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SELA Summer Conference

The 2021 SELA Summer Conference will be held virtually August 5-6, 2021. Our theme is **Envision the Future**. While we would love to see each other and acknowledge that life is getting back to a new normal, we also recognize that library budgets may be strained and COVID-19 variants are still circulating the region. SELA members are invited to **Envision the Future** and join us for our summer conference via Zoom. Registration is \$30 for members, and all early registrations include a copy of Joshilyn Jackson's *Mother May I*. Early non-member registration is just \$40 and includes a copy of *Mother May I* and a year's membership to SELA. Conference login information will be sent out to registrants the week of conference.



While the conference is all online – we do have an outstanding lineup of sessions and a fabulous keynote waiting for YOU! Joshilyn Jackson, New York Times and USA Today bestselling novelist is our keynote speaker. She is the author of ten books, including *Mother May I* and *Never Have I Ever*. Her work has been trans-

lated into more than a dozen languages, and Jackson is also an award-winning audiobook narrator. She writes page-turners that revolve around women's issues and faith and justice issues. Jackson lives in Decatur, Georgia, with her husband and two children.

We also have a line-up of our peers willing to share with us lessons learned and tips for future endeavors. Check out the session information:

Cancel or Contextualize?: The differing roles of libraries in social justice

The presence of a wide variety of resources and points of view in libraries has long been considered a core value of the profession and a strength of the library as institution. However, it can also collide with the principle of inclusion, as many libraries contain something to offend everyone, including racial and sexual minorities. This session attempts to start a discussion of three things: how libraries can handle controversial situations, including how this might differ based on library type, how libraries are messaging their principles, and what the role of white librarians should be within the social justice landscape. Hopefully, it will even provide an answer to the question of why a white male is talking about this in the first place.

Academic Libraries and Athletics Programs: The Current State of Select Marketing and Development Partnerships

In this session, the author will draw from his forthcoming Southeastern Librarian article "Academic Libraries and Athletics Programs: The Current State of Select Marketing and Development Partnerships" to present on five long-term marketing and development partnerships: Duke University, North Carolina State University, the University of Oklahoma, Pennsylvania State University, and Texas A&M University. In addition to providing updated accounts of these documented partnerships, the presenter will offer an analysis of the evolving nature of these relationships over time and practical applications for librarians interested in establishing successful long-term marketing and development partnerships at their institutions.

Examining Library Patron Services & Outreach: The UNC Pembroke Experience

Like many academic libraries across the United States and in the world, the Livermore Library @ UNC Pembroke has experienced definite change as a direct result of the Covid-19 pandemic. In the area of communications, the Livermore Library website has been changed to more effectively "support, educate, and empower" our ever-changing patron population.

Specifically, in terms of communications, our Library website has become more “user friendly,” and our Director of Research and Instructional Services has created several “how-to” videos to assist the students in understanding specific library resources, including our search engine ExLibris Primo as well as our electronic databases. In the area of instructional services, the pandemic has caused fewer instruction sessions at the classroom and Research Services staff have experienced fewer physical questions from students. Despite these challenges, the staff at the Livermore Library have endeavored to revise services in order to help our patrons be successful and engaged learners.

How has the staff @ UNC Pembroke’s Livermore Library continued to provide services to support, educate, & empower students despite the challenges of the global pandemic? The answer can be found in taking stock of current services and “envisioning the future.”

Sustainability and Programming

At the beginning of online-only engagement, students gravitated to one program in particular: a discussion about Earth Day. In response to the robust discussion during that meeting, the idea to host a reading series about sustainability was developed. The planning process began during the summer of 2020 and the first meeting occurred in September 2020. This program has been operational for the past academic year and will run again this year. This presentation will cover how we planned the program, how we chose content, how we promoted the program, and what we learned and have changed about the program.

The Semester of Kindness: A Library Program Encouraging Empathy on a University Campus

In Fall 2019, the University of South Alabama’s Marx Library sought a way to encourage empathy on campus and in the community, as well as identify a unifying theme for the semester’s programming. Inspired by a recent “Week of Kindness” display at Starbucks, the Marx Library’s Public Relations committee initiated the Semester of Kindness, planning activities and displays geared toward encouraging students, faculty, and the rest of the South Alabama Community to reflect on the importance of practicing kindness and

compassion toward others. The first activity asked people to write Notes of Kindness to be displayed in the library atrium. This display quickly became very popular, and the Marx Library Public Relations Committee used the momentum to plan other programs, including activities for the 9/11 Day of Service and Veterans Day, as well as a drive for the university’s food pantry.

The positive atmosphere created by the Semester of Kindness carried into Spring 2020, when the COVID-19 pandemic made the need for student engagement and empathy toward others stronger than ever. A year later, in Spring 2021 the Semester of Kindness was reimaged as the Spring of Connection, which included activities designed to encourage students to reach out to the library, the university community, and each other during a time when many students were feeling isolated and discouraged.

In this presentation, representatives of the Marx Library Public Relations Committee will discuss how the committee planned and implemented the Semester of Kindness. The presenters will provide examples of programs that occurred during this semester, including responses shared on the Semester of Kindness wall. They will discuss how the Semester of Kindness became a valuable model for student connectedness during the COVID-19 pandemic. Finally, the presenters will reflect on how the Semester of Kindness will influence future programs.

#CiteNLM: Leveraging Librarians’ Skills to Improve Health Information on Wikipedia

In recognition of Wikipedia’s ubiquity as an information resource, the Network of the National Library of Medicine (NNLM)’s editing campaigns have engaged institutions and individuals across the country in collaborative efforts to improve health information on Wikipedia. Leveraging librarians’ research skills, these events aim to make Wikipedia a better, more evidence-based resource by adding citations and content using trusted National Library of Medicine resources.

To date, NNLM has hosted 7 #CiteNLM Wikipedia edit-a-thons: Spring 2018 (Rare Diseases), Fall 2018 (Women’s Health), Spring 2019 (Health Equity), Fall 2019 (Mental Health), Spring 2020 (Preventive Health and Wellness), Fall 2020 (Maternal and Infant Health), and Spring 2021 (Healthy Aging). These

events utilize a standard suite of technical approaches that form the foundation for outreach, instruction, participant engagement, and post-campaign evaluation. Tools include a centralized informational and resource page, a Wikipedia-integrated Outreach Dashboard to organize and track program participation, virtual training sessions that introduces the project and editing basics, and an Organizer's Guide to support institutions interested in hosting local #CiteNLM events.

Across the 7 NNLM edit-a-thons, 425 editors have made 2,300 total edits on 656 articles. At a more granular level, it is noteworthy that while the first four campaigns saw high levels of interest and participation, the Spring 2020 campaign was heavily impacted by the COVID-19 pandemic, which made it impossible for institutions to host local events and resulted in a decrease in both number of editors and total edits made.

Looking to expand the reach of #CiteNLM Edit-a-thons and educate more librarians on the importance of editing, NNLM is currently developing a Program in a Box entitled "Evaluating and Contributing to Health Information in Wikipedia" for faculty to facilitate a unit on Wikipedia for LIS students. Through this curriculum, students will gain insight into the value of Wikipedia as an information resource and build the skills and knowledge needed to evaluate and edit articles with a specific focus on health and medical topics. While the Program in a Box is designed for LIS programs, these materials can be modified for any audience or educational setting to teach information and health literacies, develop critical evaluation skills, and connect learners with reliable health resources.

Going Digital Under Pressure

Like most libraries, we were caught mostly unaware by the global COVID-19 pandemic. We closed to the public with the initial expectation that we would reopen within just a few weeks. We quickly realized that we could be closed much longer. We were left trying to figure out how to serve our patrons who were mostly stuck at home just like we were. How do you reach patrons who can no longer come to the library or even leave their homes? Since almost everyone has an electronic device available, it made sense to take advantage of that ubiquitous resource. But how do

you transition traditional library programs and services to be digitally available? We will discuss the ways that our library took up the challenge to successfully meet our patron's needs.

As you can see, we have a full conference waiting for you. In addition to these great learning opportunities, we will also have a social hour, hear about SELA's Centennial, and conduct SELA business. Don't wait – register today!

64th North Carolina Library Association (NCLA) Biennial Conference, a joint conference with SELA



We are now just a little over three months away from our 64th Biennial Conference, hosted jointly by NCLA and SELA (Southeastern Library Association). Registration for the conference is now officially open! As our theme says, we are beginning to "S.E.E. the Future" in ways we never imagined. This year's conference will be very different from past conferences. This is the first biennial conference NCLA has offered with a virtual component, a true hybrid conference. Our opening Keynote on Tuesday will be a LIVE VIRTUAL EVENT on Wednesday, October 20th. Miguel Figueroa, President and CEO of Amigos Library Services, will talk about "The Future From What We've Seen." Unless the pandemic takes a turn for the worse and we are forced to go backwards in October, we will have some in-person events in Winston-Salem. On Thursday, our Ogilvie Lecture will be a LIVE Virtual Event that will be held in the Salem Ballroom for attendees who are able to travel to Winston-Salem; our speaker will be Kaetrena Davis Kendrick, Dean of Dacus Library and Pettus Archives at Winthrop University. Kendrick's research interests include professionalism, ethics, racial and ethnic diversity in the LIS field, and the role of communities of practice in practical academic librarianship. The title of her lecture is "Not Staying, Not Leaving: Pathways from Low-Morale Experiences." Thursday evening

we plan to have some FUN with virtual trivia and an All-Conference Reception at the Benton Convention Center! On Friday, our Closing Luncheon speaker will be Cadwell Turnbull, award-winning author of *The Lesson and No Gods, No Monsters*; Turnbull lives in Raleigh and teaches at North Carolina State University. To register, visit nclaonline.org!

***The Southeastern Librarian* Welcomes Melissa Lockaby as Book Review Editor**



Photo by
Peggy Cozart

Melissa Lockaby, Collection Management Librarian and Associate Professor at the University of North Georgia, has 10 years of combined experience in public and academic libraries. Starting in Human Resources and migrating to HR Systems and Database Management, she decided to make a career change and ultimately found her home in libraries. Managing collection budgets, working with eResource vendors, and keeping up with new book releases keeps her busy at the library, but she's also had the opportunity to write book reviews for *Library Journal*, *City Book Review*, and *NetGalley*. In her spare time, she loves cooking, has a love/hate relationship with exercising, and reads a little bit of everything (horror is her guilty pleasure, though). Melissa is thrilled to be *SELn's* Book Review Editor and looks forward to working with the journal's Board Members and contributors.