



**Oregon Library Association  
Annual Conference  
April 15-17, 2015  
Eugene Hilton**

## President's Message by Candice Watkins



Welcome, everyone!

Creativity - this is such a perfect theme for libraries right now and also for our 2015 OLA Conference.

Creativity doesn't have to mean that you're a visual artist, a poet, or a musician. I think that pure creativity comes from a strong foundation of what you know best. In this case – libraries. We know libraries! When we're faced with a challenge, with the ambiguity and uncertainty that's a regular part of our profession, we do two things – we look inward, drawing on our foundational knowledge of libraries; and we look outward, harnessing the ideas of our colleagues and others in our communities to create a new approach.

I've seen immense creativity in OLA this year with the conference committee and their work; with the OLA Board in tackling complex topics like advocacy, diversity, and leadership; and in all of the wonderful programs that you've put together for this conference.

We're lucky to have two dynamic and creative keynote speakers from outside of the library profession join us here at the conference. David Krakauer's interdisciplinary work with the Wisconsin Institute for Discovery reflects the importance of working with partners outside of a profession to tackle complex problems. Douglas Wolk, literary critic and cartoonist, will enlighten us on creativity and "scenius" – how it is created and the conditions in which it flourishes. I feel that we will find inspiration and worthwhile parallels to our own profession in each speaker's message.

It's been such a pleasure this year to work in an environment that encourages creativity and innovation. It's also been a year of growth and renewal for me, and I want to thank you for making that happen. I look forward to a great conference filled with all sorts of creativity!

## Opening General Session & Keynote Address

**Living at the Edge of Mystery: Creativity, Information & the Experimental Life — Dr. David Krakauer**



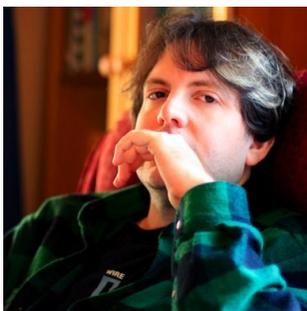
"We Study the Information Supporting Life." -- Wisconsin Institute for Discovery Mission Statement.

"To boldly go where no one has gone before." -- The Captain's Oath. Star Trek Universe.

J. Robert Oppenheimer wrote that "both the man of science and the man of action live always at the edge of mystery, surrounded by it." The greatest of our creative institutions have sought to confront the singular mysteries of their time: the fundamental elements of life, the nature of gravity and light, and the atomic structure of matter. Ours is an age of overwhelming information that we seek to transform into comprehensible knowledge. I shall discuss several examples of creative institutions, all of which seek to make sense of the challenges of our age -- the Media Lab at MIT, the Institute for Advanced Study in Princeton, the Santa Fe Institute in New Mexico, and the Wisconsin Institute for Discovery at the University of Wisconsin, Madison. These all question the boundaries, boxes and constraints we place on thought and seek to render comprehensible our mysterious informational universe.

## All Conference President's Banquet

**Cartoonists and the Chemistry of Scenius — Douglas Wolk**



The musician Brian Eno coined the term "scenius": the creative power that arises from "ecologies of talent" rather than from lone masterminds. A lot of the best and most interesting comic books, graphic novels and comic strips of the past 75 years have emerged from sceniuses-- they're the work of artists who've been associated with shared studios and other creative collectives. I'll discuss some fascinating examples, including DeWitt Clinton High School, Will Eisner's American Visuals studio, the original Marvel Bullpen, the Crusty Bunkers, and Oregon's own Periscope Studio. I'll also talk about what seems to create the conditions for scenius to flourish in comics, and what stifles or disperses it.

## OLA Executive Board

**Candice Watkins** — President  
Clatsop Community College Library

**Jane Corry** — Vice-President/President-Elect  
Multnomah County Library

**Penny Hummel** — Past President  
Library Consultant

**Valery King** — Treasurer  
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**MaryKay Dahlgreen** — State Librarian  
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Portland State University

**Elsa Loftis** — NW Central Liaison  
Oregon College of Art & Craft

**Shirley Roberts** — OLA Association Manager

**Hannah Rempel** — Academic/ACRL Oregon  
Oregon State University

**Heather McNeil** — Children's Services Division  
Deschutes Public Library

**Stephanie Thomas** — Co-Chair, President OASL  
Teacher Librarian Parkrose High School, Portland

**Sonja Sommerville** — Oregon Young Adult Network  
Salem Public Library

**Maureen Cole** — Public Library Division  
Oregon City Public Library

## 2015 Conference Committee

**Steve Silver** — Conference Chair  
Northwest Christian University

**Emily Cable** — Exhibits Chair  
Salem Public Library

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University of Oregon

**Kathy Stroud** — Local Arrangements  
University of Oregon

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**Rob Everett** — Co-Registration Chair  
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**Elke Bruton** — Technology Coordinator  
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**Suzanne Sager** — Print Program Coordinator  
Portland State University

**Valery King** — Treasurer  
Oregon State University Libraries

**Yen Tran** — Program Co-chair/Showcase Coordinator  
University of Oregon

**Lorie Vik** — Onsite/Online Registration Coordinator  
Eugene Public Library

**Margaret Hazel** — Speaker Arrangements & Hospitality  
Eugene Public Library

**Gina Bacon** — Volunteers Coordinator  
Hillsboro Public Library

**Kim Olson-Charles** — Volunteers Coordinator  
Emporia MLS

**Michele DeSilva** — Assistant Exhibits Chair  
Central Oregon Community College

**Kristynn Johnson** — Fundraising Coordinator  
Eugene Public Library

**Sara Q. Thompson** — Communications  
OSU-Cascades University

## Information

### Registration Hours

- 8:00 am-7:00 pm Wednesday, April 15
- 7:00 am-7:00 pm Thursday, April 16
- 7:00 am-12:00 pm Friday, April 17

### Conference Evaluation

An online evaluation will be available after the conference and you will receive the link by email.

### Conference Handouts and Presentations

Conference Handouts and presentations are available online at NW Central under resources ([www.nwcentral.org](http://www.nwcentral.org)).

### Conference Headquarters

Located in the Board Room on the hotel mezzanine.

### Creative Space

Cultivate your own creativity. In the exhibitors' hall there are spaces and materials for you to make origami, decorate your name badge, create a button, and much, much more. Take a picture of your creation and post it to the conference's social media sites or just create for the simple joy of creating.

### Exhibits

Please remember to take time to visit the exhibits and thank them for their support of our conference. The Exhibits are open during the following times.

Thursday: 10:00 am-6:00 pm  
Friday: 8:00 am-12:00 pm

### Hilton Parking

Parking at the Hilton is free for conference attendees. Have your parking receipt validated at the machine by the registration desk and use it when you leave the garage.

### Internet Access

Free wireless access is available in the Conference Center using HiltonMtg.

### OLA After Hours - an EveryLibrary and People for Oregon Libraries Fundraiser

Join EveryLibrary board members, John Chrastka and Erica Findley for an end of day social event and fundraiser with People for Oregon Libraries during the OLA Conference. Although you can buy your ticket at the door of the event, the event may sell out. Buy online to guarantee a spot! Your ticket is for open cocktails, beer and wine, select appetizers, brief remarks by EveryLibrary board members, and a chance to schmooze with information professionals from all around the NW. Relax at the end of the conference day. Party Downtown is only 3 blocks away from the conference hotel. Look up the event on Facebook for more information or buy your tickets directly at <http://tinyurl.com/p312ctq>

### OLA Time Capsule

Like all good things, this year's conference is bigger on the inside! Mark your calendar for 4:30 pm, Wednesday April 15th when a 25-year-old OLA time capsule will be opened up at the OLA Board Meeting — what kind of magical late-'80s wonders will we find inside? Join us as we find out!

We'll also be creating a brand new time capsule that will be sealed up later this year, hidden like an Easter egg in the State Library, and opened 25 years from now at the OLA 100th Anniversary. Watch and listen at the conference for ways that you can contribute to the new OLA Time Capsule!

### OYAN Raffle Tickets

Win fabulous prizes! Tickets are \$5 each or \$20 for 5. They may be purchased throughout the week prior to the conference online from OYAN's webpage and throughout the conference from OYAN members or at the OYAN lobby table. Winners will be drawn just before Friday's lunch. Key winners will be announced at the lunch. Potential winners may stop by the OYAN table following the lunch to check, otherwise email notices will go out over the weekend.

### Social Media

Share your conference experience on Twitter with the hashtag #OrLib15 or follow OLA at @OregonLibraries. We'll also be posting on our Facebook page at <https://www.facebook.com/OregonLibraries>.

### The OLA Membership Committee presents OLA People Bingo!

Let's play Bingo! Pick up a Bingo sheet at the registration desk and start plugging away. Find someone at the conference who can sign off on one of the bingo squares—enjoy getting to know your colleagues! Complete at least one BINGO (horizontal, vertical, or diagonal) by collecting signatures or initials any time during the conference and return your card to the marked box at the registration table.

A drawing will be held on Friday, April 17 at 4 pm; the grand prize is a one-year personal membership to OLA! This prize is non-transferable. Four other selected winners will receive a Powell's Books gift card. Winners will be notified by email and be announced on the LIBS-OR listserv after the conference. Good luck!

### Oregon Library Association

P.O. Box 3067, La Grande, OR 97850  
Phone: 541-962-5824  
Email: [ola@olaweb.org](mailto:ola@olaweb.org)



## Acronyms

ACRL-OR = Academic Division  
CSD = Children's Services Division  
DIGOR = Documents Interest Group of Oregon Round Table  
IFC = Intellectual Freedom Committee  
IRRT = International Relations Round Table  
LART = Library Assessment Round Table  
LDLC = Library Development and Legislative Committee  
LIRT = Library Instruction Round Table  
LPRT = Library Preservation Round Table  
LTRT = Library Technology Round Table  
MC = Membership Committee  
OASL = Oregon Association of School Libraries  
ORCA = Oregon Readers' Choice Award  
ORT = Outreach Round Table  
OYAN = Oregon Young Adult Network  
PLD = Public Library Division  
PPRT = Past President's Round Table  
RRT = Reference Round Table  
SSD = Support Staff Division  
SSRT = Social Responsibilities Round Table  
TSRT = Technical Services Round Table



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**yalsa**  
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# Conference at a Glance

## Wednesday, April 15

- 9:00 am—4:00 pm     **Basic Book Repair for Libraries**—Director’s  
**Filmmaking for Library Types**—Studio A  
**New Developments in Genre/Form Access**—Studio B  
**Oregon Virtual Reference Summit**—Hansberry/Wilder
- 9:00 am—5:00 pm     **Leading from any Position: Creating Learning Libraries in 5 Easy Lessons**—Ferber
- 10:30-11:00 am     **Break**—Conference Center Lobby
- 12:30-1:30 pm     **Lunch**—O’Neill
- 1:00-3:00     **State Library Board Meeting**—Studio C
- 3:00-3:30 pm     **Break**—Conference Center Lobby
- 3:00-5:00 pm     **OLA Board Meeting**—Hellman
- 5:00-7:00 pm     **ACRL-OR Reception**—First National Taphouse, 15 W Broadway
- 6:00-9:00 pm     **PLD Reception/Dinner**—Vistas I

## Thursday, April 16

- 8:30-10:00 am     **Opening General Session & Keynote**—Hellman/Williams/O’Neill, Featuring David Krakauer
- 10:00-11:00 am     **Exhibits Grand Opening & Break**—Composer’s Hall and Conference Center Lobby  
 Sponsored by SirsiDynix
- Poster Sessions**—Conference Center Lobby

### Session 1—11:00 am-12:30 pm

<b>Creative Marketing of Library Services</b> Wilder	<b>Empowering the Patient: Providing Essential Consumer Health Information</b> Director’s	<b>Financial Literacy at the Library: Partnerships and Resources Abound!</b> Studio B
<b>Keynote Follow-up with David Krakauer</b> Vistas I	<b>The More We Get Together: A Storytime Share</b> Ferber	<b>Open the Doors to Art: Successful Collaborations Between Libraries &amp; Arts Organizations</b> Studio A
<b>Relationship Designators in RDA: Connecting the Dots</b> Hansberry	<b>So You Want to Change the World! How to be a Great Librarian to Your Activist Patrons</b> Studio C	<b>TAG, TAB or TLC? How Teen Library Boards Can Make Your Life Easier</b> Vistas II

- 12:30-2:00 pm     **All-Conference Lunch and Business Meeting**—Hellman/Williams/O’Neill  
 Sponsored by Gale Cengage Learning

## Conference at a Glance

### Session 2—2:00-3:30 pm

<b>BIBFRAME Basics: Beyond MARC</b> Hansberry	<b>Communicating with Voters Using Social Media</b> Vistas II	<b>Create, Collect, Connect Using Mobile Devices</b> Studio C
<b>Creative Youth Partnerships: Know When to Hold Them, Know When to Fold Them</b> Ferber	<b>Free-Choice Learning &amp; Rural Libraries</b> Director's	<b>Get on Board with the Imagination Library</b> Wilder
<b>Meeting Patrons at the Point of Need: Envisioning a Just-in-Time Repository for Oregon Libraries</b> Studio B	<b>Oregon Libraries into the Future</b> Studio A	<b>Process Not Product: Unstructured Activities for All Ages</b> Vistas I

3:30-4:00 pm **Exhibits & Break**—Exhibits Hall and Conference Center Lobby

### Session 3—4:00-5:30 pm

<b>Against Conventional Wisdom: Lessons from Quiet &amp; Mastering the Art of Quitting</b> Studio B	<b>Connect and Create: Using Social Media to Market Your Small or Rural Library</b> Wilder	<b>Creative Cataloging Survival Skills</b> Ferber
<b>The Edge Initiative: Get an Edge on Your Technology Services</b> Studio C	<b>Exhibiting Our Creativity: Library Displays</b> Vistas I	<b>Raspberry Pi and Beyond: Teching Up Your Teen Program</b> Hansberry
<b>Reimagining Ready to Read Road Show</b> Director's	<b>Welcome to the United States: Services for Immigrants and Migrant Workers</b> Studio A	<b>Zines 101</b> Vistas II

### Business Meetings—5:30-6:00 pm

<b>Children's Services Division</b> Wilder	<b>Intellectual Freedom Committee</b> Studio B	<b>Oregon Author's Committee</b> Hansberry
<b>Oregon Digital Library Consortia</b> Studio A	<b>Outreach Round Table</b> Vistas II	<b>Public Library Division</b> Director's
<b>Reference Round Table/Legal Reference Round Table</b> Studio C	<b>Support Staff Division</b> Vistas I	<b>Technical Services Round Table</b> Ferber

5:30-6:30 pm **Emporia State University, School of Library & Information Management**  
Student & Alumni Reception—Off Site. Please stop by Emporia's vender booth for details.

**OYAN Reception and Award**  
The Tap and Growler, 207 E 5th Ave #115, Eugene

6:00-7:00 pm **All Conference Reception**—Exhibits Hall and Conference Center Lobby  
Sponsored by Midwest Tape

7:00-9:00 pm **President's Banquet**—O'Neill

9:00 pm-12:00 am **OLA After Hours**—Party Downtown, 55 W Broadway, Eugene

# Conference at a Glance

**Friday, April 17**

7:00-8:30 am **Lampman Award Breakfast**—Williams

**OCLC Western Update Breakfast**—O’Neill

## Session 4—8:30 am-10:00 am

<b>All Together Now! Evaluating Technical Services Collaborative Models</b> Ferber	<b>Best Practices for Music Cataloging using RDA</b> Studio B	<b>Cannabis Resources for Librarians Serving Medical Patients and Others</b> Studio A
<b>Cultivating Creativity &amp; Imagination in Children &amp; Youth</b> Wilder	<b>Cybercreeps, Data Miners &amp; Peeping Uncle Sams—Teaching Patrons about Privacy Online</b> Hansberry	<b>OLA: Cultivating Creative Members</b> Studio C
<b>Print Your Book</b> Director’s	<b>Stark Raving OYAN: Book Raves &amp; Graphic Raves Revealed</b> Vistas II	<b>What’s It All About? Libraries, Hubs, &amp; Early Literacy</b> Vistas I

10:00-11:00 am **Exhibits, Break and Poster Sessions**—Composer’s Hall and Conference Center Lobby

## Session 5—11:00 am-12:30 pm

<b>Capturing Learning in the Library Commons: A Whiteboard Photo-Ethnographic Study</b> Studio B	<b>Creative Marketing Basics for Children’s Services</b> Ferber	<b>Developing Digital Literacy: A Flexible Model Designed to Meet Learners’ Needs</b> Wilder
<b>How many Librarians Does It Take? ... Reinventing a Branch Collection</b> Vistas II	<b>More than a Bandage: Health Information Resources for Librarians &amp; Educators Working with Children &amp; Teens</b> Studio A	<b>Next Generation Science Standards: The Next Big Thing</b> Director’s
<b>Oregon Readers Choice Award: The Year’s Winners &amp; Next Year’s Nominees</b> Hansberry	<b>Privacy Technology — Tools for Protecting Your Patrons &amp; Yourself on Public &amp; Personal Computers</b> Vistas I	<b>Readers Advisory for Comics</b> Studio C

12:30-2:00 pm **Awards Lunch**—Hellman/Williams/O’Neill  
Sponsored by Emporia State University

## Session 6—2:00 pm-3:30 pm

<b>Creative Partners, Creative Relationships: Making Friends in Unexpected Places</b> Vistas II	<b>Creativity in Technology: Current &amp; Future Trends</b> Ferber	<b>Discovery Layers in Action</b> Studio C
<b>Hungry Kids in Oregon Public Libraries</b> Hansberry	<b>Levels, Genres, &amp; Picture Book Topics: Making Your Children’s Collection Reader-Friendly</b> Wilder	<b>Readers’ Advisory in Academic Libraries: A Creative Way to Contribute to Student Success</b> Director’s
<b>Think Like a Scholar: Using the ACRL Framework to Shape Collaborative, Discipline-based Information Literacy Instruction</b> Studio B	<b>Two Minute Reviews of Works by Oregon Authors</b> Vistas I	<b>The World at Your Doorstep (or Reference Desk): Global Inspiration for Your Library</b> Studio A

## Pre-Conference Schedule: Wednesday, April 15, 2015

**Registration**  
8:00 am-7:00 pm  
Conference Center Lobby

**Note:** Morning break is in the Conference Center Lobby from 10:30-11:00 am. Lunch will be served in O'Neill/Williams from 12:30-1:30 pm. Afternoon break is in the Conference Center Lobby from 3:00-3:30 pm.

**Basic Book Repair for Libraries**  
9:00 am-4:00 pm—Director's

**Carolee Harrison and Kristen Kern**, Portland State University Library

This session covers the selection of books for in-house mending, an introduction to book structure and archival repair materials, and hands-on instruction of several basic book repair procedures. There will also be discussion on collection maintenance and how to prevent human and environmental damage to books.

**Sponsor: LPRT**

**Filmmaking for Library Types**  
9:00 am-4:00 pm—Studio A

**Soha Badei**, Capital Community Television (CCTV), Salem

A finished product on YouTube looks so easy, but a lot goes into creating a tightly woven, engaging video to highlight a library or library service. Experienced professionals from Salem's CCTV will go over the general principles (and pitfalls) of filmmaking before letting attendees loose in teams to give it a try - using easily accessible tools (Flip cameras, cell phones, and Windows Movie Maker) to plan, create, and rough edit 60-90 second book trailers. The day will also include a discussion of the pros and cons of various video distribution platforms.

**Sponsor: OYAN**

**Leading from any Position: Creating Learning Libraries in Five Easy Lessons**  
9:00 am-5:00 pm—Ferber

**Becky Schreiber**, Organization Consultant, Schreiber Shannon Associates; **John Shannon**, Organization Consultant, Schreiber Shannon Associates

Becky Schreiber and John Shannon guide participants through the leadership concepts presented in the book *Fifth Discipline Fieldbook* by Peter Senge, focusing on the five disciplines of building "learning organizations." Participants will:

- Explore the concepts of Leading from Any Position; to take initiative and garner influence regardless of organizational authority
- Practice practical applications of Senge's five disciplines
- Apply the disciplines to each participant's unique situation
- Plan strategies for using the concepts to create a collaborative culture
- Experience the fun of creating together, treating ambiguity as an opportunity for group innovation

Participants will walk away with quick and easy action steps that they can apply to their work environment.

**Sponsor: ACRL-OR/PLD**

**New Developments in Genre/Form Access**  
9:00 am-4:00 pm—Studio B

**Adam Schiff**, University of Washington; **Ann Shaffer**, **Lori Robare**, and **Ryan Hildebrand**, University of Oregon

Genre/form headings describe what an item is, rather than what it is about. The Library of Congress has been removing genre/form headings from LCSH and incorporating them into LC Genre/Form Terms (LCGFT) for several years. Big changes are coming for music and literature in the next year, as genre terms are finalized and LC no longer assigns LCSH form headings in these areas. This preconference will explain what these changes will bring to cataloging: new MARC fields for aspects of LCSH headings that are not genre, and new LC vocabularies for medium of performance and demographic terms.

**Sponsor: TSRT**

## Pre-Conference Schedule: Wednesday, April 15, 2015

### Oregon Virtual Reference Summit

9:00 am-4:00 pm—Wilder

**Marie Radford**, Rutgers University; **Cathy Camper**,  
Librarian and Author

The Oregon Virtual Reference Summit is Oregon's annual conference dedicated to reference, service, and technology. This year it is an OLA preconference that strives for a fun, friendly, inclusive environment with reference-focused content appropriate for all skill levels, library types, and experiences. It is also an excellent opportunity to meet virtual reference staff from around the state face-to-face and exchange ideas. Presenters and attendees do not need to staff Answerland; all are welcome.

#### Sponsor: RRT

### State Library Board Meeting

1:00-3:00 pm—Studio C

### OLA Board Meeting

3:00-5:00 pm—Hellman

### ACRL Reception

(AKA—Hanging Out With Librarian Friends)

5:00-7:00 pm

First National Taphouse, 51 W Broadway, Eugene  
(an easy walk from the Convention Center)

Come enjoy hors d'oeuvres and a no-host bar with fellow librarians. Everyone is welcome.

### PLD Reception/Dinner

6:00-9:00 pm—Vistas I

### Creativity with Mark Shapiro & The Art of Animation

**Mark Shapiro**, Laika Studios

Oregon-based LAIKA is a renowned animation studio that has inspired audiences with an unprecedented visual artistry. Animators breathe life into meticulously hand-crafted puppets on handmade sets. Visual effects artists seamlessly enhance performances with cutting-edge technologies. This unparalleled fusion of stop-motion and computer graphics has garnered the studio two Oscar nominations and worldwide acclaim. In this session, Mark Shapiro will discuss the feature *The Boxtrolls*, using rarely seen images and timelapses. Production puppets will be on display.



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# Program Schedule: Thursday, April 16, 2015

**Registration**  
7:00 am-7:00 pm  
Conference Center Lobby

they discuss this important topic.

**Sponsor: SSD  
Wilder**

## Opening General Session & Keynote

8:30-10:00 am  
Hellman/Williams/O'Neill  
Featuring Dr. David Krakauer

## Empowering the Patient: Providing Essential Consumer Health Information

**Carolyn Martin**, National Network of Libraries of Medicine/Pacific Northwest Region

## Exhibits Grand Opening & Break

10:00-11:00 am  
Composer's Hall and Conference Center Lobby  
Sponsored by SirsiDynix

This session covers the essential skills and information that library staff needs to help users find trustworthy, appropriate health information. Attendees will explore topics such as finding the best resources for health related questions, serving diverse users, tips for becoming an engaged patient, mobile health technologies, the use of social networking, and how to create fun and informative health-related programming. Participants will understand the challenges and the implications of low health literacy. Best practices, techniques and practical tips will be presented to help each attendee provide better health information services in his/her individual setting.

**Sponsor: PLD  
Director's**

## Poster Sessions

10:00-11:00 am  
Conference Center Lobby

- **#BeavertonLibCard: Using Library Card Sign Up Month for Outreach**—Melissa Little, Beaverton City Library
- **Creative & Quick Ideas to Celebrate Preservation Week in Your Library**—Shawna Gandy, Oregon Historical Society
- **Creative Solutions to Promote Library Services & Resources to Distance Learners**—Jennifer Rogers, Emporia Student
- **Creative Ways to Bring Intellectual Freedom to Your Library**—Alanna Colwell, Emporia Student
- **Learn-a-Palooza**—Carrie Prechtel, Jackson County Library Services
- **Libraries ROCC!**—Esther Moberg, Seaside Public Library
- **Oregon's LSTA Program Moving Forward**—Ann Reed, Oregon State Library
- **Tell Us What You Want—What You Really, Really Want**—Sara Q. Thompson, Oregon State University-Cascades
- **What Can the DPLA do for Oregon?**—Tatiana Bryant, University of Oregon
- **Why We Matter**—Jane Corry, Belmont Neighborhood Library, Multnomah County Library

## Financial Literacy at the Library: Partnerships and Resources Abound!

**Arlene Weible**, Oregon State University; **Debra Minar Driscoll**, Family & Community Health, Leonard & Brenda Aplet Financial Literacy Professorship; **Ken McDonnell**, Office of Financial Education, Consumer Protection Bureau

Financial well being is an issue that impacts most library user groups, including teens, adults, and seniors. Libraries can leverage the trust they have within their communities to provide quality information that helps promote financial literacy. There are many government and other trusted resources for libraries to access when planning services and programs about personal finance topics. This presentation will explore the resources available, provide programming ideas, and inspire exploration of new community partnerships.

**Sponsor: DIGOR  
Studio B**

**Session 1**  
11:00 am-12:30 pm

## Creative Marketing of Library Services

**Jeremy Graybill & Steve Roskoski**, Multnomah County Library

How do libraries let the public know about their resources and expertise? Library service marketing helps libraries raise awareness about the valuable services they can provide. Please join Jeremy Graybill and Steve Roskoski as

## Keynote Follow-up

**David Krakauer**

Spend time with David Krakauer exploring the themes he shared during the keynote presentation.

**Sponsor: Conference Committee  
Vistas I**

## Program Schedule: Thursday, April 16, 2015

### **The More We Get Together: A Storytime Share**

**Emily David & Taylor Worley**, Springfield Public Library; **Debby Laimon**, Eugene Public Library; **Barratt Miller**, Crook County Library

The more we get together, the better our storytimes will be! Because let's face it: children's librarians are a creative bunch. Most of the time, we learn our best storytime ideas from each other. While the four of us have some ideas we think you'll like, we really want to know what makes YOUR storytimes great—and how you handle the inevitable bumps along the way. We're going to have four breakout sessions focusing on different demographic groups: Baby/Toddler, Preschool, Early Elementary (K-2) and Sensory Storytime. Remember to bring your favorite books, rhymes, and activities to share with the group!

**Sponsor: CSD  
Ferber**

### **Open the Doors to Art: Successful Collaborations Between Libraries and Arts Organizations**

**Katinka Bryk**, Stayton Public Library; **Cheryl Snow & Pam North**, Clackamas County Arts Alliance

No matter what size, libraries have the ability to connect their communities to the arts in meaningful ways. In this panel presentation you will learn real methods to build relationships and reach new audiences by promoting the arts in your library. Arts programs in libraries are another way of presenting information and engaging communities.

Through art installations and innovative programming showcasing visual, written, spoken art, heritage and culture libraries can build cultural community and open their doors to a wider community.

**Sponsors: PLD  
Studio A**

### **Relationship Designators in RDA**

**Adam Schiff**, University of Washington

One of the most important features of RDA is its emphasis on relationships, in particular relationships between entities such as a person and a work or expression, or between resources. Using relationship designators in bibliographic records has the potential to greatly enhance discovery of library resources. This session will provide guidance for catalogers in navigating this new aspect of cataloging: understanding categories of relationships, deciding among terms from the RDA Appendices, using multiple relationship designators, and sorting out situations where it seems impossible to describe a relationship.

**Sponsor: TSRT  
Hansberry**

### **So You Want to Change the World! How to Be a Great Librarian to Your Activist Patrons**

**Sue Ludington**, Washington County Law Library; **Liz Paulus**, Cedar Mill Community Library; **Shane Bemis**, Mayor, City of Gresham; **Amber Starks**, Conscious Coils

Reference librarians sometimes interact with patrons who are concerned or even disgruntled about a particular local government ordinance, administrative regulation, or even state statute. They say, "It's not right! It's unfair! It must be changed!" Librarians could help these 'activist patrons' by gaining a greater understanding of how everyday citizens can make a difference in their communities. Attendees will hear first-hand accounts from individuals who successfully spearheaded and led changes to local ordinances and statewide laws in Oregon: Amber Starks, founder of Conscious Coils and driving force behind HB 2690, the Natural Hair Act, and Shane Bemis, Gresham City Mayor who worked with City Council to create the city's first habitability code in order to improve rental housing conditions. Opening remarks by two public librarians will explain terminology and provide an overview of the lawmaking process, in addition to facilitating the conversation continued by audience questions and comments.

**Sponsor: RRT/LRRT/LDLC/PLD  
Studio C**

### **TAG, TAB or TLC? How Teen Library Boards Can Make Your Life Easier**

**Mark Richardson**, Cedar Mill Library; **Dawn Borgardt**, Beaverton City Library; **Aimee Meuchel**, Tualatin Public Library

For anyone who has ever had a teen program where no one showed up or who has ever heard a teen say, "the library's not cool," have a Teen Library Board might be the answer to these problems. Addressing road blocks, speed bumps, and pit falls along the way, this is a guide to running an effective, thriving teen group that can boost attendance at programs, garner positive attention from teens, and, most importantly, change the lives of the teens involved.

**Sponsor: OYAN  
Vistas II**

### **Lunch and Business Meeting**

**12:30-2:00 pm**

Hellman/Williams/O'Neill

Sponsored by Gale Cengage Learning

## Program Schedule: Thursday, April 16, 2015

**Session 2**  
**2:00-3:30 pm**

### **BIBFRAME Basics: Beyond MARC**

**Kelley McGrath**, University of Oregon; **Sandy Macke**, Multnomah County Library; **Adam Schiff**, University of Washington

BIBFRAME (the Bibliographic Framework Initiative) aims to provide the foundation for the future of bibliographic description on the web and in the networked world. It is intended to replace the MARC Format. This session will provide a basic overview of BIBFRAME, including the BIBFRAME Model and Vocabulary, the general differences between BIBFRAME and MARC, and the changes ahead for catalogs. The session will also include information about how some libraries are experimenting with and learning about BIBFRAME.

**Sponsor: TSRT**  
**Hansberry**

### **Communicating With Voters Using Social Media**

**Erica Findley & John Chrastka**, EveryLibrary

Want to activate voters and their neighbors? Need volunteer for your campaign? Wondering how to get the word out about a library ballot measure? Social media can be used to build awareness and engagement with your community. Hear about how to use Facebook, Twitter, Tumblr, e-mail, and other platforms to successfully reach the community.

**Sponsor: LDLC**  
**Vistas II**

### **Create, Collect, Connect Using Mobile Devices**

**Jessica Stinson & Margaret Harmon-Myers**, Eugene Public Library

Patrons are using phones and tablets for social media, e-mail, e-books and movies. Help them take full advantage of their mobile device by demonstrating apps that encourage creativity, content creation, and sharing. Learn how Eugene Public Library has done this by combining a genealogy class and an iPad class into one that focuses on how to expand, store, organize and share research using the unique capabilities of a mobile device. Capture photos, record oral histories, take notes, scan documents, display family trees, and more. These resources can also apply to other hobbies and creative pursuits.

**Sponsor: PLD**  
**Studio C**

### **Creative Youth Partnerships: Know When to Hold Them, Know When to Fold Them**

**Heather McNeil & April Witteveen**, Deschutes Public Library

Community partnerships with libraries are all the buzz. With a focus on youth services, session attendees will learn how to identify great new community partners such as local school systems or community "Makers" and form mutually beneficial relationships. Additionally we will discuss methods of evaluation and what to do when the time comes to end or transform a partnership. Join in a discussion at the end of the program to share your own partnership experiences.

**Sponsor: CSD/OYAN**  
**Ferber**

### **Free-Choice Learning and Rural Libraries**

**Lynn Dierking**, Oregon State University

The average American spends less than 5% of their lifetime in school. Most of what Americans learn happens outside the classroom, yet we tend to think of education solely in terms of the classroom experience. Dr. Lynn Dierking, a national leader in the free-choice learning movement will talk about a national initiative to help rural librarians "tap into scientific expertise in their local communities, organize local events, provide video and other supporting materials, and essentially create adult 'science clubs' across the nation."

**Sponsor: SSD**  
**Director's**

### **Get on Board with the Imagination Library**

**Patrick Duke & Jan Rippery**, Wilsonville Public Library; **Connie Bennett**, Eugene Public Library; **Pam Hunsaker**, Dolly Parton's Imagination Library; **Doug Barber**, Eugene Public Library Board

Dolly Parton's Imagination Library is a hit in Oregon Libraries! Participants sign up through the library and receive a free book in the mail every month until their 5th birthdays...as many as 60 books per child. Learn how two libraries have integrated this national program into their strategic plans, with insights and advice from library directors, a community volunteer who spearheaded the project in Wilsonville, and the Regional Director from Dolly Parton's Imagination Library. Explore the potential for this program in terms of early literacy, corporate partnerships, community outreach, and public relations.

**Sponsors: PLD**  
**Wilder**

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### **Meeting Patrons at the Point of Need: Envisioning a Just-in-Time Repository for Oregon Libraries**

**Lori Wamsley**, Portland Community College; **Kim Read**, Concordia University

What if libraries across Oregon shared a repository of how-to instructional videos and tutorials? What if patron questions like, 'How do I download an eBook?' could be answered by a slick two-minute video that any library using the same eBook platform could embed at the point-of-need? Together, we'll envision what instructional content could best be shared among Oregon libraries and how point-of-need resources could support library patrons at all different types of libraries.

**Sponsor: LTRT/PLD  
Studio B**

### **Oregon Libraries Into the Future**

**Michael Dowling**, American Library Association

What do you believe is the future of the library profession? What do you aspire libraries to become? What can associations and others do to actually help achieve professional and community goals. Learn about ALA's Libraries Transforming Communities Initiative, and join us for a frank and honest conversation about where we are and where we're going.

**Sponsor: Conference Committee  
Studio A**

### **Process Not Product: Unstructured Activities for All Ages**

**Isaac Fellows & Anna Bruce**, Clackamas County Library

Library programs offer a perfect opportunity to introduce kids, teens and parents to unstructured creativity. Find out how you can use everyday materials and simple supplies to develop fun and engaging activities (messy and mess-free!) that can be adapted to your library's offerings. From color mixing shaving cream to sticky paper mosaics, from paper airplanes to tennis ball launchers, you'll gather and share ideas for developing open ended projects. Whether crafts after storytimes or summer games in the park, library staff can provide materials to encourage brainstorming, teamwork and creativity. Simplify your approach to programs by focusing on the process, not the product. We'll explore how the process approach supports children, teens, parents, and you.

**Sponsor: CSD/ OYAN  
Vistas I**

### **Exhibits & Break**

**3:30-4:00 pm**  
Exhibits Hall

**Session 3**  
**4:00-5:30 pm**

### **Against Conventional Wisdom: Lessons From Quiet & Mastering the Art of Quitting**

**Thea Evenstad**, McMinnville Public Library

How do we allow room for creativity in our libraries? In this session, we will explore cultural biases toward extroversion and persistence and discuss how these can be blocks to creativity.

**Sponsor: PLD/SSD  
Studio B**

### **Connect and Create: Using Social Media to Market Your Small or Rural Library**

**Penny Hummel**, Penny Hummel Consulting; **Kate Lasky**, Josephine Community Libraries

Facebook, Pinterest and other forms of social media are invaluable assets for libraries hoping to increase their visibility, deepen customer loyalty, grow new audiences, and foster interaction with members of their community. In this session, learn practical and creative ways to effectively mobilize these powerful marketing tools for your small or rural library, and what the data really says about rural residents, public libraries and social media.

**Sponsor: PLD  
Wilder**

### **Creative Cataloging Survival Skills**

**Lori Robare**, University of Oregon; **Amy Mihelich**, Washington County Cooperative Library Services

So many bibliographic records to choose from, how do you tell the good from the bad to the downright ugly? Metadata experts will provide valuable advice to guide you through the process of choosing, editing, and enhancing records for the best results in your public catalog.

**Sponsor: TSRT  
Ferber**

### **The Edge Initiative: Get an Edge on Your Technology Services**

**Darci Hanning**, Oregon State Library; **Mo Cole**, Oregon City Public Library; **Kevin Barclay**, Deschutes Public Library; **Jenny Berg**, McMinnville Public Library

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Darci Hanning, from the Oregon State Library, presents an overview to the Edge Initiative. This initiative was developed by a national coalition of leading library and local government organizations, funded by the Bill and Melinda Gates Foundation, and is led by the Urban Libraries Council. It was created with the vision that all people should have opportunities to enrich and improve their lives through open access to information, communication, and technology services provided by public libraries. Edge is a groundbreaking, management and leadership tool, helping libraries create a path for the continuous growth and development of their public technology services. Darci will be joined by public library staff who have used the Edge Initiative for assessment and improvement in their libraries.

**Sponsor: PLD/LTRT  
Studio C**

### **Exhibiting Our Creativity: Library Displays**

**Mary Colgan-Bennetts**, Siuslaw Public Library; **Debbie Du Tell**, Northwest Christian University; **Claudia Kehoe**, Wood Middle School (Wilsonville); **Chris Isett**, Deschutes Public Library

Some of the more creative work support staff do in libraries concerns the design of library displays. Please join us as support staff discuss techniques and creative inspirations used to create unforgettable library exhibits.

**Sponsor: SSD  
Vistas I**

### **Raspberry Pi & Beyond: Teching up your teen program**

**LuCinda Gustavson & Kristen Curé**, Springfield Public Library

Technology programs can be a reality at minimal cost with Raspberry Pi computers, MaKey MaKey keyboards, and stuff many libraries already have. Teens can code their own Minecraft world using Python, make a keyboard out of practically anything, create animation using Scratch and lots more. It's doesn't take a tech wiz to provide tech programs. This session provides a guide to the right resources and advice to avoid the pitfalls.

**Sponsors: OYAN/CSD  
Hansberry**

### **Reimagining Ready to Read Road Show**

**Katie Anderson**, Oregon State Library

This is a great opportunity to learn why the Ready to Read Grant is changing, what the changes are and what will stay the same. The session offers a walk through a draft of the

new application and report form, and plenty of time for questions.

**Sponsor: OYAN/CSD  
Director's**

### **Welcome to the United States: Services for Immigrants and Migrant Workers**

**Dotty Ormes**, Southern Oregon University; **Candise Branum**, Oregon College of Oriental Medicine; **Martin Blasco**, WCCLS; **Carlos Galeana**, Multnomah County Library

Immigrant and migrant workers are an under-served population that can benefit from a variety of services. There are many government and other trusted resources for libraries to access when planning services and programs for immigrant/migrant populations. Examples of these are; health and medical information, Spanish Language services, information on U.S. Citizenship. This panel will highlight some possible resources and promote discussion of related issues among the attendees.

**Sponsor: DIGOR/SSRT  
Studio A**

### **Zines 101**

**Kelly McElroy**, Oregon State University; **Lillian Karabaic**, Independent Publishing Resource Center

Zines are self-published works made for passion, rather than for profit. Public, school, academic, and special libraries have built collections of zines, but they're also a helpful teaching tool. We will share a hands-on Zines 101 workshop, covering the history and culture of zines and tips for making them, as well as giving participants time to contribute a page to a collaborative zine.

**Sponsor: CSD  
Vistas II**

### **Business Meetings**

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

- **Children's Services Division**—Wilder
- **Intellectual Freedom Committee**—Studio B
- **Oregon Authors Committee**—Hansberry
- **Oregon Digital Library Consortia**—Studio A
- **Outreach Roundtable**—Vistas II
- **Public Library Division**—Director's
- **Reference Roundtable/Legal Reference Roundtable**—Studio C
- **Support Staff Division**—Vistas I
- **Technical Services Roundtable**—Ferber

## Program Schedule: Thursday, April 16, 2015

### Off-site Receptions

#### Emporia State University, SLIM, Student and Alumni Reception

5:30-6:30 pm — Please stop by Emporia's vendor booth for details.

Alumni, students, and friends of Emporia State University's School of Library & Information Management (SLIM) are invited to attend.

#### OYAN Reception and Award

5:30-6:30 pm — The Tap and Growler  
207 E 5th Ave #115, Eugene

Everyone is invited to enjoy some snacks and social time with the Oregon Young Adult Network. A no-host bar is also available. The high point of the evening will be the announcement of the winner of OYAN's You're Excellent Award (aka the OYEA Award). Come congratulate someone who made a positive and significant contribution to teens in libraries last year!

#### All-Conference Reception

6:00-7:00 pm

Composer's Hall (Exhibits)  
Sponsored by Midwest Tape

#### President's Banquet

#### Cartoonists and the Chemistry of Scenius

7:00-9:00 pm

Williams/O'Neill

The musician Brian Eno coined the term "scenius": the creative power that arises from "ecologies of talent" rather

than from lone masterminds. A lot of the best and most interesting comic books, graphic novels and comic strips of the past 75 years have emerged from sceniuses-- they're the work of artists who've been associated with shared studios and other creative collectives. I'll discuss some fascinating examples, including DeWitt Clinton High School, Will Eisner's American Visuals studio, the original Marvel Bullpen, the Crusty Bunkers, and Oregon's own Periscope Studio. I'll also talk about what seems to create the conditions for scenius to flourish in comics, and what stifles or disperses it.

#### OLA After Hours—an EveryLibrary and People for Oregon Libraries Fundraiser

9:00 pm-12:00 am

Party Downtown, 55 W Broadway, Eugene

Join EveryLibrary Board Members, John Chrastka and Erica Findley for an end of day social event and fundraiser with People for Oregon Libraries during the OLA conference. Buy your early bird tickets now. This event will sell out. Your ticket is for open cocktails, beer and wine, select appetizers, brief remarks by EveryLibrary board members, and a chance to schmooze with information professionals from all around the NW. Relax at the end of the conference day. Party Downtown is only 3 blocks away from the conference hotel.

Special thanks to OLA and the OLA president, Candice Watkins for donating the time of the President's reception and for helping to promote this fundraiser.

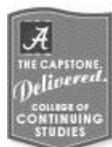
Ticket proceeds will be split between People for Oregon Libraries and EveryLibrary.

### Conference Sponsors

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**yalsa**  
Young Adult Library  
Services Association  
[www.ala.org/yalsa](http://www.ala.org/yalsa)

## Program Schedule: Friday, April 17, 2015

**Registration**  
7:00 am-12:00 pm  
Conference Center Lobby

**Business Meetings**  
7:00-8:00 am

- **Library Instruction Round Table**—Off Site
- **NW Central**—Studio B

**OCLC Update Breakfast**  
7:00-8:30 am

Eric Forte, OCLC Member Relations Liaison, invites you to a free breakfast and updates and discussion of what's new at OCLC, your library cooperative. We'll discuss the trends that are forming and reforming library priorities, and provide an update of how OCLC's services are leading the response to change. We'll cover developments in many OCLC services, and we'll also discuss where OCLC is going with linked data, recent OCLC research and initiatives, and library advocacy. Bring your questions and enjoy breakfast with your colleagues.

**Lampman Award Ceremony and Breakfast**  
7:00-8:30 am

Please join CSD for the Lampman Award breakfast, which honors the 2015 Evelyn Sibley Lampman Award Recipient! The Evelyn Sibley Lampman Award was established in 1982 to honor a living Oregon author, librarian, or educator who has made a significant contribution to Oregon in the fields of children's literature and library services. It is awarded annually by the Children's Services Division of the Oregon Library Association in memory of Evelyn Sibley Lampman (1907-1980), noted Oregon teacher, journalist, and author of children's books.

**Sponsor: CSD  
Williams**

**Session 4**  
8:30-10:00 am

**All Together Now! Evaluating Technical Services  
Collaborative Models**

**Janet Tapper**, University of Western States; **Noelle Stello**, National College of Natural Medicine; **Jean Peick**, Washington County Cooperative Library System; **Ann Miller**, University of Oregon

Libraries of all types are exploring collaborations in technical services. Join public, health sciences and academic librarians in a discussion of these models.

**Sponsor: TSRT  
Ferber**

**Best Practices for Music Cataloging Using RDA**

**Ann Shaffer**, University of Oregon

Music cataloging using RDA involves numerous changes and challenges. The music specialist community has developed guidelines to help ensure consistent practices and quality access to music materials. This session will highlight best practices for: the use of 33X fields for scores and sound recordings; performers vs. creators and the impact on access points (especially for popular music); musical compilations; and how to determine whether, in FRBR terms, a new release of a recording or a different edition of a score is a new work, expression, or manifestation.

**Sponsor: TSRT  
Studio B**

**Cannabis Resources for Librarians Serving Medical  
Patients and Others**

**Max Macias**, Public Librarian; **Jake Boone**, Apothecaria Medical Dispensary; **Bethany Sherman**, Oregon Growers Analytical

**O'Neill**

The information needs of medical patients and consumers are underserved by libraries and are ill understood by librarians—we seek to alleviate that issue. The first part of the session is comprised of a presentation that seeks to be a primer on what cannabis is, the varieties of consumption, the plethora of cannabis products, and understanding the rudiments of cannabis use and some information resources. The second part is question and answer session with a panel.

**Sponsor: PLD  
Studio A**

**Cultivating Creativity & Imagination in Children &  
Youth: Librarians' Effective Use of First Principles of  
Instruction**

**Mirah J. Dow**, Emporia State University, School of Library & Information Management

Join a conversation about cultivating creativity and imagination in children and youth by focusing instructional resources through a prism with polished edges reflecting first principles of instruction, the guided-inquiry method, and expectations embodied in today's educational standards. Discover potential for "blind spots" in communication and collaboration.

**Sponsor: OASL  
Wilder**

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### **Cybercreeps, Data Miners & Peeping Uncle Sams— Teaching Patrons About Privacy Online**

**Buzzy Nielsen**, Hood River County Library District; **Amy Honisett**, Multnomah County Library; **Garnetta Wilker**, Portland Public Schools (Retired); **Roberta Richards**, Portland Community College

How can we help our patrons stay safe and protect their personal information online? In this session, school, public and academic librarians will provide tips and resources for training library users about the basics of online privacy protection, including using public computers and wifi networks safely, savvy use of social media, tracking by Google and other free web services, and awareness about data mining, scams and cybercrime. Learn about handouts, tutorials, and workshop ideas to help your library users stay safe online and reduce the size of their digital footprints.

**Sponsor: IFC/ACRL-OR  
Hansberry**

### **OLA: Cultivating Creative Members**

**Connie Anderson-Cohoon**, Southern Oregon University; **Penny Hummel**, Penny Hummel Consulting; **Heather McNeil**, Deschutes Public Library; **Hannah Rempel**, Oregon State University; **Shirley Roberts**, Eastern Oregon University & OLA Association Manager; **Elvira Sanchez-Kisser**, Woodburn Public Library

Are you looking for a creative way to make a difference 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. Audience members will have a chance to learn more about OLA Round Tables via a "speed dating" format.

**Sponsor: PPR/MC  
Studio C**

### **Print Your Book**

**Jessica Stinson**, Eugene Public Library

Whether your patron has written a book they want to print and sell widely, or they want to print just a few copies of a family history or recipe collection, self-publishing is now easier and more affordable than ever. Learn how to teach a class that guides patrons in the process. Hear about what patrons want, key resources, and the advantage of connecting patrons to each other. Let the creativity flow!

**Sponsor: PLD  
Director's**

### **Stark Raving OYAN: Book Raves and Graphic Raves Revealed**

**Sonja Somerville**, Salem Public Library; **Traci Glass**, Eugene Public Library; **Aimee Meuchel**, Tualatin Public Library

OYAN representatives will fuel readers advisory arsenals with a dazzling array of young adult fiction, non-fiction, and graphic novel selections. Snappy book talks will be backed up by the distribution of the fresh-off-the-presses annual OYAN Book Rave list and the 2014 OYAN Graphic Rave, followed by more booktalks from a super-secret list of newer "Ravers Choice" recommendations.

**Sponsor: OYAN  
Vistas II**

### **What's It All About?: Libraries, Hubs, and Early Literacy**

**Stephanie Lind**, Washington County Cooperative Library Services; **Katie Anderson**, Oregon State Library; **Barratt Miller**, Crook County Library; **Brenda Comini**, Central Oregon Early Learning Hub; **Rick Samuelson**, Washington County Cooperative Library Services; **Rebecca Collett**, Washington County Early Learning Hub

Have you been wondering how the Governor Kitzhaber's education initiatives are affecting libraries? This session will provide an overview of statewide early learning changes. A panel of library and Hub staff will discuss and answer questions about Early Learning Hubs, how those are rolling-out at the local level and how they relate to libraries. Learn about the new connections being made and the creative approaches libraries are taking to work with others agencies in providing improved early learning services.

**Sponsor: PLD/CSD  
Vistas I**

### **Exhibits, Break and Poster Sessions**

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

Composer's Hall and Conference Center Lobby  
For information on Poster Sessions, see list on page 13.

### **Session 5**

**11:00 am-12:30 pm**

### **Capturing Learning in the Library Commons: A Whiteboard Photo-Ethnographic Study**

**Uta-Hussong-Christian**, Oregon State University; **Rick Stoddart**, University of Idaho

Libraries are increasingly called upon to provide evidence

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of their contributions to, or impact on, student learning. Whiteboards, which fill many learning spaces, furnish evidence via student-generated visualizations. Librarians at Oregon State University undertook an exploratory, term-long, photo-ethnographic study to determine the types of visualization activities in which students engage to help them learn. Results show differences in visualization activities across discipline groups and suggest the need to design study spaces to accommodate those needs. This study serves as a model for those seeking to identify and convey ways in which learning spaces support and contribute to student learning.

**Sponsors: ACRL-OR  
Studio B**

### **Creative Marketing Basics for Children's Services**

**Brandon Buerkle**, Freelance Graphic Designer; **Amanda Lamb**, Newberg Public Library

What makes a good program flyer? Need to write a catchy press release to the local newspaper? Trying to generate interest on Facebook? Want to share creative marketing ideas from your library? Learn design and marketing basics from a graphic designer and a former public relations writer. Come ready to share about creative ways you market your children's programs and hear from your colleagues!

**Sponsor: CSD  
Ferber**

### **Developing Digital Literacy: A Flexible Model Designed to Meet Learners' Needs**

**Ann Miller**, University of Oregon

Public libraries provide digital literacy programming to support the needs of individuals in their communities. However, structuring a program that serves learners with varying skills, goals, and interests is challenging. This presentation will share research findings on digital literacy acquisition in a self-paced, tutor-facilitated learning model implemented in public libraries and community centers around the country. Administrators and coordinators demonstrated the flexibility of the program by adapting it to a variety of settings. The use of a structured online learning platform with in-person help has proven to be a creative, sustainable approach that was responsive to learners' needs.

**Sponsor: PLD/LIRT  
Wilder**

### **How Many Librarians Does It Take? ... Reinventing a Branch Collection**

**Karen Muller; Hillary Ostlund; Erin Sharwell; Laura Mikowski; Chris King; and Kate Ayres**, Hillsboro Public Library

In 2013, Hillsboro Public embarked on multiple major construction projects. The Main Library expanded, the Shute Park branch closed for renovations, and the branch collection was integrated into the Main Library. Shute Park reopened in 2014 with a new building, a new collection, and a new vision. Technical Services and Collection Development staff will talk about many different aspects of the project, from planning and purchasing the collection to cataloging, processing, and pushing heavy bookcarts. Learn from our mistakes and let us tell you ingenious tips and tricks that will make your next move successful!

**Sponsor: TSRT  
Vistas II**

### **More Than a Bandage: Health Information Resources for Librarians & Educators Working with Children & Teens**

**Carolyn Martin**, National Network of Libraries of Medicine/Pacific Northwest Region

This session will be about the various resources provided by the National Library of Medicine so that school librarians or anyone working with children and teens can inform their staff as well as students and their families where to find good information regarding their health. Attendees will also learn about the National Library of Medicine's many resources to assist teachers and educators by providing supplemental education information and lesson plans covering such topics as forensics, environmental health, and genetics.

**Sponsor: PLD/OASL  
Studio A**

### **Next Generation Science Standards: The Next Big Thing**

**Jennifer Maurer**, Oregon State Library

Oregon was one of 26 states that contributed to the development of the Next Generation Science Standards (NGSS), and the Oregon State Board of Education adopted the new standards in March 2014. Schools have until the 2018-19 school year until students will be tested on the NGSS. What changes will these new science standards bring? Where do the NGSS intersect with the Common Core? How can your library support students and educators in this transition? Learn the answers to these questions and more!

**Sponsor: OASL  
Director's**

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### Oregon Readers Choice Award: The Year's Winners and Next Year's Nominees

**Nina Kramer**, Multnomah County Library; **Karren Timmermans**, Pacific University; **Jessica R. Marie**, Salem Public Library

Through booktalks, book trailers, and more, this sessions will introduce the 2015 Oregon Readers Choice Award winners as well as the nominees for the 2016 list. Presenters will also offer tips on a variety of ways that the books and the ORCA program can be promoted in libraries and schools.

**Sponsor: ORCA/OYAN  
Hansberry**

### Privacy Technology—Tools for Protecting Your Patrons & Yourself on Public & Personal Computers

**Susan Mecklem**, Davis Wright Tremaine Law Firm; **Sean Park**, Coos County Library Service District; **Linda Rudawitz**, Warner Pacific College

Data miners, cybercriminals and government spies are helping themselves to private information, so tech-savvy library staff need tools to fight back! This session will provide a practical toolkit to address a range of privacy challenges, including settings for public computers and wifi networks, mobile phone and social media settings, cloud computing, encryption, data breaches, and more. Bring your questions and your own tips to share.

**Sponsor: IFC/ACRL-OR  
Vistas I**

### Readers Advisory for Comics

**Laural Winter & Kate Schwab**, Multnomah County Library

You know they're out there. Some of your patrons are finding them on their own, but when others come to you asking for comics, you aren't always sure what to give them beyond Maus, Persepolis, and Watchmen. In Readers' Advisory for Comics we'll discuss appeal factors for comics, top genres and creators, and resources for finding read alikes. You'll leave with lists for all ages and an understanding of why comics are for everyone.

**Sponsor: RRT  
Studio C**

### Awards Lunch

12:30-2:00 pm

Hellman/Williams/O'Neill

Sponsored by Emporia State University

### Session 6 2:00-3:30 pm

### Creative Partners, Creative Relationships: Making Friends in Unexpected Places

**Leah Griffith**, Newberg City Library; **Sara Thompson**, Oregon State University-Cascades; **Ted Smith**, Newport City Library; **Abigail Elder**, Beaverton City Library

Learn how to build community partnerships, cultivate powerful relationships, and expand your library's impact.

**Sponsor: LDLC/PLD  
Vistas II**

### Creativity in Technology: Current & Future Trends

**Darci Hanning**, Oregon State Library; **Esther Moberg**, Seaside Public Library

Presentation on current and future technology trends in Oregon libraries and beyond with a look to future potential practices and current best practices. We will have specific examples from Oregon academic and public libraries, and plan to have some "idea boards" of future tech that may impact libraries in near future. The session will wrap up with an opportunity for attendees to share their favorite app and/or tech.

**Sponsor: LTRT/ACRL-OR  
Ferber**

### Discovery Layers in Action

**Wylie Ackerman**, Deschutes Public Library; **Stefanie Buck**, Oregon State University; **Emily Cable**, Salem Public Library; **Steph Miller**, Multnomah County Library

Panelists discuss experiences, benefits and pitfalls of presenting library resources using a discovery layer versus the traditional library catalog. Platforms discussed include BiblioCommons (with Innovative Interfaces), Enterprise (SirsiDynix), Summon (Serials Solutions), and Primo (ExLibris). Q&A to follow.

**Sponsor: TSRT/LTRT  
Studio C**

### Hungry Kids in Oregon Public Libraries

**Donald Allgeier**, Kylie Park and Carol Parten, Multnomah County Library; **Marcella Miller**, Partners for a Hunger-Free Oregon; **Cami Nielsen**, Klamath Falls Public Library

This program will examine how libraries have addressed on-going hunger issues as they arose and eventually through

## Program Schedule: Friday, April 17, 2015

community partnerships. We will talk about why hunger is an issue for us in meeting our strategic goals, how and where we have addressed hunger in our library systems, and the lessons we learned from this work and our partnerships. This program will have opportunities for you to hear from a panel of people who work in libraries that have used free lunch programs to address hunger and to work in small groups with library colleagues to brainstorm ways to address hunger in your own community.

**Sponsor: PLD  
Hansberry**

### **Levels, Genres, & Picture Book Topics: Making Your Children's Collection Reader-Friendly**

**Steven Engelfried & Shannon Belford**, Wilsonville Public Library

"Do you have any princess stories?" "Where are the 'Eyewitness' books?" "What's the right book for my 1st grader?" Traditional shelving practices don't always make it easy for patrons to find exactly what they're looking for... unless we shift towards a "reader-first" approach to collection arrangement. The Wilsonville Public Library now features Picture Books arranged by topics, genre shelves for Children's Fiction, Early Readers in four distinct levels, and a Non-Fiction Series section. Learn how these and other collection adjustments have changed how young patrons, their grown-ups, and the library staff that help them find the books they really want.

**Sponsor: CSD  
Wilder**

### **Readers' Advisory in Academic Libraries: A Creative Way to Contribute to Student Success**

**Elizabeth Brookbank**, Western Oregon University

Narrative-length, self-directed reading facilitates critical thinking and information literacy skills-building, fosters creativity, increases empathy, and – for students – has been linked to greater overall academic achievement. Given this, readers' advisory activities, while not generally within the purview of academic libraries, are a novel (no pun intended!) and creative way to contribute to student success. This session will examine the place of recreational reading and readers' advisory in academic libraries. It will also discuss real-life experiences conducting readers' advisory with college students, and tips for creatively and effectively promoting recreation collections and encouraging a culture of reading in your campus community.

**Sponsor: ACRL-OR  
Director's**

### **Think Like a Scholar: Using the ACRL Framework to Shape Collaborative, Discipline-based Information Literacy Instruction**

**Annie Downey, Ryan Clement, & Erin Conor**, Reed College Library

Collaborating with faculty on teaching information literacy (IL) is arguably one of the most difficult aspects of academic librarian work. In this session, we will present how we have used the concepts in ACRL's draft Framework for Information Literacy for Higher Education to guide conversations with faculty about teaching research competencies at Reed College. The Framework and its presentation of threshold concepts is particularly useful for developing discipline-specific teaching strategies and approaches when working with core and gateway courses. The session will include the content we developed in collaboration with faculty for courses in music, anthropology, history, and psychology.

**Sponsor: ACRL-OR  
Studio B**

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

**Bill Baars & Carissa Barrett**, Lake Oswego Public Library; **Katie Anderson**, Oregon State Library; **Stephanie Chase**, Hillsboro Public Library

The ever popular 2-Minute reviews will cover both fiction and non-fiction written by Oregon Authors in 2014 early 2015.

**Sponsor: OAC  
Vistas I**

### **The World at Your Doorstep (or Reference Desk): Global Inspiration for Your Library**

**Christy Davis**, Klamath County Library District; **Lori Robare**, University of Oregon Libraries; **Richard Sapon-White**, Oregon State University Libraries

The OLA International Relations Round Table invites OLA attendees to a panel presentation of librarians and others who have travelled abroad recently or worked with international library visitors locally. Learn about library service and culture in other countries. What opportunities and challenges do our libraries have in common and how are they different? Gain practical ideas for serving patrons from other countries and be inspired to seek out libraries during your own travels, ask questions, and connect.

**Sponsors: IRR  
Studio A**

## Exhibitors

The Oregon Library Association sincerely thanks the following Exhibitors for their support of our annual conference. Please take time to visit the exhibits throughout the conference and let them know you appreciate their support.

### **ABDO Publishing**

#### **Booth 27**

Abdopublishing.com  
8000 West 78th St, Ste 310, Edina, MN 55439  
Phone: 800-800-1312  
Contact: Keri Lahl

ABDO has been an educational publisher of quality children's and YA titles for 30 years, with nonfiction & fiction titles for grades PreK-12 in reinforced library bindings as well as digital products including hosted ebooks, databases, and eBoosts. Company divisions include ABDO Publishing, ABDO Kids, MagicWagon, Spotlight, and ABDO Digital.

### **AWE, Inc.**

#### **Booth 21**

www.awelearning.com  
2501 Seaport Drive, Ste 410-SH, Chester, PA 19013  
Phone: 610-833-6400  
Contact: John Lane

AWE is the leading provider of all-in-one digital learning solutions for young children in public libraries. Our products include over 70 educational software programs featuring thousands of activities. AWE's products promote self-directed, independent learning. AWE's flagship product, the Early Literacy Station, is currently found in 40% of U.S. library systems.

### **Baker & Taylor**

#### **Booth 11**

www.baker-taylor.com  
2550 West Tyvola Rd, Ste 300, Charlotte, NC 28217  
Phone: 800-775-1800  
Contact: Carlyne Patenaude

Baker & Taylor is the premier worldwide distributor of digital and print books and entertainment products. The company leverages its unsurpassed worldwide distribution network to deliver rich content in multiple formats, anytime and anywhere. Baker & Taylor offers cutting-edge digital media services and innovative technology platforms to thousands of publishers, libraries, schools and retailers worldwide.

### **Blackstone Audio, Inc.**

#### **Booth 28**

www.Blackstonelibrary.com  
31 Mistletoe Rd, Ashland, OR 97520  
Phone: 800-621-0182  
Contact: Bethany Wolfer

We now offer more than 10,000 audiobook titles, plus more than 100 new releases each month, including titles from Blackstone, Hachette, HarperCollins and BBC. Check our website for monthly specials and sole source titles available exclusively from Blackstone Audio.

### **Books Galore, Inc.**

#### **Booth 25**

www.booksgaloreinc.com  
6040 Mack Rd, Howell, MI 48855  
Phone: 800-598-4217  
Contact: Kim Paul; Lori Puvalowski

Full service distributor of all the non-fiction book publishers. Publisher discounted prices honored as well as FREE shipping! Schedule your appointment today to see what Books Galore, Inc. has to offer.

### **Britannica Digital Learning**

#### **Booth 20**

www.info.eb.com  
331 N LaSalle, Chicago, IL 60654  
Phone: 800-621-3900  
Contact: Brady LaMotte

Britannica Digital Learning, the library and learning division of Encyclopaedia Britannica, publishes dynamic online resources for children and adults. Britannica Online includes distinct versions for academic, school, and public libraries and Image Quest provides millions of quality, rights-cleared images for every research. Britannica also has a rapidly growing collection of eBooks for all readers.

### **Brodart Co.**

#### **Booth 23**

www.brodartbooks.com  
500 Arch St., Williamsport, PA 17701  
Phone: 800-474-9816  
Contact:

Fueled by the expertise of librarians and designed to streamline your overall workflow, our services range from Collection Development assistance to Cataloging and Processing Services.

### **Dollywood Foundation**

#### **Booth 5**

www.imaginationlibrary.com  
2700 Dollywood Parks Blvd, Pigeon Forge, TN 37863  
Contact: Pam Hunsaker

Booth to promote Dolly Parton's Imagination Library in support of Thursday afternoon conference program.

## Exhibitors

### **EBSCO Information Services**

#### **Booth 18**

www.EBSCO.com  
110 Olmsted St Ste 100, Birmingham, AL 35242  
Phone: 800-653-2726  
Contact: Kirk Gordon; Hondo Rojano  
EBSCO provides e-journal, e-book and e-journal package and print subscriptions, e-resource management tools, full-text and secondary databases, and related services for all types of libraries.

### **Emporia State University, School of Library & Information Management**

#### **Booth 22**

www.emporia.edu/slim  
1020 SW Taylor, Ste 447, Portland, OR 97205  
Phone: 503-223-8280  
Contact: Perri Parise  
The Emporia SLIM MLS Program is a hybrid of weekend classes in Portland about once a month and online education, enabling face-face interaction with faculty and students.

### **Gale**

#### **Booth 16**

www.gale.cengage.com  
27500 Drake Rd, Farmington Hills, MI 48331  
Phone: 800-877-4253  
Contact: Deb Austin  
Gale, part of Cengage Learning, serves the world's information and education needs through its dynamic content pools, which are used in libraries, schools and online.

### **Ginny Gibson, Clay Artist**

#### **Booth 12**

www.ginnygibson.com  
Phone: 541-230-1544  
Contact: Ginny Gibson  
I'm an artist who expresses my creativity through clay. With simple gestures I create soulful human figures that express a love for books and reading. They are individually created, glazed and fired in my studio. My years as a kindergarten teacher feed my imagination with images of great books.

### **NABE**

#### **Booth 19**

www.bookmarketingprofits.com  
PO Box 606, Cottage Grove, OR 97424  
Phone: 541-942-7455  
Contact: Ingrid Crawford; Al Galasso  
The North American Bookdealers Exchange (NABE) offers a wide variety of independently published books for libraries.

### **OiNX Microfiche Jewelry**

#### **Booth 7**

www.oinx.org  
6146 SW 18th Drive #69, Portland, OR 97239  
Contact: Connie LaValley  
I make jewelry out of pieces of microfiche! Each piece is made by hand using tiny images saved on microfiche or microfilm from a few printed pages of magazines (such as Rolling Stone, Life, Time) that were published as early as 1939— no two pieces are alike!

### **Oregon College Savings Plan**

#### **Booth 13**

www.OregonCollegeSavings.com  
617 Eastlake Ave East, Ste 100, Seattle, WA 98109  
Phone: 866-772-8464  
Contact: Tim Findlay; Kathy Griffin; Michael Parker; John Valley  
The Oregon College Savings Plan is designed to help families save money for higher education expenses with the benefit of tax advantages.

### **Oregon Corrections Enterprises**

#### **Booth 10**

www.oce.oregon.gov  
3691 State Street, Salem, OR 97301  
Contact: Brad Atkins; Richard Wright  
Library furniture, both standard and custom options available.

### **Oregon Digital Newspaper Program**

#### **Booth 6**

http://oregonnews.uoregon.edu  
1501 Kincaid St, Eugene, OR 97403  
Phone: 541-346-1859  
Contact: Sheila Rabun  
Free, online access to keyword searchable historic Oregon newspapers!

### **Oregon Health & Science University Library**

#### **Booth 8**

http://ww.ohsu.edu/xd/education/library/  
3181 SW Sam Jackson Pk Rd-LIB, Portland, OR 97239  
Phone: 503-494-3460  
Contact: Stephanie Kerns; Laura Zeigen  
The Oregon Health & Science University (OHSU) Library, the largest health sciences library in Oregon, serves the faculty, staff and students of OHSU, as well as health professionals and residents of the State of Oregon.

## Exhibitors

### **Oregon State Library**

#### **Booth 14**

<http://www.oregon.gov/OSL/pages/index.aspx>

250 Winter St NE, Salem, OR 97301

Phone: 503-378-4243

Contact: Joel Henderson; Ferol Weyand

The Oregon State Library provides leadership and resources to continue growing vibrant library services for Oregonians with print disabilities, the Legislature and state government, and all Oregonians through local libraries.

### **Perma-Bound Books**

#### **Booth 15**

[www.perma-bound.com](http://www.perma-bound.com)

8 Vintage Way, Coto de Caza, CA 92679

Phone: 800-637-6581

Contact: John Geeza; Jamie Orłowski; Phil Orłowski

The Strongest Books You Can Buy aligned to Common Core State Standards, Lexile, Guided Reading, Accelerated Reader, Basal Bibliography Themed Sets and Award Winners all bound in superior, hardcover Perma-Bound bindings. Ebooks and paperbooks now available.

### **ProQuest**

#### **Booth 1**

[www.proquest.com](http://www.proquest.com)

789 E Eisenhower Pk, Ann Arbor, MI 48106

Phone: 800-521-0600

Contact: Karina Vidal

ProQuest connects people with vetted, reliable research information. The company's products are a gateway to the world's knowledge, including dissertations, governmental and cultural archives, news, historical collections, and ebooks.

### **Recorded Books**

#### **Booth 3**

[www.recordedbooks.com](http://www.recordedbooks.com)

270 Skipjack Rd, Prince Frederick, MD 20678

Phone: 877-732-2898

Contact: Bryan Messersmith

Recorded Books provides audiobooks, language-learning products, films and other products for public and university libraries. RBdigital from Recorded Books offers electronic resources and digital databases.

### **SirsiDynix**

#### **Booth 9**

[www.sirsidynix.com](http://www.sirsidynix.com)

3300 N. Ashton Blvd, Ste 500, Lehi, UT 84043

Phone: 800-288-8020

Contact: Chris Harris

SirsiDynix is dedicated to helping libraries provide their staff and patrons with the Best Library User Experience through advanced automation solutions such as our new BLUEcloud Suite. Please stop by the SirsiDynix to see our new mobile solution, eResource integration with our OPAC, or our next generation ILS interface.

### **Spacesaver Specialists, Inc.**

#### **Booth 24**

[www.storageplanning.com](http://www.storageplanning.com)

9730 SW Herman Rd, Tualatin, OR 97062

Phone: 503-924-4100

Contact: Tom Miller

2015 marks the 37th year Spacesaver Specialist has been serving Oregon libraries by designing, installing & servicing media storage systems. Spacesaver stationary stacks include a wide variety of media accessories. We provide full service planning and design services.

### **Tech Logic**

#### **Booth 2**

[www.tech-logic.com](http://www.tech-logic.com)

1818 Buerkle Rd, White Bear Lake, MN 55110

Phone: 651-389-4992

Contact:

Tech Logic focuses exclusively on serving libraries. As a caring industry pioneer, we serve all patrons and staff by offering the most innovative and reliable solutions for your library. Our truly American designed and manufactured products transform the tedium associated with material handling & automation, patron self-service, security systems, education technology, mobile device management, etc.

### **Technical Furniture Systems, Inc.**

#### **Booth 17**

[www.technicalfurnituresystems.com](http://www.technicalfurnituresystems.com)

2504 Hartford Drive, Lake Stevens, WA 98258

Phone: 888-788-6332

Contact: Deanne Lundquist; Brandon Timmerman

Sales & Installation of Library Furniture and Shelving. Representing Estey, Cantilever Library Shelving & TMC Furniture & Kingsley Book Return Systems, Seismic Upgrade Services.

### **University of Washington Impact Survey**

#### **Booth 26**

<http://impactsurvey.org>

PO Box 354985, Seattle, WA 98195

Phone: 206-543-4324

Contact: Samantha Becker, Principal Research Scientist  
Impact Survey is a tool designed to provide busy librarians with outcomes-focused data and customized advocacy materials on how patrons use library services. Impact Survey saves you the time and costs associated with writing, programming, analyzing, and reporting your own surveys.

### **World Book**

#### **Booth 4**

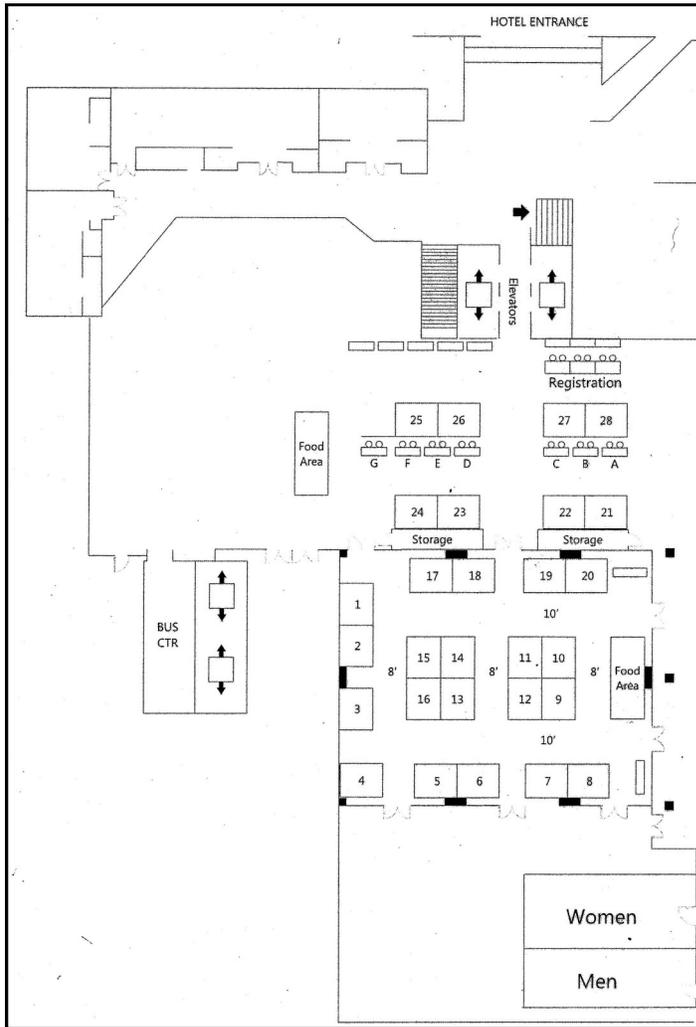
[www.worldbook.com](http://www.worldbook.com)

19535 Silver Fox Parkway, Oregon City, OR 97045

Phone: 800-967-5325

Contact: Derek Collett; Robert Geertsen

World Book is the leader in print and digital reference products for libraries and schools.



### Exhibit Floor Map

Please remember to take time to visit the exhibits and thank them for their support of our conference. The Exhibits are open during the following times.

Thursday: 10:00 am-6:00 pm  
 Friday: 8:00 am-12:00 pm

### 2016 Conference

The Oregon Library Association Annual Conference will be held April 20-22, 2016 at the Riverhouse Hotel and Convention Center in Bend, Oregon.



