



NORTH CAROLINA LIBRARY ASSOCIATION  
61st Biennial Conference, Greensboro, N.C.

## MAKE IT MATTER

# 61st Biennial Conference: Ogilvie Lecture



Since joining ALA, I have been an active and contributing member of the association. I have committed myself to ALA, developing a progressive understanding of our divisions, round tables, committees, and affiliates. I recognize the importance of building bridges between our diverse membership and its many important parts. I am dedicated to diversity in all forms in our profession and our organization. ALA is made up of librarians, library workers, library school students, library-related vendors, and library trustees interested in maintaining the values of the profession while at the same time moving libraries and the association forward. “My ‘start to finish’ commitment to the profession and the Association sets me apart. I want to sustain the initiatives we have in place, engage all facets of our membership, and demonstrate the value of membership and of librarianship.”

Good afternoon! It is so great to be here for NCLA’s 61<sup>st</sup> biennial conference and to participate by delivering the Ogilvie Lecture. I am deeply honored by this opportunity not only because of the importance of Phil Ogilvie to North Carolina libraries, but because of the role North Carolina libraries and librarians have played during my year as ALA President.

You see, before 2015 I had never been to North Carolina. This calendar year I’ve been to North Carolina three times: first as a guest of the University of North Carolina Greensboro University Libraries, second as a guest of North Carolina Central University’s School of Library and Information Sciences to celebrate their 75<sup>th</sup> anniversary, and now this week for the North Carolina Library Association conference. With each visit I have been welcomed with open arms and open hearts. This conference’s theme could

not be more fitting – “Make It Matter” – because everyone I have met this year has made North Carolina’s library community matter to me.

So my goal this afternoon is to offer perspectives on “Make It Matter”: from making in libraries, making libraries matter to our users and our communities, making our associations matter to our professional development and professional practice.

In my role as ALA President, I worked with members from all types of libraries and in all types of library-related roles to highlight areas of interest and emphasis within ALA’s Mission and Vision: diversity, career development, and engagement and outreach. I believe these things are what bring value to the association and the work we do in our libraries. They also help us have a positive impact on our communities. I know firsthand as an academic librarian working with students,

faculty, and staff this has helped me do my job better and be a change agent for those I teach. For me, it is what matters.

Why is this so important? Because 21<sup>st</sup> century library users need and deserve 21<sup>st</sup> century libraries. Libraries of all types – public, academic, school, and special – play a critical role in supporting the needs of our users. We see an increased demand for different types of services, resources, and spaces hand in hand with a need to educate on basic and emerging literacies. Our ecosystem of libraries speaks to the importance of all types of libraries transforming. Each type of library has the potential to create and foster lifelong library use.

Libraries are a vital link in the chain to connect people with the information access and critical resources they need to support education and lifelong learning. The five Es of libraries – education, employment,

entrepreneurship, empowerment, and engagement – are the necessities that libraries play a critical role in providing and supporting. Libraries are indispensable in supporting the needs of their community members in virtually every aspect of life. This is reinforced by those national, regional, and local partners who increasingly associate these things with librarians and library services.

I ask you to indulge me for a moment and allow me to share how libraries have played a transformational role in my life. I am a lifelong library user, and in many ways I believe it led me to this profession. I have memories of going as a class in elementary school to the school library and picking out books to read. I participated in summer reading programs hosted by the public library; always bittersweet when it ended, I discovered I could actually keep on reading library books the other three seasons of the year – and I did just that. It started with the usual children's books with authors like Richard Scarry and Ezra Jack Keats. Books including Clifford the Big Red Dog, Frog and Toad are Friends, and Aesop's Fables. As I got older, I learned the library could be a source for developing knowledge, and reading books about famous people like the Reverend Dr. Martin Luther King, Jr., topics like mythology, or even how to make friendship bracelets.

My first job as a teenager was shelving books at a branch of the public library. My emerging technology skills and interest in customer service extended that role into helping out at the circulation desk. In college I worked all four years in the library, and as a library school student as a circulation desk assistant at a theological library.

My continued deepening use and understanding of libraries transformed me into a reader, an employee, a lover

of technology, a collaborator, and a thinker. In all those roles I came to appreciate the impact of libraries and library staff on a community. When I became a librarian, it allowed me to continue that community-centered role, one that in my day to day work as an academic librarian I often refer to as student-centered. And while library use may not always create library employees, it always has the potential to create lifelong learners, library advocates, and transform lives.

Society is changing in the way it consumes information. Libraries are evolving with these changes in order to serve the public and to continue to fulfill their role in leveling the playing field for all who seek information and access to technologies.

In a conference presentation titled "Skills for the librarian of the future," regional information resource officer at the U.S. Department of State, Alka Bhatnagar noted, "The relationship between libraries and their communities is at a critical intersection. There has never been a more rapid period of change affecting libraries and their communities. As a result, there has never been a better opportunity for library employees to act as leaders for positive change." This means we must take an active role as leaders to make it matter.

She went on to note the service philosophy for 21<sup>st</sup> century libraries as providing "user-centric, high quality resources and services to meet the exponentially growing recreational and knowledge needs of the globally networked current, potential, and future diverse community users in a conducive environment." When it comes to our role as the library, focused on our respective community's needs, it is the intersection of those resources and services to support the educational, social and personal needs that connects them with the world, recognizes and

celebrates diversity, in all the right locations outfitted appropriately.

Staff, volunteers, and library supporters also have a role to play in making our libraries matter. We know libraries are places of innovation, evolving as their communities evolve. The rapid changes going on around us demand that we too also change and be innovative.

Libraries have long served as trusted and treasured institutions, and librarians today can leverage that strong position for the betterment of their communities. Today's libraries are turning outward, partnering with local community groups to provide nontraditional library services, and mirroring the needs of the communities that they serve.

Many people depend on their libraries to access resources and information. The work done in libraries and the resources made available are constantly changing. As more and more of that information goes online, the ability to connect increases in importance. As society changes the way it consumes information, libraries – as early adopters of technology – are evolving with these changes in order to serve the public and to continue to fulfill their role in society.

Libraries are increasingly being known as innovation spaces where library users are becoming content creators. There is an increased focus on resources and services that go beyond the scope of what people see or think of as traditional library services – makerspaces, which increasingly feature 3D printers, offer the opportunity for active learning, invention, sharing of expertise, collaboration, and use of technology by community members of all ages; employment centers – for those who are looking for jobs as well as those turning to their libraries to develop small businesses; access to electronic books and streaming media;

and presentation recording rooms with green screens. These new services and resources are part of 21<sup>st</sup> century libraries and reflect the types of skills needed by 21<sup>st</sup> century citizens around the world.

While rapid changes in technology, particularly internet and handheld devices, has significantly impacted the work that all library workers do and the way we provide resources and services. As important to this concept as the products and services is your leadership, our leadership in the community and the profession. Libraries have a long history of leading the way: preserving our nation's cultural heritage, advancing research and scholarship, supporting literacy and lifelong learning, fostering innovation and creativity. All while embracing and usually juggling a variety of formats and changing resources to accomplish these goals. And more importantly, providing personal service and assistance finding these materials.

That demand for library services has increased significantly with the growing need for access to and training for digital and online information – such as continuing education resources and employment opportunities. In the next decade, it is estimated that nearly 80% of jobs will require digital skills, yet the Federal Communications Commission estimates that more than 60 million people lack the digital literacy skills they need. Libraries can be at the forefront of closing that significant gap and preparing our library users at all levels to meet those employment demands. This was affirmed when President Obama and Congress recognized this fact by including libraries in the Workforce Innovation and Opportunity Act.

It has never been more important than now to embrace our leadership role in libraries and in our communities.

Your leadership has an impact locally: when you host How-To Festivals. When you host financial literacy workshops for high school and college students. When you defend the right to read by building a diverse collection. You have a tremendous and profound impact on your community.

The work you do is also important to the profession: when you share your ideas, successes, and failures at local, regional, state, national, international, and virtual conferences, your peers are inspired and have new ideas for community outreach, therefore continuing a dialogue that strengthens those relationships focused on engagement and the fulfillment of aspirations. You provide compelling stories for me to talk about with the media – and it's your stories journalists, bloggers, decision makers in government or administration at all levels are interested in; you provide an answer to the question "Why libraries".

It has never been more important than now to embrace our leadership role in libraries and in our communities. We provide resources needed to live, learn, work, and govern. Libraries empower individuals, strengthen communities, and foster participation in the larger society at the local and national level by providing access to information, by supporting use of networks and social media, and by advocating for users' rights to information.

At the same time our leadership in this profession also strengthens that role. Your participation in this conference reflects the essential role of all types of libraries in meeting our society's education, literacy (and by literacy I mean in the broadest sense, its evolving application beyond the ability to read the written word), and access needs. Your commitment to supporting your associations allows them to keep

the important work of libraries in the minds of decision makers at all levels.

Libraries serve as places to connect the community with expertise within the organization, throughout the community, and world. As librarians, library staff, library school students, LIS faculty, and library advocates, we know the value of libraries and what that value means for our communities. In addition to providing desired and inspiring resources and services, there is a need for even greater external engagement by all of us with community partners, all levels of government, and even commercial entities – to articulate that value. Libraries are our great information equalizers – the only place people of all ages and backgrounds can locate and use print and non-print materials, with the expert guidance of librarians and staff. Our missions call on us to be leaders, and we are leading by being essential in meeting the needs of a changing 21<sup>st</sup> century citizen.

ALA is the voice of America's libraries and the millions of people who depend on them. Its goal is to see that all who use these libraries have the information they need to live, learn and work. Through the support of school, public, academic, and special libraries that build the collections, provide services, and develop and maintain facilities toward that goal, libraries remain one of America's most democratic institutions. And no matter how they change, libraries will still be committed to open access for all in a community gathering place.

Thank you for your leadership in your community, the state of North Carolina, and this profession. The work all of you do is so inspiring, and I thank you for continuing our profession's tradition of leadership.

# 61st Biennial Conference: Biennium Reports

## Youth Services Section

Looking back on my tenure as chair, I can only say that it was a time of transition. One of the first things I focused on was setting clear expectations for conducting our business meetings and setting guidelines to foster productivity during these meetings. I also detailed the role and responsibility of each board member position. For example, our two director positions became Director of Membership and Director of Public Relations. These positions continue to evolve to stay relevant and focused on the needs of the membership and the organization as a whole.

Speaking of evolving and staying relevant, the board worked diligently this past biennium to enhance member engagement throughout the section. We developed the U in Youth Services, which is a monthly email to spotlight one YSS member. We organized a special projects committee to work on the LEGO Initiative, sponsored by LEGO and the State Library. We created an application process and selected 14 counties around the state to receive LEGO kits to support and enrich kids programming. We introduced a scholarship opportunity for the Leadership Institute and selected two candidates to sponsor. We plan to continue and grow scholarship opportunities and have added an ad hoc position to the board for a Scholarships Chair.

A standing tradition of YSS has been to host an off-year fall retreat. Our past retreat brought in record numbers and received amazingly positive feedback. In the hope of an even greater success for 2016, we have secured space at Black Mountain. This facility will provide more flexibility and space



during the retreat for presenters and breakout sessions and also provide better accommodations for larger attendance.

We also continued our tradition of a jointly sponsored luncheon with PLS at the conference last year. Brian Sturm, a dynamic storyteller and professor at UNC, offered an inspirational presentation followed by a hands on storytelling program. Other YSS sponsored events included Storytime Tips, Tricks to incorporate ECRR, and a forum to share the importance of Summer Reading data. Incoming chair, Tanika Martin, was also involved in the launch of *Librarians Build Community*. This widely popular event is continuing to grow and develop into a team of librarians who have a passion and desire to reach out and meet the needs of their community.

One of my last tasks as chair was to nominate a new slate of candidates for the upcoming biennium. I am very excited that we welcomed five brand new board members that I know will bring new energy and fresh ideas to the section. The board will continue to work on marketing and promotion of the section and NCLA, partnerships

among other sections and within the community, and member engagement. It is our hope that our combined efforts will continue to grow our membership as more and more people learn the value of joining and being involved with NCLA.

*Debbie Shreve (past chair)*

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## NCLA Public Library Section

The Public Library Section had a successful and productive biennium, fulfilling its mission of uniting NCLA members who have a particular interest in public libraries. Opportunities were created for sharing and learning new skills and for discussing issues of importance to all public libraries in North Carolina while fulfilling the goals of NCLA. Programs in both the non-conference and conference years helped us meet these goals

The Public Library Section's Executive Board:

- Chair: Billy King
- Vice Chair: Jason Rogers
- Secretary: Arthur Erickson
- Director: Laura Highfill
- Director: Lindsey Shuford



### Planning Council:

- Sandra Lovely: Chair, Adult Services Committee
- Tammy Baggett, Chair, Awards Committee
- Decca Slaughter, Chair, Branch Services Committee
- Cathy Rudelich, Chair, Collection Management Committee
- Jennifer Daugherty, Chair, Genealogy & Local History Committee
- Don Dwiggins and Sarah McGough, Co-Chairs, Marketing Committee
- Joan Sherif, Youth Services Section Liaison
- Martha Sink, Webmaster
- Pam Jaskot, Past Chair

### 2013 Conference Winston-Salem, NC

The Public Library Section's premier event was the author luncheon and business meeting featuring best selling mystery authors Charles and Caroline Todd. At this event, the William Roberts Public Library Distinguished Service Award was presented to Lisa Flanigan, Youth Services Specialist at Watauga County Library. She and her library each received an award of \$500.00. The Section also co-sponsored a luncheon with the Youth Services Section featuring author Allan Wolf. The Section also provided eight programs sponsored by its various committees.

### 2014 Leadership Institute

The Public Library Section provided scholarships to two librarians to attend the 2014 Leadership Institute. The recipients were Karen Feeny from Forsyth County Public Library and Amy Wyckoff from Charlotte- Mecklenburg Library.

### 2014 Fabulous Fridays

For the third time PLS organized and hosted three mini-conferences across

the state to promote conversation and continuing education opportunities for public library staff. The sessions were held on three consecutive Fridays in October in Asheville, Charlotte and Fayetteville. PLS committees created, organized and presented programs of interest. State Librarian Cal Shepard and NCLA president Dale Cousins provided keynote speeches for the sessions.

### 2015 Conference, Greensboro, NC

The section hosted a wine and cheese reception for bestselling author Diane Chamberlain and presented the William Roberts Public Library Distinguished Service Award to Meryle Leonard, Library Outreach Service Manager for Charlotte-Mecklenburg Library. The Section's committees presented eight programs during the conference on topics ranging from genealogy triage and circulation issues to a fiction fans' readers advisory and starting a makerspace with very little money.

Incoming Public Library Section Executive Board:

- Chair: Decca Slaughter
- Vice Chair: Sandra Lovely
- Secretary: Arthur Erickson
- Director: Laura Highfill
- Director: Lindsey Shuford

*Billy King*

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### Development Committee

The chair of development worked with the Marketing Committee to develop a campaign to make the NCLA Endowment fund more visible to the membership. Two avenues of support were developed to encourage members to donate to the endowment fund: Every member \$10.00 every year and the \$500 Pin Club. As individuals become new members or renew

membership, we ask that the \$10 box be checked on the membership form to add \$10 or more for the endowment. Presently there are four Pin Club members. To receive the special club pin, a member will donate \$500 during the biennial.

### Make NCLA Your Favorite Charity

At the Biennial conference in Greensboro, three activities raised approximately \$3000 for the endowment: the endowment dinner, the pub crawl and the sandwich-board walk around.

To let the membership know how their gifts are used a list of activities supported are as follows:

- Special Project (Board Projects)
- Advocacy
- Intellectual Freedom
- Leadership Development (Barbara Beebe Fund)
- Leadership Institute
- Library Grants
- Scholarships

Fund Balance as of June 30 2015  
\$168,314.00. Please help NCLA reach the next endowment benchmark of \$200,00.00

*Harry L Cooke*

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### Technology and Trends Round Table

The members of the 2013-2015 TNT Executive Board were as follows:

- Chair: Kathy Shields, High Point University
- Vice Chair/ChairElect:
- Jenny Dale, UNC Greensboro
- Secretary/Treasurer: Julie Raynor, High Point Public Library
- Director: Chad Haefele, UNC Chapel Hill
- Director: Suvanida Duangdom, Wake Tech Community College

Since the 2011-2013 board was not put in place until late 2012, the membership approved the reelection of all

positions to another two-year term, so that we could continue the work we began in the previous biennium.

The TNT board met virtually throughout the biennium to plan webinars and other activities for our membership and the general NCLA membership.

### **Highlights of the 2013-2015 Biennium**

Our biggest event was in March 2014, when we coordinated with the State Library of North Carolina to bring Jason Griffey, a well-known library technologist, to four locations around the state: Appalachian State, High Point Public, Wake Tech, and ECU. For each location, members of the board served as or recruited volunteers and helped coordinate lunch and a special “Lunch with Jason” event for TNT members.

We also hosted 11 webinars on a variety of topics, including RFID, social media, website usability, and library technology for people with disabilities.

In summer 2015, we received approval from the NCLA Executive Board and our membership to update the TNT Bylaws to allow for electronic voting by members for elections. We also updated board positions to reflect current practice. We then held our first electronic vote for new officers in advance of the 2015 Conference.

### **2013-2015 Activities**

#### *Webinars*

On February 25, 2014, we hosted a webinar on RFID in libraries with Christee Pascale (Associate Head, Acquisitions & Discovery) and Mara Mathews (University Library Technician, User Experience) from NCSU Libraries.

On April 29, 2014, we hosted a webinar on Social Media Creation and Management for Libraries, presented

by Katie O’Connor (UNCG MLIS grad).

On May 22, 2014, we hosted a webinar on Library Technology for People with Disabilities led by Holly Mabry (NCKNOWS).

On June 19, 2014, Marc Bess (UNCC) presented a webinar on Creating Digital Objects for Library Instruction Using Adobe Captivate.

On July 9, Kate McNamara (Chapel Hill Public Library) presented on Becoming a Tumblarian.

On September 12, 2014, we held a webinar on Google Analytics, which was presented by Laura Wiegand of UNCW.

On December 18, 2014, we held a webinar on Community Readers’ Advisory, which was presented by Suzanne Moore and Suzanne Spanburgh of Ashe County Public Library.

On January 14, 2015, we held a webinar on Teaching and Training with Google Drive presented by Jenny Dale and Amy Harris Houk of UNCG.

On February 26, 2015, TNT held a webinar, “The Top 10 Things I Wish I Had Known Before RFID (or How to Stay Sane Dealing with Summer Volunteers),” which was led by Megan Bowers, a library associate at High Point Public Library.

On March 26, 2015, Aislynn Denny, Media Specialist at Guilford Middle School, led a webinar on “Cybersafety and Digital Citizenship,” which focused on techniques to help students be smarter about their online lives.

On April 22, 2015, Chae Haefele, Emerging Technologies Librarian at UNC Chapel Hill, will be leading a webinar on web usability, “Assess Your Website With Free Usability Testing Tools.”

#### *Member Outreach*

We added a members-only section to our NCLA website that has a list of

TNT-approved tools, including mobile applications, software, and websites. We advertised this to our members as a special perk of membership.

Julie Raynor created a calendar of technology-related events for us that we shared with our members.

We also sent out a survey to solicit feedback from our members on what topics they would like to see from our webinars and upcoming conference programming. We used these to help inform our webinars and conference programming.

#### *2015 Conference Activities*

TNT was extremely active at the 2015 Biennial Conference, held in Greensboro. We had a table in the registration area, where we had a prize wheel and gave away TNT-branded items, such as a cord keeper, headphones, smartphone stand, and stylus pens.

We sponsored a preconference on Tuesday, October 20, on “Social Media Hacks: Tips and Conversation for Enhancing Social Media Use in Libraries” presented by Stephanie Willen Brown (UNCCCH), Matthew Clobridge (Durham County Library), and Jennifer Lohmann (Durham County Library).

On Wednesday, we sponsored a poster by Megan Bowers, a library associate at High Point Public Library, on “The Top 10 Things I Wish I Had Known Before RFID; A Public Library’s View on RFID.”

We also sponsored several programs on Wednesday:

“Academic Library Websites as Information Gateways: Prioritizing User Needs in Website Evaluation and (Re) Design” by Terry Brandsma (UNCG)

“Reaching Digital Readers Where They Are” by Julie Raynor (High Point PL)

“tl;dr: Enhancing Students’ Online Research, Reading, and Writing Practices with ProQuest Flow” by Kathy

Shields and Allison Walker (High Point University)

We also cosponsored a panel with WILR on “Women in Technology in Libraries: A Panel Discussion,” which featured librarians from different areas who shared about their experience in technology positions in libraries.

On Thursday, we presented “Top Tech Trends 2015,” which featured three librarians who shared some of their top tools from the past year.

We also held a business meeting on Thursday, where we opened the floor for any final nominations for officer positions and welcomed our new board members.

### **New TNT Board for 2015-2017**

- Chair: Jenny Dale, UNCG
- ViceChair/ChairElect: Julie Raynor, High Point Public Library
- Treasurer/Secretary: Kate Hill, UNCG
- Director: Suvanida Duangdom, Wake Tech
- Director: Sarah Arnold, UNCCCH
- Past Chair: Kathy Shields, High Point University

I look forward to seeing what the next board does. We received some thanks at our business meeting at the conference for the rejuvenation of this group, and I know that the next board will continue the tradition of providing great opportunities for professional development and the spirit of collaboration that we have sought over the past biennium.

*Kathy Shields, Past Chair*

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### **College & University Section**

With the help of some amazing volunteers, the College and University Section (CUS) put on a one-day mini-conference in 2014. “Academic Libraries: Present and Future” took place on Friday, December 5<sup>th</sup>, at the



UNC-Charlotte Center City Campus. The keynote speaker was Patrick Deaton, Associate Director for Learning Spaces and Capital Management at North Carolina State University, who oversaw the design, construction and furnishing of the award-winning James B. Hunt Jr. Library. Breakout sessions were organized around three tracks: the physical library, the virtual library, and the professional marketplace.

During NCLA’s 61st Biennial Conference, CUS sponsored an “Unconference” during its luncheon on October 22, 2015, at the Koury Convention Center in Greensboro. This brainstorming session was attended by CUS members as well as others interested in academic libraries. Attendees contributed ideas about activities and events they would like to see from CUS in future. The ideas and suggestions will be used by the new CUS Executive Board to plan activities for the 2015-2017 biennium, with the goal of generating enthusiasm and increasing membership in CUS.

*Randall H. Bowman*

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### **Library Administration and Management Section**

The Mission of the Library Administration and Management Section of NCLA:

- To focus on improving the practice of library administration
- To foster the development of administrative skills in areas such as budgeting, personnel training, buildings and equipment, and public and governmental relations.

Goals for the 2014-2015 Biennium:

- Establish programming around the state, using experienced local managers to encourage career development for LAMS members.
- Make LAMS page of NCLA website more interactive and use it to solicit articles for LAMS Letters.
- Work with NCLA to offer an exciting and interesting Leadership Institute for the association. Schedule October 30, 2014 – November 2, 2014
- Establish LAMS Letters as a monthly publication
- Update LAMS Bylaws: Lorrie Russell to head committee

2014 - 2015 Library Administration and Management Section Officers

- Chair, Laurence Gavin, Cumberland County Public Library

- Vice-Chair/Chair Elect, Mark Sanders, UNC East Carolina
- Acting Secretary/Treasurer, Siobhan Loendorf, Catawba County Public Library
- Director, Ruth Ann Copley, Davidson County Public Library System
- Director, Brandy Hamilton, Wake County Public Libraries
- Director, Joan Sherif, Northwest Regional Public Library
- Immediate Past Chair, Lorrie Russell / High Point Public Library
- Publicity Committee Director, Michael Crumpton, University of North Carolina, Greensboro
- Committee Member, Elizabeth Novicki, Salem Academy & College
- Committee Member, MaryAnne Sommer, Cumberland County Public Library
- Committee Member, Megan Smith, Cumberland County Public Library
- Committee Member, Mary DiRisio, Cumberland County Public Library

### Summary of Accomplishments

In collaboration with New Members Roundtable, LAMS conducted a one-day conference entitled “Marketing Yourself: Career Advancement at any Stage” with the theme, “Reaching Your Career Potential.” The program was conducted at the Concord Public Library in Cabarrus County. The keynote speaker was Chapel Hill Library Director Susan Brown. Break-out sessions included: Marketing Yourself with Social Media; Personal Branding— putting your best foot forward; Cover letter and resume workshop; Speed Interviewing; Publishing— Getting Started, Finding Time; Getting Involved— National, State and Local associations; Presenting— Finding Opportunities, Best Practices; and Developing Career Soft Skills.

LAMS also conducted an Experienced Managers Discussion Panel at the Cumberland County Public Library during which six library leaders

in academic and public libraries shared insight with library school students, as well as new and experienced library managers on developing strategies to guide the communities they serve through change.

Catawba County Public Library Assistant Director Siobhan Loendorf was the recipient of the LAMS scholarship to the 2014 NCLA Leadership Institute. Siobhan was thankful for the interactive learning opportunity to develop leadership skills, change management and emotional intelligence. She states that she will be able “...to use the experience to look at myself and my role as a leader through a different lens. Self-reflection and mindfulness are a couple of the tools that I will continue to use to make myself a better leader, co-worker, wife and parent.”

Partnering with the State Library of North Carolina, LAMS cosponsored “Knowing You, Knowing Them: Success Secrets for New Supervisors at the Henderson, Cabarrus, and Cumberland County Public Libraries,” presented by trainer & consultant, Linda Bruno, participants were encouraged to reflect on the human side of supervising, emotional intelligence, as well as creating a positive and motivating work environment.

A committee to amend the LAMS bylaws, led by Immediate Past Chair Lorrie Russell, completed its task with a vote of approval from the Executive Board in July 2015 and a membership vote conducted from 7/30/15 to 8/28/15 in which 100% of respondents accepted the changes. The revised bylaws were uploaded to the NCLA LAMS webpage on 9/25/2015 by Vice Chair/Chair-elect Mark Sanders.

In a survey conducted by the Executive Committee to determine the effectiveness of the *LAMS Letters* newsletter 96% of respondents stated the newsletter was useful and 76% of

respondents stated it was very useful. The goal of *LAMS Letters* as a monthly publication was to establish more regular communication between the Executive Committee and the membership. In this biennium *LAMS Letters* facilitated conversations with new and experienced library leaders, conducted LAMS business, and engaged the membership.

Work began in 2015 on developing the Partnering with a Professional mentoring program targeting library science students taking management courses at the 5 accredited universities across North Carolina. At this time, professors teaching management courses at each of the 5 universities have been contacted and are receptive to the idea of promoting the program. Registration forms have been created for both mentors and mentees and a list of volunteer mentors has been established. At the October 2015 Executive Board Meeting, the New Members Round Table chair Sarah Lyon expressed an interest in collaborating with LAMS. Moving forward, the Executive Committee will integrate the missions of LAMS and NMRT to establish a common goal reflected on the mentor and mentee registration forms along with a clear message to be used by all committee members to detail a unified message about how the program will work as we visit each of the target universities.

At the 61<sup>st</sup> Biennial Conference 2015 “Make it Matter,” LAMS presented the following:

- “Lite Project Management for Librarians” featuring Kathy Bradshaw, Human Resource Librarian at UNC Greensboro.
- “Managing Change: Your Role in Strategic HR Initiatives” with Michael Crumpton, Asst. Dean for Administrative Services at UNC Greensboro



- “Grant Writing 101” presented by Kelly O’Brien, Director of Strategy and Innovation at UNC-CH School of Government.
- LAMS Business meeting
- LAMS also prepared a basket for the raffle to raise funds for the section and the association at conference.

## Elections

We held our elections in September of 2015 using LAMS Newsletter to provide the membership with biographies of the candidates and a link to a survey monkey survey to cast their votes. The link to the survey was also sent to the LAMS membership via email. Candidates were informed of the election results on October 9, 2015, and the NCLA membership was informed of the new slate of officers via email listserv on October 26, 2015.

## 2016-2017 Section Officers

- Chair - Mark Sanders / East Carolina University
- Vice Chair/Chair Elect - Elizabeth Novicki / Salem Academy & College
- Secretary/Treasurer - Siobhan Loendorf / Catawba County Public Library
- Director - Brandy Hamilton / Wake County Public Libraries
- Director - Lorrie Russell / High Point Public Library
- Director - Kelly Vadney / Sandhills Regional Library System
- Immediate Past Chair - Laurence Gavin / Cumberland County Public Library
- Publicity Committee Director - Michael Crumpton, University of North Carolina, Greensboro

*Laurence Gavin, Chair 2014-2015*

## Closing Session

Following the October 2013 conference, the Executive Board of the North Carolina Library Association

approached the new biennium *Stronger Together!*



The new board held its initial meeting in January 2014 which was also a planning retreat. A strategic plan was developed for the biennium, facilitated by Dr. Anthony Chow from UNC-Greensboro’s School of Education. In addition, every section, roundtable, and committee was charged with revising, updating and focusing its bylaws and operational procedures. Most sections have since accomplished this. The management of our finances will be transitioned to Quickbooks software over the biennium with multiple people (Treasurer, Treasurer-Elect, Executive Assistant and Finance Committee Chair) being trained on the use of the software. Early in calendar year 2016, an external auditor will conduct a full review of NCLA finances. The goal, in addition to updating our financial records, is that every section, roundtable, and committee will receive reports that are current, accurate and simplified for maximum understanding.

Rather than report, item by item, on the Strategic Plan, I have elected to report on the accomplishments and various activities from the biennium using the organization’s new tag line; **Inform, Connect, Support.**

The North Carolina Library Association has **informed** its members by

- Beginning the biennium with a new logo, tag line, and a marketing strategy
- Launching a new webpage

- Refreshed Facebook page as a nonprofit organization page
- Encouraging expanded use of the listserv by members
- Scheduling quarterly meetings of the Executive Board in geographically diverse locations of the State for the biennium

In addition:

- The initial Board meeting/retreat examined the effectiveness and efficiency of Board operations. I asked Lorrie Russell to lead a committee to examine this topic and the committee returned with recommendations for improvements and a “best practices” summary for expectations of a successful section, roundtable, and/or NCLA committee.
- Electronic newsletters were distributed to section members of WILR and LAMS.
- The Government Resources Section has, to date, provided over 50 webinars for continued learning. Lynda Kellam of that section received a grant to purchase software to archive the webinars for future expanded use by the NCLA membership. Ms. Kellam volunteered to load the webinars using the software.
- PLS continued its popular Fabulous Fridays series across the State and BLINC continued to offer ongoing CE sessions for its imbedded librarian members.
- The Executive Board voted to dissolve the School Library Media Section, noting that the section is fully engaged with an independent organization of its own. In its place, a liaison to NCSLMA organization now has a seat at the NCLA board table. To date, a representative has been present to report at NCLA Board meetings and has participated in National Legislative Day activities.
- Finally, the **Make It Matter!** conference has informed all of its attendees.

The North Carolina Library Association has **connected** its members by

- An expansion of social media, beginning with this 2015 conference and henceforth.
- Continued networking events hosted by NMRT and NCLPA.
- Representation on the ALA Council by Dana Eure. Note: Letters from the President, in collaboration with ALA, were written in response to book challenges in both Orange and Forsyth Counties.
- Representation on the SELA Board from Wanda Brown. Note: Wanda has led conversations with SELA about a combined Leadership Institute for 2016.
- Both the President and President-Elect have attended regularly scheduled State Library Commission meetings to represent NCLA.
- NCLA, in collaboration with international nonprofit Contextos, opened a library for children in a school in El Salvador with a contribution of \$5000.
- NCLA has been represented routinely in North Carolina Public Library Directors Association meetings and with the work of the North Carolina Community College Learning Resources Association.
- NCLA's Continuing Education Committee was dissolved, creating instead a liaison seat on the State Library's Continuing Education Committee. Thanks to Brandy Hamilton for representing NCLA.
- And **Make it Matter!** has connected established and new members of the Association.

The North Carolina Library Association has **supported** its members by

- Workshops, seminars, webinars and retreats have been offered by nearly every section of the Association over the biennium.

- The Leadership Institute with its 23 graduates was coordinated by Mike Crumpton. Kudos to the contribution of this group and the mentors at conference and thank you to Mike who has committed to leading the event again in 2016.
- National Legislative Day, coordinated with ALA by Dr. Anthony Chow and LaJuan Pringle.
- Support of the NC Public Library Directors Association's "Day in the District" as a state advocacy project.
- A rename and refocus for the Endowment Committee to be the Development Committee with financial management falling to the Finance Committee; Thanks to Harry Cooke and Tamara Rhodes for the new marketing strategy for raising Endowment funds (*that is \$10.00 every year from every NCLA member!*)
- Mentoring events hosted by LAMS and NMRT.
- A generous bequest from Wake County School Librarian Mary Ruth Duncan for \$23,000.
- Celebrating our own; ALA's recognition of Gerald Holmes for his career-long work on diversity; LJ Paralibrarian of the Year, Tamara Faulkner; NC Heritage Award to Sylvia Sprinkle Hamlin; UNC-G Alumni Award to Rodney Lippard.
- The Past Presidents Council was created to advise the President. Of the 14 living Past Presidents, 6 were in attendance at various points of the conference.
- Unlimited praise for the greatest supporter of NCLA and its members goes to Executive Assistant, Kim Parrott. Kim is a critical component for any success seen by the Conference, the Leadership Institute, National Legislative Day, the Executive Board, the President and any activity of the Association and its affiliates. Thank you to Kim.
- And Finally, **Make It Matter!** has supported all of us all week.

The challenge for the future for the North Carolina Library Association is to remain relevant, vibrant and vital to its membership. NCLA is a volunteer professional association that provides a forum for expanding the views of libraries. Through being involved with NCLA, members can learn about libraries of all types and library services throughout our State. Members can grow personally and professionally.

Members can share ideas, projects and even frustrations and challenges with understanding peers. NCLA provides a network of colleagues and friends that will last throughout a career. So, I encourage you to become involved. NCLA is only as strong as its membership and it is membership that keeps the organization going and growing. Become engaged and bring a colleague!

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*Dale Cousins, President 2014-2015*

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## **NCLPA Two-Year Review**

A quick rundown of the events of NCLPA as we have now reached the end of the current 2-year term of office for the 2013-2015 elected individuals. While we seemed to have had a slow start in 2014, behind the scenes members of the Executive Board were working to make modifications and updates to our printed literature and online available information. Discussions were held regarding possible change of design for our logo, as well as consideration of our group description. Board members asked, "Are we still comfortable with description 'para-professional,' or should we change to 'support staff' or perhaps 'paralibrarian?'" These possible changes were tabled for further discussion among the board members and well as input from the membership. This is something we all need to consider and provide input.

In the spring of 2014, the Triad Academic Library System of the Piedmont (TALA) held its first annual conference where our Chair, Harry Frank, provided a speech on "Rise of the Niche" And Nita Williams also gave a presentation on "Student Workers."

In May after the Executive Board meeting and the evening prior to the annual Joyner Library Paraprofessional Conference, NCLPA sponsored a Meet & Greet at the Mellow Mushroom in Greenville. This event was well attended; food and fellowship with old and new friends was tremendous.

The next day, NCLPA provided information about our organization at the Joyner Paraprofessional Conference which was as always a wonderful event.

At the August of 2014 meeting, it was decided to offer partial scholarship for a paraprofessional to participant in the NCLA Leadership Institute. We were very proud to provide this financial support to Juli Moore of Iredell County who was selected to participate in the 2014 class. And as we congratulated Juli, we ask all members to please accept our encouragement to pursue your passion for your library and your patrons and apply to attend the 2016 LI. The application process will begin in January 2016.

In the September of 2014, NCLPA was very proud to play a small part in the African-American Author Festival held at the Greensboro Public Library by serving refreshments to participating authors and their assistants at the festival. The festival was hugely successful with many individuals attending and taking part in the presentations by authors throughout the day. The event was sponsored by Book Clubs United for African American Literacy with 11 featured authors, presentations, books signings, arts, and prizes. Weather was perfect and the event was enjoyed by all, including and

especially the NCLPA members in attendance.

In November 2014 after the Executive Board meeting, our first "Snack and Chat" was held at the Alamance County Public Libraries in Burlington NC with all surrounding library staff invited as well as any library staff from any location wishing to attend. We were very pleased with the attendance and decided to make this an event once a quarter to be tied in with our quarterly executive board meeting. We were much honored to have as one of our attendees, Dale Cousins, then current President of NCLA, and at subsequent NCLA Executive Board meeting we were extended several invitations to hold such events at other library locations.

In February 2015, our plans for Executive Board meeting and to hold a Snack and Chat in Fayetteville at the Cumberland County Public Libraries met with bad weather, not just in our areas of travel, but in the destination of Fayetteville, quite a surprise for all, and our plans were canceled.

Later in February, our Chair Harry Frank, tendered his resignation to the Executive Board. Harry was a wonderful leader, but due to a change in his career, he felt he could no longer make the commitment of time he would prefer to our organization. His resignation was accepted and best wishes for his continued success in his new professional endeavor were offered.

It was at this time that according to the NCLPA bylaws, Cathy Wright as Vice-Chair moved to the role of Chair, and Beth Lyles graciously accepted the role of Interim Vice-Chair.

In March, we received notification of tremendous news! Our own Tamara Faulkner was named the 2015 Library Journal Paraprofessional of the Year!!! Front cover of magazine and all! Since that time Tamara has been a very busy celebrity!

In March, the second annual TALA Conference was held in High Point with Tamara Faulkner as the keynote speaker.

And then May 2015 rolled around, and that is the signal for the wonderfully popular and well organized ECU Joyner Library Paraprofessional Conference. The Executive Board met at the Sheppard Memorial Library in Greenville and once again held a Snack and Chat. While the event was not as heavily attended as we had hoped, we were pleased with the opportunity to chat with several individuals that day. It seems in hindsight that perhaps our time slot was a little too early for those arriving in town for the conference and for those working at libraries in the area. Lesson noted.

The next day, we were pleased to set up our information table at the Joyner Library Paraprofessional Conference. There we had the opportunity to see old friends and make a few new friends. We offered information and candy, we were pleased with our endeavor. We also took the opportunity to attend several of the sessions and experience the wonderful day-long conference. For anyone considering the value of this conference, we offer our recommendation to make the effort to attend, you will not be disappointed!

In June, 2015, the call was issued to all members of NCLA and NCLPA for applications for our Meralyn G. Meadows Conference Scholarship. This was the first step for NCLPA as planning for the biennial conference had begun.

### **Conference Planning**

At our August Executive Board meeting, it was now time to turn our focus to conference preparation and select the Conference Scholarship winner. We were given guidelines from NCLA that each round table or section would be allowed to sponsor three

presentations at the conference. Many ideas surfaced for great presentations and the following selections were made: 1) “Make deselection matter; the dark half of collection development”; 2) “Community Outreach and Partnerships”; and 3) “Core Competencies? Continuing Education? Professional Development? Oh my!” We also tossed around several ideas for lunch programs, and the decision was made to provide entertainment in the form of non-library related for all to take a break from the wonderful world of library for just a while and just simply be entertained. It was also decided by the board members to create a “Gift Card Tree” to be raffled at the NCLA Conference.

Our proposals were submitted to NCLA and we were very pleased to receive the news that all were accepted. We hope you were present at the NCLA Conference and had the opportunity to attend all 3 NCLPA Sponsored events.

Also, a huge decision for the Executive Board was suggested to purchase a tablecloth to use at events such as our Snack and Chats, information tables at various workshops and conferences, and specifically the initial use at the 2015 Biennial NCLA Conference. After discussion, a motion was made, seconded, and approved to purchase a royal blue 8’ tablecloth with the NCLPA logo in gold from JanWay. The debut was indeed at the conference in Greensboro and was well received by all, a great purchase for our Round Table!

### Scholarship

At the Conference Luncheon Meeting, Cathy Wright recognized and offered our thanks to Amy Whitmer, Chair of the Scholarship Committee and one of her committee members, the 2013 recipient Juli Moore. We were very fortunate to have such wonderful

applicants, and it was a hard task to select just one winner. Our thanks to all applicants and a sincere invitation to accept active roles in NCLPA was extended.

Cathy Wright then presented the 2015 Meralyn Meadows Conference Scholarship Certificate and check to Laura Chapman of the Jackson County Public Library System in Sylva NC. We all congratulated Laura and look forward to her continued participation in NCLPA.

### New Officers

Also at the Conference Luncheon Meeting, the announcement and introduction of your newly elected members of the NCLPA Executive Board took place, with the new members taking office at the conclusion of the meeting. **Region Director**, Brandon Stilley of Joyner Library in Greenville NC; **Treasurer**, Nita Williams of High Point University in High Point, NC; **Secretary**, Tamara Faulkner of Hickory Public Library in Hickory, NC; **Vice-Chair**, Beth Lyles of Perry Memorial Library in Henderson, NC; and your **Chair**, Cathy Wright of Alamance County Public Libraries in Burlington, NC. Congratulations were offered and an invitation extended to anyone interested in a position of Region Director, or Committee member. Please do not hesitate to contact Cathy Wright or any member of the Executive Board. We would love to see everyone enjoy active membership in the NCLPA, where together we can do great things! Or perhaps better stated, “Make it Matter”!!

### Thank You to Friends of the Library

And before turning our luncheon program over to Tamara for her introduction of our entertainment, Cathy Wright offered our thanks and recognized our most generous Friends for their financial support in bringing the

program to those in attendance. The Alamance County Friends of the Library, the Hickory FOL, and the Friends of the Western Watauga Public Library. We do have great Friends!

### Conference Entertainment

Ronn Winters, Mentalists and Magician, then was introduced by Tamara Faulkner, and the crowd of 65 in attendance were amazed at his abilities and thoroughly enjoyed the event.

### Post Conference Biennium Finale

Soon after the conference ended, we were very pleased and fortunate to add Laura Chapman to the NCLPA Executive Board as our newly appointed Region 4 Director. Laura works with the Jackson County Public Library in Sylva, NC.

This now brings an end to the 2013-2015 term for NCLPA. It has been a great two years and we all look forward to even better things in 2015 – 2017 with all members enjoying active participation. The Executive Board welcomes all comments and/or suggestions and hope to see each of you in the coming months.

### Thank You!

*Cathy Wright, NCLPA Chair*



North Carolina  
Library Association