

# THE INSIDE OUT LIBRARY

## OLA Conference 2014 Conference Program Schedule

**Thursday, April 17<sup>th</sup>**

**Registration – 7:00am-7:00pm**

Coffee & pastries available for purchase at the east end of the Gallery – 7:00am-9:00am

**Opening General Session and Keynote Address –  
8:30am-10:00am**

### **The Innies and Outies of Libraries**

**Description:** How are libraries like bellybuttons? Some tasks are “innies” and some are “outies.” What can you do differently to transform the inside of your library through marketing, merchandising and partnerships? And how can you reach outside your library through planning, advocacy, and communicating with local officials and organizations and to show off your worth to your community?

**Presenters:** Norma Blake, former New Jersey State Librarian; Kathy Schalk-Greene, Mount Laurel Library, NJ

**Sponsored by Emerick Construction**

**Exhibits Grand Opening, Showcases & Break –  
10:00am-11:00am**

**Sponsored by Macmillan**

### **Showcases:**

**Proposal for Community Input into Selections for World Language Collections**

David Lev, SLIM – Emporia

**Finding Myself in Books: A Training for Childcare Providers**

Lora Lyn Worden, SLIM – Emporia

**Collaborative Learning Techniques**

Christina King, Brandon Cruz, and Rose Bosely, SLIM – Emporia

**Thomas Internship at UO Library**

Helene Hannon, SLIM – Emporia

**In Their Own Voices: The Study Habits of Distance Education Students**

Stefanie Buck, Oregon State University Libraries

**Work Place Motivators in New Librarians**

Rajesh Singh, Kimberly Olson-Charles, Lindsey Warner, and Casey Heupel, SLIM – Emporia

**The MentorCorps: An Innovative Solution for Your Heritage Collection**

Kyle Jansson, Oregon Heritage Commission

**Parents, Alumni and Libraries: What Customers Really Believe about the Library**

Eric Forte, OCLC

**Summer Forest Field Days 2013**

Pete Barrell, Cottage Grove Public Library

**Trivia Night with "The Librarian"**

Sarah Lander, Ledding Library of Milwaukie

## **Morning Sessions – 11:00am-12:30pm**

**RDA and Authority Records: Enhancing Discovery**

**Description:** RDA contains instructions for recording many attributes of a person, family or corporate body, and the MARC Format has been enhanced with new fields to accommodate this information. Having such information structured for machine manipulation opens up a new realm of possibilities for discovery of library resources. This session will focus on the use of these new fields in name authority records: how to interpret the information; best practices for libraries providing the information; and the potential for enhancing discovery.

**Presenter:** Adam Schiff, University of Washington

**Sponsor:** TSRT

**Social Media for Professional Engagement**

**Description:** This presentation will introduce participants to the social media opportunities available from OLA and other professional library organizations. With or without a membership in social networks, you will be able to follow online conversations, create your own professional learning network, and get tips on curating your own pool of resources for staying up-to-date and getting fresh ideas. Bring a laptop or tablet to follow along.

**Presenter:** Sara Q. Thompson, Oregon State University-Cascades

**Sponsor:** LTRT

### **Keynote Discussion**

**Description:** Join Kathy for a facilitated conversation that continues her keynote discussion on transforming libraries from the inside and the outside. Share tips, wisdom, and, no doubt, much laughter!

**Presenters:** Norma Blake, former New Jersey State Librarian; Kathy Schalk-Greene, Mount Laurel Library, NJ

**Sponsor:** Conference Planning Committee

### **Dominate Any Database in 5 Minutes or Less**

**Description:** Subscription databases are being added to libraries and updated so rapidly that it can be hard to keep up! This interactive presentation will provide tips and tricks for getting to know any database quickly and using your databases successfully to assist your library patrons. You'll also learn how to translate these skills into formal and informal trainings for your colleagues, regardless of your training resources. After attending this workshop, attendees will have the skills and knowledge to quickly and successfully get acquainted with any reference database resource and train their colleagues to do the same.

**Presenter:** Joanna Milner, Multnomah County Library

**Sponsor:** RRT

### **Oral Histories and Libraries: A Perfect Fit**

**Description:** Part of what we mean when we say that the library is the heart of a community is that the library is the keeper of a community's heritage. In addition to valuable resources for scholars, good oral history projects engage the community and promote the library services. This session will address the role of the library as local memory bank by focusing on two current oral history projects. Librarians from Lake Oswego Public Library will talk about "In Their Own Words II," an oral history project they manage in Lake Oswego. Chris Petersen of OSU's Special Collections and Archives will discuss the OSU Sesquicentennial Oral History Project.

**Presenters:** Alicia Yokoyama, Lake Oswego Public Library; Carissa Barrett, Lake Oswego Public Library; Chris Petersen, Oregon State University Libraries

**Sponsor:** SSD

## **Academic Libraries and Student Affairs: Developing New Partnerships to Support Student Learning**

**Description:** In an effort to demystify the academic library to first year students and provide additional avenues to introduce library services and resources outside of academic classes, Lewis & Clark's Watzek Library has placed a focus on developing its relationship with the Division of Student Life. This collaboration has resulted in new library outreach programs for students at the College, and fostered a stronger partnership between library and Student Life staff with student academic success at its center. The session will highlight these new collaborative programs, with plenty of time for discussion and participants to share their experiences with academic library and student affairs partnerships.

**Presenters:** Elaine Gass Hirsch, Lewis & Clark College Watzek Library; Jenny Bornstein, Lewis & Clark College Watzek Library

**Sponsor:** ACRL-OR

## **The State of Library Assessment in Oregon**

**Description:** Come learn about library assessment in Oregon. A panel of wonderfully knowledgeable librarians will share their library assessment success stories. Hear about library assessment best practices, library assessment techniques, and how to make decisions from library assessment evidence. Bring your challenging library assessment questions to be answered by this wise panel of experts.

**Presenters:** Rick Stoddart, Oregon State University Libraries; Sara Seely, Portland Community College; Meredith Farkas, Portland State University; Lorie Vik, Eugene Public Library

**Sponsor:** LART

## **MnMS: Music, Movement, Stories**

**Description:** What do picture books, egg shakers, rhythm sticks and ribbons have in common? Controlled chaos! This new program features music and movement in a way absent from traditional story times. Use stories you love in an exciting new way, even if you are musically challenged! This fun participative program spotlights the development of gross and fine motor skills while strengthening phonological skills through singing and clapping. Get inspired to create a music and dance storytime of your own!

**Presenters:** Chandra vanEijnsbergen, Deschutes Public Library; Sheila Grier, Deschutes Public Library

**Sponsor:** CSD

## **Library Brand Advocacy**

**Description:** The rapid transformation of information access has created a more competitive landscape for libraries, and has made it more challenging to position their services to show their value to the community. Librarians can meet these challenges by systematically shaping and delivering superior customer experiences through library brand advocacy. Gain new

insights on how to transform your library's image from a mere community fixture to a sought-after community hub through systematic brand management.

**Presenter:** Rajesh Singh, Emporia School of Library and Information Management

**Sponsor:** SSD

## **Lunch and Business Meeting – 12:30pm-2:00pm**

**Sponsored by Emporia State University, School of Library & Information Management**

## **Early Afternoon Sessions – 2:00pm-3:30pm**

### **Two Minute Reviews of Works by Oregon Authors**

**Description:** The ever popular 2-Minute reviews will cover both fiction and non-fiction written by Oregon Authors in 2013 early 2014.

**Presenters:** Bill Baars, Lake Oswego Public Library; Robin Beerbower, Salem Public Library; Carissa Barrett, Lake Oswego Public Library; Katie Anderson, Oregon Center for the Book

**Sponsor:** Oregon Authors

### **Smart Technology in the Stacks: iPad Instruction Pilot Program**

**Description:** Since 2012 Hannon Library has promoted free online government resources at an open classroom in the government stacks using iPads. The initial goal of the program was to help freshmen find valuable sources for their documented arguments using free government apps. The students learned to use resources such as USA.gov, full text reports from the Government Accountability Office and peer-reviewed research from PubMed Mobile. Government apps and mobile sites cover a wide variety of topics and are appropriate for use in public and school library settings. Participants in this program will come away with some understanding of useful free government apps to promote to students and the public.

**Presenter:** Dotty Ormes, Southern Oregon State

**Sponsor:** DIGOR

### **Open Source in Oregon Libraries**

**Description:** Why should library staff care about open source software? What can open source do for your community? Come hear a brief overview of open source software and learn about examples that have been implemented in Oregon libraries, such as OpenOffice, Firefox, and Linux. The presentation will also touch on open source integrated library systems/library management systems (such as Evergreen) and open source content management systems (such as Drupal, Plone, and WordPress). Learn more about the costs and benefits of open source from this panel, and consider whether an open source solution might help your library improve delivery of services.

**Presenters:** Anneliese Dehner, Lewis & Clark College, Watzek Library; Beth Longwell, Eastern Oregon University; Brian McGuirk, Portland Community College Library; Buzzy Nielsen, Hood River County Library District; Sean Park, Coos County Library Service District

**Sponsor:** TSRT/LTRT

## **Making Your Library More Accessible: A Conversation with Oregon's Teacher of the Year**

**Description:** Join Oregon's 2014 Teacher of the Year to discuss "Explore Portland", a series of guidebooks that focus on community access for people with special needs. Brett has worked closely with Multnomah County Library in designing library guidebooks to help children with autism access their "Sensitive Storytime," and adults with communication challenges (including autism) to visit local public libraries and other community destinations. Brett's district, the Multnomah Educational Service District, and PSU are partnering to bring these guidebooks to libraries and communities statewide. Learn tips on how to make your library more accessible to the people with special needs in your own community.

**Presenter:** Brett Bigham, Oregon Teacher of the Year

**Sponsor:** OASL

## **Graphic Rave & Graphic Reads!**

**Description:** Join OYAN as it showcases graphic literature for teens! Learn all about the titles that made it onto our 2013 Graphic Rave list – OYAN's annual list of the best graphic novels, comics and manga for teens. Plus, get an inside look at how a graphic novel is developed and brought to fruition by Sara Ryan! Her first graphic novel, Bad Houses, with art by Carla Speed McNeil, is about love, trust, hoarding, and dead people's stuff and was published by Dark Horse Comics!

**Presenters:** Traci Glass, Eugene Public Library; Mark Richardson, Cedar Mill Community Library; Sara Ryan, Multnomah County Library

**Sponsor:** OYAN

## **Librarians as Designers: User Experience (UX) Thinking**

**Description:** Design is more than choosing pretty colors. It's all about solving problems and even if you don't know it, you are a designer. This presentation will introduce the concept of User Experience (UX) thinking and illustrate how it can help improve your website, programs, services, and more. After this presentation you'll have a keener critical eye, and a framework with which you can make your library the most important place in your community.

**Presenter:** Aaron Schmidt, Library Design Consultant

**Sponsor:** PLD

## **Building an Effective Library Advocacy Network**

**Description:** Times are hard, money is tight, and across America libraries are closing their doors. These days, libraries need to use all their resources, including Friends, board members, volunteers, and foundations as proponents of library services. Join three library directors as they discuss how they forge and sustain networks of supporters to successfully advocate for libraries in their communities.

**Presenters:** Vailey Oehlke, Multnomah County Library; Peter Leonard, Cedar Mill Community Library; Buzzy Nielsen, Hood River County Library District

**Sponsor:** SSD/PLD

### **Collective Insight: Driven by Shared Data**

**Description:** In recent years people and organizations have begun utilizing data in new and exciting ways, leveraging dramatic changes in technology and the network. Data is an essential driver of success, part of a broader trend toward data-driven insight and integration of libraries into the wider Web. This integration is vital for the “inside-out” library, whose users have made an “attention switch” and a “workflow switch.” How do we share and use data within libraries and the internet to gain greater insight, and turn our collections and services outside the library to where our users are?

**Presenters:** Eric Forte, OCLC

**Sponsor:** ACRL-OR

### **Listos para el Kinder (Ready for Kindergarten): A Culturally Appropriate Spanish Storytime**

**Description:** Listos para el kinder offers a variety of activities and practices that enhance the development of literacy among Spanish-speaking children ages 3-5, and empowers their parents by raising their awareness about ways to help their children get ready for kindergarten. Bi-cultural Multnomah County Library staff will share the key components of this cultural appropriate 12 week program that had 95% retention rate during the pilot stage with 85% of participant parents reporting they read more to their children after completing the program. MCL has a full house where the program is being implemented with a waiting list for future cohorts.

**Presenters:** Ana Schmitt, Multnomah County Library; Delia Palomeque, Multnomah County Library; Laura Bradshaw, Multnomah County Library

**Sponsor:** CSD

## **Late Afternoon Sessions – 4:00pm-5:30pm**

### **The Inside Out Organization: OLA**

**Description:** Do you want to become a leader and make a difference? Learn practical steps on how to get involved in OLA. In a panel format past and present OLA leaders will define and describe what they really do. The OLA Association Manager will explain support provided.

Official responsibilities, unstated expectations, and actual time commitments will be acknowledged. The ultimate questions: Why be involved? and How to cope with being involved? will be answered.

**Presenters:** Connie Anderson-Cohoon, Southern Oregon University; Korie Buerkle, Newberg Public Library; Maureen Cole, Oregon City Public Library; Isaac Gilman, Pacific University Libraries; Buzzy Nielsen, Hood River Library District; Pam North, Sherwood Public Library; Shirley Roberts, Eastern Oregon University

**Sponsor:** Past Presidents/Membership

## **Controlling your Digital Alter Ego: Educating Library Users in Online Identity Management**

**Description:** What does your digital footprint say about you? How can you help library users manage their own digital footprints? Come to this session about online identity management, a process for proactively protecting your privacy online and creating a preferred digital footprint. Learn how to be your own online "stalker" to uncover how your digital selves are represented and gain strategies for shaping those elements of your online identity that are under your control. Learn how you can protect and promote your own identity as a library professional, and how librarians can help themselves and their library users become more social media literate.

**Presenters:** Eric Anctil, University of Portland; Robin Ashford, George Fox University; Laurie Bridges, Oregon State University

**Sponsor:** Intellectual Freedom/ACRL-OR

## **Advocacy for Technical Services**

**Description:** In a world where library advocacy of all kinds has taken on renewed importance how can we advocate for technical services? How do we demonstrate the value of technical services in a changing library environment? Join the panel as we discuss the challenges, issues and opportunities in conveying that technical services continues to be a vital and essential function of the library. Now, more than ever, the functions of technical services connect our patrons to information.

**Presenters:** Paul Lightcap, Salem Public Library; Steve Silver, Northwest Christian University; Ann Miller, University of Oregon

**Sponsor:** TSRT

## **Training Our Future**

**Description:** Are you interested in promoting your library by creating a lasting community partnership with your local area high schools or colleges? Are you interested in providing a library work-study program to community high school or college students while benefiting from their energy and enthusiasm? Are you interested in helping students see the library as a future



career path? If you answered "yes" to these questions, then this informational program is for you!

**Presenters:** Karen Kinzie, Salem Public Library; Marcia Bednarczyk, Salem Public Library

**Sponsor:** PLD

### **Making vs. Crafting**

**Description:** Libraries have been stimulating creativity through crafting for years--with children, certainly; with teens, probably; and with adults, maybe. Does this make libraries one of the original makerspaces or hopelessly behind the times? Explore the line between crafting and making, with a little discussion and a lot of hands-on opportunities to experience crafting and making opportunities to bring out the creative and maker energy of communities.

**Presenters:** Sonja Somerville, Salem Public Library; Sara Ryan, Multnomah County Library; Aimee Meuchel, Tualatin Public Library; K'Lyn Hann, Newberg Public Library; and Bobbie Hernandez, Tillamook County Library

**Sponsor:** OYAN

### **Plaintiffs, Pills, and Passports: How to Reply to Legal, Medical, and Government Services Questions**

**Description:** As libraries increasingly embrace expanding roles in their communities, they are asked for help with many types of information needs, including those that may require more expertise than a library professional can offer. While there are lines that library staff cannot cross, particularly in the areas of law and medicine, it is important to consider what can be done to assist library patrons that have extra needs. Librarians with expertise in the fields of law, health, and government information will present common reference scenarios. Attendees will learn strategies and tips for working with difficult reference situations to produce positive outcomes.

**Presenters:** Arlene Weible, Oregon State Library; Judith Hayes, Tuality Healthcare Libraries; Sue Ludington, Washington County Law Library; Neil Miller, Lane County Law Library

**Sponsors:** DIGOR, LRRT, RRT

### **A Walk in the Park: Nature-based Library Programs**

**Description:** Combine early literacy and nature play for STEAM-enhanced programs in and out of the library. Presenters will provide short overviews of early literacy and nature play, as well as concrete examples of successful, fun, nature-based programs like StoryWalks, some for little or no money. Suggestions for community partnerships will also be included.

**Presenters:** Natasha Forrester, Multnomah County Library; Jane Corry, Multnomah County Library; Deborah Gitlitz, Multnomah County Library

**Sponsor:** CSD

## **Is Your Library Ready for Change? -- Facilitating Change Using a CAT (Contingency Analysis Tool)**

**Description:** Changes to library services generally involve changes to unit creativity or efficiency. The Contingency Analysis Tool (CAT) provides managers with a customized roadmap for optimally fitting a unit's structures to a change in service. At one level, the CAT is a simple checklist for ensuring that key structures are not overlooked. At another level, the CAT is basic rule of thumb for helping managers make the structural changes necessary to deliver a new or changed service. Widely accepted within the library community, the CAT is valid and reliable means for planning, communicating, and gaining insight into facilitating successful library change.

**Presenter:** Cameron Tuai, Emporia School of Library and Information Management

**Sponsor:** SSD

## **Selling the Library**

**Description:** In the library world, profit is measured in the use of services. To be profitable, libraries can learn from the practices of businesses to ensure relevance and continued value to the communities they serve. In this session, attendees will learn "selling" techniques and draw parallels between best practices of retailers and library services. The retail models that will be explored are: selling to the customer, creating a shopping experience, merchandising, creating a sales staff, and product innovations. A participant driven discussion on distinctive ways for libraries to "sell" beyond current retail designs will conclude the session.

**Presenter:** Holly Mercer, West Linn Public Library

**Sponsor:** PLD

**5:30pm-6:00pm**

## **OLA Units Business Meetings**

Public Library Division

Outreach Round Table

Library Technology Round Table

Technical Services Round Table

Reference Round Table

SSD

Intellectual Freedom Round Table

Library Assessment Round Table

OCLC (Library2Go) Business Meeting

Library Preservation Round Table (offsite)

**5:30pm-6:30pm**

**OYAN Reception** and presentation of the OYEA award will be held offsite. More information about the location will be available on the OYAN website and the OYAN Facebook page the week before the conference. Please check <https://www.facebook.com/oyanfans> or [http://www.olaweb.org/index.php?option=com\\_content&view=article&id=289](http://www.olaweb.org/index.php?option=com_content&view=article&id=289) for more details as they become available.

**Emporia State University Alumni Reception**, Board Room

**San Jose State University Alumni Reception**

**6:00pm-7:00pm**

**All Conference Reception**, Sponsored by Emerick Construction

**President's Banquet – 7:00pm-9:00pm**

**Description:** “The World’s Strongest Librarian” is a performing strong man with Tourette Syndrome, an author and blogger, a devoted father and husband, and a passionate librarian working at Salt Lake City Public Library. The New Yorker review of Josh’s book described the memoir as “fearless and funny.” As noted, his hair is too short to fit in a bun, and his favorite Dewey Decimal number is “anything in the 900s.”

**Presenter:** Josh Hanargarne

**Sponsor:** Emerick Construction

**President's Reception/OLA After Dark – 9:00pm-10:30pm**

**Friday, April 18<sup>th</sup>**

**Registration – 7:00am-12:30pm**

**Coffee & pastries available for purchase at the east end of the Gallery – 7:00am-9:00am**

**7:00am-8:30am**

## Lampman Award Breakfast

## OCLC Breakfast

### Early Morning Sessions – 8:30am-10:00am

#### Privacy and Libraries: A Changing and Challenging Landscape

**Description:** Libraries face a challenge: how do we embrace new technologies and meet changing expectations for service, while still adhering to the core library values of protecting privacy and confidentiality? This session will shed light on this fast changing landscape. Information about working with vendors (ILS/LSP, discovery layer, e-content) and improving vendor contracts will be provided. The historical and legal framework for protecting the privacy of library users will be addressed, along with strategies for conducting a privacy audit and incorporating Fair Information Practice Principles when developing new services, policies and practices. Examples of privacy policies and training procedures from different types of libraries will be available.

**Presenters:** Cindy Gibbon, Multnomah County Library; Candace Morgan, Intellectual Freedom activist

**Sponsor:** Intellectual Freedom/ACRL-OR

#### Planning Your Message to Voters: How to Talk to Voters - Not Just Library Users

**Description:** Discover the best ways to formulate your campaign message and who the messenger should be to voters! This discussion will be relevant to both Information-Only and Vote Yes campaigns because the message is similar and the call to action is clear. In this program, participants will learn about how messaging for an election is different than messaging for library advocacy, including specific and actionable tips on designing an effective message and techniques for getting your message out.

**Presenters:** Erica Findley, EveryLibrary Board Member; Sara Charlton, Tillamook County Library Director

**Sponsor:** Library Development

#### RATT 2014: Readers' Advisory for Transitioning Teens

**Description:** If your "twixter" or "emerging adult" patrons are clamoring for adult books, but you're not sure what their next read should be, find out what's on our list of Greatest Hits! Walk away with a playlist of titles that are sure to satisfy both your teen and adult readers. DJ spinners are a high school librarian and real-life teens!

**Presenters:** Paige Battle, Teacher, Grant High School; Lillie Lovatt, Student, Grant High School

**Sponsor:** OLA/OASL

#### Quick Tips for Disaster Preparedness from Oregon's Emergency Managers

**Description:** A panel of Oregon emergency management experts will provide quick tips to help you improve your library's disaster preparedness and response. Come prepared to learn about what really happens in a disaster and what your library can do to work in concert with emergency personnel to minimize risk and enhance your institution's - and your community's - recovery.

**Presenters:** Laurie Van Leuven, Oregon State Office of Emergency Management; Scott Reuter, Oregon Volunteers Active in Disasters; Roger Stevenson, City of Salem

**Sponsor:** LPRT

### **What's New (and not New) with the Statewide Database Licensing Program?**

**Description:** Oregon State Library's Statewide Database Licensing Program (SDLP) provides Oregon libraries with subsidized access to periodical and reference databases. In 2013, the Statewide Database Licensing Advisory Committee (SDLAC) worked with OSL on a Request for Proposal (RFP) for a new databases contract to begin July 2014. This session will give an overview of the evaluation process and its results. Members of SDLAC will lead small group discussions to get feedback on what works and doesn't work about the current SDLP, and to identify other resources the SDLP may pursue. Please join us for a lively discussion and help shape the future activities of the SDLAC.

**Presenters:** Jane Nichols, Oregon State University Libraries; Arlene Weible, Oregon State Library

**Sponsor:** ACRL-OR

### **Explore the Core: Libraries and the English Language Arts Common Core Standards**

**Description:** Oregon adopted the Common Core State Standards in October 2010, and this is the first year schools must fully align instruction to them. What changes did the Common Core bring? Where are educators struggling? How can you help? Come explore the Core!

**Presenter:** Jennifer Maurer, Oregon State Library

**Sponsor:** CSD/OASL

### **Reach Out, Jump Up and Wave Your Hands!**

**Description:** Go beyond your comfort zone of information fairs/tables and offer a sample of your "product" at schools, clinics, grocery stores and more with interns or volunteers. Cornelius Public Library shares their success story of reaching new Latino patrons after receiving an LSTA grant for a bilingual Spanish/English outreach intern. Learn to identify a simple plan that will be sustainable and cost effective, and have fun doing it!

**Presenters:** Karen Hill, Cornelius Public Library; Maria Aguilar, Cornelius Public Library

**Sponsor:** ORT

### **A Digital Collections Plan for Oregon**

**Description:** In 2013 the State Library commissioned an analytical report on the coordination and collaboration of digital collections and projects across the state. This session will provide an overview of that report and share current planning activities. Come join us for this information session.

**Presenters:** Danielle Plummer, Consultant; Mary Kay Dahlgren, State Librarian; John Russell, Scholarly Communications Librarian

**Sponsor:** TSRT

### **Brushing Up on Social Service Information for Patrons**

**Description:** Using real scenarios as a starting point, this informational session will discuss the following issues: Fundamental resources for librarians around housing, transportation, health and more, ways to help patrons reach those needs, subject topics and keywords to use in searching social service sites, websites that offer patrons direct information for their questions, and what patrons can expect when they are seeking to find and access supportive benefits.

**Presenter:** Holly W. Freewynn, MLS, Multnomah County Adult Protective Services

**Sponsor:** PLD

## **Exhibits Grand Opening, Showcases & Break –**

**10:00am-11:00am**

**Sponsored by Macmillan**

**See Thursday schedule (10:00am-11:00am) for a full list of Showcases**

## **Late Morning Sessions – 11:00am-12:30pm**

### **Horner Exchange 2013**

**Description:** In October 2013, Angela Lee, Pat French, and Lori Wamsley visited the Fujian Province in China as part of the Horner Exchange. Come to this session to hear about their adventures, learn about Chinese libraries, and get a peek into librarianship in China. We'll have lots of pictures and some artifacts to share.

**Presenters:** Lori Wamsley, Portland Community College; Pat French, Multnomah County Library

**Sponsor:** IRRRT

### **RDA One Year In**

**Description:** How are Oregon libraries managing the transition to RDA? Panelists from public, academic, and special libraries will share their experience, policy decisions, and training tips. The session includes an update on the RDA Toolkit and the BIBFRAME initiative.

**Presenters:** Tom Larsen, Portland State University Library; Bonnie Parks, University of Portland Library; Jean Peick, Washington County Cooperative Library Services; Heather Pitts, Oregon State Library; Bob Renfro, Multnomah County Library

**Sponsor:** TSRT

### **School Campus Event Promotions**

**Description:** Forget Facebook and flyers. Non-digital social networks (also known as friends) are what drive students to your event, so promote face-to-face: How do you get on campus? When and where do you go? What do you do when you get there? With a few simple games and activities you can boost your event attendance, and then show teens everything your library really has to offer.

**Presenter:** Brad Clark, Wilsonville Public Library

**Sponsor:** OYAN

### **Public Libraries as Local Economic Drivers**

**Description:** A panel of experts, including library professionals, will discuss how a public library can revitalize an economically depressed area by attracting people to surrounding businesses and services. Panelists will explore how to convince local officials of the economic power of libraries and provide examples of success. Attendees will gain an understanding of how to develop a broader approach to presenting the value and relevance of public libraries in their communities.

**Presenters:** Kevin Booe, Boise Public Library System; Carolyn Eagan, city of Bend Business Advocate

**Sponsor:** PLD

### **You Say Tomato, I Say Tomahto: Readers Advisory & Hand Selling**

**Description:** Join us for a joint librarian/bookseller panel discussing that most personalized service we provide: matching a reader with a book. The panel will share techniques and take on-the-fly suggestions from the audience how to make recommendations for readers of all ages.

**Presenters:** Stephanie Chase, BiblioCommons; Alison Kastner, Multnomah County Library; David Wright, Seattle Public Library; Billie Bloebaum, Powell's Bookstore; Katlynd Kirk, The Book Bin

**Sponsor:** PLD

### **A Social Worker in the Library?**

**Description:** Each day, librarians and front-line library staff find themselves in the position of serving as de facto social workers, referring library patrons to needed services, helping them navigate forms on the computer, and sometimes just listening. In response to user needs, some libraries in California and Arizona have embedded social workers in their libraries. If

having a real social worker in the library is one response to the needs of the people we serve, what are other responses? How are staff members being trained? Are innovative alliances with community service organizations taking place? In this session, we will look at how some Oregon libraries are helping their patrons navigate social services.

**Presenters:** Dave Ratliff, Multnomah County Library; Abigail Elder, Beaverton Public Library; Clare Cady, Oregon State University

**Sponsor:** SSD/SSRT

### **Focus the Conversations: Faculty Outreach for Embedded Information Literacy**

**Description:** Librarians from Portland Community College will share their experiences in collaborating with faculty to improve library assignments and sequencing of information literacy skills across the curriculum. This workshop will demonstrate a framework that guides conversations towards collaboratively developing assignments which are developmentally appropriate and useful for various academic levels and different disciplines at PCC. Learn to spot links to information literacy competencies in course outcomes or other curriculum materials. See how to embed information literacy throughout the curriculum by focusing learning objectives to both discipline and academic levels. Discover ways to guide conversations with faculty to help them connect their learning goals for their students and the inherent information literacy learning objectives within their curriculum.

**Presenters:** Pam Kessinger, Portland Community College; Kevin Moore, Portland Community College

**Sponsor:** ACRL-OR

### **Beyond the Book Storytimes**

**Description:** Make your storytimes even more exciting by going “beyond the book” and utilizing puppets, props, technology, tandem-telling, and other creative techniques. Librarians from the Wilsonville Public Library’s team of storytellers will demonstrate a wide variety of tales and techniques that engage audiences from intimate Toddler Times to Family Storytimes with crowds of 150, along with simple strategies for adapting stories into engaging book-less presentations. Attendees receive a useful list of adaptable tales, with tips and instructions.

**Presenters:** Steven Engelfried, Wilsonville Public Library; Terri Wortman, Wilsonville Public Library; Sheila Shapiro, Wilsonville Public Library

**Sponsor:** CSD

### **What Worked?: Evaluating Your Grant Funded Programs**

**Description:** You’ve received the grant (hurray!) and are implementing the program. Then, the evaluation request arrives in your email (yikes!) Are you ready to respond? You will be after attending this program. This session will be interactive, smart, and holds the promise of real money for your library. Bring your half-baked grant ideas, and we’ll help you design evaluation measures that will make funders swoon!



**Presenters:** Sara Behrman literally wrote the manual on outcome-based evaluation for the Oregon State Library. She will be sharing her experience in all aspects of grant administration, from concept to the final report.

Sara will be joined by two librarians with lots of grant-evaluation experience: Karen Hill, director of the Cornelius Public Library, and John Russell, Scholarly Communications Librarian at the University of Oregon, have received numerous grants and served on the state LSTA committee.

**Sponsor:** Library Development

## **Awards Lunch – 12:30pm-2:00pm**

## **Afternoon Sessions – 2:15pm-3:45pm**

### **Library Life Jackets? Floating Collections for One and All**

**Description:** Three different library systems offer tips and share their collection development, management, and circulation experiences using floating collections, making this program perfect for anyone trying to decide whether floating collections is right for their institution.

**Presenters:** Lynne Mildenstein, Deschutes Public Library; Ty Thompson, Multnomah County Library; Sara Charlton, Tillamook County Library; Bill Landau, Tillamook County Library

**Sponsor:** TSRT

### **OYAN Book Rave**

**Description:** Wondering what's new in teen literature this year because you haven't had time to read? Let OYAN help! Learn which titles should be part of your collection. These books will make connections with teen readers on a personal level, pull your heartstrings, or are just a lot of fun. OYAN members will talk about hot teen titles!

**Presenters:** Sonja Summerville, Salem Public Library; Barratt Miller, Crook County Library; Abbie Anderson, North Bend Public Library; April Witteveen, Deschutes Public Library

**Sponsor:** OYAN

### **Maker Spaces: Make My Day or Break My Space?**

**Description:** Everyone is talking about maker spaces but what makes a successful maker space? How do libraries know what tools and materials to purchase? What are the problems libraries have encountered? Hear from libraries who have implemented maker spaces and learn about what works, what doesn't work, and how to avoid expensive and time consuming pitfalls in the new and exciting area of maker spaces.

**Presenters:** Mo Cole, Oregon City Public Library; Mark Richardson, Cedar Mill Community Library; Margaret Mellinger, Oregon State University Libraries; Todd Feinman, Lake Oswego Public Library

**Sponsor:** PLD/LTRT

### **Your 21st Century State Library**

**Description:** Your State Library has been going through a transformation for the past year. We have involved our customers and stakeholders (that's you!) to identify services and programs that will the library community further into the 21st century. Come and here what's new, what's improved from State Library staff, and bring your questions!

**Presenter:** MaryKay Dahlgreen, Oregon State Librarian

**Sponsor:** PLD

### **Our First Digital Collection: Starting From Scratch with Nothing**

**Description:** Recently Multnomah County Library created its first digital collection, Central Library: Historic Photographs. It was created while Multnomah County Library had a slashed budget and an uncertain future. The two who developed the metadata application profile, wrote the metadata manual, and took responsibility for much of the project were both paraprofessionals engaged in MLIS studies. There were few dedicated staff hours and a tiny budget. We will tell the story of how we used crowdsourcing, volunteers, and pluck to make a collection that honored our library while setting a stage for the success of future projects.

**Presenters:** Rachael Short, Multnomah County Library; Kate Schwab, Multnomah County Library

**Sponsor:** SSD

### **Library Service and the International Student**

**Description:** What do China, Saudi Arabia, Japan, South Korea, and India have in common? They're the five leading countries of origin for international college and university students in Oregon. Currently there are over 10,000 international higher education students in the state and the number is expected to grow. In this session you will get an introduction to the academic culture of the five mentioned countries, discuss the rewards and challenges of working with international students, and see how OSU and PSU Libraries are connecting with these students.

**Presenters:** Laurie Bridges, Oregon State University Libraries; Uta Hussong-Christian, Oregon State University Libraries; Kimberly Wilson-St. Clair, Portland State University

**Sponsor:** ACRL-OR/LIRT

### **Maximum Fun, Minimum Funds**

**Description:** As librarians have less money and less time to plan, it pays to offer programming that will draw big crowds and have a big impact. From Mega Crafts to Zombie Fests, Harry Potter to Where's Owly?, these all ages programs can increase a library's visibility in the community, offering a way to publicize the library's collections and services to a diverse audience. Find out how a little planning, networking and creativity can turn a bold idea into a

successful event. This dynamic session will include tips and examples from popular youth library programs and time to develop new ideas with the help of your creative colleagues.

**Presenters:** Anna Bruce, Clackamas County Library; Lisa Elliott, Tigard Public Library

**Sponsor:** CSD

### **Engaging the Disengaged: Reaching Academic Patrons Who "Don't Need" the Library**

**Description:** The UO Portland hosts master's programs in strategic communication and multimedia journalism. Both are professional programs without much traditional library use. To find out more about how these users work and what they need, we conducted broad interviews with staff, faculty, and students. Our improved services include: a physical library presence in the academic department, strategically expanded library hours, a professional-quality library newsletter, improved signage, and digital equipment lending. Main takeaway: even non-traditional academic and professional programs need library services, but the library must reach out to understand the users' culture, and be willing to adapt to them.

**Presenters:** Karen Munro, University of Oregon, Portland Library; Bronwyn Dorhofer, University of Oregon – Portland; Arwen Ungar, Gladstone Public Library

**Sponsor:** ORT/LIRT

### **Music Awesomeness In and Out of the Library**

**Description:** Who's that marching in the 4th of July Parade? It's the Library Band!! And what's with all those ukuleles? Join two librarians as they discuss their respective libraries' musical programs. You will learn how to consider the musical needs of your community, ways that your library can meet these needs, and what the benefits will be to your library and your town. Surf the wave of ukulele resurgence, audibly let your community know there IS a library in your town, and explore a variety of awesome music programs for adults and youth in your library and your community.

**Presenters:** Lorene Forman, Jefferson County Library District; Amy Hutchinson, Lake County Library District; Pete Barrell, Cottage Grove Public Library

**Sponsor:** PLD