

Saturday, June 27, 2015

8:00 AM - 8:45 AM

A CQ Teaser: Exploring Cultural Intelligence

You've heard of IQ and EQ, but what about CQ?

Cultural Intelligence (CQ) refers to our ability to function effectively across national, ethnic, and even organizational cultural boundaries. Cultural Intelligence involves four interdependent capabilities: Knowledge, Motivation, Interpretation, and Behavior.

Improving our CQ makes us better communicators and more gracious actors in our increasingly diverse world. Through this highly interactive conversation, sample what CQ has to offer and learn tools you can apply immediately as you cross cultural boundaries.

Speaker: Marla Ehlers

9:15 AM - 10:00 AM

The Library-Museum Connection

Join Librarians Rebecca Hopman of the The Rakow Research Library at the Corning Museum of Glass, Kara West of the San Diego Public Library, and Erinn Paige of New Canaan Library for an exciting look at how each of these places—a research library, a large urban library, and a small municipal library—are working to bridge the gap between museum and library service to support the creative life of their communities.

Speakers:

- Rebecca Hopman
- Erinn Paige
- Kara West

10:30 AM - 11:15 AM

You Have My Empathy: What Does Empathy Look Like in the Library?

Whether during reference, programming, or outreach, empathy plays an essential role in everyday interactions between patrons and librarians. But these "soft", empathetic services are rarely openly discussed on the job and often unacknowledged by the public. Why? In this session, the presenter will use current research to highlight what empathy looks like in the library, why it is important, why it is so invisible, how it can be used to support the work we do, and how to provide these services within professional guidelines.

Speaker: Abigail Phillips



Ignite Saturday Session

11:30 AM - 12:00 PM

Here It Is, Your Moment of Zen

Stale book displays could learn a thing or two from the Daily Show. By using short messages that are funny, inspired by pop culture, and ever-so-slightly irreverent, displays can be transformed from static fixtures to conversation starters that draw in users and demonstrate that 'those stuffy librarians' have a sense of humor.

Speaker: Jesse Henning

Let the Wild Rumpus Start: Adventures Beyond the Library Echo Chamber

What do Burning Man, SXSW Interactive, and airplanes have to do with libraries? On the surface nothing obvious, but when we let our librar* flag wave loud and proud we discover these are ripe spaces to engage with communities unaccustomed to the wonders of contemporary libraries. Sharing eclectic professional development opportunities with librarian comrades is exhilarating and a crucial action to keep this profession from expiring of stale nostalgia and reluctance to adaptive change. This is an invitation to be an exploratory librarian and embark on new adventures beyond the library silos together!

Speaker: Andrea Davis

Not Another Sad Gay Love Story: LGBTQ+ Romances for your Library

#weneeddiversebooks includes romance novels. There are too many cases of LGBTQ romances ending in tragedy throughout media, but that isn't the case any longer. Niche publishers are stepping up and publishing excellent romances for a wide range of queer identities including: transgender and genderqueer people, fluid identities that don't fit in any one label, and asexuality. Let's get these titles onto the shelves and into the hands of the patrons who need and want them.

I'll provide lighting book talks, author reviews, and publisher summaries to give you some familiarity with the genre's and sub-genres within the LGBTQ+ romance field.

Speaker: Amy Call

What eCommerce Can Teach Us About Discovery

SXSW Interactive is an annual technology conference in Austin, TX. Companies like Twitter and Foursquare were either launched at SXSWi, or they used it as a platform for achieving success. In this session, EBSCO's Senior Discovery Services Engineer Eric Frierson reports on sessions from last year's conference that could dramatically improve the way users interact with library materials and will share early prototypes of the projects inspired by SXSWi sessions.

Speaker: Eric Frierson

Ignite Saturday Session Continued

11:30 AM - 12:00 PM

Diversity's Action Plan

Can the decades-old problem of the lack of diversity in children's book publishing be solved? Jason Low, publisher of LEE & LOW BOOKS (an independent press that specializes in diversity, founded in 1991), addresses the realities of publishing diverse books and offers actionable steps that publishers and librarians can take to move the needle.

Speaker: Jason Low

Adventures in Preschool Science

STEAM programs are currently all the rage in libraries and schools across the world, but what about our youngest patrons? How can they participate in hands-on learning and critical thinking? Find out how and why one library system brought STEAM learning to its preschool aged patrons, and their parents, during a six week summer program. Don't let your preschoolers be left out of these unique learning opportunities! You can give them the tools needed to become engaged life-long learners.

Speaker: Erin Berman

1:30 PM - 2:15 PM

Conversation Starter: Beyond Print -- Audiobooks, Braille, & Large Print

Beyond Print: Audiobooks, Large Print, and Braille

If you think your audiobook collection is meeting your community's needs, think again!

Discover the audiobooks that you can't find at the bookstore or on WorldCat, so you can turn your "no" into a "yes" for patrons who need audiobooks. Learn about why kids need large print books and how to meet that need. Find out about available Braille books so that you can make your library Braille-reader friendly. And then, let's start brainstorming ways so that more people learn about this hidden library of titles.

Speaker: Elizabeth Burns

2:45 PM - 3:30 PM

Should Graphic Novels Have Their Own Award?

The panel will discuss the merits and concerns of creating a book award specifically for graphic literature. Featuring Printz Award-winning cartoonist Gene Luen Yang; Senior Librarian, Teen Services, Los Angeles Public Library Candice Mack; cartoonist and Kids' Comics Revolution! co-founder Dave Roman; K-8 Media Specialist and Caldecott Committee member Laura Given; and Executive Director of the Comic Book Legal Defense Fund (CBLDF) Charles Brownstein. Panel moderated by K-8 Teacher-Librarian & Black Eyed Susan Graphic Novel committee member Rebecca Oxley.

Speaker: Rebecca Oxley

4:00 PM - 4:45 PM

Girls Like Fart Jokes & Boys Have Feelings: Beyond Gendered Reader's Advisory

Are you tired of hearing "that book is for boys!" and "but that's a girl book!" whenever you try to engage colleagues, supervisors, or even patrons on their next read? What do those terms mean and how have they come to have such sway in our field?

In this panel discussion, we will look at the ways gendering books hurts and limits readers. Attendees will leave with an understanding of why this is a destructive approach to thinking about and discussing books as well as with new strategies for promoting and discussing books outside a gendered lenses.

Speaker: Angie Manfredi

Sunday, June 28, 2015

8:00 AM - 8:45 AM

Start-up Outreach at YOUR Library!

Do you want to "Transforming our libraries, ourselves" but don't know where to start? Are you interested in transforming your library by bringing in new communities? Join us to talk about successful outreach projects. This presentation will come out of the 2015 Seguimos Creando Enlaces conference. Seguimos Creando Enlaces is a free conference held in San Diego that brings together librarians from the US and Mexico to exchange ideas. This year's focus was on outreach to underserved Latino and Spanish-speaking communities. This session will include examples of successful outreach stories and tips so you can do it yourself.

Speakers:

- Kristina Garcia
- Ady Huertas
- Leslie McNabb
- Abby Morales

9:15 AM - 10:00 AM

Hosting Repair Events at Your Library

Fixit Clinic (www.fixitclinic.org) is a hands-on activity in disassembly, troubleshooting, and, (hopefully,) repair of broken household items. It's a natural fit for libraries, and we've held numerous successful events in libraries around the U.S.. We'll cover:

- Scheduling the event and infrastructure necessary
- Recruiting volunteer "Fixit Coaches"
- Effective outreach and event promotion
- Supporting and sustaining ongoing Fixit Clinics
- Library-specific tricks and tips
- We'll do live demonstrations of disassembly, troubleshooting of some common household items

"Education, entertainment, empowerment, elucidation, and, ultimately, enlightenment through guided disassembly of your broken stuff."

Don't Miss This Session!

Speaker: Peter Mui

10:30 AM - 11:15 AM

From Maker to Make-HER: Leveling the STEM Playing Field for Girls

How do techie girls make their way in what's been termed a "bro-grammer" culture? Despite advances in other fields, women still are vastly underrepresented in science, technology, engineering, and math professions (STEM). Explore how public libraries can support girls and engage mothers as mentors through project-based STEM learning. Get inspired by Make-HER instructors, discover what's hot in the Maker Movement, and explore the practicalities of Library as Make-HER Space. Finally, unleash your inner maker and learn-by-doing as #LadyMakers lead participants through a mini Make-HER project.

Speakers:

- Nancy Andrus
- Lindsay Balfour
- Tenaya Hurst



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ALA AmericanLibraryAssociation alaannual.org

Ignite Sunday Session

11:30 AM - 12:00 PM

Outreach - Keep It Simple, Stupid

Outreach. We know we need to do it. Studies and our own experience show that most Americans are ignorant about the services of a 21st century library. But we're so busy IN the library, how could we ever find the time to get OUT of the library and into the community?

Here's the secret: effective outreach can be as simple as having a conversation. Based on the Unexpected Library Project, a six month pilot program exploring non-traditional outreach for the Los Angeles Public Library, I'll explain how you can get started doing incredible outreach with just an hour a week.

Speaker: Mary Ablor

Library Rescue: What Libraries Can Learn from Reality TV

No matter if it's bars, churches, or hair salons television takeover shows improve struggling organizations with a few common principles. This talk will identify those common rules for success and how they can be used to improve our libraries.

Speaker: Elizabeth Saxton

Yik Yak & the Academic Library

Yik Yak is a new location-based anonymous social media platform and mobile app available at 1,500 college campuses. Controversies around racism, sexism, and cyberbullying have led some universities to block it. But Yik Yak can also create community. This session will introduce Yik Yak, including the best and worst from different campuses as well as opportunities for libraries: via Yik Yak, we can learn about otherwise-unreported problems in our buildings and see questions students are posing to peers about research. College students are talking about their libraries on Yik Yak. Should we eavesdrop? Should we join the conversation?

Speaker: Joan Petit



Ignite Sunday Session Continued

11:30 AM - 12:00 PM

Advocacy in Action: Engage your local community to build passionate support for the library

What can advocacy efforts actually achieve? Prepare to be amazed. Join us on a tour de force of US public library accomplishments. Learn key takeaways gleaned from local advocacy efforts at 3,000 public libraries from across the US over the past six years. Discover newly revised curriculum from Turning the Page and digital resources from Geek the Library. Get data to help strengthen the case for a deeper commitment to advocacy at your library. Come away inspired by the best of the best: stories and examples of bold community transformations, powered by libraries small and large.

Speakers:

- Mary Hirsh
- Jenny Powell

Zine Library 101!

Zines – DIY, self-published works – represent an exciting, accessible forum for self-expression. Curious to explore how indie print media can bring transformative creativity to your library?

At Art Center College of Design, zines are an integral part of the library's collection, programming, and outreach. Evaluation has demonstrated that patrons value this nontraditional element, particularly zine workshops that enable students to add work to the collection. This session will inspire you to consider how to integrate zines into your library and features examples of zines from Art Center's collection, including zines created at workshops funded by a recent IMLS grant.

Speaker: Simone Fujita

Making space, holding spark: Creativity and the library

From third space to makerspace to creative instruction, libraries and librarians are getting patrons and students to think and move transformationally and multi-dimensionally. The library is becoming a place for adventure. This session will advance practice and theory on the uses of new space, programs, partnerships and personalities that will inspire your magic, including how we design our library and learning commons, how we utilize our space, and engage diverse communities and partners to think innovatively and creatively about the ways we define a "library".

Speaker: Zachary Newell

1:30 PM - 2:15 PM

Making and Learning: An Emerging Framework for Libraries and Museums

IMLS has partnered with the Children's Museum of Pittsburgh to launch a field-wide initiative to better understand, advance, support, and connect makerspaces in museums and libraries. The project is informed by expert thought partners including Chicago Public Library, North Carolina State University Libraries, Exploratorium, and Maker Education Initiative. This session will introduce an emerging framework for intentional planning and development of makerspaces in museum and library settings to help organizations make informed investments. Ample time will be provided for audience members to ask questions and provide feedback on the framework, which will be released later this year.

Speaker: Peter Wardrip

2:45 PM - 3:30 PM

Choosing Civility in Your Community

Could your community benefit from increased civility? Learn how one library's internal campaign to encourage civility became a successful national initiative that attracted interest from California to Minnesota to Maine; more than 100 partners; five chapters; and local, state, and federal support. Whether you work in a rural, suburban, or urban library, your library can lead the discussion about hot topics in your community. Discover why the library is a natural choice to be the lead organization and how your library can join this growing movement.

Speaker: Valerie Gross

4:00 PM - 4:45 PM

Subversive tweets and likes: Social media = new government information?

Traditional government information is considered official; that is, it is created under the approval of government agencies. Yet as Snowden's release of NSA documents and Weibo.com in China have demonstrated, official or unofficial government information (i.e. not approved for public release) can be quickly discussed and analyzed via social media platforms. Hence librarians need to be versed in new forms of government information, and consider them as sources to provide to users. Let's discuss social

media communication around unofficial government information and strategies that librarians can use to incorporate it into instruction.

Speaker: Chubing Hong

Monday, June 29, 2015

8:00 AM - 8:45 AM

Takin' it to the Streets: Library Services Out and About Your Community

Join the Palos Verdes Library District for a lively and interactive presentation on taking programs out into the community. We will explain what we've done at PVLD then lead a discussion exploring your ideas. If you don't walk out of this session with at least one service to provide outside your library walls, a way to get started on an existing idea, or suggestions on how to get others on board, we'll eat our Prezi. Come join us for a positive, proactive approach to getting services out to your community -- whatever the service, wherever the community.

Speakers:

- Ketzie Diaz
- Deb Ripley

9:15 AM - 10:00 AM

...And Social Justice for All: How Can Librarians and Social Workers Collaborate?

Here in the nation's first city to hire a full-time social worker for its central public library, you'll hear a lot about serving our least advantaged patrons. But we and our social work colleagues have a shared history of commitment to social justice as well as much to learn from each other in theory and practice. Does your library system connect directly with social services? How do you make social justice part of your daily work? Bring learnings from your work life and from conference sessions to this open conversation with a public librarian and social worker.

Speakers:

- Mary Nienow
- Sara Zettervall

10:30 AM - 11:15 AM

Schmoozing for Beginners

Professional networking and schmoozing are two of the most important skills a librarian can have. They are not taught in MLIS programs, and being proficient at both was one of the hardest lessons I had to learn. In order to get the projects done in my community that I was passionate about, move my library forward, and garner political support, I realized that I needed to take advantage of the many professional and political social opportunities going on around me. This presentation shares many of the tips and tricks that I've learned that have been successful for me.



Speaker: Patrick Sweeney

Ignite Monday Session

11:30 AM - 12:00 PM

Six Heads Are Better Than One: Creating and Maintaining a Mastermind Group

Interested in a business tool that will make you a more successful librarian? Mastermind Groups were first designed by Napoleon Hill and are used extensively in business to generate innovative solutions for a variety of problems. This tool is very adaptable to all types of libraries and librarians at every level. This session will go through the nuts and bolts of forming a Mastermind Group so if you need help dealing with a unique situation, are unsure about what works in your community, or want a support system to challenge you and force accountability, you can create a Mastermind Group!

Speaker: Susan Schreiner

Should Librarians Teach Aggregation Tools

In "Netsmart: How to Thrive Online," Rheingold suggests citizens need to curate their own web using aggregation tools (Zotero, RSS feeds) and setting up alerts (EBSCO, Google). "The real-time web isn't a Queue,...but a stream. Don't even try to keep up." (p.102) I assume things have changed since 2012 (who teaches RSS feeds anymore?), and I'd like to investigate a few options for creating one's own dashboards. But mostly I want to ask if this is our future, if this follows or changes the trajectory of our work.

Speakers: Sherri Saines

Board Games for Grownups

Board games have social, creative, and educational potential for all ages. Schools libraries can use games and game mechanisms as enrichment activities with application to the Common Core or state standards. This talk will quickly explain the significance of modern board games through their rules, mechanics, classifications and themes. 20 slides. 20 games. One manic librarian.

Speaker: John Pappas

Crowdfunding, Dogs and Social Media : A Successful Formula for Engaging Students, the Community and the Library

During finals week, the library hosts a "Pause for Paws" stress reduction event for exam weary students. Community volunteers come to the library to share their therapy dogs with students who light up when they pet these friendly dogs. The volunteers love the contact with bright, enthusiastic students, and it's hard to tell who is having more fun, the students, dogs or volunteers. The library's social media statistics spike through the roof at this time like at no other. A crowdfunding campaign raised funds to keep the program going and expand to other parts of campus.



Speaker: Ann Hubble

Ignite Monday Session Continued

11:30 AM - 12:00 PM

Chronicling America: promoting digitized historic American newspapers

What's the point of a multi-million dollar project with cutting edge technology if users are not aware of it?

Efforts on local, regional, national, international-level, and in digital realm to promote Chronicling America, a free online database of digitized US newspapers 1836-1922.

Speaker: Erenst Anip

Tough Books for Tough Teens

Lets talk about the tough stuff: suicide, death, violence, abuse, and self-harm. These are all issues that teenagers have faced on a regular basis. Many will follow the wrong path for a variety of reasons. Many find it difficult to openly discuss their thoughts and feelings. Many end up trusting the wrong people. And many leave the world far too early in their lives. Librarians can be a resource to connect them to books that address their experiences. Let's work to create a dialogue on ways to reach out to better serve teens in emotional distress.

Speaker: Cicely Douglas

1:30 PM - 2:15 PM

Training teens for real-world work: How library internships and volunteer opportunities provide lifelong skills

Libraries in San Diego are bridging the gap between school and the professional world by providing opportunities for teens to practice workplace skills and give back to the community. Three libraries— The Preuss School University of California, San Diego (UCSD,) San Diego County Library (SDCL,) and San Diego Public Library (SDPL)— will be discussing teen volunteer and internship programs at their respective locations. An overview of their programs, best practices, lessons learned, and outcomes, will be shared to inspire other libraries wishing to start their own internship and volunteer programs.

Speakers:

- Angelica Fortin
- Maria Gonzalez
- Monnee Tong



2:45 PM - 3:30 PM

Naked Truth: connect.create.contribute

This won't be your average panel discussion. Yes, you will get the nuts & bolts of an innovative library program that draws lines of patrons 300 deep, but you will also see a true story performed live and get first hand accounts from program participants.

Come find out about the Mill Valley Public Library's Naked Truth, a library program that allows participants to become creators, not just consumers, of great stories (live and digital). Find out how to bring together the best of programs like This American Life, StoryCorps and the Moth under one umbrella in your library.

Speakers:

- Cara Brancoli
- Anji Brenner

4:00 PM - 4:45 PM

What do LIS Students Really Think About Their Education?

Findings from the student-led 2015 Symposium on LIS Education (lisedsymposium.wordpress.com) will be presented to the audience for discussion and debate. Students collaborated from across ALA-accredited institutions to examine the current state of LIS education with the intent of developing student-centered solutions and recommendations. What improvements do LIS students hope to see in LIS programs? What are current student perceptions? What are LIS programs from across the nation doing well? How are we preparing students for careers in LIS? And finally, how do students believe these issues could be addressed?

Speaker: Madison Sullivan

Conversation Starter Special Edition

Monday, June 29, 2015

3:00 PM - 4:00 PM

Think Like a Project Manager, Act Like a Library Leader

As library jobs become increasingly project-oriented, how can librarians incorporate the theories, practices, tools and methodologies associated with Project Management to increase the efficiency and success of the projects we undertake, as well as add value to our professional skill set and become more effective leaders?

Join certified Project Manager and Librarian Emily Clasper in a discussion of the basic principles of Project Management as applied within a library environment. We will use real-life scenarios to illustrate ways these strategies can help increase efficiency, reduce risk, and encourage progress towards strategic goals. Come ready to discuss specific projects you've tackled!

Speaker: Emily Clasper