Illuminating the Future

SCLA & SELA Joint Conference 2018
October 31-November 2 • Greenville, SC

presented by:

SCLA SELA
SOUTHEASTERN LIBRARY ASSOCIATION

Welcome to SCLA

Welcome to the 2018 SCLA/SELA Joint Annual Conference! We are excited to once again host a joint South Carolina Library Association and the Southeastern Library Association conference in Greenville. It is an honor and delight that you have chosen to attend what we hope will be a memorable conference.

Our conference theme is "Illuminating the Future!" It was selected in recognition of the pivotal role libraries can and do play in providing our communities, campuses, and schools. Conference Committee Chair Amanda Stone and her team have worked very hard to put together a conference that will inspire and empower you to move forward when you return to your job!

The Conference Committee has created a fantastic schedule of informative and exciting programs that has something for all library employees. This joint conference is a unique opportunity for you to meet, share experiences, learn from, and forge new connections with colleagues from across the Southeast that can last for decades.

A source of ideas and inspiration not to be missed this year is our vendors. You can discover information on products, services, programs, and collections you can use to expand and enrich your library to meet your customers' needs. Our vendors are willing to share their knowledge and expertise with everyone because they know a front line circulation clerk, reference librarian, or children's librarian can have an immense impact on a library's purchasing decisions.

Our hope is that you will enjoy this year's joint SCLA/SELA conference on a personal and professional level. More importantly for us though, our goal for the conference is that you are inspired by something, carry that vision back to you job, share it with your colleagues, and make things happen at your library that will "Illuminate the Future" for those you serve.

Jimmy Epling
SCLA President

Welcome to the joint conference! SELA is honored to be co-sponsoring this conference with SCLA with the theme of "Illuminating the Future."

I hope you will take full advantage of your time here to attend as many of the excellent and stimulating conference programs as you can since they address the numerous challenges facing libraries currently and provide a good indication of where our profession is going in the foreseeable future. Libraries have always been quick to adopt new technologies and procedures to meet the challenges of the day and provide the best service possible to our patrons. Since at least the mid-1990's the pace of change has truly been increasing and libraries and librarians have met the challenges of illuminating the future with great effectiveness even in the face of declining or static budgets and greatly exaggerated claims of being irrelevant in the age of the Internet.
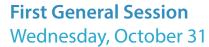
Conferences such as this one are a wonderful opportunity for librarians from all kinds of libraries to get together to explore the latest issues and trends, pick up some new techniques, network with one another and make new contacts, refresh ourselves professionally, and, yes, even have some fun attending various programs and functions.
I would like to invite you to join (or rejoin) SELA, your regional library association, that has been serving library and information professionals since 1920.

I hope after "illuminating your future" here in Greenville that you will then be able to leave the joint conference and, to quote the well-known song, "let your little light shine."
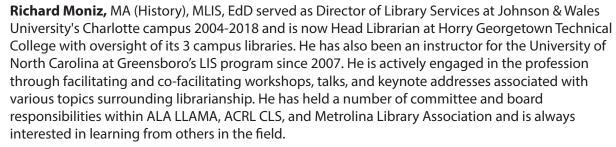
Tim Dodge
SELA President-Elect

Keynote Speakers

First General Session
Wednesday, October 31

Richard Moniz, MA (History), MLIS, EdD served as Director of Library Services at Johnson & Wales University's Charlotte campus 2004-2018 and is now Head Librarian at Horry Georgetown Technical College with oversight of its 3 campus libraries. He has also been an instructor for the University of North Carolina at Greensboro's LIS program since 2007. He is actively engaged in the profession through facilitating and co-facilitating workshops, talks, and keynote addresses associated with various topics surrounding librarianship. He has held a number of committee and board responsibilities within ALA LLAMA, ACRL CLS, and Metrolina Library Association and is always interested in learning from others in the field.

Jo Henry, MLIS, MPA, serves as Librarian with the Charlotte Mecklenburg Library. Previously, she was the Information Services Librarian at South Piedmont Community CollegeIn addition to co-facilitating workshops, she has presented at the ALA Annual Conference, North Carolina Library Association Conference, and the Metrolina Library Association Conference.

Joe Eshleman received his Master of Library and Information Science degree from the University of North Carolina at Greensboro in 2007. He was the Instruction Librarian at Johnson & Wales University Library–Charlotte from 2008-2015. Currently, he is a librarian at Central Piedmont Community College He has presented on numerous occasions, including at the American Library Association Conference, the Lilly Conference on College and University Teaching, the Teaching Professor Technology Conference, and the First National Personal Librarian and First Year Experience Library Conference.

Second General Session & Luncheon
Thursday, November 1

R. David Lankes is a professor and the director of the University of South Carolina's School of Library and Information Science. Lankes has always been interested in combining theory and practice to create active research projects that make a difference. His work has been funded by organizations such as The MacArthur Foundation, The Institute for Library and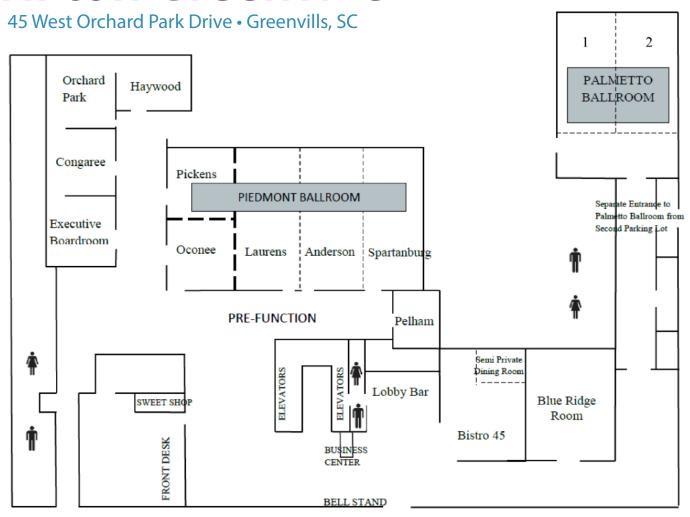 Museum Services, NASA, The U.S. Department of Education, The U.S. Department of Defense, The National Science Foundation, The U.S. State Department, and The American Library Association. Lankes is a passionate advocate for libraries and their essential role in today's society earning him the American Library Association's Ken Haycock Award for Promoting Librarianship in 2016. He also seeks to understand how information approaches and technologies can be used to transform industries. In this capacity, he has served on advisory boards and study teams in the fields of libraries, telecommunications, education, and transportation including at the National Academies. He has been a visiting fellow at the National Library of Canada, The Harvard School of Education, and was the first fellow of ALA's.

Third General Session & Luncheon
Friday, November 2

Richard E. Ashby Jr. obtained his BA from the New York Institute of Technology and his MLIS degree from Queens College in New York. As a resident of Philadelphia, Ashby started an afterschool program to help the neighborhood youth called LiteracyNation. Under his leadership, Ashby later formed his afterschool program into LiteracyNation Inc., a non-profit organization that gives away hundreds of new and gently used books through community outreach. During the last five years as the Yeadon Public Library director, Ashby developed Café 3, a program that distributes approximately 250 lunches per week to children. In 2014, the Black Caucus of the American Library Association presented him with the Librarian of the Year Award, and in 2016, he received the Movers and Shakers Award. He serves his community spiritually as the co-pastor of Church of Christian Fellowship. One of his favorite sayings is "Our programming is diverse [enough] to meet all of the changes public libraries are undergoing—with literacy and justice for all."

Hilton Greenville

45 West Orchard Park Drive • Greenvills, SC

Orchard Park | **Haywood**

Congaree

Executive Boardroom

Pickens

PIEDMONT BALLROOM

Oconee | **Laurens** | **Anderson** | **Spartanburg**

PRE-FUNCTION

Pelham

ELEVATORS

ELEVATORS

SWEET SHOP

Lobby Bar

FRONT DESK

BUSINESS CENTER

BELL STAND

Semi Private Dining Room

Bistro 45

Blue Ridge Room

1 | 2

PALMETTO BALLROOM

Separate Entrance to Palmetto Ballroom from Second Parking Lot

FRONT ENTRANCE

FIRST PARKING LOT

Hotel Parking
Complimentary parking & shuttle to GSP Airport and within 5-mile radius

Airport
Greenville-Spartanburg International Airport
2000 GSP Drive, Greer, SC 29651

Southern Bleachery
250 Mill Street, Taylors, SC 29687
(864) 671-1473

Five Forks Branch
Greenville County Library System
104 Sunnydale Drive, Simpsonville, SC 29681

Local Dining Options
VisitGreenvilleSC provides a directory of dining options near the Haywood Rd. area.
http://bit.ly/SCLAdining

Conference Code of Conduct
SCLA supports the ALA's Statement of Appropriate Conduct at ALA conferences as a model for conduct at all SCLA-sponsored events. The ALA statement is available here: http://bit.ly/ALAstatement

Special Events

Pre-Conference Sessions
Wednesday, October 31 • 9 a.m. - 12 p.m.

The Light Bulb Moment: Services to Entrepreneurs of All Ages with Jan Comfort & Meredith Futral
Location: Laurens

The light bulb has long been a symbol for a great idea. Indeed, the words "light bulb moment" are often used to describe that very instant frozen in time when a person has a moment of clarity, or has dreamed up a fantastic new invention. But what do you do with an idea? How do you nurture it? Join us for the Light Bulb Moment Pre-Conference, sponsored by the STEM Interest Group, to learn how to assist entrepreneurs to take their idea to the next level. The session will delve into the four types of intellectual property, give in-depth information about trademarks, and give state and local resources available for libraries, small businesses, and entrepreneurs. (An additional fee is required.)

Addressing Dysfunction & Incorporating Self-Care for Library Staff with Richard Moniz, Jo Henry, & Joseph Eshleman
Location: Blue Ridge Room

Concepts from the authors' book, The Dysfunctional Library, will be the focus for the first half of the interactive session. Topics include workplace incivility, toxic behaviors, conflict, and weak leadership. The team will also introduce a variety of solutions to shape a positive and productive library work environment. The second half of the session will focus on concepts from the authors' book, The Mindful Librarian. Participants will be introduced to the basic principles of mindfulness and discover the multitude of ways that mindful practice can improve the specific work librarians do, from reference services to workplace relationships to goal-setting and much more. Ideas for dealing with stress and burnout will be discussed and participants will receive multiple suggestions and resources to gain deeper knowledge on the topic in the future. (An additional fee is required.)

Five Forks Branch Tour
Wednesday, October 31 • 9:30 a.m. - 11:30 a.m.
Location: Five Forks Branch, Greenville County Library System
Sponsor: McMillan Pazdan Smith Architecture

The Five Forks Branch of the Greenville County Library System opened March 25 and is approximately 28,000 square feet, the 2nd largest in the system. The new Five Forks branch was built in partnership with McMillan Pazdan Smith Architecture, LLC and Melloul-Blamey Construction. (The first 24 registered attendees to meet at the Greenville Hilton lobby at 9:30 a.m. can use the shuttle. Otherwise, meet at the library at 10:00 a.m.)

Scholarship for Diversity in Librarianship: Silent Auction
Wednesday, October 31 & Thursday, November 1
Location: Piedmont Pre-Function
Sponsor: Scholarship for Diversity in Librarianship

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

USC/SLIS Alumni Reception
Thursday, November 1 • 5-6 p.m.
Location: Spartanburg/Anderson
Sponsor: University of South Carolina, School of Library and Information Science

The School of Library and Information Science at the University of South Carolina invites alumni and friends to our annual Alumni Reception. Share your memories of being a USC student, and discuss your career and future plans over hors d'oeuvres.

SELA Breakfast
Thursday, November 1 • 7:30 - 8:30 a.m.
Location: Blue Ridge Room
Sponsor: Southeastern Library Association

SELA will be hosting a breakfast to start your conference day! Registration required but you do not need to be a SELA member. (Additional fee is required.)

Resume Review Service
Thursday, November 1 • 1:30 - 3:30 p.m.
Location: Executive Boardroom
Sponsor: SCLA Continuing Education Committee

Update your resume and stand out from the crowd! The SCLA Continuing Education Committee will offer a drop-in and by appointment resume review service (for public and academic libraries).

All-Conference Reception
Thursday, November 1 • 7 - 9 p.m.
Location: Southern Bleachery, 250 Mill Street, Taylors SC 29687
Sponsor: EBSCO

Join us for an all-conference reception at the historic Southern Bleachery. Music provided by DJ NYCE from Columbia, SC. Admission is included with your Comprehensive Conference Registration. Single tickets may be purchased at the registration table or reception door for $10.

Schedule of Events

Time	Location	Session
Wednesday, October 31		
9:00 - 11:50 AM	Laurens	**The Light Bulb Moment**
	Blue Ridge Room	**Addressing Dysfunction & Incorporating Self-Care for Library Staff**
		Five Forks Branch Tour
12:00 - 1:00 PM		**Lunch**
1:00 - 2:15 PM	Spartanburg/Anderson	**First General Session & Business Meeting**
2:30 - 3:20 PM	Laurens	**Harmonizing Cultural Diversity**
	Pickens/Oconee	**Know before you build**
	Spartanburg/Anderson	**So you want to start a library podcast?**
	Blue Ridge Room	**Becoming the Entrepreneurial Librarian**
	Haywood	**Decisions, Decisions, Decisions**
3:20 - 4:00 PM	Palmetto Ballroom	**Refreshment Break & Visits with Vendors**
4:00 - 4:50 PM	Laurens	**It's Not Just Lunch**
	Spartanburg/Anderson	**Why You Should Be Posting to Social Media 10-15 Times a Day—And How You Can**
	Blue Ridge Room	**Build It and They Will Come**
	Haywood	**Librarians as Transformative Campus Partners**
5:00 - 6:30 PM	Executive Boardroom	**SELA Board Meeting**
Thursday, November 1		
7:30 - 8:30 AM	Blue Ridge Room	**SELA Breakfast**
9:00 - 9:50 AM	Blue Ridge Room	**Youth Services Commons**
	Oconee/Pickens	**Library Advocacy**
	Orchard Park	**Digital Preservation on a Shoestring**
	Haywood	**People Analytics**
10:00 - 10:50 AM	Blue Ridge Room	**FOSCL Presents Writers John Lane, Ron Rash, George Singleton and Ashley Warlick**
	Oconee/Pickens	**Library Advocacy**
	Congaree	**The Ripple Effect of a New Service Point**
	Orchard Park	**Library as Beacon**
	Haywood	**Brighten Your Library Collection and Patron Services**
11:00 - 11:50 AM	Blue Ridge Room	**Bridging the Gap**
	Oconee/Pickens	**Library Advocacy**
	Congaree	**Escape Room Basics**

Time	Location	Session
	Orchard Park	**A Walk in the Woods**
	Haywood	**Libraries Creating Healthier Communities**
12:00 - 1:15 PM	Piedmont Ballroom	**Second General Session and Luncheon**
1:30 - 2:20 PM	Blue Ridge Room	**Encrypted! How to Prevent & Respond to a Ransomware Attack**
	Oconee/Pickens	**Doing More, Together**
	Congaree	**Navigating your career**
	Orchard Park	**Introducing InterCEPT**
	Haywood	**The Library's Role in Your Community's Future**
1:30 - 3:30 PM	Executive Boardroom	**SCLA Continuing Education Resume Review Service**
2.30 - 3:30 PM	Palmetto Ballroom	**Refreshment Break & Visit with Vendors**
3:30 - 4:20 PM	Blue Ridge Room	**Fake News, Intellectual Freedom, and Suggestions for Librarians on How to Respond to Fake News**
	Oconee/Pickens	**Tragedy, Healing, and Understanding**
	Congaree	**Follow the Drinking Gourd**
	Orchard Park	**Learning Together**
	Haywood	**Library Partnerships Igniting Student Success**
5:00 - 6:00 PM	Spartanburg/ Anderson	**USC/SLIS Alumni Reception**
7:00 - 9:00 PM	Southern Bleachery	**All-Conference Reception**
8:00 - 10:00 AM	Piedmont Pre-Function	**Poster Sessions**
9:30 - 10:20 AM	Blue Ridge Room	**Verifiable, Reliable, and Accurate**
	Palmetto 1	**Expect the Unexpected**
	Palmetto 2	**Making Space**
	Orchard Park	**ABC easy as 123**
	Congaree	**Shine a Light on Legal Research** *(double session)*
10:30 - 11:20 PM	Blue Ridge Room	**Best in Show**
	Palmetto 1	**Clemson University Libraries Diversity Plan**
	Palmetto 2	**Redefining the Library with Nontraditional Services**
	Orchard Park	**Building the [Future]**

Friday, November 2

Time	Location	Session
	Congaree	**Shine a Light on Legal Research** *(double session)*
11:30 - 12:20 PM	Blue Ridge Room	**What's in It for Me?**
	Palmetto 1	**Making Your Web Presence User-Friendly**
	Palmetto 2	**Better Together**
	Orchard Park	**The "Write Stuff"**
	Congaree	**The Future of Training in Public Libraries**
12:30 - 1:50 PM	Piedmont Ballroom	**Third General Session and Awards Luncheon**
2:00 - 3:00 PM	Palmetto Ballroom	**SCLA Executive Board Meeting**

Wednesday, October 31

8:00 AM - 5:00 PM
Registration
Location: Piedmont Pre-Function

9:00 AM - 12:00 PM
Pre-Conference Sessions

The Light Bulb Moment: Services to Entrepreneurs of All Ages with Jan Comfort & Meredith Futral

The light bulb has long been a symbol for a great idea. Indeed, the words "light bulb moment" are often used to describe that very instant frozen in time when a person has a moment of clarity, or has dreamed up a fantastic new invention.

But what do you do with an idea? How do you nurture it? Join us for the Light Bulb Moment Pre-Conference, sponsored by the STEM Interest Group, to learn how to assist entrepreneurs to take their idea to the next level. The session will delve into the four types of intellectual property, give in-depth information about trademarks, and give state and local resources available for libraries, small businesses, and entrepreneurs. (An additional fee is required.)

Location: Laurens
Presenters: Jan Comfort, Reference Librarian, R.M. Cooper Library, Clemson University; Meredith Futral, Business Librarian, R.M. Cooper Library, Clemson University

Addressing Dysfunction & Incorporating Self-Care for Library Staff with Richard Moniz, Jo Henry, & Joseph Eshleman

Concepts from the authors' book, The Dysfunctional Library, will be the focus for the first half of the interactive session. Topics include workplace incivility, toxic behaviors, conflict, and weak leadership. The team will also introduce a variety of solutions to shape a positive and productive library work environment. The second half of the session will focus on concepts from the authors' book, The Mindful Librarian. Participants will be introduced to the basic principles of mindfulness and discover the multitude of ways that mindful practice can improve the specific work librarians do, from reference services to workplace relationships to goal-setting and much more. Ideas for dealing with stress and burnout will be discussed and participants will receive multiple suggestions and resources to gain deeper knowledge on the topic in the future. (An additional fee is required.)

Location: Blue Ridge Room
Presenters: Richard Moniz, Head Librarian, Horry-Georgetown Technical College; Jo Henry, Librarian, Charlotte Mecklenburg Library; Joseph Eshleman, Librarian, Central Piedmont Community College

9:30 AM - 12:00 PM
Five Forks Branch Tour

The Five Forks Branch of the Greenville County Library System opened March 25 and is approximately 28,000 square feet, the 2nd largest in the system. The new Five Forks branch was built in partnership with McMillan Pazdan Smith Architecture, LLC and Melloul-Blamey Construction. (The first 24 registered attendees to meet at the Greenville Hilton lobby at 9:30 a.m. can use the shuttle. Otherwise, meet at the library at 10:00 a.m.)

Sponsor: McMillan Pazdan Smith Architecture
Location: Five Forks Branch, Greenville County Library System, 104 Sunnydale Dr, Simpsonville, SC 29681

12:00 PM - 1:00 PM
Lunch and Meet

Committee, Section, Round Table, and Interest Group officers are encouraged to meet at this time.

1:00 PM - 2:15 PM
First General Session & Business Meeting

Richard Moniz, Jo Henry, and Joseph Eshleman will present concepts from the authors' book, The Dysfunctional Library, and explore how mindful practice can improve the specific work libraries do. SCLA business meeting and officer voting will also take place.

Location: Spartanburg/Anderson

2:30 PM - 3:20 PM
Breakout Sessions

Harmonizing Cultural Diversity

This training is designed for professionals and educators that seek to understand and support the cultural and linguistic diversities of families who speak a language other than English within the home, so they may best serve families and children they work with.

Location: Laurens
Presenters: Lydia Carnesale, Dual Language Specialist; Liz Hartnett, Program Coordinator, South Carolina Center for Children's Books and Literacy, USC; Carol Hull, Inclusive Services Consultant, South Carolina State Library

Know before you build: Who to talk to and what to learn before renovating your spaces

What conversations do you need to have with your users, in your library, and on your campus before your next renovation or construction project? How should you prepare for your first meeting with the architects/planners? This session will cover critical factors to consider to help insure a successful project.

Location: Pickens/Oconee

Sponsor: SELA
Presenters: Robert Fox, Dean, University Libraries, University of Louisville; Gordon Baker, Dean of Libraries, Clayton State University

So you want to start a library podcast?

Attendees will learn about the podcasting process from what equipment can be used, selecting topics, editing recordings, and using a podcasting service such as Podbean.

Location: Spartanburg/Anderson
Presenter: Dr. Curtis R. Rogers, Communications Director, South Carolina State Library

Becoming the Entrepreneurial Librarian

How do you create entrepreneurial services without a business background? Join us as we discuss what we have learned through launching Richland Library's Etsy Craft Entrepreneurship initiative, and other creative entrepreneurship pilot programs.

Location: Blue Ridge Room
Presenters: Kelsey Truluck, Arts and Media Assistant Manager, Richland Library; Jennifer Thompson, Studio Librarian, Richland Library

Decisions, Decisions, Decisions: Using Reviews to Enrich Your Library Collection

What are your favorite reviewing tools for collection development: Amazon, Booklist, CHOICE, LJ? How do you use them to make purchasing decisions? Reviews allow us to find out what's new, and their content can influence the resources we select for our libraries. Come share your experiences with using reviews to build your collections.

Location: Haywood
Sponsor: SELA
Presenters: Camille McCutcheon, Assistant Dean, Coordinator of Collection Management, University of South Carolina Upstate; Jennifer Simmons, Youth Services Librarian, Anderson County Library

3:20 PM - 4:00 PM
Refreshment Break & Visits with Vendors
Location: Palmetto Ballroom

4:00 PM - 4:50 PM

It's Not Just Lunch: Developing an Innovative Peer Mentoring Program for Public Library Staff

In 2016, the SCPL Training Department began developing a unique peer mentoring program to immerse library paraprofessionals, as well as librarians, in the library's work and organizational culture. This presentation will outline the research, planning, and execution of this mentoring program, as well as ideas for implementation in similar organizations.

Location: Laurens
Presenter: Jennifer Wright, Director of Planning & Training,

Spartanburg County Public Libraries
Why You Should Be Posting To Social Media 10-15 Time A Day -- And How You Can

Popular social media theory for libraries and nonprofits suggests posting infrequently is an effective strategy. Presenter Sam Tyson, who spent more than a decade working as a digital journalist, will show why that thinking is inhibiting social growth and awareness of library programs through the successes of the CCPL website.

Location: Spartanburg/Anderson
Presenter: Sam Tyson; Charleston County Public Library

Build It and They Will Come: Using Online Newsletters to Enlighten Patrons

Research has shown the development and creation of an online newsletter can bring notice to a library, association or group that would otherwise not receive any notice from the community at large. The presenters both initiated online newsletters to promote the skills and resources available. During this session, they will share their experiences starting an online newsletter, the tools they used and challenges they encountered. Join Paula and Taylor as they help you decide if you need to start your own newsletter and how to make those challenging first steps.

Location: Blue Ridge Room
Sponsor: SELA
Presenters: Paula Webb, Outreach & Communications Librarian, University of South Alabama; Taylor Gaston Kirby, Access Services Humanities Librarian, Alabama State University

Librarians as Transformative Campus Partners: Leading a General Education Review Task Force

Lander University Director of Library Services Lisa Wiecki will present an exploration of how librarians' status as equal service providers with neutral allegiances can facilitate their role as change agents in sensitive campus processes. Based on her experience as chair of the task force of faculty representatives from each of Lander's six colleges as they created a new general education curriculum, the presentation will discuss the timeline, process and communication methods that led to a "yes" vote.

Location: Haywood
Presenter: Lisa Wiecki, Director of Library Services, Lander University

5:00 PM - 6:30 PM
SELA Board Meeting
Location: Executive Boardroom

Thursday, November 1

8:00 AM - 5:00 PM
Registration
Location: Piedmont Pre-Function

7:30 - 8:30 AM
SELA Breakfast
Location: Blue Ridge Room

9:00 AM - 9:50 PM
Breakout Sessions

Youth Services Commons

Join us for a frank and open discussion of common concerns and questions that often arise in Youth Services. Sharing knowledge and experience contributes to our growth and development and that of our field. We'll begin with a panel discussion and then open up the floor to any questions.

Location: Blue Ridge
Sponsor: SCLA Youth Services Section
Presenter: Rebecca Antill, Youth Services Consultant, South Carolina State Library (moderator)

Library Advocacy: Public & State Advocacy

This 1st hour of a 3-hour session is for all interested in understanding Federal, State and local funding for library services. Attendees will learn about the financial impact of aid to public libraries, the SC Education Lottery, IMLS and LSTA funding, gain an overview of SCLA's advocacy efforts and engage/share during open Q&A.

Location: Oconee/Pickens
Sponsor: SCLA Advocacy Committee
Presenter: Todd Stephens, County Librarian, Spartanburg County Public Libraries; Dwight McInvaill, Director, Georgetown County Library

Library Privacy 101

Library Privacy started with protecting our checkout records. These issues now range from laws covering student data to assisting patrons with information about how to keep their online information private. This session includes an overview of issues faced by libraries and resources for more information and training.

Location: Congaree
Presenter: Tucker Taylor, Head of Circulation, University of South Carolina

Digital Preservation on a Shoestring: Strategies for Born Digital and Digitized Collection

Panelists will discuss how to manage born digital materials and digitization projects on a shoestring budget. Topics will include basic workflows and best practices for digital preservation, how to plan for the preservation of your digitized collections, and tactics for building a (relatively) inexpensive digital forensics workstation.

Location: Orchard Park
Sponsor: SCLA Archives and Special Collections Round Table
Presenters: Joshua Minor, Manager of Archival Processing, College of Charleston; Heather Gilbert, Director, Lowcountry Digital Library, College of Charleston

People Analytics: Know Your People, Know Your Community

Library management is more than just managing a budget and inventory; it is managing people. The more you know about your people, the more you can make informed, accurate decisions that result in superior library services which meet users' needs. Plan for your future by knowing and growing yours today.

Location: Haywood
Sponsor: SELA
Presenters: Crystal Gates, Executive Director; William F. Laman Public Library System

10:00 AM - 10:50 AM

FOSCL Presents Writers John Lane, Ron Rash, George Singleton & Ashley Warlick

John Lane (Anthropocene Blues), Ron Rash (The Risen), George Singleton (Calloustown), and Ashley Warlick (The Arrangement) live and write in the SC Upcountry. They are also contributors to the new anthology Our Prince of Scribes: Writers Remember Pat Conroy. The Friends of SC Libraries hosts a discussion with these remarkable storytellers.

Location: Blue Ridge
Presenters: John Lane, author, professor of English and Environmental Studies & Director, Goodall Environmental Studies Center, Wofford College; Ron Rash, author, John Parris Distinguished Professor of Appalachian Studies, Western Carolina University; George Singleton, author, John C. Cobb Chair in Humanities, Wofford College; Ashley Warlick, author, fiction instructor, Queens College MFA Program; Maurice Cherry, FOSCL board member

Library Advocacy: Federal & State Chapter Libraries Transform Advocacy

This 2nd hour of a 3-hour session is for all interested in understanding Federal, State and local funding for library services. Attendees will learn about the financial impact of aid to public libraries, the SC Education Lottery, IMLS and LSTA funding, gain an overview of SCLA's advocacy efforts and engage/share during open Q&A.

Location: Oconee/Pickens
Sponsor: SCLA Advocacy Committee

Presenters: Virginia Cononie, Public Services Librarian; University of South Carolina Upstate, & Jonathan Newton, Five Forks Branch Manager; Greenville County Library System

The Ripple Effect of a New Service Point

When Cooper Library opened a multimedia production studio in October 2015 a brand new type of service point was created. This set in motion a series of ripples affecting staffing, technology, equipment, software, and spaces that are still being felt to this day.

Location: Congaree
Presenters: Kelsey Sheaffer, Learning Technologies Librarian, Clemson University Libraries; Bobby Hollandsworth, Learning Commons Coordinator, Clemson University

Library as Beacon

Public libraries can be nimble in adjusting to community needs, whether in the realm of education, entrepreneurship, culture, or livability. Libraries are innovators that drive change. These case studies explore project-based learning in schools, a building designed to be a community beacon, and the benefit of culturally relevant pedagogy.

Location: Orchard Park
Sponsor: SELA
Presenters: Roberta Phillips, Director of Planning and Projects, Richland Library; Jennifer Charzewski, AIA, Principal, Liollio Architecture

Brighten Your Library Collection and Patron Services: Spotlight Your Print Circulation Versus eBook Usage Statistics

Learn how one academic library used eBook usage statistics to kick-start an effort to improve services for their faculty and student patrons. Comparisons of subject areas most accessed and the successes of effective collaborative partnerships that enhanced collection development practices will be discussed.

Location: Haywood
Presenters: Rachel Hooper, Head of Reference, Troy University Library; Jeff Simpson, Director, Troy University Montgomery Campus Library; Kelly Wilson, Social Sciences/Government Documents Librarian, Troy University Library; Jana Slay, Head of Technical Services/Acquisitions Librarian, Troy University Library

11:00 - 11:50 AM

Bridging the Gap: Crossover Programming
Learn about programs designed to attract "New Adults" specifically those 16 to 25 years old, to your library programs. We will discuss marketing to this group and how to coordinate planning and scheduling between YS and Adult departments. Bring questions and ideas to share.

Location: Blue Ridge
Presenters: Donna Ciriello, Branch Librarian, Lexington County

Public Library; Mary Gwyn, Reference Librarian, Lexington County Public Library; Alisha Polkowsky, Youth Services Librarian, Lexington County Public Library

Library Advocacy: Talking to Representatives-Bridging the Gap

This 3rd hour of a 3-hour session is for all interested in understanding Federal, State and local funding for library services. Attendees will learn about the financial impact of aid to public libraries, the SC Education Lottery, IMLS and LSTA funding, gain an overview of SCLA's advocacy efforts and engage/share during open Q&A.

Location: Oconee/Pickens
Sponsor: SCLA Advocacy Committee
Presenter: Tamara Cox, Legislative Chair, South Carolina Association of School Libraries

Escape Room Basics

New library trends include finding new ways to engage students within the library in fun and exciting ways. One of the top trending crazes is library-sponsored escape rooms. This presentation will focus on my experiences with building escape rooms and the steps in order to produce high-traffic enthusiasm.

Location: Congaree
Presenter: Jalesia Horton, Access Services Librarian, Augusta University

A Walk in the Woods: Using an LMS to Manage and Foster Learning

Library staff need continual learning to keep pace with today's rapid evolution of ideas and technology. Using the customizable, free LMS Moodle, we created a learning environment called the Woodlands. We'll take you on a walk through the woods to demonstrate how we engage staff in our culture of learning.

Location: Orchard Park
Presenters: Rachel Inabinet, Staff Development Specialist; Heather Shockey, Staff Development Coordinator; Samantha Stockwell, Staff Development Specialist (Greenville County Library System)

Libraries Creating Healthier Communities

According to DHEC, every county in South Carolina is a Health Professional Shortage Area due to geographical and population factors. Through grants, partnerships, and programming, the Union Library provides mental health training, access to local food, and more. Learn strategies and tips to create a healthier community for your patrons.

Location: Haywood
Presenters: Taylor Atkinson, Assistant Director, Union County Library System; Rieta Drinkwine, Director, Union County Library System

12:00 - 1:15 PM
Second General Session and Luncheon

R. David Lankes is a professor and the director of the University of South Carolina's School of Library and Information Science. Lankes has always been interested in combining theory and practice to create active research projects that make a difference. Lankes is a passionate advocate for libraries and their essential role in today's society earning him the American Library Association's Ken Haycock Award for Promoting Librarianship in 2016. He also seeks to understand how information approaches and technologies can be used to transform industries.

Location: Piedmont Ballroom

1:30 - 2:20 PM

Encrypted! How to Prevent and Respond to a Ransomware Attack

On Monday, January 29, 2018 the Spartanburg County Public Libraries was encrypted by the "imsorry" ransom ware virus. This virus has made national news for its attacks on organizations and communities. This session will review systemic failures, steps taken to restore services, plans for communication, and procedures for future security.

Location: Blue Ridge
Sponsor: SCLA Library Management Section
Presenters: Todd Stephens, County Librarian, Spartanburg County Public Libraries; Chris McSwain, Director of Systems and Technology, Spartanburg County Public Libraries

Doing More, Together: Expanding Collaboration through a Shared Library Services Platform

South Carolina academic libraries are implementing a common next generation platform that presents opportunities for deeper collaboration in a number of areas. Join us for a discussion of the new platform and the collaborative model PASCAL is putting in place to help libraries share expertise and explore innovative new services.

Location: Oconee/Pickens
Presenters: Rick Moul, PASCAL Executive Director; Ellan Jenkinson, PASCAL Member Engagement & Training Librarian; Dianne Schaefer, PASCAL Shared LSP Program Coordinator

Navigating your career: Advice, challenges, and tips for those getting ready to take that next step

Join this panel of library leaders from across the southeast as they give advice, relate challenges, and share tips for navigating a career in librarianship. Whether you're trying to find your first library job, looking to make the leap to management, or simply enjoy hearing other's experiences this panel is for you.

Location: Congaree
Sponsor: SELA New Members Roundtable

Presenters: Ashley S. Dees, Research & Instruction Librarian; J.D. Williams Library, University of Mississippi (moderators); Perry Bratcher, Head, Digital Resources & Access, Steely Library, Northern Kentucky University; Melissa Dennis, Head of Research & Instruction, J.D. Williams Library, University of Mississippi; Crystal Gates, Executive Director; William F. Laman Public Library; Sharon Holderman, Coordinator of Public Services, Volpe Library, Tennessee Tech University (panelists)

Introducing InterCEPT: A groundbreaking web experience that helps customers discover, attend, and respond to your library programs

It's time to start checking in—your customers. With a grant from the Knight Foundation, Richland Library in Columbia teamed with Aten Design Group to create InterCEPT, a groundbreaking web experience that helps customers discover, attend, and respond to library programs. This open-source events calendar and room reservation system pairs events and circulation metadata with individual customer feedback to give personalized suggestions to customers looking for programs. This interactive demonstration will showcase the nuts and bolts of InterCEPT, showing how Richland Library is using its data to highlight programs and make informed decisions about the programs we offer. You'll see how customers scan in at events and take a look at the feature-rich My Account. InterCEPT is available for any library to use, with a variety of implementation options for your particular community.

Location: Orchard Park
Presenters: Mark Jarrell, Online Applications Developer, Marketing and Digital Strategy, Richland Library; Phillip Higgins, Director of Marketing and Digital Strategy, Richland Library

The Library's Role in Your Community's Future

As we approached the prospect of a new strategic plan, the Warren County Public Library chose to examine the path of our community. It set us on a course of greater focus, expanded programming and positioned the library as an essential community partner.

Location: Haywood
Presenter: Lisa R. Rice, Director, Warren County Public Library; Veronica Rainwater, Youth Services Manager, Warren County Public Library

1:30 - 3:30 PM
SCLA Continuing Education Resume Review Service
Location: Executive Boardroom
Sponsor: SCLA Continuing Education Committee

2:30 - 3:30 PM
Refreshment Break & Visit with Vendors
Location: Palmetto Ballroom

3:30 - 4:20 PM

Fake News, Intellectual Freedom, and Suggestions for Librarians on How to Respond to Fake News

The issue of fake news and how librarians should respond is complex. This presentation will inform attendees about this issue by defining fake news, providing examples of it, discussing intellectual freedom and the relevance of fake news to intellectual freedom, and offering suggestions for libraries in responding to fake news.

Location: Blue Ridge
Sponsor: SELA
Presenter: Michael Mounce, Reference/Instructional Services Librarian, Delta State University

Tragedy, Healing, and Understanding: Using Library of Congress Primary Civil Rights Resources with Children and Teens

The USC School of Library and Information Science, the USC College of Education, and the South Carolina Association of School Librarians received a Library of Congress Teaching with Primary Sources (TPS) Grant, inspired by the Charleston shooting. Participants will learn about civil rights resources to use with children and teens.

Location: Oconee/Pickens
Presenter: Karen Gavigan, Associate Professor, University of South Carolina School of Library and Information Science

Follow the Drinking Gourd: Connecting the Dots, Preserving a Cultural heritage, and Having a Seat at the Table

Dawn Dawson-House, Director of Corporate Communications at SC Department of Parks, Recreation & Tourism, who helmed the launching of the Green Book of South Carolina, the first mobile travel guide to African-American cultural sites across South Carolina, will discuss the significance of this digital tool and how libraries are an important part of educating the public about this valuable resource.

Location: Congaree
Sponsor: SCLA Round Table for African-American Concerns
Presenter: Dawn Dawson-House, Director of Corporate Communications, SC Department of Parks, Recreation & Tourism

Learning Together: The GED, A Public Library, and the Adult Learning Center

Learn about one of the cutting edge community partnerships that the Pacolet Branch Library of Spartanburg County is forging. The team will describe their partnership with the Adult Learning Center and the Pacolet community to create adult educational programs. Librarians will discuss their goals, best practices, and lessons learned.

Location: Orchard Park
Presenter: Leverne McBeth, Pacolet Branch Librarian,

Spartanburg County Public Libraries; Andy Flynt, Director of Reference Services, Spartanburg County Public Libraries

Library Partnerships Igniting Student Success

Two librarians at liberal arts institutions describe their involvement in undergraduate student success initiatives, from writing programs to personal librarian programs to partnerships with Student Affairs. We will discuss how intentional integration into campus strategic initiatives, particularly those aligning with SACS, can lead to increased librarian involvement on campus.

Location: Haywood
Sponsor: SCLA College and University Section
Presenters: Jenny Colvin, Assistant Director for Outreach Services, Furman University; Emily Witsell, Research Librarian and Instruction Coordinator, Wofford College

5:00 - 6:00 PM
USC/SLIS Alumni Reception

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

Location: Spartanburg/Anderson

7:00 - 9:00 PM
All-Conference Reception

Join us for an all-conference reception at the historic Southern Bleachery. Music provided by DJ NYCE from Columbia, SC. Admission is included with your Comprehensive Conference Registration. Single tickets may be purchased at the registration table or reception door for $10.

Sponsor: EBSCO
Location: Southern Bleachery, 250 Mill Street, Taylors SC 29687

Friday, November 2

7:30 - 10:00 AM
Registration
Location: Piedmont Pre-Function

8:00 - 10:00 AM
Poster Sessions
Location: Piedmont Pre-Function

9:30 - 10:20 AM

Verifiable, Reliable, and Accurate: Community Engagement in Divisive Times

With all the disinformation and fake news flooding media outlets, programming librarians are in a unique position to separate fact from fiction by creating equitable, data-driven dialogue around community issues. Hear how one librarian in Charleston has developed programs that engage the public while upholding a basic tenet of librarianship: distinguishing reliable sources from unreliable ones.
Location: Blue Ridge
Presenter: Megan Summers, Programming and Outreach Librarian, Charleston County Public Library

Expect the Unexpected: Media and Crisis Communication Training

Expect the unexpected. Does your library have a solid crisis communication plan? In this session, the Richland Library Community Relations Department will share the process of creating its newly crafted crisis communication. The session will also address: the importance of an effective communication strategy, the importance of staff media training and the Do's & Do Not's of an Interview.

Location: Palmetto 1
Presenters: Tamara King, Community Relations Director, Richland Library; Emily Stoll, Community and Media Relations Coordinator, Richland Library

Making Space: Reference Weeding Projects

Has your reference collection evolved over the past five years? Panelists will lead an open discussion to explore trends in academic reference collections. Join us to learn practical weeding advice and hear updates on long-term deselection projects from libraries in Alabama, Mississippi, and South Carolina.
Location: Palmetto 2
Sponsor: SELA
Presenters: Camille McCutcheon, Assistant Dean, Coordinator of Collection Management, University of South Carolina Upstate Library; Tim Dodge, History and Political Science Subject Specialist, Reference Department, Ralph Brown Draughon Library, Auburn University; Melissa Dennis, Head of

Research & Instruction and Associate Professor, J. D. Williams Library, The University of Mississippi

ABC easy as 123: Our Change from ECRR to Kindergarten Readiness

Learn how small changes in programming, promotion, and community partners can make a big impact. The Greenville County Library System changed its focus from Every Child Ready to Read to Kindergarten Readiness, and connected with local organizations to make learning for the young child a county-wide initiative.

Location: Orchard Park
Sponsor: SELA School and Children's Librarians Section
Presenters: Karen Allen, Youth Services Manager, Greenville County Library System; Ashley Snelgrove, Youth Services Librarian, Greenville County Library System; Anne Lee Buck, Community Engagement Director, Greenville First Steps

Shine a Light on Legal Research *(double session)*

Join the law librarians from the USC School of Law for a double session showcasing their new online Circuit Riders Basic Legal Research Training Guide. Part 1: Discuss the need for all librarians to have basic legal research skills and how to provide legal reference services without giving legal advice.

Location: Congaree
Presenters: Terrye Conroy, Assistant Director of Legal Research Instruction; Dan Brackmann, Reference Librarian; Aaron Glenn, Reference Librarian; Eve Ross, Reference Librarian (USC School of Law Library)

10:30 - 11:20 AM

Best in Show: Programming Exchange

Come ready to share your biggest programming success with an intimate group of colleagues, and bring proven program winners back to your library. All staff levels, interests, and library types welcome.

Location: Blue Ridge
Sponsor: SCLA Paraprofessional Round Table
Presenters: Amanda Reed, Main and Branch Support Professional; Sarah Gough, Programs and Partnerships Librarian; Kristin Amsden, Librarian (Richland Library)

Clemson University Libraries Diversity Plan

Clemson University Libraries is developing for the first time a Library Diversity Plan that dovetails with a comprehensive university-wide initiative and plan. Come hear Library Diversity Plan working group members on its progress in completing the charge. The group will share examples of library diversity statements, as well as other resources for developing your own. The session will include hands-on time. Participants can expect to create a working diversity statement for their own use.
Location: Palmetto 1

Presenters: Rodger Bishop, Library Specialist; Lili Klar, Library Specialist; Ed Rock, Associate Librarian; Alydia Sims, Library Manager I; Tara Weekes, Education Media Center Library Manager (Clemson University Libraries)

Redefining the Library with Nontraditional Services

Libraries have a fantastic opportunity to offer their patrons something new as traditional services decline, like circulation and reference. Come learn how one university library is shaping their future through instruction, tutoring, records management, testing, and notary service.

Location: Palmetto 2
Presenter: Sharon Holderman, Coordinator of Public Services & Associate Professor, Volpe Library, Tennessee Tech University

Building the [Future]: Using Learning Circles to Deliver Coding Education and Digital Literacy Programming

From 2016-18, the Greenville County Library System administered SC Codes Greenville, a 12-week coding education program for adults that combined online learning with weekly, in-person meetings led by local tech industry mentors. Learn more about this innovative program and its impact, and explore strategies for implementing similar programming at your library.

Location: Orchard Park
Presenters: Pamela Wood Browne, Former SC Codes Program Manager and Director of Women Who Code Greenville; Nathaniel Lord, Digital Literacy Coordinator, Greenville County Library System; Brian Morrison, Library Director, Pickens County Library System

Shine a Light on Legal Research *(double session)*

Join the law librarians from the USC School of Law for a double session showcasing their new online Circuit Riders Basic Legal Research Training Guide. Part 2: Take a guided tour of the Circuit Riders guide, including sections on how specific legal resources are published and organized and topical guides for you to help your patrons research specific legal issues.

Location: Congaree
Presenters: Terrye Conroy, Assistant Director of Legal Research Instruction; Dan Brackmann, Reference Librarian; Aaron Glenn, Reference Librarian; Eve Ross, Reference Librarian (USC School of Law Library)

11:30 AM - 12:20 PM

What's In It For Me?: Professional Development for Library Staff

Staff development is of paramount importance as libraries look toward the future. We will hold two mini-sessions that pertain to important staff development concepts. In the first session, helping library staff through system migrations will be discussed. The second session will be on how to implement a staff development day.

Location: Blue Ridge
Sponsor: SELA Continuing Education and Staff Development Committee

Presenters: Crystal Gates, Executive Director, William F. Laman Public Library System; Laura Slavin, Electronic Resources Librarian, The University of Alabama in Huntsville; Muriel Nero, Head of Cataloging, Marx Library, University of South Alabama; Kathy Wheeler, Head of Reference & Instruction, Marx Library, University of South Alabama

Making Your Web Presence User-Friendly

Due to limited staff and budgets, librarians with little or no experience may find themselves managing the library website. Learn key principles for implementing user-centered navigation, organizing content, and writing for the web that you can apply when creating or updating websites and online research guides.

Location: Palmetto 1
Sponsor: SCLA Public Services Section
Presenter: Kathy Snediker, Research & Instruction Librarian; University of South Carolina

Better Together: Technical Services and Public Services

Public services and cataloging/metadata can work together in creative ways, contributing unique skillsets to improve projects and services. This presentation shares a collaboration between a health sciences library liaison and a cataloger/metadata librarian to improve three public services projects and one long-term project involving several library departments and campus partners.

Location: Palmetto 2
Presenter: Barbara Rochen Renner, Library Services Evaluation Specialist and Liaison, Allied Health Sciences; Lee Richardson, Information Discovery and Metadata Librarian (Health Sciences Library, University of North Carolina at Chapel Hill)

The "Write Stuff" Tips and Tools for Hosting Adult Writing Groups

Writers groups are a natural at libraries. So what are you waiting for? Get started encouraging and inspiring your interested patrons to live out their passions to write, write, write! We'll provide tons of ideas, resources and helpful technology for active writing programs at your library.

Location: Orchard Park
Sponsor: SCLA Public Libraries Section
Presenters: Terry Elsey, Inman Librarian; Chris Rogers, Middle Tyger Librarian (Spartanburg County Public Libraries)

The Future of Tech Training in Public Libraries

The digital divide is more apparent than ever, with app-driven devices like smartphones and home assistants creating a very shaky bridge into the world of modern technology for many. Methods are varied and evolving, but every library can do something to effectively meet the technology training needs within their communities.

Location: Congaree
Presenter: Jennifer Lively, Tech Team Manager, Charleston County Public Library

Conference Planning Committee

12:30 - 1:50 PM
Third General Session & Awards Luncheon

Richard E. Ashby Jr. obtained his BA from the New York Institute of Technology and his MLIS degree from Queens College in New York. As a resident of Philadelphia, Ashby started an afterschool program to help the neighborhood youth called LiteracyNation. Under his leadership, Ashby later formed his afterschool program into LiteracyNation Inc., a non-profit organization that gives away hundreds of new and gently used books through community outreach. During the last five years as the Yeadon Public Library director, Ashby developed Café 3, a program that distributes approximately 250 lunches per week to children. In 2014, the Black Caucus of the American Library Association presented him with the Librarian of the Year Award, and in 2016, he received the Movers and Shakers Award. He serves his community spiritually as the co-pastor of Church of Christian Fellowship. One of his favorite sayings is'"Our programming is diverse [enough] to meet all of the changes public libraries are undergoing — with literacy and justice for all."

Location: Piedmont Ballroom

2:00 - 3:00 PM
SCLA Executive Board Meeting
Location: Palmetto Ballroom

SCLA First Vice-President/Conference Chair
Amanda Stone, South Carolina State Library

SCLA President/Ex-Officio
Jimmie Epling, Darlington County Library

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