

METROLINA LIBRARY ASSOCIATION

THE POWER OF *Possibility*

2023 Annual Conference

CPCCC PARR CENTER

JUNE 15, 2023 | THURSDAY | 8 AM - 4 PM

mlalibrary.org

PROGRAM

8:00 - 9:00 AM

Check-in

9:00 - 9:10 AM

Welcome with Ron Stafford

Location: Theater

9:15 - 10:15 AM

Keynote Address with Tamara King

Location: Theater

10:30 - 11:20 AM

Breakout Session 1

11:30 AM - NOON

Posters and Vendors

Location: In front of Huddle Rooms

NOON - 1:00 PM

Lunch

Location: Dining Area

1:00 - 1:50 PM

Breakout Session 2

2:00 - 2:50 PM

Breakout Session 3

2:30 - 3:00 PM

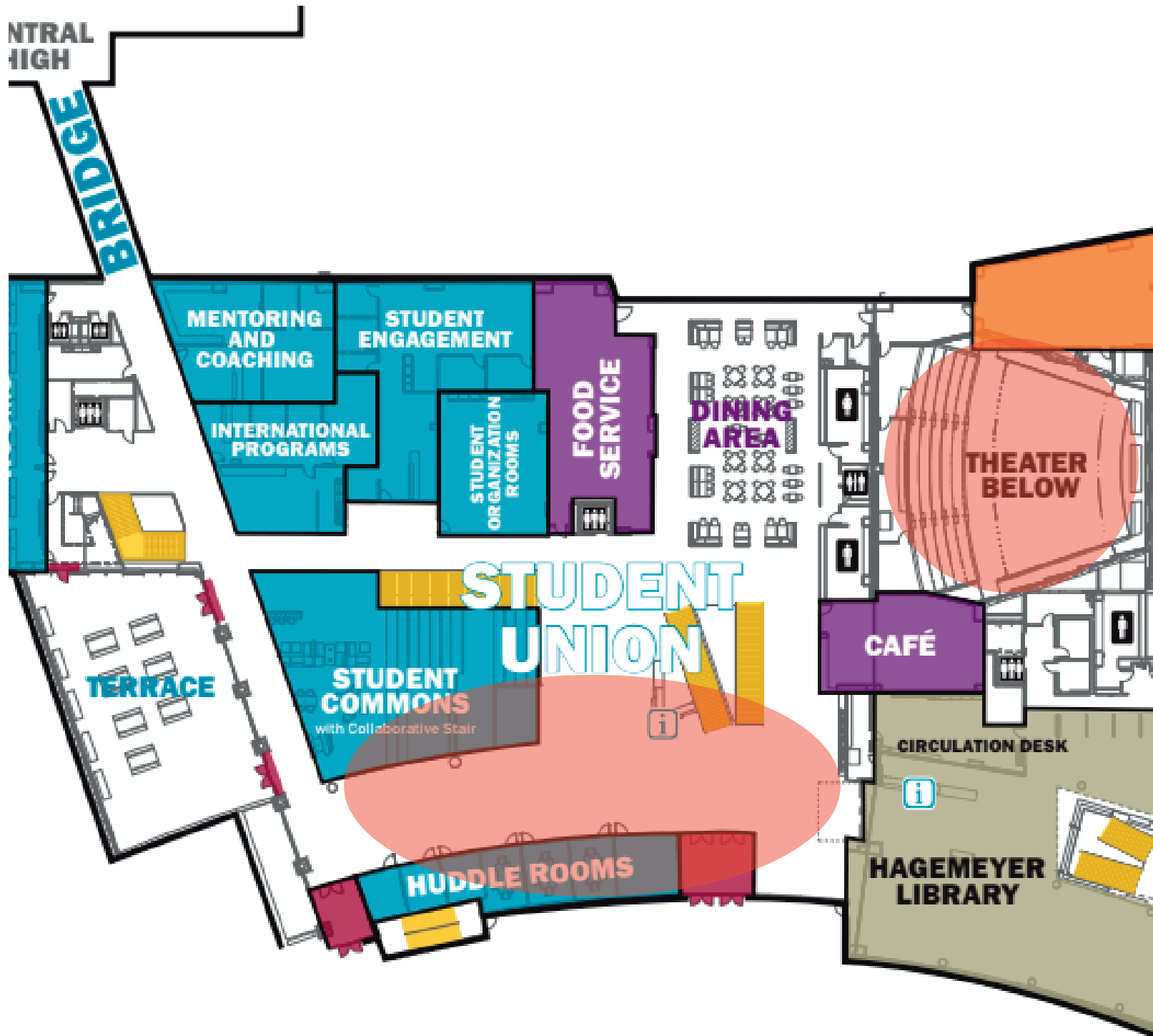
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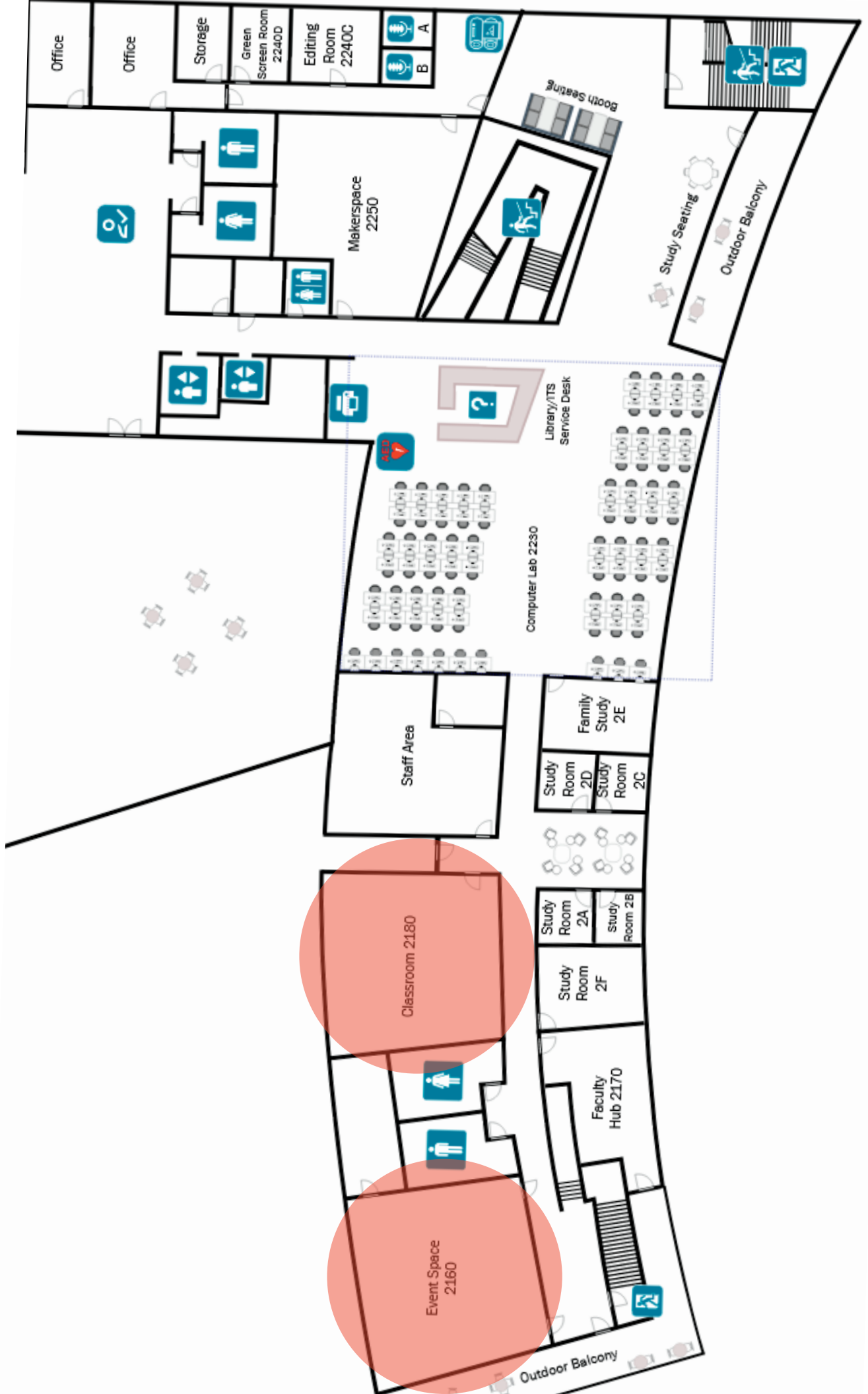
3:00 - 3:50 PM

Breakout Session 4



Parr Center







KEYNOTE

TAMARA KING is the Chief Equity and Engagement Officer for Richland Library. In her role, she is tasked with the development and support of the library's equity, diversity and inclusion initiatives, programs and partnerships, ensuring community engagement efforts reach underserved and marginalized populations.

Tamara also supervises the Departments of Marketing and Communications, Outreach, Social Work and Development which supports the Richland Library Friends and Foundation along with the library volunteer program. In addition to her role leading the library's equity, diversity and inclusion (EDI) efforts, Tamara also supports the library's award-winning Let's Talk Race Team. Through Tamara's leadership the team has held discussions surrounding race, women's rights and social justice for more than 4,000 participants and helped raise nearly \$200,000 to support EDI initiatives and programming at the library.



KEYNOTE

She has nearly two decades of experience in broadcast television, public relations, reputation management, marketing, strategic communications, media and crisis communication training and program management.

Tamara was recently selected by the Post and Courier Newspaper as one of the top 12 Black Leaders to Know in South Carolina. She is a nationally and locally recognized award-winning public relations professional and was recognized as a 2019 Library Journal Mover and Shaker for her role in Richland Library's race, equity and social awareness work. She has won communication awards from the International Association of Business Communicators of South Carolina and the South Carolina Chapter of Public Relations Society of America. Tamara has also won a National Bronze Telly Award as host and producer of the nationally-recognized public affairs show Richland Revealed.

Tamara has a degree in Journalism and Mass Communication, a Master's degree in Library and Information Science (MLIS) from the University of South Carolina and an Accreditation in Public Relations certification (APR).

BREAKOUT SESSION 1

Room - 2160

FLIP, FLEX OR FOLLOW-UP: USING TUTORIALS + ASSESSMENT MODULES IN LIBRARY INSTRUCTION

Angela Whitehurst, Mitchell Community College

Are you looking for an innovative way to provide library instruction to classes using different teaching models? Do you have limited staff or resources to provide more library instruction? If so, creating modules that contain tutorials plus self-grading assessments may be a way to reach instructors who do not usually request instruction or provide an additional option for learning and knowledge retention in face-to-face or online classes. This session will focus on how to create self-grading modules with LibWizard software, the various uses for the modules, student assessment and challenges encountered.

Room - 2180

TONKS & HERMIONE TAKE ON LIBRARY LAND: A CONVERSATION ON INTERNSHIP SUCCESS

Ellen C. Walker Show, Mint Museum

Ron Stafford, Northeastern Technical College

Mentorships have gotten a bad rap - many people say they are useless and old hat. Often lackluster results come from mentorship. However - when the fates align - magic is sparked in mentorship. Our conversation will use a successful mentor/mentee relationship to shift the mentorship paradigm and illuminate the success and lifelong professional and personal friendship a successful mentorship can create. Through a frank discussion of false starts and heightened success - we will discuss best practices for making the most of mentorships - and how to build strong professional relationships that move the library profession forward. Muggles Welcome.

BREAKOUT SESSION 1

Room - 3220

EXPAND YOUR DIGITAL HORIZONS: OPTIMIZING ACCESS AND DISCOVERABILITY OF DIGITAL COLLECTIONS

Tracy Pizzi, Winthrop University

Logan Cocklin, Winthrop University

Ensuring access to the digital content that libraries and archives provide has proved to be essential for our users - particularly with the onset of the Covid pandemic. Enhancing the promotion and discoverability of our digital collections is crucial in order to draw our current and potential users into our online presence. In this session, librarians from the Technical & Digital Initiatives unit at Dacus Library will share our own experience with our digital institutional repository and how we have been making strides to expand access to our digital collections in our IR, the Digital Commons at Winthrop University.

BREAKOUT SESSION 2

Room - 2160

FINDING THE POWER TO PIVOT: CAREER TRANSITION AFTER LOW MORALE

Belinda Dunn, Charlotte Mecklenburg Library

Kaetrena Davis Kendrick

While the pandemic surfaced ongoing cultural concerns in library and archives workplaces, it also helped many library workers clarify and refine their career and professional goals. This facilitated session will explore common barriers to leaving low morale workplaces and offer applied strategies for successfully transitioning between library types - or even library-adjacent industries.

BREAKOUT SESSION 2

Room - 2180

EMPOWERING LIBRARY USERS TO COMBAT MISINFORMATION

Cara Evanson, Davidson College

Are your library users prepared to identify and combat misinformation? As the forms in which misinformation spreads grow ever more insidious, it is critical that the people in our community know how misinformation works, why it goes viral, how to fight back against it. Drawing on examples from an academic setting, this session will focus on leveraging existing partnerships and resources to actively engage members of your community in identifying and combatting misinformation. All participants will have the opportunity to reflect on how to apply the misinformation-combatting principles of collaboration, personalization, and active learning to their own specific context.

Room - 3220

INNOVATING TO INFORM AND EDUCATE LIBRARY USERS

Terry W. Brandsma, University of North Carolina Greensboro

Prior to implementing digital signage within our academic library, we took a measured approach by evaluating available and low-cost options for both hardware and software, then rolling out a few digital signs in key locations to gauge user interest. As additional displays were implemented, we customized the screen layouts and image/event playlists to attract the interest of those who would be passing through each location. We also began creating ad-hoc "Happening Now!" screens for special events and programs. Ultimately, this experimentation will feed into a comprehensive digital signage strategy that will be incorporated into our library renovation plans.

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BREAKOUT SESSION 3

Room - 2160

FINDING NEMO: NEW LIBRARIANS CAUGHT IN A CURRENT

Retha Hall, Central Piedmont Community College

Christy Woodberry, Central Piedmont Community College

Danielle Taulman, Central Piedmont Community College

Hannah Thompson, Central Piedmont Community College

"Budding librarians" desiring a career in the library profession often hear "Get experience!" This presents catch-22 questions: How does one actually obtain experience, especially with many applicants for a single entry-level job? In this candid blue table talk conversation, MLIS graduates and a hiring manager will share their experiences on how they are navigating the rapids to overcome obstacles, develop their confidence and gain relevant on-the-job experience. They want to know: Will employers be open and patient enough to provide a space where new librarians can learn to flourish, or will they be left to flounder and remain caught in a current?

Room - 2180

PILOTING A BEGINNING COLLEGE ASSESSMENT OF INFORMATION LITERACY FOR THE FOUNDATIONAL STUDIES PROGRAM

Shelley Arvin, Indiana State University

In response to post-pandemic changes to the economy, the foundational studies program of a university proceeded to restructure itself and its program, including starting up an initiative to develop assessments for information literacy. Professors were concerned about student deficiencies in research skills and source knowledge. Student artifacts from foundational studies composition and communication courses were collaboratively assessed by faculty and librarians. In addition, the librarian representative developed a LibWizard assessment for students at the start of their college career that assessed the composition and communications knowledge and skills of information literacy.

BREAKOUT SESSION 3

Room - 3220

A TASTE OF AFRICAN HERITAGE

Suzanne Moore, Wilkes County Public Library
Nicole de Bruijn, Wilkes County Public Library
Brigett Adams, Wilkes County Public Library

Heritage-cooking classes help people rediscover and embrace healthy, sustainable joys of the “old ways” or shared cultural traditions. Along with the taste of heritage foods, book club selections introduce cultural reads. Celebrating diversity with ethnic foods across a variety of cultures; African, Mediterranean, Latin American, Asian, and vegetarian/vegan will bring community members together and inspire shared stories. Even without the benefit of prepared curriculum, learn how conversations about culture are enhanced with traditional foods. This is a successful way to highlight diversity and inclusion.

BREAKOUT SESSION 4

Room - 2160

BUILDING A STRATEGIC PLAN: THE POWER OF ADVOCACY THROUGH VALUES CREATION

Diann Smothers, Winthrop University
Kaetrena Davis Kendrick

Why do you need a values statement, and how do you create one (or update the one you have)? You don't need a lot of funding to facilitate a values workshop that will generate a values statement for your library/archives. In this session, you will learn how to advocate for your organization through values and gain practical, budget-friendly guidance on hosting and facilitating a values workshop.

BREAKOUT SESSION 4

Room - 2180

DIGITAL COLLABORATIONS: DEVELOPING A SHARED OER COLLECTION IN AN INSTITUTIONAL REPOSITORY

Amie Freeman, University of South Carolina

Dan Brackmann, University of South Carolina School of Law

Natalia Bowdoin, University of South Carolina Aiken

Emily Smith, University of South Carolina Beaufort

Kim Kelley, University of South Carolina Beaufort

Virginia Cononie, University of South Carolina Upstate

Librarians from five campuses will discuss the creation of a cross-disciplinary collection of open educational resources (OER) in their shared institutional repository, including how they developed a permanent record of faculty-produced OER and made faculty-created educational materials more discoverable. Session participants will gain insight into the creation of collaborative collection policies, collection structure design, and shared workflows. The pandemic reinforced the importance of developing digital repositories in libraries. This initiative is a collaborative effort to expand access and further open access and open education. Through this collaboration, the partner libraries were able to share expertise to accelerate the development of digital repositories across their institutions.

Room - 3220

TO BE OR NOT TO BE: IS LIBRARY PROGRAMMING STILL RELEVANT?

Retha Hall, Central Piedmont Community College

Gloria Kelley, Central Piedmont Community College

Janice Hall, Central Piedmont Community College

Libraries have always served as 'connector hubs': a place to get information, a place for discovery, enrichment, and building connections. Yet, how many times have you heard - or perhaps even said yourself, "We've tried that, and that, too! Anyone who has been involved in developing programs can attest to joyful and unsuccessful experiences. During this engaging exchange of ideas on how to identify, and understand our "WHY" can help change our mindsets about library programming and recognize the opportunities, the benefits and how it can still help demonstrate our relevance in the communities we serve locally and beyond.

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POSTER SESSIONS

Outside of the Huddle Rooms

BRINGING ART INTO THE LIBRARY: HOW COLLABORATION CAN PROMOTE STUDENT SUCCESS

Jenna Rinalducci, University of North Carolina Charlotte

What started as a simple conversation about bringing art into the library developed into a valuable ongoing collaboration with faculty and students from the university's arts and architecture college. So far, the results include student murals in multiple locations, large monitors rotating a variety of coursework, online and in-person exhibits, and an art vending machine. These collaborative initiatives have also provided opportunities to highlight the unique research and teaching in the visual and performing arts through in-person interaction and online documentation.

PICTURE YOURSELF HERE: USING LIBRARY EXHIBITS TO ATTRACT & INTERACT WITH THE CAMPUS COMMUNITY

John Barnett, University of South Carolina Upstate

Post-renovation and post-pandemic, our library wanted to improve in-person interactions with students, staff, and faculty and encourage use of our remodeled space. In addition, with ongoing concerns over student retention and success, we wanted the library to contribute to campus culture, create a sense of belonging, and better reflect our diverse student body. While no sole activity or initiative can achieve all of the above, a program of library exhibits has been one small, affordable, and effective way for our library to address these challenges.

NO ACCESS, NO PROBLEM! COMPLETING AN ARCHIVAL INTERNSHIP DURING THE COVID-19 PANDEMIC

Lorena Jordan, George Mason University

I was selected by The Citadel Archives and Museum to complete an archives internship during the summer of 2020. Then, the world closed down. However, the archives remained open, and my education continued. This presentation explains how that was possible.

POSTER SESSIONS

ENCOURAGING LIBRARY USERS TO BECOME CITIZEN ARCHIVISTS

Johnamarie Macias, Central Piedmont Community College

How can libraries help increase public understanding of archival work and programs in a way that is engaging? At Central Piedmont Community College, the College Archives – with the support of the Central Piedmont Library and History Club – developed a citizen archivist workshop to introduce library users to archival crowdsourcing initiatives and encourage them to interact with primary sources in non-traditional ways. This poster describes the development and implementation of a citizen archivist workshop during American Archives Month in October 2022. It also provides practical information for other librarians and/or archivists looking to create similar programming at their institutions.

HYPERFOCUSED ON ANTHROPOLOGY BOOKS: IN DEPTH MODEL OF USING COLLECTION DEVELOPMENT AS OUTREACH

Kim Looby, University of North Carolina Charlotte

Making sure that books get used in academic libraries is a never ending challenge for subject librarians. Do we purchase only what is requested? Do we purchase books just in case? Something else? After evaluating the use of books in a particular subject area, this librarian developed a targeted model that connects books directly to classes being offered. The librarian is testing out using this as outreach to the campus subject area department, which includes connecting teaching faculty to the library, demonstrating opportunities for using books in courses, and becoming more knowledgeable of the collection in general.

CELEBRATING LITERARY BIRTHDAYS

Suzanne Moore, Wilkes County Public Library

This is the story of a unique book club, organized to help us tackle the ultimate to-read list; 1001 Books You Must Read Before You Die. You may wonder where does one start with such a lofty and ominous goal? With this group, books are selected in a random way, based on the author's birth month. Meetings are celebratory, "Literary Birthdays," to get together and honor the author as much as discuss the featured book of the month. This to-read list covers a variety of genres and is a great way to discover older books you may have missed before.

POSTER SESSIONS

EXPLORING THE USE OF AI FOR FINDING RESOURCES IN LIBRARY INSTRUCTION SESSIONS

Allison Faix, Coastal Carolina University

Samantha Duncan, Coastal Carolina University

Chat GPT is quickly complicating the work of librarians. It tends to recommend sources that don't actually exist. As students begin to use AI they need to understand its limitations in citing sources. As educators, we can research these tools to determine which are better and more accurate, such as Elicit.org. The pros and cons and potential uses of this AI, and other AI uses for the library classroom, are explored and a conversation about these issues will be started.

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