



Washington Library Association

2014 Conference Workshop Information

Thursday 5/1/2014

Time: 10:30 – 11:45am

Title: *How to Pin, Tweet and Like Your Way Into Your Patrons' Lives*

Join staff from three public library systems for a collaborative panel discussion about how we are engaging with our patrons on Facebook, Twitter, Pinterest and other social media realms. There will also be a chance for you to share your own ideas for effective social media use. Best practices for libraries will be discussed followed by an opportunity for Q & A.

Speaker(s):

Charlotte Hinderlider, Community Library Resource Manager, Yakima Valley Libraries

Jeannie Allen, Marketing Manager, Kitsap Regional Library

Toby Thomas, Adult Services Librarian, Seattle Public Library

Abby Bass, Reference Services Librarian, Seattle Public Library

Sponsor:

WLA

Track:

Connections & Collaboration

Title: *Looking at the Book Publishing Landscape*

Whether you're interested in writing a book and having it published, or providing better writer's advisory for your patrons, there are many choices available now. There is the traditional publishing route involving an agent and a publisher that promote, publish, and distribute your book to bookstores and web stores like Amazon. There is also digital publishing either by a traditional publisher or DIY. What are the pros and cons of each? Authors Jeff Ayers and James Thayer will examine each method for navigating the ever changing world of book publishing.

Speaker(s):

Jeff Ayers, Library Associate, Seattle Public Library

James Thayer, Editor

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SAIL

Track:

Serving Adults

Title: *Guerrilla Storytime*

What do you do when a kid is screaming in story time? How about when a parent answers their phone mid-story? Are you looking for fresh story time activities? Join us as we tackle these issues and more! Learn about the advocacy and training potential of Guerrilla Story time and Story time Underground (storytimeunderground.wordpress.com), learn new tips and tricks and share some of your own by completing an audience challenge. This is an opportunity for story time presenters of all levels to meet, ask and answer questions, learn new techniques, and have fun!

Speaker(s):

Kendra Jones, Children's Librarian, Fort Vancouver Regional Library

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CAYAS

Track:

Serving Youth

Thursday Sessions Continued...

Title: *Weeders Advisory: Training for Your Library*

Your library needs weeding, but how can you motivate yourself and others? How have the evolving uses and formats of our collections changed how we need to weed? It's not all about the "dusty shelf list" anymore! Learn how the implementation of a system-wide weeding training worked for one library system, and join in discussions of best practices, potential pitfalls and how you might make this approach work for your library!

Speaker(s):

Kim Storbeck, Collection Development Librarian, Timberland Regional Library

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WLA

Track:

Leadership & Development

Title: *Health Insurance, the ACA and Libraries: An Evergreen State Update*

Find out the latest information about libraries and the Affordable Care Act's (ACA) Health Insurance Marketplace, and hear about the bold step taken by one library system. Learn about resources for libraries and the current status of the WA's Marketplace from the National Network of Libraries of Medicine. Join librarians in a discussion of their successes and lessons learned after having been trained as Certified IPA/Navigators to educate and enroll the public in health insurance.

Speaker(s):

Aileen Luppert, Librarian, Spokane County Library District

Stacey Goddard, Library Services Manager, Spokane County Library District

Gail Kouame, Public Health Outreach Coordinator, National Network of Libraries of Medicine, Pacific NW Region

Sponsor:

SAIL; RIG

Track:

Freedom & Access

Title: *Get Local! Collect, Digitize and Share*

Whether you are looking to start up your own grassroots digitization project or provide access to existing collections or materials, the challenges can be daunting. Join seasoned professionals as they share their unique experiences in how they located the materials, found funding, set up the digitization process from description to asset management, learned what technology was used and the myriad unforeseen hurdles to sharing images, oral histories, ebooks and more.

Speaker(s):

Colleen Brazil, Content Access Manager, Sno-Isle Libraries

John George, Giggling Librarian, Electric Blue, LLC

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WLA

Track:

Digital & Tech

Thursday's Sessions Continued...

Thursday 5/1

Time: 2:15 – 3:15pm

Title: *Outsourcing? An Evaluation of Vendor Assistance in Tech Services*

The outsourcing of technical services is increasing in today's library operations. This session will analyze the value, efficiency and quality of vendor processing and cataloging. Research for the session is comprised of an examination of vendor services in relation to three models: the Port Townsend Public Library, Jefferson County Library and Sno-Isle Libraries. Participants will learn: how to explore outsourcing as a way to improve efficiencies; a comparison of staff time/costs versus vendor costs in processing and cataloging services; the pros and cons of outsourcing components of technical services.

Speaker(s):

Keith Darrock, Technical Services Manager, Port Townsend Public Library
Daniel Heaton, Systems and Technical Services Manager, Jefferson County Library
Colleen Brazil, Content Access Manager, Sno-Isle Libraries
Jeanne Crisp, Technical Services & Facilities Development Director, Sno-Isle Libraries

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WLA

Track:

Digital & Tech

Title: *Building Commons, Building Connections*

Adopting the concept of "the Commons" has allowed libraries at Seattle University, the University of Washington, and Central Washington University to step outside their traditional roles, create connections, and strengthen ties to other departments on each of their campuses. In this presentation, key players from each institution's Commons will discuss the reasons for creating shared spaces, the process of creation, strategies for successful collaboration and partnership, and challenges in aligning vision with reality.

Speaker(s):

Courtney Paddick, Academic & Research Commons Librarian, Central Washington University
Prairie Brown, Learning Commons Director, Central Washington University
Vicki Sannuto, Director of Career Services, Central Washington University
Kristen Shuyler, Science & Engineering Librarian and Information Services Coordinator, Seattle University

Sponsor:

Track:

Serving Adults

Title: *Improved Service Through Innovation: The Strange, New Worlds of Library Service*

Increasingly, libraries around the world are putting new and innovative practices in place and seeing what happens. The Library Express Model is one such service that is a work in progress – a mostly unstaffed small town library facility with a collection, computers, hold pick-up and self check-out. Books on Bikes is another fantastic solution, pairing Seattle's love of bicycles with the library's love of service. Presenters will share other innovative, new, and interesting solutions being pioneered around the world, including libraries with commercial kitchens, libraries that check out seeds, tools, fishing poles or people, travelling Maker Faires, EV charging stations or fitness equipment. Between writing this down and the conference, there could be more, different, wonderful things to explore – let's check them out together!

Speaker(s):

Sam Wallin, Analyst/Special Projects Coordinator, Fort Vancouver Regional Library
Jared Mills, Supervising Librarian, The Seattle Public Library

Sponsor:

WLA

Track:

Leadership & Development

Title: *Sex in the Library*

The authors of "Sex in the Library: A Guide to Sexual Content in Teen Literature" explain their unique and popular approach to talking to parents, teachers, administrators and librarians about selection, mission statements, censorship, and the power of school and public librarians working together. This Interactive session provides honest discussion of books and their intended audience. Participants will leave with clear knowledge of books discussed, guidelines for looking at others, and a list of the newest steamy books for teen readers. Bibliography and book giveaways!

Speaker(s):

Aarene Storms, Teen Services Librarian, King County Library System
Mary Jo Heller, School Librarian

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WLA

Track:

Freedom & Access

Title: *Be An Exhibitionist*

Join us to learn about the challenges and successes of creating a museum quality exhibit, complete with programming, entertainers and a gala opening! In 2013, Asotin County Library hosted the Humanities WA Traveling Exhibit "Hope in Hard Times: Washington During the Great Depression." New partnerships were built and old ones strengthened through cooperative efforts that included creation of a local exhibit to complement the traveling exhibit.

Speaker(s):

Jennifer Ashby, Director, Asotin County Library
Mary Neuman, Youth Services Librarian, Asotin County Library

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WLA

Track:

Connections & Collaboration

Title: *The Adolescent Brain, Behavior and Beyond*

Adolescence is a time of rapid change and growth. Developments in the tween and teen brain manifest themselves in your library in the form of inexplicable new behaviors. This presentation attempts to provide a basic understanding of neurological activity during the tween and teen years, possible behaviors you might anticipate, and the effects of adverse childhood experiences (ACEs) on the brains of young people. We will also briefly address developmentally appropriate responses to a variety of tween and teen behaviors.

Speaker(s):

Jennifer Fleck, Selection Librarian, King County Library System
Jennifer Wooten, Teen Services Librarian, King County Library System

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CAYAS

Track:

Serving Youth

Thursday's Sessions Continued...

Thursday 5/1

Time: 3:45 – 5:00pm

Title: *Adults Just Wanna Have Fun: Adult Programming Beyond Lectures*

Many public libraries promote themselves as centers of lifelong learning, but fail to engage adults 20-55. Both notoriously underserved "emerging adults" in their 20s and 30s and middle-aged adults who find that there are more learning opportunities for their children than for themselves need creative, social, hands-on programs to attract them back to the library. Learn how to remind your adult patrons--and yourself!--that lifelong learning really is fun and fulfilling.

Speaker(s):

Audrey Barbakoff, Adult Services Librarian, Kitsap Regional Library

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WLA

Track:

Serving Adults

Title: *MS IT Academy: Innovations and Updates*

In the months since access to the Microsoft IT Academy was opened up, various libraries have implemented programs to introduce their users to the resources the Academy contains, including some that have gone beyond simply registering people for courses. Washington State Library staff will cover recent updates to the IT Academy, and there will be time included to ask questions, clarify issues, and gather feedback for future program revisions. Bring your own great ideas to share, as well as your lessons learned!

Speaker(s):

Elizabeth Laukea, Project Manager, Washington State Library Microsoft IT Academy

Rand Simmons, State Librarian, Washington State Library

Jeff Martin, Program Manager, Library Development, Washington State Library

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WLA

Track:

Digital & Tech

Title: *Unintended Consequences of the Information Age: The Fate of Privacy*

With this past year's unfolding news regarding the NSA and Edward Snowden, as citizens, parents, teachers, librarians, we are understandably concerned. What must we conclude about our much cherished rights to privacy? How do other countries handle the same concerns? The Director for the Center of Information Assurance and Cybersecurity (CIAC*), Dr. Barbara Endicott-Popovsky, will address these questions and share her perspective as a researcher on how emerging technologies continue to pose new challenges to privacy. She will include best practices for using social media, MOOCs and apps, and consideration will be given to the mechanics of each platform and the policies in place. (*CIAC was designated by the NSA/DHS as a Center for Academic Excellence in 2012)

Speaker(s):

Dr. Barbara Endicott-Popovsky, University of Washington

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Track:

Freedom & Access

Thursday's Sessions Continued...

Title: *Outreach? Was That In My Job Description?!*

Some of us never expected or perhaps even wanted to do outreach. If this sounds like you, come learn how you can discover the joy and satisfaction of serving patrons outside the building. KCLS staff will discuss several successful outreach efforts including "Let's Read" and a summer project at YMCA's Camp Terry. These programs demonstrate how community partnerships can forge a new understanding and lead to greater support in achieving mutual goals.

Speaker(s):

Irene Wickstom, Librarian Services Manager, King County Library System
Jill Hetzler, Teen Services Librarian, King County Library System
Cecilia McGowan, Coordinator of Children's Services, King County Library System

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WLA

Track:

Connections & Collaboration

Title: *Brilliant Booktalks and Trailers: CAYAS Student-Led Booktalks with a Twist*

This year's annual student CAYAS book talk session will feature the traditional graduate student presentations alongside virtual book trailers and simulcast book talks. Library students will present new books in the children through young adult range with a diversity of speakers and wide variety of genres. There is something for everyone. With a live audience to practice professional skills on, these students will melt your heart... or at least entertain you!

Moderators(s):

Lisa Jordan, MLIS Student, University of Washington
Sarah Ogden, MLIS Student, University of Washington iSchool

Sponsor:

CAYAS

Track:

Serving Youth

Friday 5/2/2014

Time: 10:30 – 11:45am

Title: *Now Hear This: Lessons in Music Advisory*

"Can't tell Be-Bop from Big Band or Rap from Hip Hop? Do you find yourself at a loss for suggestions when a patron asks you to recommend some C&W music? Whether you're trying to improve your music advisory skills or simply want to expand your own listening experience, we have a class for you. We'll discuss the major genres in popular music, sharing a few titles and artists from each and you will leave with a "tool kit" sure to inform and delight your patrons."

Speaker(s)

John Fossett, Collection Manager, Kitsap Regional Library
Kati Irons, Film & Music Selector, Pierce County Library System

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WLA

Track:

Serving Adults

Friday's Sessions Continued...

Title: *Demystifying CCSS for Public Librarians*

What is CCSS, or Common Core State Standards? How will it affect the way students learn? How do you explain to a parent or community about the basics of CCSS and why Washington adopted its implementation? Learn the answers to these and other questions as you join in a discussion of what makes public libraries the perfect partner to schools in CCSS adoption. The WA State Library, in collaboration with WLMA and OSPI, has developed a workshop and ongoing online community to train and support Teacher Librarians with building and district resources. Learn how our libraries can best support students, parents and teachers.

Speaker(s):

Martha Shinnars, Consultant, Washington State Library

Josh Sadow-Hasenberg, Student Success Program Manager, Seattle Public Library

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WLA

Track:

Connections & Collaboration

Title: *Chronicling Washington: WA State Library's Digital Initiatives*

Our State Library is digitizing historic newspapers for the Library of Congress' Chronicling America website through a grant from the National Endowment for the Humanities. The newspapers range from the 1860s-1922 and are all easily accessible in public domain. Additionally, we will highlight related digital collections, including several that provide resources about WA's suffragettes, labor movements (IWW), WWI, pioneer histories and historical collections including maps, photos and unique state manuscripts from our earliest leaders. (WA Rural Heritage provides grants to our public libraries across the state.)

Speaker(s):

Shawn Schollmeyer, NDNP Washington Coordinator, Washington State Library

Evan Robb, WRH Coordinator, Washington State Library

Judy Pitchford, Digital Collections Coordinator, Washington State Library

Sponsor:

TRIP

Track:

Digital & Tech

Title: *Material Challenge Aerobics*

"This book is a little racy for the public library." "Didn't you see the violent video that teen checked out?" "That guy is looking at online porn!" All of us have heard similar sentiments from some of our patrons. It can be hard to simultaneously de-escalate the situation, protect intellectual freedom, and put patrons at ease. Come learn how body language, vocal tone, and word choice will help you in these trying situations. Then brainstorm and practice your responses as we role-play with our peers various situations in small groups. After several role-playing exercises, we'll regroup and share the best approaches we discovered. After this session, we can return to our libraries in better shape to face the next intellectual freedom challenge.

Speaker(s)

Marta Murvosh, Library Associate, IFIG Member, Sno-Isle Libraries

Ann Crewdson, Librarian and IFIG Chair, King County Library System

Donna Colamatteo, IFIG Member and Librarian, Sno-Isle Libraries

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IFIG

Track:

Freedom & Access

Friday Sessions Continued...

Title: *Overcoming Obstacles in Library Design*

Do you have a stake in building or renovating your library? Join this seasoned panel for a humorous and pragmatic look into overcoming unique obstacles in library design and space-planning, whether due to existing features, site or code constraints, budget limitations or other bumps in the road to completion. Gain insight from this panel's collective experience and come prepared with your own "what would you do" questions.

Speaker(s)

Dri Ralph, Facilities Design Coordinator, King County Library System

Ruth Baleiko, AIA, Principal, The Miller Hull Partnership, LLP

Matt Aalfs, AIA, Principal, Weinstein A|U, Architects + Urban Designers LLC

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Track:

Leadership & Development

Title: *Guerrilla Storytime*

What do you do when a kid is screaming in story time? How about when a parent answers their phone mid-story? Are you looking for fresh story time activities? Join us as we tackle these issues and more! Learn about the advocacy and training potential of Guerrilla Story time and Story time Underground (storytimeunderground.wordpress.com), learn new tips and tricks and share some of your own by completing an audience challenge. This is an opportunity for story time presenters of all levels to meet, ask and answer questions, learn new techniques, and have fun!

Speaker(s):

Kendra Jones, Children's Librarian, Fort Vancouver Regional Library

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CAYAS

Track:

Serving Youth

Friday 5/2/2014

Time: 2:15 – 3:30pm

Title: *The New Front Page: 21st Century Journalism and What It Means for You*

Veteran reporter Claudia Rowe will lead a conversation about the current sea change in journalism, sharing stories from her experiences at various newspapers across the country. Through this prism, Rowe will discuss what can happen when financial imperatives direct news judgment – exactly what is happening in newsrooms across the nation today. She will challenge us as library professionals to consider our own role and responsibility in this new media landscape.

Speaker(s):

Claudia Rowe, Journalist, Humanities WA Speaker's Bureau

Sponsor:

IFIG; Humanities WA

Track:

Freedom & Access

Title: *Volunteers: A Balance of Resource and Relationship*

King County Library System implemented a three year overhaul of its volunteer program and is now able to assess the results and share the wealth! This presentation will include lessons learned that can be applied in any library interested in evaluating or improving its volunteer program.

Speaker(s):

Teresa Claypool, Manager, Staffing Support Systems, King County Library System

Sponsor:

WLA

Track:

Leadership & Development

Friday's Sessions Continued...

Title: *From Sounds to Sentences: How Everyday Experiences Support Language Development*

Imagine arriving in a foreign country and not understanding a single word. As daunting as it seems, infants face this challenge everyday! This session focuses on the many tasks that young language-learners must conquer to be conversational, such as learning the sounds of language, combining sounds to form words, and discovering what different words refer to. The presenters will showcase the latest research on language in the brain from the Institute for Learning & Brain Sciences at the University of WA. Participants will learn about the different ingredients of everyday interactions that facilitate children's language development.

Speaker(s)

Sarah Roseberry Lytle, Director of Translation, Outreach & Education, Institute for Learning & Brain Sciences, University of Washington
Lindsay Klarman, Outreach Specialist, Institute for Learning and Brain Sciences, University of Washington

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WLA

Track:

Serving Youth

Title: *Innovative Library- School Partnerships*

Explore a range of successful partnerships between libraries and schools. Panelists will share how each established and developed their programs and equip you with the tools needed to develop your own school/library partnership. Learn from one library's two-year experience creating an LGBTQ Discussion Group for Teens at a rural branch and helping establish a GSA at the local junior and senior high schools. Hear about another library's expansion of the "one book" concept to create a county-wide One Read for Teens, working in partnership with schools and culminating in an author visit and writer's workshop. Gain inspiration from a third library's efforts to gather community around an anti-bullying theme, inviting students, families and educators to forums with local law enforcement, education professionals, mental health specialists and other experts. You'll walk away with a host of new ideas for your next community collaboration!

Speaker(s):

Tamar Clarke, Teen Services Coordinator, Whatcom County Library System
Stephanie Zero, King County Library System
Charles Pratt, Managing Librarian, Sno-Isle Library

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WLA

Track:

Connections & Collaboration

Title: *Awareness to Action: Supporting Our Communities Through Cultural Competency Work*

In 2012, ACRL released its Diversity Standards: Cultural Competency for Academic Libraries, aiming to "provide a framework to support libraries in engaging the complexities of providing services to diverse populations, and recruiting and maintaining a diverse library workforce." In response, the UW Bothell/Cascadia Community College Campus Library's Diversity Team conducts trainings designed to foster a healthy workplace environment around inquiry, empathy, and a commitment to social justice and encourage critical reflection of current practice in an effort to optimize facilities, resources, and services for users of diverse backgrounds and circumstances. Here, we will discuss our training design process and assessment philosophy in addition to strategies for implementing diversity programs at both academic and public libraries.

Speaker(s):

Althea Lazzaro, Research & Instruction Librarian, University of Washington Bothell/Cascadia Community College
Tami Garrard, Access Services Manager, University of Washington Bothell/Cascadia Community College
Megan Watson, Research & Instruction Librarian, University of Washington Bothell/Cascadia Community College
Dave Ellenwood, Research & Instruction Librarian, University of Washington Bothell/Cascadia Community College

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WLA

Track:

Serving Adults

Friday 5/2/2014

Time: 3:45 – 5:00pm

Title: *MLIS Student Lightening Talks*

Get exposed to the latest interests and experiences of our next generation of library and information science professionals! This session will include several presentations by graduate students in 5-minute lightening talks. The students will focus on professional development, highlighting work experiences, research projects, and various tales and travails of library school. Between lightening talks, there will be time for discussion among emerging professionals and veterans of the field.

Moderator(s):

Caitlan E. Maxwell, iSchool Representative, University of Washington
Lisa Jordan, CAYAS iSchool Representative, University of Washington

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SIG

Track:

Leadership & Development

Title: *Collective Insight- Driven by Shared Data*

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

Speaker(s):

Eric Forte, Member Services Librarian, OCLC

Sponsor:

WLA

Track:

Digital & Tecg

Title: *Sex in the Library*

The authors of "Sex in the Library: A Guide to Sexual Content in Teen Literature" explain their unique and popular approach to talking to parents, teachers, administrators and librarians about selection, mission statements, censorship, and the power of school and public librarians working together. This Interactive session provides honest discussion of books and their intended audience. Participants will leave with clear knowledge of books discussed, guidelines for looking at others, and a list of the newest steamy books for teen readers. Bibliography and book giveaways!

Speaker(s):

Aarene Storms, Teen Services Librarian, King County Library System
Mary Jo Heller, School Librarian

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WLA

Track:

Freedom & Access

Friday Sessions Continued...

Title: *How to Listen to Your Patrons: Maximizing Value and Outcomes Through Community Insight*

Collecting data on patron use of and needs for library and technology services is critical to providing valuable services to your community. This session discusses how to efficiently collect data through interviews, focus groups, and surveys, and how to use that data for strategic planning and advocacy efforts. The session will also introduce the audience to the Impact Survey, a tool designed by the University of Washington Information School to help libraries easily survey their patrons. The session will be led by a public library researcher and creator of the Impact Survey.

Speaker(s):

Samantha Becker, Research Manager, University of Washington Information School

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WLA

Track:

Connections & Collaboration

Title: *Library Early Literacy- The Proof is In!*

Valuable Initiatives in Early Learning that Work Successfully (Project VIEWS2) is an IMLS National Leadership Research Grant awarded to UW under the direction of Dr. Eliza Dresang. The objective of the research is to provide evidence-based methods for planning and evaluating outcomes of public library early literacy programs. Participation in this session will lead to understanding of Project Views. What were the steps, key players, successes, challenges, overview of the results and how it is affecting practice? Learn how to access the resources on the project website and how they can be used for program planning.

Speaker(s):

Dr. Eliza Dresang, Professor of Children & Youth Services, University of Washington, The Information School

Ivette Bayo, Research Assistant/Doctoral Student, The University of Washington, The Information School

Diane Hutchins, Project Manager, Washington State Library- Division of Secretary of State

Sponsor:

CAYAS

Track:

Serving Youth
