June Power is the Access Services Reference Librarian for UNC Pembroke's Mary Livermore Library, managing circulation, course reserves, document delivery services, and copyright management. She has also assisted with archival and special collections work, and is a former K-8 teacher. She is on the editorial board for the *Journal of Access Services* and has published articles and book chapters.
Session: **"Advertising the Library by Hook, Crook and Internet"**

Melissa Raymer is the Distance Education Librarian at UNCW's Randall Library. In addition to liaison duties to the Art & Art History, Anthropology, Criminology, and Sociology departments, she manages the library's art collection.
Poster: **"Collaboration between Libraries and Schools: Improving High-School Student Awareness of Local Library Resources"**

Mark Sanders is the Assistant Director for Public Services at East Carolina University's Joyner Library, where he was formerly the Outreach Librarian. His research interests include user-centered learning spaces, security, and budget management. **Session**: **"Nice Place You Have Here: Applying User Experience Methods to Library Spaces and the Web"**

Roberta Aurelia Troy was employed as an Information Specialist for Fidelcor for 10 years. She has been the Media Coordinator at Charles P. Murray Middle School since 2001. Roberta has established several groups to increase Literacy proficiency: *Voices on Race*, *Girls in Engineering Day*, *Black Boys Read*, and *Battle of the Books Coach*. **Poster**: **"Freedom Riders Exhibit"**

Katy Kavanagh Webb is the Head of Research and Instructional Services at East Carolina University's Joyner Library. She was formerly the Instructional Design Librarian. Her co-authored article summarizing the efforts of the User Experience Task Force has been accepted by the *Journal of Library Administration*.
Session: **"Nice Place You Have Here: Applying User Experience Methods to Library Spaces and the Web"**

Laura Wiegand is the Associate Director, Library IT and Coordinator of Discovery Services at UNCW's Randall Library where she works with web services, discovery tools, user interfaces and systems maintenance. She has a certificate in Project Management from UNCW's Cameron School of Business.
Session: **"Project Management: Tips and Tools"**

Vonzell Yeager is the University Studies Librarian and Co-Chair of the Marketing Committee at UNCW's Randall Library. He has overseen marketing initiatives for several academic libraries and enjoys using his experience in media production and scriptwriting to market libraries. **Poster**: **"Branded"**

Azalea Coast Library Association Conference

April 22, 2016
New Hanover County Public Library
Main Library
Wilmington, NC

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Keynote Speaker
Dr. John Harer
East Carolina University
Library Science Associate Chair

Dr. John B. Harer joined the faculty of the Department of Library Science at East Carolina University in the Fall of 2004, and earned his tenure and promotion to Associate Professor in the Fall of 2010. His research interests and expertise are in the areas of quality improvement in academic libraries. His PhD is in Educational Administration from Texas A&M University and his dissertation examined Continuous Quality Improvement performance measures for academic libraries using a Delphi panel research method. Dr. Harer has also written extensively on intellectual freedom. He was a member of the American Library Association's Intellectual Freedom Committee and has written three monographs and several articles on intellectual freedom. He is an active member of the National Storytelling Network, and presented a program on the Alexander Technique for storytellers at the 2010 National Storytelling Conference. Because of his passion for storytelling, he also wrote the monograph *The Alexander Technique Resource Book,* a method for performance improvement for storytellers. Dr. Harer's teaching focus is in intellectual freedom, storytelling, and research methods, and he often teaches the foundations course.

Going Back to the Future: Are Libraries There Yet? Dr. Harer will be speaking on the future of libraries in North Carolina and relating information on the ALA accreditation process that ECU's Library Science program has completed.

Guest Speakers

NC LIVE - **Rob Ross**, Executive Director of NC LIVE/NCSU Libraries. Mr. Ross received his MLS from Kent State University. His previous work experience was with OCLC as Director of Implementation Programs, Senior Manager of Portfolio Implementations and Manager of Worldcat Services Implementation.

State Library of North Carolina - **Michelle Underhill,** Chief of the Government and Heritage Library. Ms. Underhill received her MLS from UNC Greensboro and began working for the State Library in 2006. She was promoted to Director, Digital Information Management Program in 2013. NCpedia and the Our State Digital Collection are examples of highly successful projects that have benefited from her leadership in this role. She was recently promoted to Chief of the Government & Heritage Library, which oversees the designing of 21st century services and resources while preserving the state record for future generations.

Keynote and Guest Speakers will be in the New Hanover Room 9:30-11:00

Becky Fabbri has worked for Alamance Public Libraries for 9 years in the Circulation Department and currently serves as a supervisor for circulation staff and shelvers. She has been an active team member in recruiting new partners for the Zoom Pass Program and implementing policies and procedures associated with each new partnership. She has worked hard to create a culture of customer service at Alamance Public Libraries and enjoys working with the public. **Poster**: **"ACPL Zoom Pass Program"**

Peggy Higgins is the systems/access services librarian at Ashville-Buncombe Technical Community College's Holly Library. She is the primary instruction librarian on staff, as well as the LibGuide and LibCal administrator. She is also an adjunct instructor at A-B Tech, teaching both English and Academic Success Skills classes. **Session: "Teach It Where They Are"**

Beth Kaylor is the Coordinator of Business, Entrepreneurship and Government Information Research at UNCW's Randall Library. She earned an MS in Accounting from UNCW and an MLS from North Carolina Central University. She has been a business librarian since 2006. **Session: "Port City BizInfo"** *and* **Poster**: **"Collaboration between Libraries and Schools: Improving High-School Student Awareness of Local Library Resources"**

Bryson Kofp is the Librarian I and FTCC Liaison at the Spring Lake Branch of the Cumberland County Public Library. Bryson is a graphic novel enthusiast and film buff from Asheville, NC. **Session: "30+ Mobile Apps for Librarians"**

Allison P. Matthews is the Reference & Education Librarian at New Hanover Regional Medical Center's SEAHEC Medical Library in Wilmington, NC. In 2009, she graduated *summa cum laude* from NCCU's School of Library and Information Sciences. She has published an article for the *Journal of the Medical Library Association*'s Innovative Technology column highlighting the process and the achievements as related to embedding digital library resources and an Ask-A-Librarian button in the electronic medical record (EMR). **Poster**: **"One Stop Shopping: "Ask-A-Librarian" Technology in the Electronic Medical Record"**

Suzanne Moore works in West Jefferson as the Ashe County Librarian. She graduated in 2000 from Austin Peay University in Clarksville, TN with a degree in Interdisciplinary Studies and Early Childhood Education. After teaching middle school language arts for seven years, Suzanne returned to school and earned a Masters in Library Science degree from the University of North Texas. **Session: "The Ultimate Reading Challenge & Read Around the Clock"**

Sana Moulder is the Library Associate in Local & State History at the Cumberland County Public Library. Sana is an avid quilter, Duke fan, and is obsessed with local history. **Session: "30+ Mobile Apps for Librarians"**

Azalea Coast Library Association Conference
Presenters' Biographies

Joann Absi is the Media Coordinator at Eugene Ashley High School. She is the Communications Chair for North Carolina School Library Media Association and is currently serving on the AASL/ALSC/YALSA School Public Library Cooperation Committee and is a blogger for AASL Knowledge Quest.
Poster: "Freedom Riders Exhibit"

Robert Arndt is the Reference & Instructional Services Librarian for the UNC Pembroke's Mary Livermore Library. He is in charge of the library's message board and principal designer of bookmarks for the library. **Session: "Advertising the Library by Hook, Crook and Internet"**

Pat Burns is the Library Media Specialist at St. Mark Catholic School, Wilmington, NC. She is a graduate of Ursinus College, Collegeville, PA and the iSchool, Drexel University, Philadelphia, PA. Pat has worked as a librarian in public, corporate, government and school libraries. In addition to her work as media specialist she produces an in-school, student-run television program. **Session: "The Real Deal: Finding and Using Primary Sources"**

John Crawford is the Digital and Visual Media Coordinator and Co-Chair of the Marketing Committee at UNCW's Randall Library. John oversees the creation of marketing materials for internal and external audiences for the library and he brings a wealth of experience from the public and private sector as well as the expertise gained from running his own shop. **Poster: "Branded"**

Jacob Deininger is a Public Services Librarian and Instructor at Cape Fear Community College and a Liaison Librarian for NC Wesleyan. Previously, he worked as a Public Services Librarian at the University of Pittsburgh. **Poster: "Collaboration between Libraries and Schools: Improving High-School Student Awareness of Local Library Resources"**

Susan DeMarco is the Community Engagement Librarian for New Hanover County Public Library. Susan taught middle school for 5 years before earning her MLS from NCCU. She has worked at NHCPL for 7 years. She combines her knowledge as a reading specialist, certified yoga instructor and mother to create exciting programs for young children and their families. **Poster: "Collaboration between Libraries and Schools: Improving High-School Student Awareness of Local Library Resources"**

Patricia Dew is the Supervising Librarian for the Myrtle Grove and Pleasure Island Branch Libraries of the New Hanover County Public Library. She is also a Staff Sergeant in the Army Reserves assigned to the 208th Army Band in Concord, NC. She earned her MLS from NCCU in 2006 with a concentration on public librarianship. Patricia also volunteers with New Hanover County CERT. **Session: "Emergencies Happen: Being Prepared for Anything"**

Session 1   11:15-12:00

Emergencies Happen: Being Prepared for Anything – Patricia Dew
(New Hanover County Public Library)
In libraries, emergencies happen. From bookdrop fires to medical situations, tornadoes to gas leaks, drunken patrons to active shooters, librarians see all kinds of emergency situations. Do you and your facility have a plan? What should you do to protect yourself and your library patrons in an emergency? Learn what you can do to be prepared for whatever your "normal-day-at-the-library" turns out to be. Topics include making a plan, sheltering versus evacuating, calling 911, and keeping things from getting out of hand in the first place.

Nice Place You Have Here: Applying User Experience Methods to Library Spaces and the Web – Mark Sanders & Katy Kavanagh Webb (East Carolina University – Joyner Library)
ECU Libraries have undertaken multiple initiatives to better serve their community by applying User Experience (UX) methods to update their spaces, services, and web presence. Two administrators from ECU Libraries will discuss UX projects that have transformed library spaces including signage, maps, seating, student-centered spaces, technologies, outlets, aesthetics, and policies. Websites are also a prime place where UX can have a positive impact. In addition to providing practical advice and tips, this presentation will delve into the methods used to gather data and feedback from users as well as best practices and cost information for updating furnishings and physical spaces.

The Real Deal: Finding and Using Primary Sources – Patricia Burns
(St. Mark Catholic School Library)
This session will focus on the best resources for locating primary sources. Emphasis will be placed on creative ways to use primary sources in instruction, including the development of critical thinking skills, user engagement and construction of knowledge. The session will include discussion of copyright issues.

Session 2   1:45-2:30

Advertising the Library by Hook, Crook, and Internet – Robert Arndt & June Power (University of North Carolina at Pembroke – Mary Livermore Library)
Most libraries advertise their services in numerous ways. With the public being bombarded with visual messages, how do you make your events stand out and attract attention? At UNC Pembroke, the Mary Livermore Library advertises in a variety of low-cost ways including use of an in-house message board, and social media sites such as Facebook, Pinterest, Twitter, and Tumblr. The session will cover the type of events and services to advertise, selection of formats for presentation, methods to attract the visual attention of both the library goer and the casual viewer, and the software and equipment needed to produce the final product.

Session 2 (cont'd)

Teach It Where They Are – Peggy Higgins
(Asheville-Buncombe Technical Community College – Holly Library)
How does a medium-sized community college on a tight budget more than double its number of library instruction sessions per year in less than a decade? We at Holly Library use our feet, our vehicles, our adaptability skills, and a growing catalog of LibGuides to meet the needs of our faculty and students, no matter where they are. With only two full-time instruction librarians and a dwindling number of part-time librarians, we've managed to keep up with the growing demand for our services by working smart, not working ourselves to death. Come hear our story and share your own survival tips with the group.

30+ Mobile Apps for Librarians – Sana Moulder & Bryson Kofp
(Cumberland County Public Library)
With more than a billion apps available, it's difficult to tell which ones are good. We'll share 30+ apps for library customers, info pros, and newbies. For Android and Apple devices, these apps will change the way you search, discover, access, and view information in and beyond the library walls.

Session 3   2:45-3:30

Port City BizInfo – Beth Kaylor
(University of North Carolina Wilmington – Randall Library)
This session will provide an introduction to the resources available from Randall Library's new Port City BizInfo service. Port City BizInfo is designed to be a gateway and a guide to the wealth of resources and services available to anyone searching for business data, statistics and information. This session will show attendees how they can use the service to assist users, or refer users for further assistance.

Project Management: Tips and Tools – Laura Wiegand
(University of North Carolina Wilmington – Randall Library)
The session will present project management tips, geared towards busy librarians, gleaned from formal project management principles, as well as review some technology tools that you can use in project management to foster collaboration, communication and organization.

The Ultimate Reading Challenge & Read Around the Clock – Suzanne Moore
(Ashe County Public Library)
These programs use LibGuides to encourage patrons and staff to diversify reading and share books, reflections, and ideas with each other. *The Ultimate Reading Challenge* showcases readers' reviews on books they discovered by meeting unique requirements. *Read Around the Clock* is a new monthly book club that was inspired by a clock our Friends of the Library created that tells time using novels. Both of these programs are low-cost and easy to replicate.

Poster Sessions 1:00-1:30

ACPL Zoom Pass Program – Becky Fabbri   (Alamance County Public Libraries)
ACPL offers a museum pass program that allows patrons to check out passes for free to educational and life skills organizations. Currently we offer passes to the Conservators Center, Children's Museum of Alamance County, NC Zoo, Aquatic Centers and the Durham Museum of Life and Science. This program is sponsored by the Friends of the Alamance County Public Libraries.

Branded – Vonzell Yeager & John Crawford
(University of North Carolina Wilmington – Randall Library)
This poster will outline Randall Library's initial brand development, the creation of marketing processes and how we market events, construction issues and the showcasing of resources to the various constituencies of the library.

Collaboration between Libraries and Schools: Improving High-School Student Awareness of Local Library Resources – Melissa Raymer & Beth Kaylor (University of North Carolina Wilmington – Randall Library); Jacob Deininger (Cape Fear Community College Library); Susan DeMarco (New Hanover County Public Library)
Librarians from UNCW, CFCC and NHCPL created a program to reach out to high school seniors in New Hanover County who were required to complete graduation projects. The effort aimed to introduce students to the variety of services and resources available in local libraries. Librarians visited each of the four area high schools to provide brief instruction sessions to seniors and, in 2011, surveyed students before the visits and after the projects were completed.

Freedom Riders Exhibit – Joann Absi   (Eugene Ashley High School Library); Roberta Aurelia Troy   (Charles P. Murray Middle School)
This poster portrays an interschool collaboration to bring the Freedom Riders exhibit from the Gilder Lehrman Institute of American History to our schools in preparation for Black History Month.

One Stop Shopping: "Ask-A-Librarian" Technology in the Electronic Medical Record – Allison Matthews (SEAHEC Medical Library)
This poster illustrates how the librarians added an "Ask a Librarian" button inside the hospital's electronic medical record (EMR). The primary objective was to increase requests from the medical center's healthcare providers for medical information. The secondary objective was to embed the library further in the EMR. The physicians and nurses "live" in the EMR and the librarians wanted the electronic library collection of medical journals, books, and databases available and easily accessible to this user group.