

Washington Library Association

2015 Conference Session Information

Thursday 4/16

Time: 10:30 - 11:45am

Title: Career Development Resource Centers in Libraries

Patrons rely on libraries to help them create resumes, find jobs, develop skills and research career choices. In an effort to help jobseekers and library staff supporting them, ALA partnered with the National Career Development Association (NCDA) to train a cohort to become certified Career Development Facilitators. WLA was chosen as one of the 22 public library chapters, and our representative will present the information learned in the first part of the grant and open a discussion about plans for further state-wide implementation of its lessons.

Speaker(s):

Aileen Luppert, Librarian, Spokane County Library District

Sponsor: SAIL; RIG **Track:** Serving Adults

Title: Innovative Teen Technology and Makerspace Programming

Teen Services Librarians in Washington are doing amazing innovative technology programming. If you are in a library that struggles with limited funding, resources, space, or limited confidence in tech skills, this presentation will feature Teen Services librarians who have been there! We will share our experiences and stories with successful teen technology programming and invite you to share yours as well. Let's debunk the hype and talk about practical steps to get Makerspaces and technology programming into your library.

Speaker(s):

Catherine Schaeffer, King County Library System
Sarah Lunde, Teen Librarian, Burlington Public Library
Seth Ciotti, Teen Technology Librarian, Kitsap Regional Library

Sponsor: WLA **Track:** Serving Youth

Title: Can We Do That? Practical Programs That Won't Break the Bank

Whatever ages you do programs for, you'll find practical low-cost (and no-cost) ideas that anyone can do. From STEM for preschoolers to beekeeping for adults to a Día de Los Niños celebration for the whole community, we'll cover ways to create a variety of successful programs on a shoestring budget (and what to add when you have the funds!)

Speaker(s):

Bonnie Anderson, Youth Services Librarian, Puyallup Public Library Carol Hopkins, Children's Librarian, Puyallup Public Library Ann McAllen, Outreach Coordinator, Whatcom County Library System

Sponsor: WLA

Track: Programming For All

Title: Washington Libraries into the Future: A Kitchen Table Conversation

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.

Speaker(s):

Marci Merola, Director, Office for Library Advocacy, ALA

Christine Peck, Chapter Councilor, ALA **Sponsor:** American Library Association **Track:** Leadership & Development

Title: Getting to Your Patrons Anonymously: De-identifying Patron Data for Analytics and Intelligence

In a world where people are becoming products and our online activities are a valuable commodity for social media sites, marketers, and retailers, the public library remains an oasis of privacy. However, our traditional data management practices result in significant lost opportunities to learn about our "fresh markets" and the changing demographics in our communities. The Seattle Public Library has implemented a practice to "de-identify" patron data so we can track individual and group behaviors while maintaining individual anonymity. This practice has begun to yield insights into the habits and activities of our patrons that we never realized and has the potential to transform the way we think about offering services to those who need them the most.

Speaker(s):

Jim Loter, Director of Information Technology, The Seattle Public Library Emily Morton-Owens, Manager, Library Systems and Applications, The Seattle Public Library

Sponsor: WLA

Track: Acces & Information

Title: Partnering with Community Organizations to Reach the Underserved

Building relationships with other organizations that serve the public has a range of benefits, from gaining community knowledge to increasing opportunities for programming and outreach. This session will discuss the importance of partnerships between libraries and community organizations including after-school program providers, mental health providers, shelters, city parks and recreation departments. Attendees will learn how to select partner organizations, initiate contact, articulate goals in creating partnerships and identify the advantages of different types of relationships.

Speaker(s):

Emily Calkins, Teen Services Librarian, King County Library System
Esperanza Stewart, Teen Services Librarian, King County Library System
Shelley Mastalerz, Teen Services Librarian, King County Library System
Danielle Duvall, Public Computer Trainer, King County Library System
Edna Bastien-Wennerlind, Adult Services Librarian, King County Library System

Sponsor: WLA

Track: Outreach & Collaboration

Thursday 4/16

Time: 2:00 - 3:15pm

Title: Beyond Talk Time: Innovative Partnerships Serving Immigrants and Refugees

Serving the increasing number of immigrant and refugee populations in our communities is not without challenges, but libraries willing to take risks and step outside the familiar box of ESL services can find themselves deeply engaged with community partners, able to reach new and diverse populations, and developing high-impact services. This session looks at several partnership and outreach activities happening in Seatac and Tukwila, two highly diverse cities with specific needs. An emphasis on best practices, developing service plans, outcomesbased program evaluation, and developing community connections will be discussed.

Speaker(s):

Summer Hayes, Librarian, King County Library System

Danielle Duvall, Public Computer Trainer, King County Library System

Sponsor: WLA **Track:** Serving Adults

Title: Programming for Children with Special Needs

Children's librarians and a Behavioral Therapist from the University of Washington will share insights and tips on the unique joys and challenges of presenting programs to children with special learning needs. Whether you want to start a new storytime program for children with autism and sensory sensitivities or hope to include and engage kids with diverse learning needs into your traditional programs, this session will give you practical information and resources for future inspiration and support. We will conclude with an opportunity to ask questions.

Speaker(s):

Emilie Trott, Librarian, Seattle Public Schools

Tiffanie Hawkins, Clinical Interventionist, University of Washington Haring Center

Sponsor: CAYAS **Track:** Serving Youth

Title: I'm Your Fan: Successful Interest-based Programming For All Ages

From Sailor Moon to Star Wars, from Dr. Who to Divergent, fans and fandoms come in all shapes and sizes. Tap into your patrons' preexisting obsessions, and help others find new ones, by hosting programs that validate their interests and bring together like-minded people. Public librarians present tips and tricks to creating, marketing and hosting successful fan-based programming for all ages at your library. Get valuable information and learn techniques to help you plan, fund and host crowd-pleasing events that complement your collections and support your mission.

Speaker(s):

Jennifer Lovchik, Teen Services Librarian, Bellingham Public Library Brooke Shoostine, Teen Services Librarian, King County Library Esperanza Stewart, Teen Services Librarian, King County Library

Sponsor: WLA

Track: Programming for All

Title: Growing Your Advocacy Practice

Advocacy shouldn't be a dirty or scary word! In fact, advocacy is part of being an effective librarian or library worker. Advocacy is all about showing the value of libraries and librarians, and the services we provide for our communities. At its best, advocacy is good storytelling: helping people in our communities understand WHY we do what we do and WHOM it affects. It means engaging others in our vision, building partnerships with coworkers, administrators, library and school boards, etc., and making sure stakeholders understand our needs and priorities. Learn how to advocate effectively at whatever level interests you.

Speaker(s):

Rachel McDonald, Teen Services Librarian, King County Library System

Sponsor: WLA

Track: Leadership & Development

Title: Privacy and Personality in the Digital Age

Is privacy dead? What are our privacy rights? Is it possible to protect our online personas? In the age of celebrity culture and the rapid growth of online communities, personal privacy is under threat. Recent allegations of the U.S. government tracking, reading, and sharing email communications have reignited the debate over privacy and security. How we cope with this new environment determines the meaning of 'private citizen' in a digital culture. This highly interactive presentation addresses concepts of personal privacy, digital tracking, the concept of 'celebrity' and what we are each willing to give up to preserve privacy in the online environment. Enhanced by various case studies, this presentation is certain to motivate audience members of all ages to think beyond the headlines and explore the politics of privacy and publicity in modern society.

Speaker(s):

Alex Alben, Speaker, Humanities Washington **Sponsor:** IFIG; Humanities Washington

Track: Access & Information

Title: Caring for the Business Community: Creating a Partnership Between Public and Academic Libraries

Come learn how librarians from the Spokane Public Library, Spokane County Library District and Eastern Washington University created a partnership to help their local business owners and community. Public librarians from both the Spokane and Spokane County libraries built a collaborative business resource web page and have been working with the EWU academic librarian in providing shared research support for business clientele.

Speaker(s):

Mark Pond, Business Reference Librarian, Spokane Public Library
Carlie Hoffman, Library Services Manager for Virtual Services, Spokane County Library District
Kelly Evans, Business Information Specialist, Eastern Washington University

Sponsor: WLA

Track: Outreach & Collaboration

Thursday 4/16

Time: 3:45 - 5:00pm

Title: Fresh Techniques: Teaching in Libraries with Hip-hop

In this session grounded in critical pedagogy, social justice discourse, and the politics of including hip-hop in the classroom, attendees will learn about and discuss the strategies and experiences of four instruction librarians with varied hip-hop familiarity, from novice to fan to emcee. We will describe teaching research concepts through hip-hop metaphors, teaching library databases through interpreting/annotating rap lyrics, and teaching critical approaches to copyright using hip-hop examples. We advocate engaging our passions in the classroom and library programming in ways that promote social justice, sustain our excitement to teach, and establish environments in which students and patrons pursue their own curiosities.

Speaker(s):

Dave Ellenwood, Research & Instruction / Social Sciences Librarian, UW Bothell & Cascadia Campus Library
Alyssa Berger, Research & Instruction Librarian, UW Bothell & Cascadia Campus Library
Beth Sanderson, Research & Instruction / Science and Technology Librarian, UW Bothell & Cascadia Campus Library

Danielle Rowland, Research & Instruction / American Studies Librarian / First Year Experience Coordinator, UW Bothell & Cascadia Campus

Library
Sponsor: WLA
Track: Serving Adults

Title: Sex in the Library

Do you have sex in your library? If not, why not? The authors of *Sex in the Library* (VOYA, 2013) 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, Retired School Librarian

Sponsor: WLA
Track: Serving Youth

Title: Creative Circulating Collections

You can check out video games at Kitsap Regional Library? Spokane Public Library loans video production equipment? What other "crazy" collections are out there?! And how can you start one successfully at your library? Join us to explore the benefits of creative collections beyond the usual circulation suspects. Participants will walk away with strategies for starting their own unique collections and hear about the triumphs and tribulations of getting these materials into the hands of their community. A wide sampling of "outside the box" lending collections will fill you with inspiration!

Speaker(s):

Janet Hacker-Brumley, Reference Librarian, Spokane Public Library Sumi Shadduck, Youth Services Librarian, Spokane Public Library Whitney Chamberlin, Youth Services Librarian, Kitsap Regional Library Melody Skye Eisler, Director, Port Townsend Library

Sponsor: CATS

Track: Programming For All

Title: Networking and Outreach for Introverts

Networking skills sound like something only sales representatives and people seeking a job need. Someone working in a library shouldn't need to have good networking skills, or should they? What if I'm not comfortable "shmoozing" and don't feel it's part of my job? How does my going to a business luncheon help me contribute to the library's goals? Learn why creating and cultivating community connections is important for you and your job at a library.

Speaker(s):

Kerry Maher, Librarian, King County Library System

Sponsor: WLA

Track: Leadership & Development

Title: Understanding Gen Y/Z: Tapping the Next Gen of Library Customers

How well are you connecting, communicating and engaging with your 13-29 year old customers? Come and hear some of the startling insights uncovered by Sno-Isle Libraries and Orange Boy, Inc., from their customer intelligence and engagement research project in 2014 as they sought to understand their generation Y and Z customer base. See how Sno-Isle Libraries is applying these market analysis insights to better reach and engage today's customers and nurture tomorrow's library supporters.

Speaker(s):

Ken Harvey, Communications Director, Sno-Isle Libraries

Nickie Harber-Frankart, Senior Consultant, West Coast Region, Orange Boy, Inc.

Sponsor: WLA

Track: Access & Information

Title: Libraries Engaging Diverse Populations: Beyond the Multicultural Potluck

Are you looking for practical ways to engage diverse populations in meaningful ways? Join a panel discussion exploring inequities in our libraries, the changing demographics in the U.S. and Washington, and the importance of culturally diverse programs. Learn how libraries can be adaptable and open to change. The session will also cover helpful strategies, tools and tips to start the conversation in your sphere of influence. This is an interactive presentation, including small group work and idea sharing.

Speakers(s):

Gerie Ventura, Circulation Operations Lead, Highline College Library

Ayan Adem, Interim Program Manager, Community Engagement Services, Seattle Public Library

Jo Anderson Cavinta, Diversity Coordinator, Public Services, King County Library System

Sponsor: WLA

Track: Outreach & Collaboration

Friday 4/17/2015

Time: 10:30 - 11:45am

Title: Further Down the Alphabet – Embracing the B Movies!

Finding A-list films and current blockbusters can be pretty straightforward, but there's a world of B, C & D movies out there that patrons will love, too. No need to hide in terror from requests for films about mutant vegetables! From *Mothra* to *Mother May I Sleep With Danger*, to *Sudden Death to Sharknado*, we will embrace the cheese and share with you some of our favorites!

Speaker(s)

Conan McLemore, Director of Library and Resource Services, Seattle Film Institute

Kati Irons, AV Collection Development Librarian, Pierce County Library

Sponsor: WLA **Track:** Serving Adults

Title: Serving Teens Virtually, or Life's What Happens When You're Looking at Your Smartphone

Anyone who spends time around a teenager knows that their phone is rarely far from their fingertips. Many libraries in the state participate in Washington State Library's Ask WA - the Statewide virtual reference program and teenagers love that they can get help anytime, anywhere and from their phone. Join us for a panel of VR librarians who think this is a great way to serve teens. Learn why they love it, the kinds of questions they receive and how they are able help the teenagers virtually. Do you work with teens? Come join the dialogue.

Speaker(s):

Nono Burling, Online Resources Coordinator, Washington State Library Aubri Keleman, Public Services Librarian, Whatcom County Library System Sara Sunshine Holloway, Teen Services Librarian, Tacoma Public Library

Sponsor: WLA **Track:** Serving Youth

Title: It Ain't Easy Being Green...Or Is it? Eco-Friendly and Sustainable Programs at Your Library

Libraries have a powerful role in promoting environmental literacy. Join this workshop to learn about Vancouver Public Library's work on sustainability-based programs. Learn about our trials and tribulations in finding programs that appeal to our patrons, as well as identifying community partners who work in this field. Attendees will hear about a myriad of different eco-friendly programs (from Climate Reality workshops to beekeeping), how we worked with community experts in delivering these programs, marketing and promotion, and hear about tips on what worked and what didn't. Attendees will also have an opportunity to discuss their own experiences hosting eco-friendly programs and talk about environmentally-friendly community partners and agencies.

Speaker(s):

Desiree Baron, Branch Head, Vancouver Public Library

Sponsor: WLA

Track: Programming For All

Title: Meaningful Mentoring: Grow Your Own

Join this panel of mentors and their protégés from libraries of all sizes to discover more about intentional mentoring. Learn ways to find your mentoring match, who decides how the relationship is structured, what highlights and possible pitfalls to consider and much more! Leadership and opportunities for continuing education within the context of the mentoring relationship will be discussed.

Speaker(s)

Ann Roseberry, Library Director, Richland Public Library
Pam North, Retired, Sherwood Public Library
Wally Bubelis, Teen Services Librarian, Seattle Public Library
Rachel Scott, Children's Librarian, Seattle Public Library
Kristin Piepho, Managing Librarian, Sno-Isle Libraries
Leah Hannaford, Open Education Librarian, Centralia College

Moderator

Brian Soneda, Library Director, Mt. Vernon City Library

Sponsor: LiFE

Track: Leadership & Development

Title: Make It 'APP-en!: A Road Map for Providing Tablet Access To Library Patrons

Do you want to provide access to tablets at your library? Do you want to build a rich and dynamic app collection for your library patrons? Not sure how to start? Librarians from The Seattle Public Library walk you through the process, from choosing the right device and relevant apps to incorporating devices into the physical space to methods of evaluation, and everything else along the way!

Speaker(s)

Lupine Miller, Supervising Librarian, Seattle Public Library Rekha Kuver, Assistant Managing Librarian, Seattle Public Library

Sponsor: WLA

Track: Access & Information

Title: Booktalking the Best

Wondering what's new in children's and teen literature because there's never enough time to read it all? Let us help! Join members of CAYAS and students from the UW iSchool for this spirited look at which titles should be part of your collection. These books will make connections with kid and teen readers on a personal level, pull their heartstrings, or just provide lots of fun. Books previewed include those yet to be published -- you heard it here first!

Speaker(s):

Monica Gu Erin Speaks Erica Trotter Katherine Ehlers Meg Beade

Shelley Mastalerz Kirsten Edwards

Emilie Trott Jackie Lockwood **Sponsor:** CAYAS

Track: Outreach & Collaboration

Friday 4/17

Time: 2:00 - 3:15pm

Title: Using Paraprofessional Staff in Reference Triage

In times of staff shortages, how do libraries continue to meet and exceed the information expectations of their community? One way is by implementing a one desk solution where more questions are answered by circulation staff, which frees the librarians for other activities. To preserve a high level of customer service, "Reference Triage" is used, a program where all non-librarian staff are trained to answer 80% of patrons questions. We will share how it is developed, taught, implemented and evaluated.

Speaker(s):

Adam Jackman, Librarian, Pierce County Library Kate Savage, Librarian, Pierce County Library

Sponsor: WLA **Track:** Serving Adults

Title: Food for Thought – Building a Better Community Through Food

Community organizations, libraries, and publishers are uniquely positioned to engage and inform the public around food and nutrition. Hear an overview of America's eating habits and the importance of food literacy (knowing both what and how we eat,) and see how libraries are becoming community food hubs through collections, programs, library gardens, CSAs and farmers market outreach, and lending seeds and tools. Food-themed programming can also be a great way to reach new patrons – in KCLS, 18% of those attending "food" programs were first-timers. Learn how to build not just a better food community, but a better community through food.

Speaker(s):

Phillip Lee, Publisher, Readers to Eaters Jeff Kempe, Adult Services Coordinator, King County Library System

Sponsor: WLA

Track: Programming For All

Title: The Leadership Challenge

"Approaching leadership as a measurable, learnable, and teachable set of behaviors." The Leadership Challenge framework grew out of rigorous research that first began in 1982 when Jim Kouzes and Barry Posner set out to understand those times when leaders performed at their personal best. They discovered that when leaders are at their personal best there are five core practices common to all: Model the Way, Inspire a Shared Vision, Challenge the Process, Enable Others to Act, Encourage the Heart. Join Dr. Catherine Pratt in a hands-on, interactive discussion about those five practices. You will learn how to use them to perform at your personal best in your own leadership roles.

Speaker(s)

Catherine Pratt, Professor, Pacific Lutheran University

Sponsor: LiFE

Track: Leadership & Development

Title: Your Lab is Cooler if Everyone Can Use It

It can be simple and inexpensive to create an accessible work station or small lab in your library. Many options for software and hardware have come down in price with some being free open source tools. An accessible workstation can benefit a wide range of people with many, many different abilities. For example, patrons who are blind, low vision, deaf, deaf-blind, elderly needing larger text, and more can benefit significantly from a small investment. The basic resources and simple practices for assisting a patron and upkeep on the station will be discussed. Representatives from the Library Equal Access Program (LEAP) at SPL and the WTBBL will talk about an approach to accessibility you can bring to your own library.

Speaker(s):

Danielle Miller, Director, WA Talking Book & Braille Library

Cleo Brooks, ADA Coordinator/Senior Librarian, Seattle Public Library

Sponsor: WLA

Track: Access & Information

Friday 4/17

Time: 3:45 - 5:00pm

Title: Take a Fresh Look at the Microsoft IT Academy

More than 50% of today's jobs require some technology skills, and experts expect that percentage will increase to 77% in the next decade. Through online courses, the Microsoft IT Academy (ITA) provides industry-leading technology skills to help bridge the skills gap. In partnership with Microsoft, the State Library provided the Microsoft ITA to Washington residents through local community and technical college, public, and tribal libraries. The second year of our deployment saw a push to increase supply and demand for Microsoft Office Specialist (MOS) certifications statewide. In addition to an overview and update, we'll share best practices for making the Microsoft IT Academy a success and building IT skills capacity in your community.

Moderator(s):

Elizabeth laukea, Project Manager, Washington State Library Angela Carlson, Implementation Manager, Microsoft

Sponsor: WLA **Track:** Serving Adults

Title: English Language Learning, Plus!

If you're looking to offer English language or conversation programs at your library, this is the session for you! Hear about successful programs in Washington that go beyond the standalone ELL class. Panelists from small and large public libraries will share their experiences and challenges as well as a framework for developing your own ELL program.

Speaker(s):

Beth Helstien, Volunteer/Outreach Coordinator, San Juan Island Library Amy Lee, Public Services Assistant Director, Fort Vancouver Regional Library District Shannon Dye, President, NW REFORMA

Sponsor: NW REFORMA **Track:** Programming For All

Title: Student Lightning Talks: Professional Development and Beyond

This unique session offers an opportunity to hear from the next generation of library and information science professionals. In a series of several 5-minute lightning talk presentations, graduate students will share highlights of their fascinating research projects, valuable internship and professional experiences, and extraordinary learning opportunities in the classroom and beyond. There will also be time for discussion among emerging professionals and veterans of the field.

Moderator:

Sarah Kunze Bliss, MLIS Candidate, University of WA iSchool

Sponsor: SIG

Track: Leadership & Development

Title: Buying for Public Libraries: Why, What, How?

Have you ever wondered how public libraries decide what to buy for their collections? This panel will discuss the many factors that influence a Selection Librarian's decision-making process, including collection plans, budgets, statistics, and community needs and interests. Panelists will also talk about the numerous discovery tools and resources they use to learn about frontlist and backlist titles.

Speaker(s):

Lisa Gresham, Collection Support Manager, Whatcom County Library System
Beth Farley, Head of Information and Reader Services, Bellingham Public Library
Kelda Vath, Collection Development Manager, Tacoma Public Library
Kristin Cole, Selection Librarian, Seattle Public Library
Kathleen Morley, Selection Librarian, Seattle Public Library

Sponsor: WLA

Track: Access & Information

Friday 4/17 Super Sessions

Time: 2:00 - 5:00pm

Title: Howdy Partner: Relationship Building and Community Partnerships Workshop (New, Super-Sized Session!)

Create fun, successful programs while increasing the depth, breadth, and efficacy of library services to communities by harnessing the power of local partnerships. This super-sized session will discuss a model for starting, building, and sustaining community partnerships from the ground up. We will share strategies for developing lasting partnerships, as well as examples of collaboratively built programs and services. We will help you assess community needs, target audiences, potential partners, shared resources, identify common goals, and set outreach priorities for yourself or your team. Using several case examples that showcase what works and what doesn't, this program provides a framework for building partnerships based on the needs of the people you serve and, more crucially, the needs of people you are not currently reaching. Join us for this interactive super session!

Speaker(s):

Hayden Bass, Teen Services Librarian, Seattle Public Library
Carol Lo, Teen Services Librarian, Seattle Public Library
Rekha Kuver, Assistant Managing Librarian, Seattle Public Library
Stacy Hartkom, Library Supervisor, Spokane County Library District
Kathryn Illback, Public Services Specialist, Spokane County Library District
Amber Willams, Librarian, Spokane County Library District

Sponsor: WLA

Track: Outreach & Collaboration

Title: Play, Read, Write: an Early Literacy Workshop (New, Super-Sized Session!)

Join us for this immersive session that teaches how and why we should be creating storytimes and other programs that support early literacy for our youngest patrons. Learn how Project VIEWS2 researchers, under the guidance of Dr Eliza Dresang, helped prove that library storytimes really do make a difference when early literacy principles are incorporated into their delivery. Learn how to supercharge your storytimes with evidence-based, proven techniques that help children learn to read and prepare them to write. Discover how modeling your own personal narratives can encourage your young audience to think of themselves as authors with a story to tell. You'll leave this interactive workshop with countless ideas for successful storytimes, new programs and different uses of library space.

Speaker(s):

Mandee Manes, Children's Library Specialist, Bellingham Public Library Bethany Hoglund, Head of Youth Services, Bellingham Public Library Kendra Jones, Children's Librarian, Tacoma Public Library Greta Bergquist, Youth Services Librarian, Kitsap Regional Library

Sponsor: WLA & CAYAS **Track:** Serving Youth