UN// //BOUND

SCLA CONFERENCE
2014

OCTOBER 22-24 * MARRIOTT * COLUMBIA, SC

Welcome to the 2014 SCLA Conference! It has been an honor and privilege to serve as your President this year. The SCLA Board is thrilled that you have taken time out of your very busy lives to share, present, network, and mingle with colleagues from the entire state and region.

This year's Conference –"Unbound: Unconventional Services in South Carolina Libraries"- would not have been possible without the work of Conference Chair Crystal Johnson, SCLA 2014 First Vice-President/President-Elect, and the very capable SCLA Conference Planning Committee. Their behind-the-scenes and non-stop efforts bring you the dozens of presentations, panels, poster sessions, and receptions you receive as a member or attendee, as well as the opportunity to hear from keynote speakers like poet/professor Ed Madden, OCLC's George Needham, and illustrator/author Sanford Greene. We hope you can make them all. Please also don't miss this year's President's Program on Friday morning which is co-sponsored with RAAC – the SCLA Round Table for African American Concerns.

As always, a HUGE thanks to all our returning and new Sponsors and Exhibitors who have again stepped up to the plate this year. Do make sure you go by the Exhibits Hall and thank them for their continued SCLA support.

Even though the 2014 SCLA Conference is taking place now, we are already planning for the next. As you must know, our Association was founded in 1915 here in Columbia. We are therefore looking forward to a special 2015 Conference to observe the SCLA Centennial. Now is a great time to get involved by joining SCLA or renewing your membership. We will see you there!

Ed Rock
SCLA President

Welcome to the Annual Conference of the South Carolina Library Association. In the organization's 99th year, there are so many accomplishments to look back on and so many more to look forward to as we prepare for SCLA's Centennial celebration in 2015, which you certainly don't want to miss! Until then, I hope you've come prepared to be engaged by your colleagues, learn more about resources available to your libraries by visiting our exhibitors, and of course have some fun at the Scholarship for Diversity karaoke fundraiser and the All Conference Reception.

This year's theme, "Unbound: Unconventional Services in South Carolina Libraries," brings attention to the remarkable ability of library professionals across the state to transform and reallocate resources to best meet the needs of our libraries' users. Over the next three days, you have access to quality programs covering the topics of open access, how to start a library comic con, navigating the latest databases, engaging instruction, and much more. Challenge yourself to attend a session that may be outside the normal scope of your work, you just may learn about something innovative that can be used in your library.

A special thanks goes to the conference presenters, sponsors, exhibitors, and the Conference Planning Committee who worked hard throughout the year to make this conference possible. It has been an honor to serve as your First Vice-President/Conference Chair and I am excited to continue to work with many of you in the future!

Crystal L. Johnson
SCLA First Vice-President
Conference Chair

Greetings,

As Mayor of Columbia, it is my pleasure to welcome you to our fair city as we host the South Carolina Library Association Annual Meeting.

Your steadfast devotion to providing innovative services and promoting libraries and intellectual freedom to all our citizens including the public, as well as those in higher education and in our schools sets you apart as examples of leadership and community service and we are proud to host you and this wonderful event.

I invite each of you to enjoy all that "Famously Hot" Columbia, South Carolina has to offer during your visit and hope you will visit us again soon.

Enjoy the South Carolina Library Association Annual Meeting and, again, welcome to Columbia!

Sincerely,
Stephen K. Benjamin
Mayor
Columbia, SC

UN//BOUND
SCLA CONFERENCE
2014

CONFERENCE PLANNING COMMITTEE

**First Vice-President/
Conference Chair**
Crystal Johnson
Richland Library

Poster Sessions Chair
Faith Keller
Francis Marion University

Exhibits Chair
Kate Wong
Richland Library

Registration Chair
Madelyn Bowers
Richland Library

Graphic Design
Michelle Hannon
Greenville County Library System

All Conference Reception
Amber Conger
Richland Library

Ashley Warthen
Richland Library

Editorial Committee
Kelly Jones, Chair
Richland Library

Publicity Committee
Michelle A. Rubino, Chair
Greenville Technical College

Treasurer
Kathy Snediker
University of South Carolina

Executive Secretary
Donald Wood
Capitol Consultants

Special Thanks to
Ed Rock, President
Clemson University

Yvonne Davis, Past President
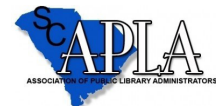*Francis Marion University*

SCLA Executive Committee, SCLA
Executive Board, presenters, and
conference sponsors.

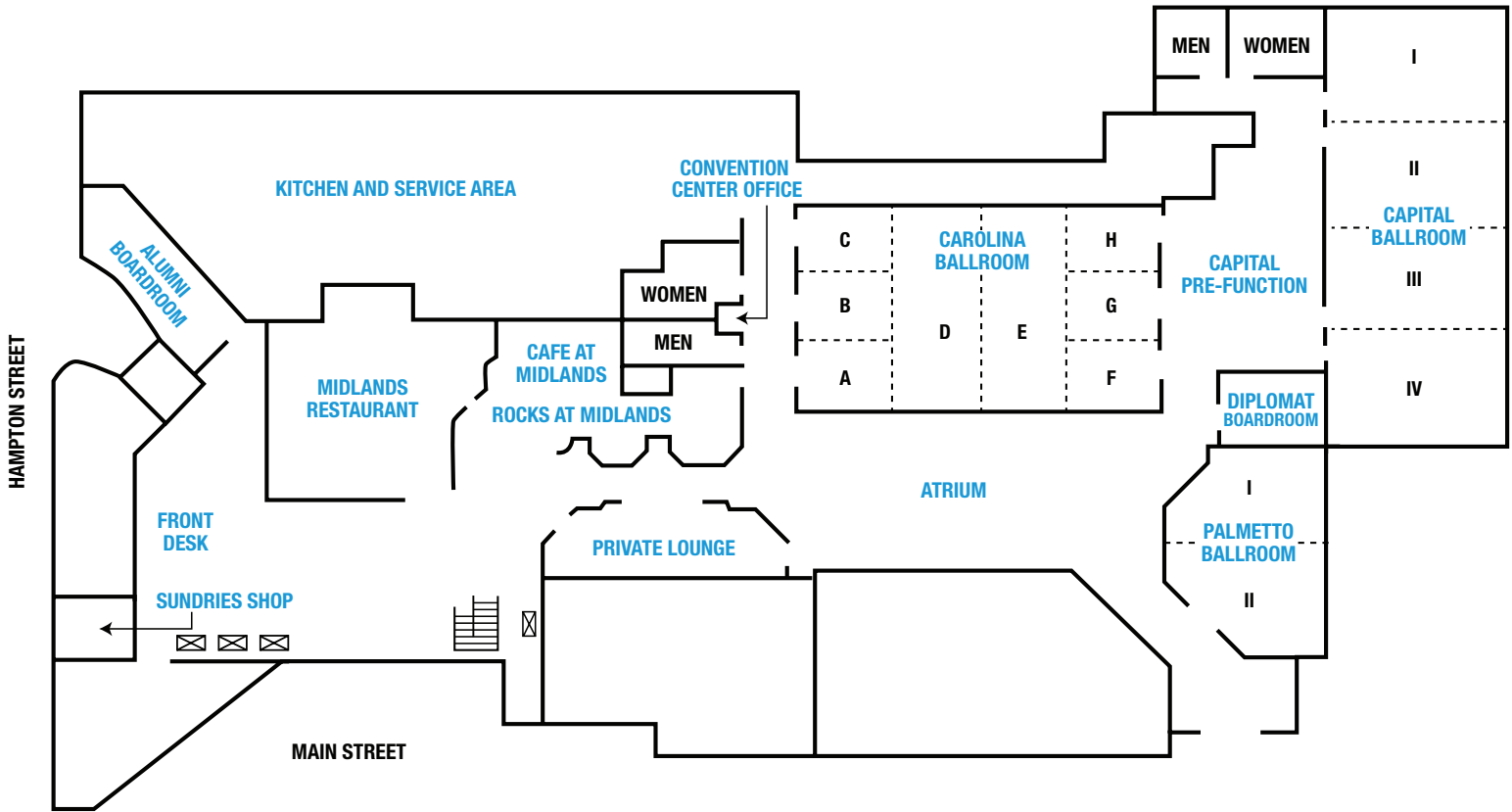## SCLA WOULD LIKE TO EXTEND A BIG THANKS TO OUR 2014 CONFERENCE SPONSORS:

MAGNOLIA

EBSCO

equinox SOFTWARE

south carolina STATE LIBRARY

RICHLAND LIBRARY access freely.

UNIVERSITY OF SOUTH CAROLINA

APLA ASSOCIATION OF PUBLIC LIBRARY ADMINISTRATORS

YELLOW JESSAMINE

MERGENT

Wolters Kluwer
When you have to be right

THE MARRIOTT

1200 HAMPTON, ST
COLUMBIA, SC 29201

MEN WOMEN

I

II

CAPITAL
BALLROOM

III

IV

KITCHEN AND SERVICE AREA

CONVENTION
CENTER OFFICE

ALUMNI
BOARDROOM

C

CAROLINA
BALLROOM

H

CAPITAL
PRE-FUNCTION

WOMEN

B

G

MEN

D

E

CAFE AT
MIDLANDS

A

F

MIDLANDS
RESTAURANT

ROCKS AT MIDLANDS

DIPLOMAT
BOARDROOM

HAMPTON STREET

ATRIUM

I

PALMETTO
BALLROOM

FRONT
DESK

PRIVATE LOUNGE

II

SUNDRIES SHOP

MAIN STREET

Hotel Parking

Located at 1400 Sumter Street
(corner of Hampton and Sumter streets)
$12 per day for self parking
$22 per day for valet parking

City Parking Garages

Cannon Garage
1227 Taylor Street
(corner of Taylor and Sumter streets)
$10 per day

Airport/Shuttle Information

Columbia Metropolitan Airport
3250 Airport Boulevard
West Columbia, SC 29170

Marriott Hotel – Shuttle service to and from
the airport and Vista businesses is available.
Contact the hotel at (803) 771-7000 for more
information.

8:30am-5pm
Registration
Location: Atrium

10-10:50am
Breakout Sessions

Library Garden: An Education Station
Our library is located in a Chicken Finger Corridor (a haven for fast food chains); a low socio-economic area of Richland County. Through local partnerships, farm connections, and grant writing, our educational garden has flourished and we would like to share our journey. The garden's focus is to act as a public square for open discussion on a variety of subjects, from composting, to the science of photosynthesis, through water conservation, the importance of threatened pollinators, and the reality of the American diet. Please join us in our retrospection as we examine what it takes to build an outdoor education and inspiration station.

Presenters: Rod Franco, Sarah Burnette, and Crystal Johnson, Richland Library
Location: Carolina A-C

Engaging the East: Pedagogical Lessons from a Chinese University Classroom
How does teaching Chinese college students to speak English relate to Information Literacy in an American academic library? This session will answer that! Taking a year to teach Chinese students English gave a plethora of lessons both in and out of the classroom. While the path from library school to China to academic libraries may have been unconventional it did work to create a solid pedagogical framework. In this session we will explore how outside experiences can make us better library classroom teachers.

Presenter: Emily Mann, Florida State University
Location: Carolina D

What Digitization and the South Carolina Digital Library (SCDL) Can do for You
In this presentation Heather Gilbert from the College of Charleston, Kate Boyd from USC, and Chris Vinson from Clemson University will discuss how digitization has served the public for their institutions and what opportunities the South Carolina Digital Library (SCDL) and digitization have opened up for their libraries. They will touch on working with SCDL, collaborating with other institutions, and broadening the reach of their institutions' collections. They will also talk about working with faculty and students and finding new and different partners through these types of projects.

Presenters: Kate Boyd, University of South Carolina; Heather Gilbert and Chris Vinson, Clemson University
Location: Carolina E

The Future of Library Services for and with Teens
YALSA's IMLS-funded National Forum on Teens and Libraries was a year-long effort that brought together key stakeholders from the areas of libraries, education, technology, adolescent development and the for-profit and nonprofit sectors to explore the world of young adults and library services for and with this population. This interactive session will offer a forum to discuss the findings and what they mean for libraries. Come with ideas and questions! The report is available at www.ala.org/yaforum.

Sponsor: Youth Services Section
Presenter: Sandra Hughes-Hassell, University of North Carolina at Chapel Hill
Location: Carolina F-H

11-11:50am
Breakout Sessions

It's a Metric (Boogie Woogie Woogie)
The digital revolution has done more than just change how we share our scholarship; it's changed how we talk about it and measure its impact. Traditional metrics like citing references and impact factors have taken on new, often controversial uses such as funding and tenure. New metrics (altmetrics) allow us to follow informal scholarly discussion through tweets, likes, and saves. This session will review various metrics of scholarship, explore their uses and abuses, and open a discussion on how librarians can prepare themselves and their patrons for the challenges and opportunities this new information offers.

Presenter: Andrea Wright, Furman University
Location: Carolina A-C

Building Community through Innovation and Access at the St. Helena Branch Library
A lecture discussing the development of makerspaces/media labs/sound booths and associated creative programming (film making, audio design, 3D animation, stop motion animation, graphic design, game design, drawing, cooking, electronic/computer programming, and crafting) within the Beaufort County Library system's St. Helena Library Branch. Further discussion on how our makerspace/media lab/sound booth has greatly impacted the St. Helena Island community for all ages and has encouraged civic participation within libraries.

Presenter: Melanie Florencio,
Beaufort County Library
Location: Carolina D

The Sky's The Limit? Cloud Computing in Small and Rural Academic Libraries
Tritt and Kendrick will reveal findings from their study about the utilization by and impact of cloud computing technologies on library professionals in small and rural academic libraries. Attendees will have an opportunity to discuss the impact of cloud computing on their professional practice and concerns they might have about using software in the cloud.

Presenters: Deborah Tritt, University of South Carolina Aiken; Kaetrena Davis Kendrick, University of South Carolina Lancaster
Location: Carolina E

Customer Service and You: What Library Paraprofessionals Need to Know
As services and customers in public libraries are rapidly changing, we will discuss how to navigate the new world of library customer service. Today's library paraprofessional is managing changing roles, duties and expectations; we plan to offer tips, advice and discussion of techniques to demonstrate how to provide customers with the best possible library experience.

Sponsor: Paraprofessional Round Table
Presenter: Kristin Amsden, Richland Library
Moderator: Anita McCray, Richland Library
Location: Carolina F-H

12pm-1pm
Lunch 'n Meet
Lunch is on your own at this time. (Committee, Section, & Round Table officers are encouraged to meet at this time.)

12pm-7pm
Exhibit Area Open
Location: Hotel Atrium

1pm-2pm
1ST General Session & Business Meeting/
Opening Keynote, Ed Madden, Jr.
Location: Capital III-IV

2:10pm-3pm
Breakout Sessions

Your Attention Please!: Keeping the Attention of Your Generation Y Students
The library instruction "one-shot" is different from the traditional semester-long course in many ways. However, one constant is shared by both: student's attention spans are short (and possibly getting shorter). Come join us to learn activities to break up your library session using engaging activities that will compliment your bibliographic instruction lecture.

Presenters: Amy Edwards and Timothy Simmons, University of South Carolina
Location: Carolina A-C

UnBound UnConference
Join us for an open space meeting where YOU set the agenda! Together, we'll create a "marketplace" of conversation and learning about library services in South Carolina. Whether you want to continue a conversation from another session, discuss late breaking library news, or talk about anything else under the library sun, everything will be fair game in the UnConference!

Presenters: Kelly Jones and Thomas Lide, Richland Library
Location: Carolina D

Preserving Personal Archives: Remembering South Carolina Women's History
This presentation plans to discuss an ongoing initiative to digitize a set of video recordings that chronicle issues of women in South Carolina, specifically Columbia. The recordings in question range from a roundtable discussion of pay inequity to a mostly lost documentary about the history of the Women's Studies program at the University of South Carolina, showing the challenges and triumphs faced by women in the local community, while also speaking to larger national and transnational issues in the process.   The presentation will further show that what appeared to be a simple act of saving a deteriorating form of media through digitization actually proved to be a revelatory process in reviving a nearly forgotten moment of women's politics, economics and social mobility as it pertains to women living in the southeast during the early 1990's.

Presenters: Mary Baskin-Waters, Ph.D. and Travis L. Wagner, University of South Carolina
Location: Carolina E

Living Out Loud
Join keynote speaker and co-editor of *Out Loud: The Best of Rainbow Radio*, Ed Madden, for a follow-up discussion.

Presenter: Ed Madden, Jr., University of South Carolina.
Moderator: Thomas Maluck, Richland Library
Location: Carolina F-H

3:10pm-4pm
Breakout Sessions

All the World's a Stage: Digitizing Theater Materials
Creating a theatrical production involves meticulous designing and construction of scenery, costumes, props, and lighting. Is it possible to digitally archive this creative process from first sketch to finished production? Furman University's Digital Collections Center is tackling this challenge with the creation of the Peter Wexler Digital Museum at Furman University. Join the presenters as they discuss the process involved in digitizing the life's work of New York theater producer, designer, and artist Peter Wexler. They will explore the challenges and

opportunities of converting two-dimensional and three-dimensional theatrical materials into digital formats and making them available online.

Presenters: Rick Jones, Christy Allen, and Scott Salzman, Furman University
Location: Carolina A-C

Speed Networking Coffee Hour
Come enjoy a little pick-me-up and meet colleagues from around the state. We'll guide you through friendly rounds of networking. Bring your business cards and your brilliant ideas. Facilitators will guide participants through networking rounds and will ensure that they get to meet as many different people as possible.

Sponsor: New Members Round Table
Presenters: Jake Duffie and Kelly Jones, Richland Library; Chess Schmidt, Claflin University
Location: Carolina D

Demand Driven Acquisitions: What's Best for Your Library?, A One-Year Study of DDA at The College of Charleston
This presentation will focus on the College of Charleston's experiences with a year-long demand driven acquisitions (DDA) trial through ebrary and YBP. It will discuss the criteria we created for selecting records for our discovery pool and how these decisions were made, as well the library's view on short term loans vs. immediate purchases. The presentation will also address some of the issues we faced in implementing the program, including vendor issues and technological needs, and how we overcame these problems to create a successful DDA plan which is now a permanent service at the College of Charleston.

Presenter: Lindsay Barnett, College of Charleston
Location: Carolina E

Safety and Security in the Library
BL Oliver will address safety and security concerns specific to the library environment. The focus of the presentation will be to provide you with approaches and language appropriate for addressing unacceptable behaviors through use of established processes, protocols and procedures. The presentation will enable participants to appreciate risk factors and understand workplace violence, reporting and actions to prevent or minimize violence or disruption in the library.

Presenter: Bryan Oliver, Richland Library
Location: Carolina F-H

4:10pm-5pm
Breakout Sessions

ACE It! Aim Click Edit: Better Photography Skills to Improve YOUR Library's Image
Taking pictures is more than just pointing the camera and pressing a button. To get the kind of photos libraries need for promotional purposes, attendees will learn more about the basics of digital photography and how to get the most out of digital cameras. Transition from taking just snapshots to producing inspired images that will make your library shine!

Presenters: Pamela Hoppock and Curtis Rogers, South Carolina State Library
Location: Carolina A-C

Fun in the Library
Patron engagement is hugely important for all libraries, whoever your patrons may be, even more so now in this time of fighting for every budget dollar. We have started thinking outside the box to find a variety of ways to bring students in to the library and learning worlds and find it a fun place to be. To that end, we have created a wide variety of events, passive engagement activities, and more, to help make sure we increase (at least maintain) our foot traffic and value.

Presenters: Rebecca Freeman, University of South Carolina; Valerie Freeman, Johnson & Wales University
Location: Carolina D

Finding Miss Betty "Joe" Carstairs: Avoiding Oppression through Contextual Cataloguing in the Moving Image Archiving
The debate about the place of subjectivity and objectivity within the act of cataloging is nothing new within discourses of archives and libraries, yet despite a continually evolving attempt to catalogue less oppressively within spaces of information, many bodies and voices continue to be silenced through a lack of language with which to provide descriptions. It is the purpose of this presentation to suggest that by advocating for a more contextual cataloging within the moving image archive, not only

will items already prized and valued become increasingly more accessible, but that objects which are already suffering from silencing will, in turn, become more well-recorded and far less essentialist. Pulling from a variety of materials available within the moving image archive, the presentation will consider how precisely these issues can benefit catalog items that represent local, national and even international materials, screening segments from a variety of moving image materials and considering how a lack of context might decrease the information gleaned from an item, or worse result in a complete misinterpretation of the material.

Presenter: Travis L. Wagner, University of South Carolina
Location: Carolina E

DON'T Put those Phones Away!: Using Smartphones to Engage Undergrads and Promote Active Learning
We know from experience that 90+% of our students come to class with a smartphone in their pocket. Rather than banning them from library instruction, isn't it better to integrate them into our instruction practices? This session will demonstrate and discuss ways that you can engage students in hand-on learning and assessment activities by using smartphones (and tablets). And don't you put YOUR phone away... come ready to engage in some active learning yourself!

Presenter: Erin Washington, Spartanburg Methodist College
Location: Carolina F-H

5pm-7pm
Vendor Reception
Location: Atrium
The event is free and open to all registered attendees.

6pm
Happy Learning Hour at Richland Library
This event is free and open to all public library colleagues attending SCLA. Spend time with your public library colleagues from around the state at

Richland Library's Main location only a short block from the Marriott. Enjoy drinks and food while learning more about new concepts for library spaces in fun and useful ways.

Graciously sponsored by South Carolina Association of Public Library Administrators and the South Carolina State Library, Happy Learning Hour will be filled with conversation, information and free autographed books. Ed Madden, SCLA's Keynote speaker, will join us for the fun and learning. He will be available to talk about his work as well as sign books, many of which will be provided through the support of the South Carolina State Library.
Location: Richland Library, Main; 1431 Assembly Street; 3rd Floor Board and Reception Rooms

8pm- 11pm
Out of the Stacks & On to the Stage/ Scholarship for Diversity Karaoke Fundraiser
This unique scholarship is conferred annually to a member of an underrepresented population who has shown outstanding academic aptitude for librarianship. Please make a bid at the Silent Auction and join us for an evening of Fun and Entertainment. This year we are having a dance contest for a $50.00 Gas Card. The SCLA Scholarship for Diversity in Librarianship Committee and friends look forward to seeing you at both fundraising events during the conference.
Location: Capital III-IV

8:30am-5pm
Registration
Location: Atrium

8:30am-4:30pm
Exhibit Area Open
Location: Hotel Atrium

9-9:50am
Breakout Sessions

Speed Dating: Youth Services Programs and Displays Patrons Will Fall in Love With!

Looking to walk away with instant programs and displays that your patrons will love? From STEM to Tween and everything in between, come speed date your way through tried and true ideas in record time!

Sponsor: Youth Services Section
Presenters: Youth Services Librarians and Paraprofessionals
Location: Carolina A-C

The Librarians Have Flipped!

Have one-shot information literacy sessions made you flip your lid? Flip your classroom! GTC Librarians have had success over the past year using the flipped classroom approach with students in multiple departments. During this session we will address our method of delivering key resources for implementing a flipped classroom approach. After the presentation, we will break the audience into groups and simulate a flipped class.

Presenters: Michelle A. Rubino and Carole Williams, Greenville Technical College Library
Location: Carolina D

Off the Beaten Path: Best Practices for New Librarians and Library Paraprofessionals

Broken up into presentations by a public librarian, an academic librarian, and a paraprofessional from a public library, this session will provide new library employees with tips and tools for adapting to the ever-evolving world of library work. Learn how to think outside the box by hearing first-hand accounts about innovative programs, services, policies, and resources that have allowed new employees to make themselves essential within their library systems.

Sponsor: New Members Round Table
Presenters: Jake Duffie, Richland Library; Megan Summers, Charleston County Public Library; Breanne Kirsch, University of South Carolina Upstate
Location: Carolina E

The Failure of Tradition: How Copyright is Being Forced to Change in the Digital Age

The digital age is forcing new questions to arise that copyright has not traditionally dealt with, some because of new media and some because of volume. What is the threshold of creativity for a copyright and does that cover your MARC records? Who owns a copyright? Is an archivist a publisher and liable for libel? In a world of legal opinions very little is certain yet but we can look at major trends in how the courts are ruling.

Presenter: Rogan Hamby, York County Library
Location: Carolina F-H

10-10:50am
Breakout Sessions

The Librarian in the Room: How to Network with Business Professionals

Many times, when I go to business networking events and introduce myself as a librarian, other business professionals want to know why I'm there, but by the time I leave the event, I have anywhere from 2 - 10 new connections that are willing to provide free services to the library and its patrons or provide sponsorship to the library. As an added bonus, by going to these events, I have also increased awareness about the library and its services. In this presentation, I will go over the basics of networking with business professionals and at other non-traditional library outreach events, including how you figure out where to network, what to do once you get to a networking event, how to build those relationships, and how to use those connections to provide a wider range of services freely to the public.

Presenter: Rieta Drinkwine, Berkeley County Library
Location: Carolina A-C

ILEAD USA 2015

Are you an innovator who would love the opportunity to explore, apply and discover? Do you have a passion for your community and technology? If so, you are perfect for ILEAD USA: a collaborative leadership opportunity that allows library staff members to creatively enhance their community with participatory technology. Join us for a lengthy discussion about the ins and outs of the program: the time commitment, team formation, the application process, etc. This program is open to library staff of all levels and disciplines, so everyone is welcome!

Presenter: Kristi Sligh, South Carolina State Library
Location: Carolina D

Primary, Secondary, Tertiary…OH MY!

Talking about the difference between primary, secondary, and tertiary sources can make student's eyes glaze over in two seconds flat. Tired of your usual lecture & demonstration format? This session will demonstrate a hands-on, flipped classroom style activity for teaching these three sources types--one that is guaranteed to get your students talking, engaged and perhaps even excited about figuring out which sources are which. Come ready to do some active learning and try this activity for yourself!

Presenter: Erin Washington, Spartanburg Methodist College
Location: Carolina E

Your Library Can Be As Cool As Ours!

As a school media center with a limited budget, we have had to find ways to convince our patrons that the Library was not only a helpful place to go, but also a fun place. We planned not only fun educational activities for the patrons, but activities that would make them think about coming to the library as a treat! Find out about our Terrific Trivia Tuesdays, Middle School Library Sleepovers, and our book clubs which meet in a variety of bizarre places including a rare Low Country cave. Come find out how to get your patrons to think your library is just as cool ours!

Sponsor: Youth Services Section
Presenters: Shannon Biggar and Laura Linder, Cane Bay Middle School
Location: Carolina F-H

11-11:50am
Breakout Sessions

Agoge: An Information Literacy Game for Transfer Students

Librarians at the University of South Carolina Upstate are offering unconventional services through interactive, educational games. An educational game has the purpose of teaching people about a subject or skill through play. This information literacy game has been created for transfer students to test and expand their knowledge of information literacy skills. During this presentation library faculty and staff will discuss the process of creating a game for transfer students including best practices and obstacles to overcome when creating an educational game. Lastly, presenters will recommend resources for people interested in creating their own library games.

Sponsor: Information Literacy Round Table
Presenters: Virginia Alexander, Pierre Bouabre, Andrew Kearns, and Breanne Kirsch, University of South Carolina Upstate
Location: Carolina A-C

How to Become a Con Artist: Fan Conventions in Libraries

"Library Comic Cons" have been popping up all across the country in the time between, and South Carolina is right there with them. On May 10, 2014, the Spartanburg County Public Libraries held its first annual SpartanCon. The creators of SpartanCon will share how they developed this event and how other libraries can do the same, regardless of budget. This session will cover how to create an artists' alley, cosplay, marketing the event & utilizing social media, con safety, and other challenges libraries may face when running their own cons.

Presenters: Jess Herzog and Rebecca Mack, Spartanburg County Public Libraries
Location: Carolina D

Discus: Resource Enhancements, News, and Q&A

This session presents the most recent updates and improvements to the statewide electronic resources available to you and your customers. The session also includes a question-and-answer time about South Carolina's virtual library. So bring your questions about collection development policy, database selection, funding, promotion, training or anything else related to Discus. Suggestions are also welcome! Your voice in the conversation helps our virtual library remain effective and successful.

Presenter: Ruth Thompson, South Carolina State Library
Location: Carolina E

CATS! or: How To Implement a Consistent Social Media Strategy: A Student Organization Example

Social media, infamous for the proliferation of cat videos on the Internet, has transformed into a legitimate tool of communication. In fact, given the continual conversations surrounding the use of social media within cultural institutions, questions arise regarding the ways to consistently use social media for meaningful networking, while also continuing the mission of the respective organization. This presentation looks at the manner in which one library and information science student organization consolidated and explored best modes of communication to reach on-campus and distance learning students to increase organizational engagement and participation.

Presenters: Taylor Atkinson, Jessica Dai, Chris Fite, Travis L. Wagner, and Rachel Walden, University of South Carolina
Location: Carolina F-H

11:50am-12:30pm
Vendor Showcase
Location: Atrium

12:30pm-1:45pm
2nd General Session/ Keynote Luncheon with George Needham, OCLC
Location: Capital III-IV

2:30pm-3:20pm
Breakout Sessions

The Copyright Decision Tree

Copyright questions abound in academic libraries and because every situation is unique, the answer to every question depends on the situation. The Decision Tree offers a method for librarians to work through questions about copyright and can be shared with faculty and students facing their own copyright questions. This session will share the Decision Tree process and explain each branch – from the public domain and exemptions to fair use and permissions.

Presenters: Tucker Taylor, University of South Carolina; Andrea Wright, Furman University
Location: Carolina A-C

Implementation and Promotion of Zinio, a Multi-Platform Digital Magazine Subscription Service

HGTC was the first academic library in both North and South Carolina to implement Zinio, "the world's largest online newsstand," and since our initial collection of 38 publications was released to students and faculty in mid-March 2014, the service has been growing in popularity. Anticipating patrons' needs, the library partnered with HGTC's WaveNet Central – the student information and technology assistance center – to offer fun and informative eReading events to interested faculty members as well as students called "Mobile Mondays." This presentation will cover our simple PDA (patron-driven acquisitions) process, the evolution of our marketing and promotional efforts during the past seven months, and our troubleshooting experiences so far.

Presenter: Amanda Kraft, Horry Georgetown Technical College
Location: Carolina D

Battledecks, Round II

Back by popular demand! These improvised PowerPoint presentations will cover the breadth of library services, even if their slides seem to come from outer space. Compete with other librarians for a fancy hat signed by the creators of the library-centric webcomic "Unshelved." You've gotten this far into the conference, isn't it about time you won a hat?

Presenter: Thomas Maluck, Richland Library
Location: Carolina E

The Accidental Graphic Designer: Resources and Best Practices for Designing Professional Library Materials

Are you a graphic designer? Neither am I! Fortunately, however, you don't have to have a background in graphic design to create library materials that are effective and attractive. In this session, we'll look at some examples of marketing materials and talk about the different (and free!) tools and resources used to create those materials.

Presenter: Brandy R. Horne,
University of South Carolina Aiken
Location: Carolina F-H

3:30pm-4:20pm
Breakout Sessions

Crashing the Party: Promoting and Participating in Open Access Publishing

Learn about the ins and outs of Open Access publishing, what it means for libraries, and strategies for promoting and educating library patrons on the use of Open Access materials. The presenter will also discuss the experience of creating an Open Access journal, South Carolina Libraries, and the different directions libraries and institutions can take in using Open Access materials to supplement costly subscriptions to traditional academic publications.

Sponsor: Scholarly Communication Interest Group.
Presenter: Brent Appling, University of South Carolina
Location: Carolina A-C

Spark Talks

Ideas that spark action and innovation. This fast-moving session will feature five-minute presentations on the latest and greatest ideas from your library colleagues. Come be surprised, inspired, and energized!

Presenters: Kelly Jones, Richland Library; Chess Schmidt, Claflin University
Location: Carolina D

Partnerships for Outreach: Building Community in the Library

The Addlestone Library at the College of Charleston and the Center for Student Learning

partnered to co-design, sponsor, and market a program of complementary information literacy and study skills offerings based on strategies for implementing the new ACRL Framework for Information Literacy for Higher Education in order to build community at the Library. Panelists Jolanda-Pieta van Arnhem (Library) and Melissa Hortman (Center for Student Learning) will discuss the program design process, topic selection, marketing strategies, attendance statistics, and assessment of program for the first year.

Presenters: Jolanda-Pieta van Arnhem and Melissa Hortman, College of Charleston
Location: Carolina E

Open Educational Resources and Open Textbooks

Consortial, state, national, and even global efforts are underway to create open educational resources (OERs) and open textbooks, making the cost of education more affordable for students. As with the Open Access movement, librarians across the globe are thrilled, but what do librarians need to consider as these efforts move forward? Amy and Tucky will discuss how OERs and open textbooks, what OER creators and providers will need to do in order to include libraries in their efforts, and discuss examples of current OER and open textbook projects.

Sponsor: Scholarly Communications Interest Group.
Presenters: Tucker Taylor and Amy Trepal, University of South Carolina
Location: Carolina F-H

4:30pm-5:10pm
Breakout Sessions

AIDS in the End Zone: The Use of a Graphic Novel as an HIV/ AIDS Prevention Tool for Young Adults

Working in collaboration with students in the South Carolina Department of Juvenile Justice School District, the researchers and an illustrator developed an age-appropriate, culturally diverse graphic novel on HIV/AIDS. The graphic novel, AIDS in the End Zone, is a compelling high school drama that presents the dangers of high risk behaviors. The project was based on the premise that students would acquire a greater

knowledge of HIV/AIDS after reading the graphic novel.   As part of the study, graphic novel book club interventions were conducted with young adults in public libraries in Columbia, as well as incarcerated youth in a high school in Virginia. This presentation will describe the AIDS in the End Zone project and present results of the research using the graphic novel with young adults in schools and libraries in two states. In addition, participants will learn how they can replicate the process of creating a graphic novel in their libraries and schools.

Sponsor: Round Table for African American Concerns (RAAC) & USC/SLIS Diversity Leadership Group.
Presenters: Dr. Kendra Albright and Dr. Karen Gavigan, University of South Carolina
Location: Carolina A-C

Making Your Events Sensory-Friendly, Accessible, and Inclusive

In this session, we will explore ways to make library activities such as storytime into "sensory-friendly" events in which all children can participate and thrive. By incorporating simple changes and learning a few new strategies, storytime leaders can bring even more families into the library by acknowledging and honoring the needs of these children (and their families) who often feel left out of group activities. Jennifer will share both her personal and professional experiences with children on the autism spectrum, those with ADHD, Down Syndrome and other disabilities, and will provide examples of inexpensive but effective ways to adapt your current programs to make them inclusive, sensory-friendly and accessible to all children.

Sponsor: Youth Services Section
Presenters: Jennifer W. Gossett, Noteworthy Music Therapy
Location: Carolina D

Top 10 Tactics for Tackling an Authority Control Project

Clemson is a medium-sized research university with over 1 million bibliographic records. A recommendation from the Libraries Future is Now Task Force led to a decision to outsource authority control in 2013. This presentation addresses key issues in implementing a project of this size. A brief Technical Services Section business meeting is scheduled after the presentation.

Sponsor: Technical Services Section
Presenters: Lisa Bodenheimer and Sarah Lohmann, Clemson University Libraries
Location: Carolina E

The Public Library as "Time Machine"
Most library customers (and even librarians) regard "local history" as an arcane, boring pursuit, relevant only to a limited audience. In Charleston, however, local history is big business, attracting thousands of transplants and millions of tourists every year. As a professional historian employed at the Charleston County Public Library, I saw here an opportunity to use my passion for South Carolina history to promote the library's rich historical resources and to draw new customers into our facilities. In response, I launched the "Charleston Time Machine," a blog and metaphorical "brand" for the numerous programs I present at library branches and elsewhere in the community. Learn how the "Charleston Time Machine" uses obscure stories and little-known facts from Charleston's rich, colorful history as a means to engage, educate, inspire, empower, and amuse the minds of our community.

Presenter: Nic Butler, Ph.D., Charleston County Public Library
Location: Carolina F-H

5:30pm-6:30pm
USC/SLIS Alumni Tea
Graduates and friends of the School of Library and Information Science at the University of South Carolina are invited to come visit with colleagues in the profession, meet new friends, and enjoy wonderful desserts while taking a break from the busy schedule. The faculty and staff of the school look forward to welcoming you to the tea.
Location: Capital III-IV

6pm-7:30pm
SCLA Play with New Members
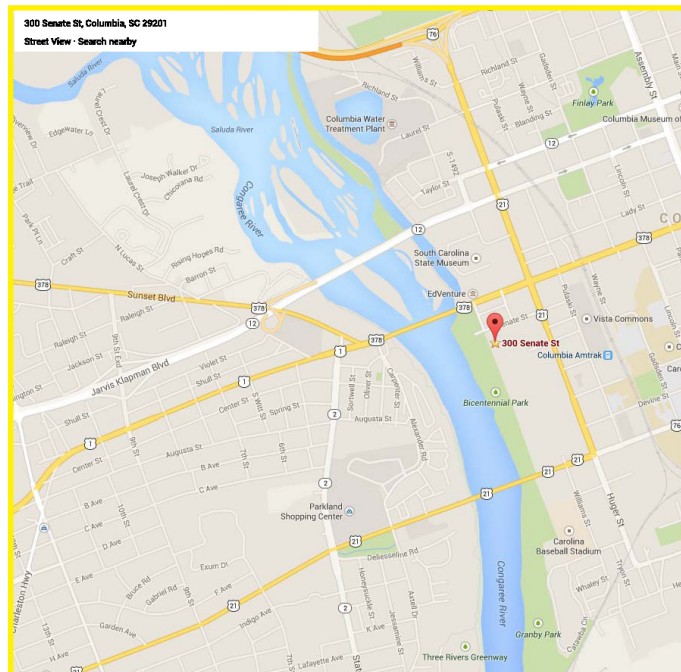**Round Table**
Come relax, play some table top or board games, and network! While there

will be no formal presentations, the presenters will be happy to share how they are using games in their libraries and teach others about different games, including Cards Against Librarianship- a game created with librarians in mind!
Location: Carolina A-C

7pm-9pm
All Conference Reception with live jazz band Rod Franco & Friends
Join us at elegant 300 Senate for our All-Conference Reception. Groove to the sounds of Rod Franco and Friends, discover new artwork from our local artists' gallery, feast on heavy hors d'oeuvres, or simply relax on the deck. Cash bar provided. Admission tickets are required and a limited number can be purchased from the Registration Table for $10.
Location: 300 Senate

7:30am-10am
Registration
Location: Atrium

8am-9am
Poster Sessions
Location: Atrium

8:30am-9:15am
SCLA Past Presidents Centennial Roundup Meeting
Past Presidents of SCLA are invited to meet to kick-off discussion of plans and activities for the 2015 SCLA Centennial celebration. Open to all Past Presidents of the Association and facilitated by Tom Gilson and Ed Rock.
Location: Carolina A-C

9:30am-10:20am
Breakout Sessions

YouTube & Teens: Cultivating the New Creators
Join Richland Library as they share their YouTube journey and find out how you can incorporate this youth-based programming into your library.

Presenters: Christina Fuller-Gregory and Mary Kate Quillivan, Richland Library
Location: Carolina A-C

Information Professionals of the Future: Evolving Roles, Changing Skill Sets, and New Opportunities
This panel discussion will analyze some of the current trends of the field, such as increased reliance on mobile technology, social media, the rise of social entrepreneurship, user engagement, as well as the complexity of copyright and legal problems associated with digital content and services. The panelists will emphasize the importance of aligning current library practices with those trends by giving examples of library rebranding efforts and the use of the 'studio' concept in design; explain how the notion of participatory learning impacts libraries' ability to better connect with the public and demonstrate their value in contemporary life; and investigate the role of LIS education in preparing the new generation of information

professionals ready to cope with the challenges and capitalize on the opportunities presented by the ongoing digital revolution.

Presenters: Liya Deng and Stan Trembach, University of South Carolina
Location: Carolina D

Access Granted-- How to Find, Write and Implement Grants
Does your library need some extra funding for materials, programming, or a special project? Does the idea of applying for a competitive grant sound daunting? We'll share our experiences to help you better understand the grant-writing process, different types of grants and funders, outcomes and how to track them, tasks involved in implementing a grant, and more.

Sponsor: Youth Services Section
Presenters: Tara Smith and Lana Gardner, Cherokee County Public Library
Location: Carolina E

Ebook Acquisition in the Academic Library: Patron Driven Acquisition and Beyond
As libraries move forward with ebooks, they must reconsider acquisition workflows, think of new ways to integrate ebooks into the collection, and choose a model for acquiring ebooks. Models for acquiring ebooks vary from Patron Driven Acquisition (PDA) arrangements to ebook approval plans. This session will examine ebook acquisition models with a focus on PDA models. Attendees will hear the experiences and challenges of a current PDA ebook implementation and learn firsthand about one of the first ebook approval plan implementations. Attendees will have an opportunity to discuss ebook acquisition practices and concerns they might have about ebook acquisition models.

Sponsor: Technical Services Section
Presenters: Deborah Tritt and Natalia Bowdoin, University of South Carolina Aiken
Location: Carolina F-H

10:30am-11:20am
Breakout Sessions

Technology as a Service: Using an Institutional Repository to Educate Faculty on Author's Rights, Copyright, and Sharing Research Openly and Effectively
In October of 2013, Clemson University launched its TigerPrints institutional repository. This IR is a key component in a suite of services designed to capture the scholarly output of the University and make it openly available to the world while supporting the online and open access publication of unique Clemson scholarship. This presentation will explore the fundamentals of institutional repositories, and the ways that they can be used as tools to educate researchers on copyright, author's rights, and the benefits of openly sharing their research.

Presenter: Andrew Wesolek, Clemson University
Location: Carolina A-C

What Do You Do if You Build it and They Don't Come? Marketing and Assessing Library Services and Resources
Faced with dwindling instruction session attendance, Clemson Libraries' Instruction and Outreach Team embarked upon a series of outreach projects. They established a "Researcher of the Month" program to build bridges and highlight the intellectual contributions of Clemson faculty, staff, and students. They conducted several student focus groups to discuss instruction, services, and general library satisfaction. In cooperation with the Libraries' Public Information Coordinator, they also increased emphasis on the Libraries' social media presence. Each project provided lessons on logistics, execution, and return on investment. Learn from what Clemson Libraries tried to help you choose your next outreach project.

Presenters: Diana Finkle, Anne Grant, and Micki Reid, Clemson Libraries
Location: Carolina D

Do Better, Not More: How to use a Personal Kanban
Managing work schedules and balancing our personal lives is hard. Our libraries are busier than ever. In the introduction for Personal Kanban, I love how Tom McCluskey (retired

Deputy of Human Resources for the CIA) calls this our "crap to fun" ratio. Developing a Kanban can be considered a productivity tool, an efficiency tool or an effectiveness tool. Learn how to create your very own Kanban w/ simply Post-its and a wall or an array of digital tools.

Presenter: Susan Lyon, Richland Library
Location: Carolina E

Getting Social @ Your Library: Innovative Solutions for Families in Need

In 2013, Richland Library partnered with the University of South Carolina's College of Social Work to launch a ground-breaking pilot program to connect families with vital services and resources beyond what libraries traditionally offer. During the pilot year, Family Services Interns researched and visited more than 15 agencies, participated in library outreach, met with families in need, created self-serve displays focusing on social issues like homelessness and hunger and created an Emergency Services Guide. Panelists will share the logistics of this program, challenges and successes and plans for the future.

Presenters: Heather McCue, Sherry Williams, Kimyatta Cousar, and Yhoselin Gonzalez, Richland Library; Carrie Draper, Center for Research in Nutrition and Health Disparities
Location: Carolina F-H

11:30am-12:20pm
Breakout Sessions

President's Program/Unearthing The South Carolina Roots of African American Thought

Through the anthology, The South Carolina Roots of African American Thought, A Reader, we reveal a tradition of national prominence and influence of black intellectuals, educators, journalists, and policy analysts from South Carolina. These native and adopted citizens mined their experiences to shape their thinking about the state, the nation, and the world. Daniel Payne, Francis Grimké, Mary McLeod Bethune, Kelly Miller, Septima Clark, Benjamin Mays, Marian Wright Edelman, Jesse Jackson, Jim Clyburn, and others have changed this nation for the better with their questions, challenges, and persistence—all in the proudest South Carolinian tradition. A book signing will follow.

Sponsor: Round Table for African American Concerns (RAAC)
Presenters: Susanna Ashton and Rhondda Robinson Thomas, Clemson University
Program Moderator: Ed Rock, 2014 SCLA President, Clemson University
Location: Carolina A-C

Increase Your App-titude for Marketing and Outreach

This session will introduce attendees to today's most popular cross-platform apps (iOS, Android, and Windows) and give simple demonstrations of the features available. Additionally, attendees will be able to learn about new updates for familiar well-known apps. Some of the categories for apps included will touch on social media, content creation, productivity and time management. This session will provide real-world examples on how to use these apps by marketing your library's services and resources to your patrons. These apps will allow your library to move beyond just using Facebook and help your library break out from the norm by creating interesting and eye catching digital outreach pieces. All session attendees are encouraged to come with favorite apps in mind to contribute to the ultimate apps list during a collaborative round table discussion. Come, show and share with your fellow colleagues.

Sponsor: Library Marketing and Outreach Round Table.
Presenters: Adam Haigh, Lander University; Virginia Alexander, University of South Carolina Upstate
Location: Carolina D

Yes, and... Improv Games to Help you Survive!

Improvisation skills are a must when dealing with patrons from all walks of life. Come to this session and develop positive reactions to the most bizarre interactions and all by playing games! We will work on developing collaborations, creating energetic reactions, and have a bunch of fun doing it.

Presenters: Kelly Jones, Richland Library; Chess Schmidt, Claflin University
Location: Carolina E

Incorporating STEAM into Public Library Programming for Pre K-12

Best practice for integrating STEAM into youth services programming for all ages with limited resources for pre-school through teens. We will

be giving examples of how these concepts have been integrated into existing programs and newly developed programs. Well will provide individual program plans and best practices for each age group. Previous programs for preschoolers have focused on gravity, color mixing, and wind. The main goal of the preschool program is to combine the early literacy concepts of Every Child Ready to Read with the experimentation of STEAM programming. For teens, we have had a series of IT based offerings that are focused on learning technology skills for fun and as potential career options, such as HTML and CSS.

Presenters: Jessica Babb, Louise Hunley, and Lisa Sauerbrey, Greenville County Library System
Location: Carolina F-H

12:30pm-1:45pm
3rd General Session/ Awards Brunch with Sanford Greene
Location: Capital III-IV

2pm-3pm
Executive Board Meeting
All incoming Executive Committee members and officers of sections, round tables, and committees should be in attendance.
Location: Carolina A-C

2014 SPONSORS & EXHIBITORS

AWE - ADVANCED WORKSTATIONS IN EDUCATION
Brian Aertker
2501 Seaport Drive. Ste. 410-SH
Chester, PA 19013
Phone: 404-668-3345
www.awelearning.com
aertkerb@awelearning.com

BAKER & TAYLOR
Vicky Lester
2550 West Tyvola Road
Charlotte, NC 28217
Phone: 704-998-3100
www.baker-taylor.com
btinfo@baker-taylor.com

CAROLINA FURNISHING AND DESIGN
David Chriscoe
222 North Trade Street
West End, NC 27376
Phone: 910-673-1010
www.cfplusd.com
cfplusd@gmail.com

CHILDREN'S PLUS, INC
John G. Walsh
1387 Dutch American Way
Beecher, IL 60401
Phone: 800-230-1279
www.childrensplusinc.com
johnw@childrensplusinc.com

EBSCO INFORMATION SERVICES
Steve Strother
10 Estes Street
Ipswich, MA 1938
Phone: 800-653-2726, Ext. 2447
www.EBSCO.com
sstrother@ebsco.com

EQUINOX
Shae Tetterton
3351 N Berkeley Lake Rd
Duluth, GA 30096
Phone: 800-342-5647
www.esilibrary.com
info@esilibrary.com

INNOVATIVE
Steve Bremer
5850 Shellmound Way
Emeryville, CA 94608
Phone: 510-655-6200
www.iii.com
chunt@iii.com
sbremer@iii.com

MERGENT INC.
Karlyn Johnston
580 Kingsley Park Drive
Fort Mill, SC 29715
Phone: 800-342-5674
www.mergent.com
karlyn.johnston@mergent.com

PASCAL - Partnership Among SC Academic Libraries
Rick Moul
1122 Lady Street, Suite 300
Columbia, SC 29201
Phone: 803-734-0900
www.pascalsc.libguides.com
rmoul@pascalsc.org

QUALITY BOOKS
Ashley Boothe
1003 West Pines Road
Oregon, IL 61061
Phone: 800-323-4241
www.qbibooks.com

RECORDED BOOKS
David Lysinger
270 Skipjack Road
Prince Frederick, MD 20678
Phone: 800-638-1304, Ext. 1403
www.recordedbooks.com
dlysinger@recordedbooks.com

SC LEGAL SERVICES
Andrea Loney
PO Box 1445
Columbia, SC 29202
Phone: 803-799-9968
www.sclegal.org/www.lawhelp.org/sc
andrealoney@sclegal.org

SCHOLARSHIP FOR DIVERSITY IN LIBRARIANSHIP
Cathi Cooper Mack, Chair
SC State University
300 College Street
Orangeburg, SC 29117
Phone: 803-536-8633
www.scla.org
ccoopermack@scsu.edu

SCLA-YOUTH SERVICES SECTION
BriAnne Baxley, Chair
1003 US 52
Moncks Corner, SC 29461
Phone: 843-557-8981
www.scla.org
bbaxley@berkeleycountysc.gov

SOUTH CAROLINA STATE LIBRARY
Dr. Curtis Rogers
Communications Director
1500 Senate Street
Columbia, SC 29201
Phone: 803-734-8928
www.statelibrary.sc.gov
crogers@statelibrary.com

COLEMAN KARESH LAW LIBRARY - USC/SC ACCESS TO JUSTICE COMMISSION
Terrye Conroy
701 Main Street
Columbia, SC 29208
Phone: 803-777-1659
www.law.sc.edu/library
conroyt@law.sc.edu

USC SCHOOL OF LIBRARY AND INFORMATION SCIENCE
Nonie Price
1501 Greene Street
Columbia, SC 29208
Phone: 803-777-7938
www.libsci.sc.edu
nprice@sc.edu

OVID - Wolters Kluwer Health
Diane Campagnes
2516 Par Circle
Delray Beach, FL 33445
Phone: 561-713-5955
www.ovid.com
diane.campagnes@wolterskluwer.com

UNIVERSITY OF SOUTH CAROLINA PRESS
Jonathan Haupt and Suzanne Axland
1600 Hampton Street, 5th Floor
Columbia, SC 29208
Phone: 803-777-5029
www.sc.edu/uscpress
JHAUPT@mailbox.sc.edu
AXLAND@mailbox.sc.edu

UN//
//BOUND
SCLA CONFERENCE
2014