing budget cuts, travel restrictions, and anxiety around COVID-19. We hope to continue to hold low cost virtual conferences every other year to allow library workers in our state an opportunity to attend all sessions and events when travel and costs for an in-person conference can be cost-prohibitive or impractical. We hope you are looking forward to our schedule of engaging keynotes, sessions, networking opportunities, and exhibitors at #SCLA2020.

The conference theme is "Imagine. Learn. Create. Together." Initially, this theme was developed earlier in the year to reinforce the idea that we are all in this together. Through SCLA, we can create connections across the state to learn from each other and to advocate together. This pandemic will have lasting effects. It has not only altered our libraries, but it has changed us. Our promise to you is that SCLA will continue to support our members and our libraries through the rough years ahead. Our various committees, sections, and roundtables will continue to advocate, grow, lead, support, and teach library employees throughout this state.

Let's learn together because we are all in this together!

KEYNOTE SPEAKERS

Leesa Aiken is the Acting Director of the South Carolina State Library, where she has worked for nearly nine years in various capacities including Deputy Director responsible for human resources, finance, administration, library development, and talking book services. Ms. Aiken received a Bachelor of Arts degree in Child and Family Studies with an emphasis on Early Care and Education from Columbia College, a Master of Arts degree from Columbia College in Organizational Change and Leadership and a Master of Arts degree in Library and Information Science from the University of South Carolina. She is a Certified Public Manager, a Master Project Manager, a Senior Professional in Human Resources, and she served on the South Carolina State Grievance Committee for a number of years. She is active in the Greater Columbia Chamber of Commerce, the Society for Human Resources, the Chief Officers of State Library Agencies, and state and local government. Ms. Aiken has served on numerous boards to include: FirstSteps, Rolling Readers, International Public Management Association, South Carolina State Employee Association, Partnership among South Carolina Academic Libraries, K-12 Technology Board, and several others. Leesa enjoys creating programs that have a statewide impact and that provide equal access to information for all South Carolinians.

Justin de la Cruz is the Head of the Data Science, Instructional Design, and Technology Department at the Atlanta University Center Robert W. Woodruff Library where he works with faculty, staff, and students on digital literacy and educational technology. He also serves on the editorial advisory board of Library Hi Tech and as the chair of the American Library Association's Committee on Library Advocacy. Justin has worked in public and academic libraries since 2011 and enjoys advocating for all types of libraries.

CONFERENCE PLANNING COMMITTEE

Karen Brown
Research & Instruction Librarian
University of South Carolina
Columbia

Sara DeSantis
Reference & Research Librarian
University of South Carolina
Upstate

Nathan Flowers
Systems Librarian
Francis Marion University

Amie Freeman
Scholarly Communication Librarian
University of South Carolina Columbia

Jade Geary
Instructional Design Librarian
University of South Carolina
Columbia

Lisa Gieskes
Librarian, Film & Sound
Richland Library

Tiffany Hayes
Continuing Education Consultant
South Carolina State Library

Brittney Hickey
Research & Instruction Librarian
Columbia College

Jonathan Newton
Coordinator of Access Services
University of South Carolina
Upstate

Jessica Kohout-Tailor
Undergraduate Experience
Librarian
Clemson University

Steven Sims
Head of Access Services
Francis Marion University

Amanda Stone
Branch Librarian (Chapin)
Lexington County Public Library

Chris Vidas
Electronic Resources Librarian
Clemson University

Donald Wood
Executive Secretary
South Carolina Library Association

Megan Palmer, Conference Chair
Assessment Librarian
Clemson University

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

Contact Donald Wood (Executive Secretary), Nathan Flowers (President), or Megan Palmer (1st Vice President) to report any violations or concerns.

STATEMENT FOR DIVERSITY

The South Carolina Library Association stands in full support of the statements put forth by the Roundtable for African American Concerns and the Black Caucus of the American Library Association in response to the violence and racism towards Black people and all people of color.

Equity, Diversity, and Inclusion are fundamental values of the American Library Association and its members, and diversity is listed as one of ALA's Key Action Areas. The Office for Diversity, Literacy and Outreach Services uses a social justice framework to ensure the inclusion of diverse perspectives within our profession and association to best position ALA as a trusted, leading advocate for equitable access to library services for all.

Our profession and association have a responsibility to not only acknowledge the prejudices and racial biases in our own institutions, but to actively work to overthrow them. Racism and racist policies imbued the very start of libraries in America, and while it is convenient to think that the mere passage of time has eliminated it, the events of the past few weeks show that to not be true. If we are being honest with ourselves, it has persisted because we simply tried to ignore it. White supremacy and anti-Black state-sanctioned violence are alive and well all around the world. We urge you to join us in condemning systemic and systematic injustice endured by Black people and people of color, and to actively work to promote a culture of anti-racism at home, at work, and in every aspect of our lives. Moreover, we urge you to tell us what you are going to do about it, and what we can do about it together. This is only where we begin.

LAND ACKNOWLEDGMENT

We acknowledge that South Carolina occupies the traditional and ancestral land to at least 29 distinct Indigenous groups. This is also land on which enslaved people lived and worked. We make this acknowledgement to demonstrate our commitment to remember the history of violence endured by those groups, to recognize Indigenous and Black claims to life and land, and to dismantle the ongoing legacies of settler colonialism and racism in our state.

What does a SCLA Membership mean to you?

Advocacy:

- Connects with officials at the federal, state, and local level
- Engages current membership legislative action opportunities
- Spreads goodwill stories to South Carolina legislators

Networking:

- Networking lunches planned through out year
- Virtual and in-person social events

Professional Development:

- Free webinars
- Open access journal published twice yearly
- Free to low-cost virtual and in-person conferences and workshops

Service:

- Many opportunities to get involved!
- We need your help to be a successful association!

Join or renew today!

To join or renew, use our easy online membership form. Library school students, click here for information about our joint membership opportunities.

Schedule at a Glance

	Session 1	Session 2
Tuesday, October 13th		
10:30am-12pm	Pre-conference Session: Conversations over Coffee	
1pm–2pm	Opening Session/Keynote Address with Leesa Aiken, Director of the South Carolina State Library	
2:15pm-2:45pm	Business Meeting and Elections	
3pm-3:50pm	Get Your Patrons on Board with Discus!	Teaching the Civil Rights Movement through Library of Congress Primary Sources and Graphic Novels
4pm-5pm	UofSC/SLIS Alumni Tea and Anniversary Celebration	
6pm-7:30pm	Virtual Social Event	
Wednesday, October 14th		
9am-9:50am	Conversations at the Table: Centering EDI in Public Libraries	From the Ground Up: Building a Digital Scholarship Program at the University of South Carolina
10am-10:50am	How Libraries are Supporting their Communities during COVID-19	"All the World's a Stage" and Each has a Role to Play: A Collaborative Cross-unit Metadata Project in Five Acts
11am-11:50am	Learning Through Play	Technology Equipment Loan Programs: Impact, Modifications, and Trends
12pm-1:15pm	Author Talk with Susan Cushman	Gold Sponsor Presentation: EBSCO
1:30pm-2:20pm	Show and Tell your Legislator - South Carolina Library Advocacy	C to Shining C: Moving from Cooperation to Collaboration
2:30pm-3:20pm	How to include Financial Literacy in your Library	Inclusive and Accessible Libraries: Putting DEI Into Practice
3:30pm-5:30pm	Vendor Showcase	
6:00pm-7:30pm	Virtual Social Event Honoring Award and Scholarship Winners and SCLA President	
Thursday, October 15th		
8:30am-9:45am	Poster Sessions	
10am-10:50am	The Rise of EQ: Emotional Intelligence Among Library Staff	The Facebook Frontier: Harnessing Facebook Live for Library Engagement
11am-11:50am	Managing during COVID-19	A Good Librarian is a Calm Librarian
1pm-2:15pm	Closing Keynote Address with Justin De La Cruz, Chair of the ALA Advocacy Committee	
2:30pm-3:30pm	Business Meeting for Newly Elected and Returning Officers	

10:30am - 12:00pm
Pre-Conference Session
Conversations over Coffee
Join us for a discussion on diversity, equity, and inclusion in libraries. Be inspired and inspire others with things happening across the state.
Moderators: Moryah Jackson (United Community Bank) and Renna Redd (Clemson University).

Resume Review Service
Make yourself stand out from the crowd! We will help you put your best foot forward as you apply for jobs. Let our experts help you build a strong job application. We take virtual appointments. Contact Lisa Gieskes at lisagieskes@yahoo.com for scheduling.
Sponsored by the Continuing Education Committee

1:00pm - 2:00pm
Opening Session
Keynote Address
Join our State Librarian, Leesa Aiken, as she gives an address about the state of libraries in South Carolina. COVID-19 has had a huge impact worldwide. Libraries are beginning to feel the ramifications of closings through budget cuts and furloughs. Ms. Aiken will discuss areas where advocacy is needed and ways that we can work together to ensure library access to all users in our state. There will also be a an update from about advicacy efforts in SCLA and SCASL.

2:15pm - 2:45pm
Business Meeting and Elections

3:00pm - 3:50pm
Breakout Sessions
Get Your Patrons on Board with Discus!
Take a tour of virtual career, real-time tutoring, and book resources newly added to Discus – South Carolina's Virtual Library! Along the way, learn quick tips for using and marketing these resources to your virtual and face-to-face communities. Tutor.com, Gale Presents: Peterson's Career Prep, and TumbleMath are now provided for South Carolina residents as a service of the South Carolina State Library.
Presenter: Linda Heimburger (South Carolina State Library)

Teaching the Civil Rights Movement through Library of Congress Primary Sources and Graphic Novels
Civil rights education is often criticized for being limited to biographies of a few leaders and the "I Have a Dream" speech. In this session, participants will learn how civil rights resources can transform their library collections and the way they teach the civil rights movement. Primary sources from the Library of Congress will be paired with graphic novels to help participants learn how to make the era relevant to students and patrons.
Presenter: Karen Gavigan (School of Information Science, University of South Carolina)

4:00pm - 5:00pm
UofSC/SLIS Alumni Tea and Anniversary Celebration

6:00pm - 7:15pm
Evening Social Event
Evening mingle event to meet new faces and see old friends

Wednesday, October 14

9:00am - 9:50am
Breakout Sessions

Conversations at the Table: Centering EDI in Public Libraries

John Lewis is quoted as saying "Nothing can stop the power of a committed and determined people to make a difference in our society." Now more than ever public libraries have an obligation to center equity, diversity, and inclusion (EDI) in their collections, policies, programming, staffing, and spaces. Join Spartanburg County Public Libraries as they highlight and introduce their holistic approach to the process, planning, and implementation of system-wide EDI best practices.
Presenters: Christina Fuller Gregory (South Carolina Governor's School for the Arts and Humanities) and Jennifer Wright (Spartanburg County Public Libraries).

From the Ground Up: Building a Digital Scholarship Program at the University of South Carolina

In 2019, UofSC Libraries launched a new department called Digital Research Services to support new and evolving forms of scholarship in the digital age. In this session, learn about the experience of planning and implementing a digital scholarship program and take home suggestions for building your own digital research initiative.
Presenters: Kate Boyd, Amie Freeman, and Stacy Winchester (University of South Carolina)

10:00am - 10:50am
Breakout Sessions

How Libraries are Supporting their Communities during COVID-19

As the nation's libraries closed their physical branches in response to the global COVID-19 pandemic, patrons increasingly turned to libraries' digital collections of ebooks and audiobooks. Several libraries rose to the challenge and found new ways to reach readers and support their communities during these difficult times. In this session, we'll share some of their best practices, including leveraging low-cost and no-cost simultaneous use titles to build your collection, how to provide access from a distance with Instant Digital Card, and ways that public libraries and schools can work together to support students doing remote learning. Don't miss this opportunity to learn valuable and creative strategies to apply moving forward.
Presenters: Judy Cluggish and Nick Kopera (OverDrive)

"All the World's a Stage" and Each has a Role to Play: A Collaborative Cross-unit Metadata Project in Five Acts

The COVID-19 pandemic and the resulting shift to working from home proved a boon for digital collections. At Clemson University Libraries the metadata team facilitated a work-from-home project, during which 14 employees across two units described a collection of over 2400 photographs. From the standpoint of both the metadata reviewers and metadata creators, we will provide an overview of the project and workflows, including how training, communication, metadata creation, and quality control were managed remotely. This presentation reflects a balanced cross-unit perspective on what worked well and what could be improved for future virtual collaborative projects.
Presenters: Jessica L. Serrao, Lisa Bodenheimer, Scott M. Dutkiewicz, Charlotte Grubbs, Krista Oldham, Jessica S. Scott, and Allison Shultz (Clemson University)

11:00am - 11:50am
Breakout Sessions

Learning Through Play

As budgets are being cut and many families are facing financial challenges, keeping up with the latest learning material can come at a cost. There are many different ways in which learning through play can be inexpensive.
Presenter: Marie Davidsohn (Aiken County Public Library)

Technology Equipment Loan Programs: Impact, Modifications, and Trends
Clemson University Libraries began loaning technology equipment in 2010 and the program has since grown to constitute 21% of all library loans. This session will provide an overview of technology loan programs in South Carolina and at Clemson's peer institutions, including a comparison of logistics and equipment types, and challenges including funding and sustainability. It will also examine the institutional impact of the program at Clemson. Additionally, the session will cover modifications made to the technology equipment program during the COVID-19 pandemic and will identify current trends and expected future directions of the program.
Presenters: Kelsey Sheaffer, Chris Vinson, and Fredda Owens (Clemson University)

12:00pm - 1:15pm
Author Talk with Susan Cushman
Susan Cushman is author of three books: Friends of the Library (short stories), Cherry Bomb (novel), and Tangles and Plaques: A Mother and Daughter Face Alzheimer's (memoir). She is editor of three anthologies: Southern Writers on Writing, A Second Blooming: Becoming the Women We Are Meant to Be, and The Pulpwood Queens Celebrate 20 Years! Her essays have appeared in four anthologies an numerous journals and magazines. She was co-director of the 2010 and 2013 Creative Nonfiction Conferences in Oxford, Mississippi, and director of the 2011 Memphis Creative Nonfiction Workshop. She
has served as speaker or panelist at over a dozen literary festivals, conferences, workshops, and retreats over the past ten years. A native of Jackson, Mississippi, Susan has lived in Memphis since 1988. Visit her website: www.susancushman.com. Friend her on Facebook, and follow her on Instagram and Twitter.
Sponsored by the Friends of the Lexington Main Library

Gold Sponsor Presentation
EBSCO Information Services

<u>12:00pm-12:30pm</u>
Overview of Prenda Code Club (learn to code software for kids ages 8-18)
Luke Miller, Head of Code Club for Prenda, will be making the case for why libraries are the ideal place for kids to engage with computer programing education, as well as showing how Prenda makes it easy for libraries to provide these kinds of transformative experiences.

<u>12:40pm-1:15pm</u>
EBSCO Resources for Academic Libraries
Join EBSCO for an Academic Library Update on EBSCO eBooks, Accessibility, and EBSCO Faculty Select (OER/textbook affordability resource).

1:30pm - 2:20pm
Breakout Sessions
Show and Tell your Legislator - South Carolina Library Advocacy
Join the SCLA advocacy committee to learn more about this year's grassroots library advocacy campaign and see how the committee has grown over the past 3 years. Information will be shared about future legislative day events and 2021 planning. Attendees are invited to bring their own advocacy stories and suggestions to the session.
Presenters: Virginia Cononie and Jonathan Newton (USC Upstate)

C to Shining C: Moving from Cooperation to Collaboration

In this session, three library employees deconstruct collaboration and how library employees can build on cooperative efforts to deepen the collaborative culture at their library. Tools and resources for communication and relationship building will be discussed so that the following learning outcomes can be achieved:
-Participants will be able to identify the importance of collaboration, its benefits, and barriers.
-Participants will be able to describe how to start or promote a collaborative effort using best practices.
-Participants will be able to and identify how to grow a collaborative mindset within themselves to be able to apply in their work environment.
Presenters: Cierra Townson, Lili Klar, and Jessica Kohout-Tailor (Clemson University)

2:30pm - 3:20pm
Breakout Sessions

How to include Financial Literacy in your Library

Financial Literacy program ideas for school libraries, public libraries (Children, Young adult, and adult), and academic libraries. Book recommendations, free resources to use, program ideas from trained professionals, and more. This session will provide you with information to help you successfully include financial literacy in your library as well as discuss the importance of financial literacy skills and why libraries should be teaching these skills.
Presenter: Sara DeSantis (University of South Carolina Upstate)

Inclusive and Accessible Libraries: Putting DEI Into Practice

In this session, we will review foundational concepts of Diversity, Equity, and Inclusion and how to put these concepts into practice in your library. We will discuss using an inclusive approach to better serve diverse populations, including people with disabilities, black, indigenous, and people of color (BIPOC), and LGBTQIA+ individuals.
In the second part of the presentation, we will highlight specific resources from the South Carolina State Library and Talking Book Services. Participants will gain an understanding of the Talking Book program for the blind and print disabled as well as resources for libraries in the Inclusive Services Center.
Presenters: Caroline Smith and Kristin White (South Carolina State Library)

3:30pm-5:30pm
Vendor Showcase

6:00pm-7:30pm
Virtual Social Event
SCLA President Reception
Celebration of Diversity Scholarship Recipients

Thursday, October 15

8:30am - 9:45am
Poster Sessions

10:00am - 10:50am
Breakout Sessions

The Rise of EQ: Emotional Intelligence Among Library Staff

Want to succeed in your library work? Build your emotional intelligence! Researchers now know that emotional intelligence is the strongest predictor of job performance. According to Forbes, 90 percent of top performers are skilled in emotional intelligence (or EQ). In this session, participants will review the most important EQ skills; analyze the results of an EQ test administered to volunteer staff at an SC library; and learn strategies for building EQ competencies into their own work practice.
Presenter: Jennifer Wright (Spartanburg County Public Libraries)

The Facebook Frontier: Harnessing Facebook Live for Library Engagement

Facebook Live offers librarians continued engagement with their community, even in times of disaster. During the COVID-19 quarantine, Kimbel Library used the social media platform to hold virtual versions of their annual live events and create reference education for students and faculty alike. Learn what worked (and what did not), along with how we chose content, platforms, and got to know our audiences. We will also be offering tips for live broadcasting, from technical aspects to personal presentation.
Presenters: Tristan Daniels and Christine Anderson (Coastal Carolina University)

11:00am - 11:50am
Breakout Sessions

Managing during COVID-19

The COVID-19 pandemic has presented challenges to all library staff, including library managers. To reflect on these challenges, library managers from around the state will discuss how they are handling new demands, including the needs of employees who may be juggling work, caretaking, and medical conditions. You'll learn from these library managers as they provide recommendations, discuss drawbacks, and recount their recent experiences managing during the ongoing COVID-19 crisis.
Moderators: Amie Freeman (University of South Carolina Columbia) and Lisa Gieskes (Richland Library)

A Good Librarian is a Calm Librarian

In 1967, American actress and dancer Yvonne Craig joined the ABC television show "Batman" as librarian Barbara Gordon and the secret identity of crime fighter Batgirl.
This fun presentation discusses how libraries and librarianship were portrayed in the "Batman" television show. In one episode, police Commissioner Gordon (Barbara's own father) said "a good librarian is a calm librarian". If nothing else, this presentation will show how that is not at all true for Barbara Gordon or for Batgirl.
Presenter: Christy Allen (Furman University)

1:00pm - 2:15pm
Closing Session
Closing Keynote

Join us for a lively discussion on advocacy with Justin de la Cruz, Chair of the ALA Committee on Library Advocacy and Head of the Data Science, Instructional Design, and Technology Department at the Atlanta University Center Robert W. Woodruff Library He will discuss advocacy efforts within ALA and how we can support advocacy efforts within South Carolina. He will share resources and materials to use at the local, state and national levels.

2:30pm - 3:30pm
Business Meeting for Newly Elected and Returning Officers

2020 CONFERENCE SPONSORS AND EXHIBITORS

Bound to Stay Bound Books
1880 West Morton Street
Jacksonville, IL 62650
www.btsb.com
sales@btsb.com

Friends of the Lexington Main Library
P.O. Box 1015
Lexington, SC 29071
www.lmlfriends.org
friendsoflml@gmail.com

M.B. Kahn
101 Flintlake Road
Columbia, SC 29223
www.mbkahn.com
hbowers@mbkahn.com

OverDrive
One OverDrive Way
Cleveland, OH 44125
www.overdrive.com
dstefancin@overdrive.com

PASCAL
1122 Lady Street, Ste. 300
Columbia, SC 29201
www.pascalsc.org
ejenkinson@pascalsc.org

Wolters Kluwer
100 River Ridge Drive
Norwood, MA 02062
www.wolterskluwer.com
diane.campagnes@wolterskluwer.com

EBSCO Information Services
5724 Highway 280 E
Birmingham, AL 35242
www.ebsco.com
egold@ebsco.com

Gale, a Cengage Company
27500 Drake Road
Farmington Hills, MI 48311
www.cengage.com
jackie.sullivan@cengage.com

McMillian Pazdan Smith Architecture
400 Augusta Street Suite 200
Greenville, SC 29601
www.mcmillanpazdansmith.com
dpetrie@mcmillanpazdansmith.com

Palmetto Microfilm Systems Inc.
202 N. Lake Dr.
Lexington, S.C. 29072
http://www.pmsimage.com/
jeff@pmsimage.com

South Carolina State Library
1500 Senate Street
Columbia, SC 29201
http://www.statelibrary.sc.gov/

SCLA is grateful to our sponsors for making this a great virtual event!

Gold Sponsor

EBSCO
INFORMATION SERVICES

Bronze Sponsor

GALE
A Cengage Company

mcmillan
pazdan
smith
ARCHITECTURE

Wolters Kluwer