LAUNC-CH CONFERENCE, MARCH 10, 2025

The morning keynote will be hybrid (live on zoom and in-person at Wilson Library) and the rest of the conference will be fully online. Zoom links will be emailed to registrants before the conference.

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The conference keynote presentation and reception are sponsored by the University Libraries at UNC Chapel Hill.

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8:30AM **Opening Reception with Snacks and Beverages**

8:45AM **Welcome and Land Acknowledgement**

9:00 – 10:00AM **KEYNOTE: Tarida Anantachai (NC State Libraries)**

NC State Libraries' Director of Talent Management, Tarida Anantachai, will join us for a keynote and community conversation with UNC Libraries' Outreach Projects Librarian, Karina Soni. They will discuss building and cultivating communities of belonging in libraries—particularly to help support and sustain library workers as we continue to navigate uncertain times.

10:00 – 10:15AM **Stretch Break**

10:15 – 11:15AM **CONCURRENT SESSIONS 1**

Session 1.1

Library Copyright Institute: Connection Through Copyright
Anne Gilliland (University of North Carolina at Chapel Hill)
Dave Hansen (Library Copyright Institute and Authors Alliance)

The Library Copyright Institute is a project to develop a program of systematic, deep instruction in copyright law for librarians. The Institute is specifically targeted at training librarians at institutions with fewer resources and no copyright expert on staff. The premise of the Institute is that we're all better off when the whole library community is widely and deeply engaged with the legal issues that most directly affect our ability to help users.

As our IMLS grant comes to an end, we'd like to share a the history of the Library Copyright Institute and the initiatives that we've worked on that provided copyright

education and resources to libraries and cultural heritage institutions of all sizes, budgets, and activities across North Carolina, and beyond.

Session 1.2

Finding Hope: The Role of Oral History Collection After Hurricane Helene
Fiora Mecale, MLIS (University of North Carolina at Greensboro)

Following the impact of Hurricane Helene in Western North Carolina, MLIS student Fiora Mecale began collecting oral histories of impacted residents. The aim of this study was to uncover how residents of Western North Carolina were impacted by Hurricane Helene in 2024. Through the use of interviews, qualitative data collection, and work with archives specialists, Ms. Mecale is now working to create a collection of these stories that would be made available for future use in special collections and/or NC archives.

Librarians as Collaborators in Community Health: Empowering People with Resources and Strategies to Manage Their Health
Karen Stanley Grigg, MLIS, AHIP (University of North Carolina at Chapel Hill)
Nadia Merritt, MSIS (UNC School of Information Library Science Alumna)
Terri Ottosen, MLIS, AHIP (University of North Carolina at Chapel Hill)

This presentation will describe the community outreach efforts of two librarians from the University of North Carolina at Chapel Hill and a student from UNC's School of Information and Library Science (SILS) to deliver health literacy sessions to two local public libraries. The first session covered such topics as evaluating health information for accuracy and authority, avoiding misinformation, and identifying reliable resources for consumer health information. The second session was designed to complement Durham County Library's Carolina Community Health Fair, in partnership with UNC's School of Nursing. This session focused on health advocacy, identifying credible health information, and exploring useful consumer health apps. These outreach efforts highlight ongoing collaboration and engagement in promoting health literacy and supporting community health initiatives. This presentation will also cover future plans for community health outreach with additional topics such as self-advocacy with health insurance companies.

Session 1.3

Bringing Contemporary Africa to Elementary Classrooms: A Collaborative Effort
Laura Cox (University of North Carolina at Chapel Hill)
Joanneke Fleischauer (University of North Carolina at Chapel Hill)

Although African Studies have enhanced learning environments in North Carolina classrooms, the continent is largely marginalized in classroom instruction. Stereotypes take root when students are young, while lack of professional training and access to resources have posed challenges to nuanced study in the curricula.

In response to these gaps, the UNC University Libraries, African Studies Center, and NC K-5 teachers collaborated to produce a free collection of digital resources on contemporary Senegal and Ghana for elementary school classrooms. Incorporating educational materials from teacher field trips to West Africa, "K-5 Digital Learning of Contemporary Africa" includes lesson plans, photos, videos, and classroom activities. This session focuses on the library's role in the creation of this resource, from research, to editing, and curation. The session will also demonstrate website navigation and cover one example lesson plan on Omar ibn Said. These resources have enabled students to draw connections between contemporary West African cultures and American culture, and they have facilitated more meaningful engagement with the continent. This project 1) models a unique partnership that has elevated more diverse and rich perspectives in K-5 course content. 2) It conveys how university libraries can contribute to building local and international connections to support responsible pedagogy and global education.

Supporting Young Adult Health Literacy: Academic Health Science Librarian Partners with Public High School Career Technical Education Program
Colleen Foy, MLIS, AHIP (Wake Forest University)

In partnership with the Career Technical Education program at local public high schools, the Wake Forest University Z. Smith Reynolds (ZSR) Library advocates for and facilitates health literacy (HL) instruction to support literacy development and concept awareness. Through the development, facilitation, and assessment of HL-based modules, the ZSR health science librarian is determining the effectiveness of instructional and engagement methods intended to support the awareness and retention of health and medical information trends and issues among young adults.

The development of HL-based workshops in high schools stemmed from the need for concept awareness in students anticipating health science careers. Although public schools are seeing improvements in post-COVID assessment aptitude in hard science skills, traditional curriculums are not covering broader concepts related to health information awareness and retention in students. During a typical 90-minute block period, the HS librarian facilitates modules covering topics in pseudoscience, human vulnerabilities to health information, and health insurance. Pre-post session quizzes collect and compare health information concept awareness and retention. Both IRB and school system ethics department approvals were obtained.

Empirical findings comparing student concept awareness before and after sessions can serve as a barometer for HL aptitudes in young adults and inform instructional design and practice. Qualitative feedback and experiences can also support future internal and external partnerships and instruction and outreach goals related to HL. This session can benefit anyone interested in health sciences instruction and outreach. Attendees will have access to the instructional modules, learning objectives, activities, and results of preliminarily collected data.

11:15 – 11:30AM **Stretch Break**

11:30 – 12:30PM **CONCURRENT SESSIONS 2**

Session 2.1

Access to Libraries and Disability Justice: Arts for All
Kim Cuny (University of North Carolina at Greensboro and Peacehaven)
Jeff Piegari (Peacehaven)

Disabilities are part of the natural diversity of the human experience. We all can benefit from increased opportunities to see disabilities as different ways of being. At Peacehaven, we achieve this through arts and cultural arts. Arts for All @ Peacehaven represents a kind, inclusive, welcoming environment where people with disabilities are respectfully invited to make and share art and have cultural arts experiences with others. Our earliest efforts in the summer of 2023 started with a trip to the public library in search of stories to share. We seek to share our arts stories, inviting all to identify ways that they might intentionally include people with disabilities to participate in future library programming. We seek a world where library patrons are given arts opportunities to have the courage to be themselves while leaders model authentic selves, encourage creativity, and allow for self-expression.

During this workshop, participants will be exposed to many Arts for All interventions, thanks to the vision of one teaching artist and a strong institutional partnership. A plan for extending this liberation work into the places where participants live and work is possible as participants will leave with tangible plans. Choose this program if you believe that arts are genuinely for everyone. No art experience is necessary; bring the courage to be yourself!

Session 2.2

Vocational Awe and the Work Ethic of Public Library Staff in North Carolina (25 minutes)
Abigail Allred (University of North Carolina at Chapel Hill)

This presentation highlights the conclusions of my 2024 sociology honors thesis titled Cataloging Convictions: the Work Ethic of Public Library Staff in North Carolina.

Excerpt from abstract:
"This thesis investigates the intricate relationship between librarianship and the coined concept of vocational awe, as articulated by Fobazi Ettarh. Vocational awe, characterized by an intense emotional investment in library work that works to place librarianship and libraries beyond critique, has surfaced as a critical lens for examining the culture of the profession (Ettarh 2018). Ettarh contends that idealizing librarianship can result in unrealistic expectations, burnout, and an unhealthy blending of professional boundaries. Drawing parallels between vocational awe and historical sentiments, reminiscent of Robert Leigh's "The Library Faith," this study explores the enduring nature of the unnamable features of librarianship that inspire unwavering devotion. By connecting the

concepts of library faith and vocational awe, the research aims to elucidate how individuals' sense of calling to librarianship influences work motivations and perspectives."

Reaching Across the State: How ILL is Connecting the University Libraries to NC Public Libraries
Renee Bosman (University of North Carolina at Chapel Hill)
Ash Radtke (University of North Carolina at Chapel Hill)

This presentation will discuss two ongoing initiatives in the University Libraries' Interlibrary Services department, both of which serve to strengthen relationships with NC public libraries. The first aims to increase access to the University Libraries' collections, while the second focuses on our students' access to the public library and pleasure reading.

Last spring we conducted a survey of N.C. public library staff that focused on identifying needs and barriers related to resource sharing. The goal was to inform how we may better support N.C. public libraries and their patrons, especially in rural communities. We'll share some characteristics of our current lending profile, survey results, and the project's next steps to begin addressing some of the barriers to access to our collections.

Last fall, in collaboration with the Overdrive/Libby group, we piloted a "Books for Break" event. We invited Chapel Hill Public Library staff to campus for the event, which served as a CHPL library card drive, along with the opportunity to share information about the public library and its' resources. And of course, there were fun giveaways and swag! We also shared various resources to locate the public library and all it has to offer. We will share qualitative and quantitative feedback received from this event, as well as plans for the upcoming spring 2025 event.

Session 2.3

Action Focused: Task-Based Library Instruction to Improve Student Engagement
Marc Bess (University of North Carolina at Charlotte)

Many library instruction sessions focus on traditional lecture-based instruction. This method focuses on telling students about the library and its resources primarily through lectures and demonstrations. These methods have long been utilized in part as a result of the limitations presented by one-shot instruction sessions. While it's critical that students know that the library is there to provide resources and support, learning research indicates that lecture-based instruction is not as successful as active learning or task-based instruction in cultivating student research skills. With task-based learning, students have an opportunity to actually conduct research in class just as they would for an assignment, allowing them to actually experience the research process in context.

This presentation will focus on incorporating low stakes group-based active learning tasks into library instruction in order to provide students with opportunities to practice the

skills they'll use in conducting research. These methods can provide learners with authentic research experiences while also increasing student engagement.

This presentation will present several methods for incorporating active learning tasks into a variety of types of library instruction, including face to face sessions, online synchronous courses, and asynchronous learning, using Google Docs. These strategies are adaptable and easy to implement in existing lesson plans, providing librarians with effective ways to have their students engage with library research in real world situations. This session will provide practical strategies for task-based instruction in addition to referencing the learning theory and instructional design frameworks that support their effectiveness as library instruction tools.

12:30 – 1:30 **LUNCH**

1:30 – 2:30PM **CONCURRENT SESSIONS 3**

Session 3.1

The Spectrum of Grey: School Desegregation Remembered Through Orality, Memory, and Story
Brianna McGruder (University of North Carolina at Chapel Hill)

Oral history remains a popular mode of preservation within the Southern Historical Collection (SHC) Community Driven Archives (CDA) Program. Through three iterations of the SHC CDA signature program Archivist in a Backpack (AiaB), the oral history backpack remains an important preservation kit for independent memory keepers and community archivists throughout the US South. Rather than relying on extensive materiality, a CDA oral interview evokes the catharsis of community members together; the resulting interview can live within the immediacy of time spent together or live longer through a physical or digital recording.

In this presentation, CDA Program Manager Brianna McGruder will present a case study that emphasizes the empowering quality of oral history interviews to preserve the processes of counter-storytelling, meaning making, and memory conjuring via the CDA AiaB partnership with the Hillside Class of 1973 Project. Hillside High School was (and remains) a predominately black high school located in Durham, North Carolina. This CDA project, founded by Hillside alum Carolyn Davenport and the Hillside Class of 1973 student body government, contains interviews with Black and white Hillside alums who experienced 1970s desegregation as teenagers crafting their own understanding of and identity within the US South. Uniquely, the Hillside '73 Project preserves the experiences of the first integrated class of Black and white students to complete a three to four years of integrated education in a predominately black—rather than white—high school. As a CDA rich with research and affective value, the partnership between the SHC CDA program and the Hillside '73 projects is determining collectively how best to share these interviews with future generations.

Session 3.2

Integrating Library Desks, or When Collaboration Gets in the Way of Service
Jesse Bethany (University of North Carolina at Chapel Hill)

The Undergraduate Library (UL) at UNC piloted a Single Service Point over Fall 2024, combining the Media & Design Center services with the Information/Circulation service desk. The goal was to foster more collaboration and comradery amongst UL staff, decrease service fragmentation for our users, and be more efficient with our staff-time in order to give everyone some more breathing room. The decision was made to end the pilot and return to our previous staffing model for Spring 2025, while retaining some of the smaller changes that were positively received by patrons. This presentation will explain what went right, what went wrong, and what we learned about our services the hard way, while proposing some universal take-aways that could save you some trouble in your own contexts.

Fostering Student Engagement Through Feedback Platforms: The Evolution of the "What's On Your Mind?" Program
Will Ritter (Wake Forest University)

This short talk will explore how the "What's on Your Mind?" program enhances student engagement and shapes library services by providing a platform for open communication. This session will detail the program's development, successes, and challenges, including strategies for balancing professionalism with accessibility. Data on student participation and actionable feedback will be highlighted, along with plans for future scalability.

Session 3.3

Cataloging with AI
Wanda K. Gunther (University of North Carolina at Chapel Hill)
Isabelle Schenkel (University of North Carolina at Chapel Hill)

We will be delivering a presentation on the use of AI in cataloging. One segment will focus on creating a table of contents using OCR through a personal mobile device, including tools such as Claude, ChatGPT, CoPilot, and a comparison with Word. Another segment will explore the application of ChatGPT for generating an entire MARC record. We will discuss the successes and challenges encountered in these processes.

2:30 – 2:45PM **Stretch Break**

2:45 – 3:45PM **CONCURRENT SESSIONS 4**

Session 4.1

Improving Digital Literacy Through UNC-SILS and Community Partnerships
Cat Rashid (University of North Carolina at Chapel Hill)

Jed Edwards (University of North Carolina at Chapel Hill)

Since 2005, UNC-SILS student-led initiative Community Workshop Series (CWS) has partnered with libraries in Orange and Durham counties to teach classes on digital literacy and technology skills. These free classes are open to the public and are taught by UNC graduate and undergraduate students, many of whom are training to become librarians and information professionals. Class topics range from Internet and smartphone basics to health literacy awareness, and some are taught in Spanish to accommodate a wider patron base. The group has also branched out to participate in other community events, such as Carrboro's Really Really Free Market, to provide the same types of services outside of the library space. CWS' reliance on student volunteers to deliver these highly sought-after programs has presented both unique challenges and rewarding experiences. During this session, we will highlight the unique partnerships that have allowed UNC to bring resources to the community in the form of volunteer power, knowledge-sharing, and community support through the work of the Community Workshop Series.

Civic Engagement Workshops: The Importance of Supporting Civic and Political Awareness in Undergrads

Andrew Claybrook (University of North Carolina at Chapel Hill)
M Roberts (University of North Carolina at Chapel Hill)

The Civic Engagement Workshop Series is a collaboration between UNC's Park and Undergraduate Libraries that aims to support college students' civic awareness and self-efficacy. Rather than viewing the political process as something that is only important in presidential election years, the series encourages and prepares students to stay engaged with the political process year-round. Two of the workshops fit this conference theme especially well: "Writing Your Representatives" and "Navigating the News." The first provides a template for reaching out to different elected representatives, and encourages students to become involved in the conversation around local government. The second focuses on empowering students to critically evaluate news sources for bias and misinformation, with a focus on the rise of AI in spreading misleading content.

In this presentation, we will give an overview of these two key panels, discuss how they were developed and why we believe these skills are important for college students, and describe how other library instructors can adapt the main points of these presentations to their own audiences. By the end of our presentation, attendees will understand how to use interactive pedagogy to engage with students and highlight topics that are already present in their daily lives, engage in active conversation with students, and have tips and tricks to make these presentations successful.

Ultimately, our presentation will teach attendees how to expand students' understanding of libraries from an academic research tool to a resource to learn about topics that affect their everyday lives and be informed political participants year-round.

Session 4.2

Clearing Up the Smoke: Creating Resources for the NC JUUL Settlements Documents Usage

Amulyavani Katragadda (University of North Carolina at Chapel Hill)
Julia Elizabeth Ruth (University of North Carolina at Chapel Hill)

Starting in August 2024, UNC Chapel Hill partnered with the Industry Documents Library at UCSF to digitize over four million documents from the State of North Carolina vs. JUUL Labs Inc. (2021) case, making them accessible as part of the JUUL Labs Collection. Other deliverables of this project, ongoing until mid-2025, include the creation of online resources for exploring the NC JUUL settlement documents and conducting text analysis on the corpus.

The program emphasizes text analysis resources, providing scholars with workflows through Jupyter Notebooks. These notebooks, which can be copied or modified, make text analysis accessible to researchers with varying programming skills. They include context and explanations of methodologies, covering time series analyses of emails, identifying influential communicators, visualizing email networks, and using named entity recognition. Additional tutorials will explore AI applications on these texts, aiming to inspire researchers across disciplines to pursue new inquiries.

Simultaneously, a collaborative effort is underway to create a LibGuide that highlights key documents from the JUUL lawsuit and leverages the collection for research. The guide's framework is based on topics extracted from the legal complaint and related documents. It serves as a resource for utilizing and searching the Industry Documents Library, providing context on JUUL Labs' impact on the vaping epidemic in North Carolina. The presentation will review the LibGuide's creation process and demonstrate its use for the public interested in the NC JUUL settlement documents.

Book Art and Belonging: Creating Community with Primary Sources in the Art Library

Alice Whiteside (University of North Carolina at Chapel Hill)
Shiloh Jines

In this presentation, Alice Whiteside (Head, Sloane Art Library) and Shiloh Jines (recent Graduate Assistant in the Sloane Art Library) will discuss leveraging materials in the Sloane Art Library’s special collections to reach new users and to create spaces that foster community building. Alice will focus on the Sloane Art Library’s Zine Collection, from its origins and development to outreach efforts and changing patterns of use for this collection. The Zine Collection grew out of the Artists’ Books Collection and was driven by an increased interest in zines from disciplines across campus. There is an inherent community element to zines, whether through collaborative creation or intentional distribution. Collecting zines in a library provides openings for inviting different voices into the collection, discussing non-hierarchical knowledge creation, and signaling to different communities that this library is for them.

In the second half of the presentation, Shiloh will share how they used queer and trans special collections materials to facilitate a collaborative community event with queer library and information science students. The idea for the Queer Art Workshop was developed through outreach to and collaboration with the UNC SILS graduate students of the Queer Library Information Collective. This was an open community event that had a special collections LGBTQ+ themed instructional session, art library tour, and collaborative zine-making workshop. Participants in this workshop were provided a safe space to explore queer and trans self-expression through zine-making while interacting with LGBTQ+ book art materials from the Sloane Art Library collection.

Session 4.3

The Library Space Crunch: How Library Partners Can Help with Brainstorming Solutions
Will Cook (University of North Carolina at Greensboro)

Academic libraries face spatial challenges in various ways often raising the question; "What can be changed if a substantial renovation is not possible?". An effective option for library leaders to investigate is the possibility of expanding the library user footprint by partnering with other campus departments or requesting quotes from trusted vendors to determine if space modifications are feasible in a reasonable timeframe. While it might seem like a long road to take those steps, some in-house strategic planning can speed up the process:

· Assess the possibilities of a joint project with internal campus partners: Facilities, Space Management, Student Union, Academic Units, and Campus IT.
· Use external partners to expand on existing relationships and create phased improvement through strategic planning: furniture replacement on budget, signage refreshments, office upgrades, program and service planning.

Starting with small changes allows campus partners and vendors to understand the vision being implemented by the library as they have extensive experience with various change requests. When scaling from small to large changes over time cohesion with all library participants is invaluable. Overall, the return on investment for brainstorming with the right partners creates an opportunity to continue to evolve library spaces.

In the short time spent listening to this talk, you will walk away thinking of one or two people or ideas that you thought were distant that now seem within your reach.

Reflecting Our Communities: Languages Other than English (LOTE) in Collection Development at Wake County Public Libraries
Theresa Theall (Wake County Public Libraries)

In 2022, our library began an in depth examination of how to build LOTE book collections that represent the growing diversity of Wake County. I used census and other GIS data to show where our communities are living, and what languages other than

English are being spoken in the home. I created different strategies to begin collections in Spanish, Chinese, and in 5 different Indian Languages (Hindi, Gujarati, Malayalam, Marathi, Tamil, Telugu). These strategies relied heavily on our staff who were part of these communities, and they acted as liaisons between the library and the community. I will talk about the different challenges and opportunities that arose in sourcing, purchasing, processing, and cataloging these books. I'll also talk about the overwhelmingly positive community response.