



Washington Library Association

2016 Conference Session Information

Thursday 4/28

Time: 10:00 – 11:15am

Title: *Healthy Aging at the Library: Empowering Your Patron*

The number of aging Americans continues to grow since Baby Boomers reached age 65 in 2011. This demographic group includes a wide range of physical and cognitive abilities and technology abilities. This wide range of abilities affects their knowledge and access to healthcare. This session is designed to help libraries assist their older adult patrons find quality health resources on the Internet, tips for teaching technology, and program ideas for their communities.

Speaker(s):

Carolyn Martin, Consumer Health Outreach Coordinator, National Network of Libraries of Medicine Pacific Northwest Region

Sponsor: WLA

Track: Serving Adults

Title: *Growing Every Kid: Using Developmental Assets Framework to Create Great Programs*

How do your library's kid and teen programs make a difference? We know intuitively that we change lives, but how do we measure and communicate our impact to stakeholders? Over the past 25 years, the 40 Developmental Assets have become the most utilized framework for youth development in the world. Data from 4 million children show that the more assets children have, the more likely they are to succeed. Learn how to plan programs with Assets in mind, easy ways to collect Assets data from kids and parents, and how to use that data in grant proposals and reports. Go beyond counting attendance at kids' programs and measure how your library impacts every kid's life for the better!

Speaker(s):

Kit Ward-Crixell, Youth Services Librarian, Port Townsend Public Library

Sponsor: WLA

Track: Serving Youth

Title: *Telling Community Stories: Using a Wikipedia-Themed Event to Engage Patrons*

This presentation showcases Eastern Washington University Libraries' community- and library resource-focused Wikipedia-themed event, during which library patrons collaboratively wrote a Wikipedia article about a person, place, event, or organization from the community's past, using print, archival, and online sources available at the library. Participants will learn how a Wikipedia event can succeed in their library, whether academic, public, school, or special; how the event can help establish their library's identity as a rich source of information about the history of the community they serve; and will have the opportunity to design a blueprint and action plan for their own library's Wikipedia event.

Speaker(s):

James Rosenzweig, Assistant Professor and Education Librarian, Eastern Washington University Libraries

Rose Sliger Krause, Metadata Librarian, Eastern Washington University Libraries

Paul Victor, Jr., Coordinator of Library Reference Services, Eastern Washington University Libraries

Charles Mutschler, University Archivist, Eastern Washington Libraries

Sponsor: WLA

Track: Programming & Collaboration

Thursday Sessions Continued...

Title: *Branching Out: All-Ages STEM in Your Library*

There are vast opportunities for incorporating the lifelong learning principles of STEM (And STEAM! And STREAM!) in the work that you do. From presentations to partnerships to programs, learn what has worked for different libraries and how you can cultivate these opportunities, too. Readers advisory, collection development and learning to use what you have on hand will make this experience a valuable one for library employees of all experiences and levels. Panelists include the 2012 National Teacher of the Year!

Speaker(s):

Charlotte Layman, Community Libraries Resources Manager, Yakima Valley Libraries

Jeff Charbonneau, ESD 105 STEM Coordinator/2012 WA State Teacher of the Year/2013 National Teacher of the Year

Cathy Rathbone, Managing Librarian, Yakima Valley Libraries

Sponsor: WLA

Track: Networking & Development

Title: *Library Services for a Multicultural Population: Engaging and Serving your Community*

In the Yakima Valley, more than 50% of the population is Hispanic, with other groups from different backgrounds: Native American, Japanese and Filipino, among others. Learning from best practices and presenter experiences with multicultural residents, attendees will look at how to analyze specific population in order to participate in the cultural life of their community. Learn how to reach and engage with that full community, get ideas on how to create and implement programs that are relevant to all, and discuss ways to build library collections that represent the diversity of people and ideas.

Speaker(s)

Francisco Garcia-Ortiz, Managing Librarian, Yakima Valley Libraries

Georgia Reitmire, Assistant Branch Manager, Yakima Valley Libraries

Krystal Cobray, Managing Librarian, Yakima Valley Libraries

Sponsor: WLA

Track: Serving Adults

Title: *Turning Outward for Community Engagement*

Last year, as part of their Libraries Transforming Communities Initiative, ALA chose 10 libraries around the country to learn a new way to engage with their communities. Working with the Harwood Institute, this cohort came to understand the importance of “turning outward” or shifting the library’s focus and orientation from internal (library-focused) to external (community-focused). Learn how one cohort library, Spokane County Library District, took the tools to gather public knowledge and are making a guided and real difference in the community. Topics covered: administrative buy-in, staff training, intentionality in resources, and an introduction to the free ALA resource: Libraries Transforming Communities.

Speaker(s):

Patrick Roewe, Deputy Director, Spokane County Library District

Amber Williams, Librarian, Spokane County Library District

Sponsor: WLA

Track: Engagement & Advocacy

Thursday 4/28 | Lunch & Learn Workshop – Additional Registration Fee Required

11:30 am – 1:30 pm

Title: *Nimble and Fresh – Self Directed Learning - Lunch is provided when you register for this workshop.*

In this climate of change, libraries must be at the ready to pursue new models of service, yet they are only as nimble as their staff. Formal training is becoming a luxury and individuals are increasingly accountable for their own rapid, self-directed learning. As strong connectors to lifelong learning in their communities, library staff need to model their own pursuit of fresh skills and knowledge. Join this interactive workshop to discover online resources, collaboration strategies and flexible, cost-effective models to meet accelerated, evolving learning needs. Take a proactive part in self-directed learning for you or your library.

Speaker(s):

Betha Gutsche, Programs Manager, OCLC/WebJunction

Jeanne Fondrie, Learning Coordinator, Whatcom County Library System

Darlene Pearsall, Computer Education Developer/Trainer, King County Library System

Sponsor: WALT

Thursday's Sessions Continued...

Thursday 4/28

Time: 2:00 – 3:15pm

Title: *Chasing Your Own Tale: Teaching Genealogy to Beginners*

We have all been asked for THAT book published about "my family." For most of us, the book hasn't been written yet. This is the perfect opportunity to educate our patrons in the art of genealogy research so maybe they can write the book themselves. We will outline the methods used when teaching Genealogy 101, the free web sites recommended and research aids found useful. This will include some discussion of the basics of DNA research.

Speaker(s):

Becky Menzel, Genealogy/Reference Librarian, Spokane Public Library
Pat Bayonne-Johnson's, Volunteer Genealogist, Eastern Washington Genealogy Society

Sponsor: WLA

Track: Serving Adults

Title: *Oh Baby! Unconventional Programming for your Youngest Patrons*

In many communities, the library is the only organization offering free activities for babies and toddlers. Learn how to create exceptional, early literacy-rich programs for this demographic that will have caregivers lining up to participate. Explore manipulatives, draw on a partner, see examples of successful activities, and learn why these activities are important for early literacy development.

Speaker(s):

Kendra Jones, Children's Librarian, Tacoma Public Library

Sponsor: WLA

Track: Serving Youth

Title: *Bringing Families Together With the Transformative Power of Story*

Join Humanities Washington and KCLS as they talk about the use of the Prime Time Family Reading curriculum, a program that combines reading, storytelling and discussion to explore the cultural and ethical themes presented in children's literature. Prime Time emphasizes the importance of families reading together and creates long-term library users. As you are introduced to Prime Time programs, the presenters will also explain how schools and public libraries can team up.

Speaker(s):

Ellen Terry, Program Director, Humanities Washington
Paula Burton, Children's Librarian, King County Library System

Sponsor: WLA

Track: Programming & Collaboration

Title: *Alternative Teaching Opportunities through Low Tech, Humor, and Cognitive Disruption*

Libraries are often challenged to engage patrons to learn about library services and programs. This hands-on session will showcase low-tech methods that enhance learning through the use of audience participation, humor and cognitive disruption. These techniques are fun and make learning memorable for patrons. Are you tired of the traditional, boring introduction spiel you give about your library? Come learn how to spice it up with verve and vigor!

Speaker(s):

Robert Perret, Reference/Instruction Librarian, University of Idaho
Rick Stoddart, Head of User and Research Services, University of Idaho
Diane Prorak, Instruction Coordinator, University of Idaho

Sponsor: WLA

Track: Networking & Development

Thursday's Sessions Continued...

Title: *Thinking Outside the Box: The Social Justice Librarian's Guide to Google and its Alternatives*

At this moment in history, it would be difficult to find someone who has never used Google. In fact, Google seems to be everywhere these days, to the point that it is a natural or neutral part of our and our users' everyday lives. In this workshop, we will upend some of these prevailing assumptions about Google by discussing privacy, filter bubbles, and other forms of bias. Facilitators will provide critical perspectives, lead activities that demystify the backend of Google and its alternatives, and help collectively generate strategies to guide our users toward a more critical and socially conscious approach to web searching.

Speaker(s):

Dave Ellenwood, Research & Instruction Librarian, UW Bothell/Cascadia College Campus Library
Megan Watson, Research & Instruction Librarian, UW Bothell/Cascadia College Campus Library
Ana Villar, Math & Science Librarian, North Seattle College

Sponsor: WLA

Track: Access & Information

Title: *Happiness at Work*

We all want to be happy, but can we be happy at work? Like many people, you may have grown up believing that if you worked hard, you'd be successful and happy--but then find yourself trapped on a treadmill of stress, exhaustion and discontent. Researchers in neuroscience and psychology have discovered that we have the formula for success completely backwards. It is happiness, and not hard work, that fuels our success! Happiness is the pathway to working smarter rather than harder. Join us to increase your awareness of the growing Positive Psychology field and how to use it to increase your happiness and success at work and in life.

Speaker(s):

Ruth Zander, Learning and Development Administrator, Sno-Isle Libraries
Brian Height, Technical Assistant, Sno-Isle Libraries

Sponsor: WALT

Track: Engagement & Advocacy

Thursday 4/28

Time: 3:45 – 5:00pm

Title: *WA Do I Read Next: The Year's Best from Washington State Authors*

Come enjoy a lively review of works published by Washington State authors in the past year, in our first annual presentation of what we expect will become a beloved WLA tradition. Learn about the best of WA's literary bounty across the full spectrum of local fiction and nonfiction in this fun, swiftly-paced presentation by a panel of librarians from across the state. Plan to hear about great local talent to buy for your library, and share with your patrons.

Speaker(s):

Sheri Boggs, Youth Collection Development Librarian, Spokane County Library System
Sarah Johnson, Collection Development Librarian, Mid-Columbia Libraries
Rachel McDonald, Teen Librarian, King County Library System
Jackie Parker, Lead Librarian, Reader Services, Sno-Isle Regional Library System
David Wright, Reader Services, Librarian, Seattle Public Library

Sponsor: SAIL

Track: Serving Adults

Thursday's Sessions Continued...

Title: *Training for the Future: Teen Service Learning*

Many teens look beyond the Service Learning requirement for skills that will help them on their college and career path. This session will share The Seattle Public Library's experience creating a teen-driven Service Learning model that fosters connections in our community. Using the foundation of high warmth, high structure and high expectations, our trainings aim to help staff empower and expand teen voice and leadership, and we hope our experiences can help you develop a program of your own.

Speaker(s):

Jessica Lucas, Teen Services Librarian, Seattle Public Library
Erin Moehring, Children's Services Librarian, Seattle Public Library

Sponsor: WLA

Track: Serving Youth

Title: *Connecting With Community Through Art*

Learn how you can bring art into your library spaces, or the library into artistic spaces! Featuring a variety of models in use across a range of library types and size, this session will show you how it's done. Topics include creating community partnerships, developing relationships with artists, marketing your art installations, tips for displaying art, art donation policies, partnership agreements and art-related programming. Leave this session inspired to make art happen in your library!

Speaker(s):

Keith Darrock, Technical Services Librarian, Port Townsend Public Library
Jina Felton, Circulation Lead, North Olympic Library System

Sponsor: WLA

Track: Programming & Collaboration

Title: *Worth Working For: Supporting Jobseekers in Your Community*

Learn how to support the jobseekers among those you serve, from small things you can do right at the service desk, to one-time programs or program series. Aileen Luppert and Sheree West of Spokane County Library District will share with you the templates, tools and ideas they have used at their libraries and in their ongoing successful partnership with Mica Peak High School.

Speaker(s):

Aileen Luppert, Librarian, Spokane County Library District
Sheree West, Librarian, Spokane County Library District

Sponsor: SAIL

Track: Networking & Development

Title: *How Life Experience Informs Librarianship: Opening Doors with Reflection*

Self-reflection offers critical insight into how we comprehend and operate in the world around us. The need for and benefits of this are no different in librarianship. A critical, reflective stance provides a deeper understanding of how we experience librarianship and how our own experiences integrate into the profession as a whole. Reflective practice can be used within librarianship to inspire change and combat burnout. This workshop will outline a project undertaken by librarians at Washington State University. Participants will learn about the project and will have a chance to apply this methodology during the workshop. They will gain a greater appreciation of the need for more reflection within our daily practice and an opportunity to develop their own reflection evidence for further analysis.

Speaker(s):

Rick Stoddart, Head of User and Research Services, University of Idaho
Beth Blakesley, Associate Dean of Libraries, Washington State University
Jane Scales, Electronic Projects Librarian and Reference Team Leader, Washington State University
Lorena O'English, Social Sciences Librarian, Washington State University
Erica Carlson Nicol, Humanities & Social Sciences Librarian and Instruction Team Leader, Washington State University

Sponsor: WLA

Track: Access & Information

Thursday's Sessions Continued...

Title: *Social Media: The Importance of Being Earnest*

There is a delicate line in social media networking. You want to reach out, but what is appropriate to share, and should you be everywhere online? How does a library determine where your users are in this vast and growing virtual world? This session features a Marketing Content Manager and a member of a Library Social Media Team sharing their answers to these questions, as well as best practices and how to gauge your success in virtual outreach.

Speakers(s):

Jenn Bielewski, Marketing Content Manager, LYRASIS
Kitty Ireland, Content Strategist, Seattle Public Library

Sponsor: WLA

Track: Engagement & Advocacy

Friday 4/29/2016

Time: 10:00 – 11:15am

Title: *Library Services for a Multicultural Population: Engaging and Serving your Community (Repeated Session)*

In the Yakima Valley, more than 50% of the population is Hispanic, with other groups from different backgrounds: Native American, Japanese and Filipino, among others. Learning from best practices and presenter experiences with multicultural residents, attendees will look at how to analyze specific population in order to participate in the cultural life of their community. Learn how to reach and engage with that full community, get ideas on how to create and implement programs that are relevant to all, and discuss ways to build library collections that represent the diversity of people and ideas.

Speaker(s)

Francisco Garcia-Ortiz, Managing Librarian, Yakima Valley Libraries
Georgia Reitmire, Assistant Branch Manager, Yakima Valley Libraries
Krystal Cobray, Managing Librarian, Yakima Valley Libraries

Sponsor: WLA

Track: Serving Adults

Title: *Booktalking the Best*

There is never enough time to read all the new children's and teen literature. 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 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):

Erin Speaks, UW iSchool Rep, CAYAS

Sponsor: CAYAS

Track: Serving Youth

Title: *Take Note: Music Advisory in Libraries*

Recommending mainstream music to patrons can be pretty straightforward, but what if they're looking for something more obscure? Medieval plainchant? No problem! Swedish Death Metal? Bring it on! From modern classical music to jazz to 12th century monophony to rock we'll embrace the obscure and share our favorites with you to pass on to your patrons.

Speaker(s):

Conan McLemore, Librarian, Seattle Film Institute
Dr. Trent Hill, Professor, University of Washington iSchool

Sponsor: WLA

Track: Programming & Collaboration

Friday Sessions Continued...

Title: *Creating a Comprehensive Safety and Security Training Program*

Libraries of all kinds need a comprehensive approach to safety and security and staff training is a big part of it. But where to begin? Learn from the experiences of the Eastern Washington University Libraries who partnered with law enforcement, fire department and a security expert to develop a multilayered staff training program. EWU's program includes recognizing potentially dangerous behaviors, effective de-escalation techniques, physical self-defense skills, methods for surviving an active shooter scenario and first aid training. This presentation will also cover how to build partnerships with local law enforcement and other first responders, as well as how to implement an effective training program that will help keep employees and patrons safe when faced with potentially dangerous situations. Attendees will leave with a wealth of information and resources.

Speaker(s):

Paul Victor, Associate Professor, Eastern Washington University

Sponsor: WLA

Track: Networking & Development

Title: *K-12 Health & Science Resources for Libraries: NLM's Online Playground*

This session will introduce the freely available consumer health resources as well as K-12 science information resources provided by the National Library of Medicine (NLM). Participants will be equipped with knowledge of consumer health sites regarding various aspects of student health with emphasis on MedlinePlus. This session will also include the NLM science education resources to support programs and instruction as well as providing information support for families. These resources include valuable information for newsletters, websites, social media, for policies and procedures regarding the health and well-being of students, parents, staff and the wider community.

Speaker(s):

Carolyn Martin, Consumer Health Outreach Coordinator, National Network of Libraries of Medicine Pacific Northwest Region

Sponsor: WLA

Track: Access & Information

Title: *Elected Officials & Policy Makers: How to Make Sure What You Said Is What They Heard*

Join WLA's longtime legislative liaison as he provides a unique insight to the minds of elected officials and the factors that influence their decisions. The effectiveness and timing of communication methods such as email, snail mail, phone calls, texts, social media, face-to-face meetings and public testimony will be discussed. While advocating with state legislators will be the primary focus, the information provided is highly relevant for communicating with all elected officials and policy makers. Presenter has worked in politics and government since 1974 and has represented WLA before the State Legislature for over 25 years.

Speaker(s):

Steve Duncan, Principle, Duncan & Associates

Sponsor: WLA

Track: Engagement & Advocacy

Friday 4/29

Time: 2:00 – 3:15pm

Title: *Storytime... Is there an app for that? Technology & the Young Child*

Digital media, mobile devices, and apps are now a part of many young children's everyday life. What are the consequences to the development and health in children? How are traditional concepts of "screen time" changing? What role do librarians have to play in this new frontier? This session will discuss recent scientific research, define media mentorship, and highlight new media and apps that can enhance library storytimes.

Speaker(s):

Michelle Angell, Youth Services Librarian, Pierce County Library System

Genevieve Dettmer, Youth Services Librarian, Pierce County Library System

Sponsor: WLA

Track: Serving Youth

Friday Sessions Continued...

Title: *Linking City and School Libraries: Sharing Resources to Support 21st Century Learning*

How do you create long term, collaborative programs between public and school libraries that include mutual supports to move from surface agreements to a deep level of action? Join Port Townsend's School District and Public Library as they share their experience Building just such a connection. Topics covered will include: Envisioning Possibilities, Mutual Commitment, Institutional Agreements, Overcoming Barriers, Gathering Partners, and Sustainability. Participants will leave with a tool kit to begin their own process of creating deep community collaborations!

Speaker(s):

Ann Raymond, District Librarian and Ed Tech Coordinator, Port Townsend School District

Melody Sky Eisler, Director, Port Townsend Public Library

Sponsor: WLA

Track: Programming & Collaboration

Title: *Library as Publisher: Timberland Writes Together*

The changing publishing landscape opens opportunities for libraries to take on a new role as community publishers. Learn how one library engaged with their communities to publish a short story anthology with work from local authors and artists, which then became the focus of the district's big community read initiative, "Timberland Writes Together." Discover the process that was followed from initial concept, approval and funding, to the development, production and distribution. After this session, you'll leave fired up to have your library enter the publishing world!

Speaker(s):

Ryan Williams, Circulation Services Coordinator, Timberland Regional Library

Sponsor: Timberland Regional Library

Track: Networking & Development

Title: *Unlocking Library Data for the Web: BIBFRAME, Linked Data and the Libhub Initiative*

Is MARC broken? This session will explain two initiatives focused on how to set our data free so it is found in web search engine results. We will summarize the work in progress by Sno-Isle Libraries as an early adopter of BIBFRAME and the LibHub Initiative since late 2014 and OCLC's work with library linked data and schema.org. Participants will learn why this work is important to catalogers, technical services staff, systems librarians, and ultimately our customers and non-library users and participants will receive a list of additional resources for learning about BIBFRAME, Linked Data, schema.org, and the LibHub Initiative.

Speaker(s):

Colleen Brazil, Content Access Manager, Sno-Isle Libraries

Rick Newell, Senior Training Coordinator, Member Education, OCLC

Sponsor: CATS

Track: Access & Information

Title: *Serving the Captive Audience: Public Library Services for Incarcerated Teens*

Public libraries strive to create engaging, meaningful and culturally relevant programs. How do we create programming for incarcerated teens who come to the table with a very real set of challenges behind and in front of them? Learn about serving incarcerated youth, from initiating a dialogue with a nearby prison, to building a team of library staff, to creating and presenting programming. Evaluation results will be shared, with examples of what has and has not worked well.

Speaker(s):

Maggie Wong, Librarian, King County Library System

Daniele Duvall, King County Library System

Sponsor: WLA

Track: Engagement & Advocacy

Friday Sessions Continued...

Friday 4/29

Time: 3:45 – 5:00pm

Title: *Navigating Reading Levels with GRL, AR, DRA Oh My!*

Good or bad, leveled reading systems are a part of the public school reading curriculum and school media center programs. When a young patron comes to you looking for an AR 4.2, F&P Level Q, or a Lexile 775, can you help her select a book in her reading level? In this session, we will look at a variety of resources used by schools and public libraries to help students select their "just-right" reading materials. Participants will examine reading level vs. interest level, review some online resources and leave with a link that compares the most popular systems used by schools.

Speaker(s):

Craig Seasholes, Teacher Librarian & WLMA Chair, Seattle Public Schools
Cindy Ulrey, Librarian, Spokane County Library District

Sponsor: WLA

Track: Serving Youth

Title: *Libraries Support Makers and DIYers*

Learn how to support Makers and DIYers through programs where collaborative learning and creativity are central focuses. From Builders Clubs and Minecraft to Coder Dojo and Camp Code, people have options to create. Several grant-funded training programs have helped adults increase their familiarity and comfort with products used routinely in businesses while also having fun as creators. PCLS is a community connector for two all-ages festivals that brings together partners for a full day of making. This session provides an overview of PCLS' experiences where youth, families and adult learners can be playful while learning key skills that support real life.

Speaker(s):

Michelle Angell, Youth Services Librarian, Pierce County Library System
Jaime Prothro, Customer Experience Manager, Adults & Readers, Pierce County Library System

Sponsor: WLA

Track: Programming & Collaboration

Title: *Negotiation Basics*

Do you feel too shy to negotiate? Unsure of what is negotiable? Come to this workshop to hear tips and tricks on optimal negotiating. Whether it is with supervisors, patrons or faculty you'll learn how to negotiate so that everyone comes out a winner. Participate in hands-on activities and discussions, and leave feeling more confident with your negotiating abilities.

Speaker(s):

Electra Enslow, Health Sciences Librarian, Spokane Academic Library

Sponsor: WLA

Track: Networking & Development

Title: *Open Data and Libraries*

Open Data is public information -- information that can be or currently is released to the public. In order to be used, Open Data needs to be accessible, accurate and authoritative. This presentation will explore the meaning and use of open data, how library customers might use it, and ways that librarians can assist them.

Speaker(s):

Rand Simmons, Federal Collection Executive Manager, Washington State Library
Will Saunders, Director, Open Data Initiative, Office of the Chief Information Officer

Sponsor: WLA

Track: Access & Information

Friday Sessions Continued...

Title: *The Ultimate Partnership: Community Court with Wrap-Around services at the Library*

Community Court is a partnership between Spokane Public Library and Spokane Municipal Court. Low level offenders attend court in the library and immediately meet with a variety of social service providers to come up with the best solutions to keep these offenders out of jail and to rehabilitate them. This innovative approach to justice helps offenders address complex problems with homelessness, alcohol or drug dependence, and mental illness. This partnership has attracted the Center for Court Innovation in NY as well as other national groups interested in innovative approaches to restorative justice within communities.

Speaker(s):

Sarah Bain, Director of Strategic Partnerships, Spokane Public Library

Andrew Chanse, Library Director, Spokane Public Library

Sponsor: WLA

Track: Engagment & Advocacy

Friday 4/29

Super-Sized Session

Time: 2:00 – 5:00pm

Title: *SAIL Unconference*

Using well established unconference methods; this 3-hour session encourages attendees to come ready to discuss the hottest topics in Adult Services today. Highly interactive and engaging, you will have the opportunity to learn from and share with your colleagues in this fast paced unconference-within-a-conference!

Speaker(s):

Ahniwa Ferrari, Dean of the Library, Grays Harbor College

Sponsor: SAIL

Track: Serving Adults
