

# ArLA 2016 CONFERENCE SESSION DESCRIPTIONS



ARLA 2016 ANNUAL CONFERENCE  
NOVEMBER 13 – 15, 2016

Saturday, November 12<sup>th</sup> | 1:00 pm – 5:00 pm

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## Pre-Conference: Libraries as Safe Spaces - Violence Avoidance and Awareness

**Hoffman**

**Cost: \$40.00 – Sign up through Registration – Seating Limited**

Spend the afternoon learning how to collaborate with local law enforcement and prepare yourself and your staff in the event of an active shooter situation. Officer Bertelin from Arkansas Emergency Management will address collaboration with local law enforcement and Tina Murdock from UCA will present “Active Shooter: Preparing for the Worst at Your Library.” With the steady increase of active shooter incidents, many wonder what they would do if they found themselves in that situation and if there are things they might do to protect themselves or others. Be ready to discover ways libraries might plan and prepare 1) to reduce the likelihood of such an event, 2) to improve survival chances for both staff and patrons, and 3) to facilitate recovery should the worst occur.

**Presenters:** Officer David Bertelin & Tina Murdock

**Tracks:** Public, Academic, School, Trustees

Sunday, November 13<sup>th</sup> | 1:00 pm – 2:00 pm

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## Opening Keynote Session: Marci Merola from the ALA Office for Library Advocacy Grand Ballroom

Sunday, November 13<sup>th</sup> | 2:30 pm – 3:20 pm

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## Library Safe Spaces for the LGBTQ Community

**Hoffman**

This panel will explore the process of creating a safe space for marginalized communities to fully express themselves without fear of being excluded, uncomfortable, or challenged on issues of sexuality and/or gender. We will discuss programming such as book clubs, outreach, advocacy, and anti-bullying collaborations.

**Presenters:** Matthew Windsor & Nina Darley

**Tracks:** Public, Academic, School, Youth Services, Advocacy

## The Future of Youth Service

**Manning**

The 2016 ALA Emerging Leader Team working with ALSC (Association of Library Service to Children) conducted an environmental scan focusing on current trends developing in the field of children's services in order to assist the ALSC Board of Directors in their strategic planning. This program will present their findings about current and future areas of interest in the field of youth services.

**\*\*Repeat Session: Also presented on Monday, November 14<sup>th</sup> at 10:30 am.\*\***

**Presenter:** Brittany Tavernaro

**Tracks:** Public, School, Youth Services

## #FridayReads: Library and Campus Engagement through Social Media

### Chicot

This session will focus on how academic libraries can reach faculty, staff, and students through social media and website integration. The library offers an abundance of resources that often remain hidden within the library building. However, by using social media, including Instagram, Facebook, Twitter, YouTube, and Periscope, the entire campus can not only be made aware of the library services but also engage with the library staff. For a successful social media marketing plan a number of concerns must be addressed, including scheduling of posts and intentional graphic design. This session will provide examples of successful and not so successful posts and their effect on campus outreach.

**Presenters:** Lacy Wolfe & Susie Kirk

**Tracks:** Academic, Technology, Outreach

## What Did Grandpa Give You Besides the Gold Watch

### Grampas

In an era when genealogy is a popular hobby, it is useful to ask about family medical history as well as names, dates, and places. Join Karen for some guidance on how to look at your family's medical history when you fill out your family tree.

**Presenter:** Karen Russ

**Tracks:** Public, Academic, Reference

## Adventures in Advertising: Using Your Library Budget to Wisely Promote the Library

### Harris Brake

Getting people to come into the library for any reason can be difficult no matter what you do! At the Craighead County Jonesboro Public Library we've tried different things to find out what works best. In this session I will share how to get the most for your marketing money – no matter how much you have to spend.

**\*\*Repeat Session: Also presented on Monday, November 14<sup>th</sup> at 9:30 am.\*\***

**Presenter:** Brandi Hodges

**Track:** Public

## Paws, Ears, and Heart: Developing a Therapy Dog Program to Fit Your Needs

### White Oak

This session will focus on the process of developing a therapy dog program to fit the needs of your library. Information about budgeting, volunteers, staff, program goals, and success stories will be shared. A certified therapy dog will be present to demonstrate good therapy dog behavior.

**Presenters:** Erin Renollet, Taylor Vanlandingham, & Banjo the Therapy Dog

**Tracks:** Public, School, Academic, Special, Youth Services

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## Sunday, November 13<sup>th</sup> | 3:30 pm – 4:20 pm

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## Re-Imagined Gears: Athletes Become Scholars

### Hoffman

Full steam ahead!! The Felix Goodson Library (FGL) finally found a marketing strategy for information literacy instruction that worked for us! Like a steam-powered revolution, we challenged the athletic department to look at library instruction through new aviator goggles. Collaborating with coaches for student success, maintaining athletic scholarships, and stressing retention, the free five-session seminars were introduced as "Becoming a Scholar." In this workshop, FGL shares how it re-imagining gears and first year approach to methodology, tools, and assessment for information literacy instruction with campus athletics. Sponsored by Reference and Information Services Division.

**Presenter:** Pamela Meridith

**Track:** Academic

## Copyright for Library Professionals: How They Sucked Us In To Caring About Copyright Manning

After one too many blatant copyright violations on campus, Central Baptist College librarians had to get involved. Step One: Educate themselves. Step Two: Educate the campus. Step Three: Find other library staff to commiserate with. This presentation will demonstrate why librarians and library professionals should care about Copyright Law in their libraries – even when they don't want to. It will also cover basic Copyright Law as it pertains to libraries.

**\*\*Repeat Session: Also presented on Monday, November 14<sup>th</sup> at 1:30 pm.\*\***

**Presenters:** Rachel Whittingham & Crystal Long

**Tracks:** Public, Academic, School, Special, Reference, Advocacy

## Everybody Wins: or, How We Matched the Right Program with the Right Sponsor Chicot

Our Library matched the right sponsor with the right program (Lego Robotics) for a win-win situation! We will explain how we accomplished our success and how you can apply the same principles to your own library programming.

**Presenters:** Anna Bates & Clara Jane Ahrens

**Tracks:** Public, School, Youth Services, Trustees, Technology, Advocacy

## Makerspace at the Elementary and Middle School Level Grampas

Makerspace! Join us as we present how we have implemented Makerspace in our elementary and middle school libraries. We will share our successes and our challenges as we start down this path with our students.

**Presenters:** Cathy Toney & Sharon Cone

**Tracks:** School, Public, Youth Services

## Value Added Services for Students in an Academic Library Harris Brake

This presentation will explore ideas for services that can be offered to students by an academic library to enhance their college experience and create good public relations for the library. The presentation will cover cost, manpower, and effectiveness for providing these value added services. Sponsored by ALPS.

**Presenter:** Loretta Edwards

**Track:** Academic

## Work Smarter, Not Harder: Reinventing Staffing & Redefining Your Workflow White Oak

Are your employees currently performing the duties they should be performing? We will discuss writing job descriptions for the job, not the person in the position, for better efficiency and empowering your staff to create a meaningful and successful work environment. Sponsored by Public Libraries and Trustees Division.

**\*\*Repeat Session: Also presented on Monday, November 14<sup>th</sup> at 2:30 pm.\*\***

**Presenter:** Jennie Garner

**Tracks:** Public, Academic, School, Special, Administration, Supervisors

Monday, November 14<sup>th</sup> | 9:30 am – 10:20 am

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## To Plan or Not to Plan: Charting a Course for the Future

**Hoffman**

Creating a strategic plan for an archives can be beneficial in charting the institution's future path, especially in times of change. This presentation will discuss the advantages and disadvantages of planning, items to include, and ideas on how to building a support network in order to implement your goals.

**\*\*Repeat Session: Also presented on Monday, November 14<sup>th</sup> at 10:30 am.\*\***

**Presenter:** Timothy G. Nutt

**Tracks:** Public, Academic, Special

## Vendor Presentation

**Manning**

See Conference Program for details.

## Home-Grown, World-Class Literary Festivals at Your Library

**Chicot**

Where do you begin when planning a literary festival at your library? It is not always about getting the most sponsors. Join Jean Elderwind, who has co-chaired eleven Books in Bloom Literary Festivals in Eureka Springs, for an hour of tips and timelines for producing your own multi-author event. You will leave with her enthusiastic encouragement to organize your own.

**Presenters:** Jean Elderwind & Lin Wellford

**Tracks:** Public, Academic, Trustees, Foundation Board Members

## PART I of II: Public Library Law for Public Library Staff and Trustees

**Grampas**

Public library staff need to know some basic laws that apply to patron record confidentiality and use (or abuse) of public library materials. Learn to incorporate law into your policies. Know the penalties for breaking the law. Disclaimer: Arkansas State Library staff are not legal counsel and cannot take the place of legal counsel. The Arkansas State Library publication "Arkansas Public Library Laws Annotated 2015-2016 edition" is used to introduce you to pertinent laws for library staff and policy makers.

Part II presented on Monday, November 14<sup>th</sup> at 10:30 am.

**Presenter:** Ruth Hyatt

**Tracks:** Public, Trustees

## Adventures in Advertising: Using Your Library Budget to Wisely Promote the Library

**Harris Brake**

Getting people to come into the library for any reason can be difficult no matter what you do! At the Craighead County Jonesboro Public Library we've tried different things to find out what works best. In this session I will share how to get the most for your marketing money – no matter how much you have to spend.

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**Presenter:** Brandi Hodges

**Track:** Public

## Vlogs I Have Loved: The Wide, Wide World of Literary-Inspired Web Series

**White Oak**

When was the last time you conversed with your favorite character from classic literature? Literary-inspired web series, taking place via social media, offer lovers of classic literature the opportunity to watch and interact with their favorite characters online. What does this mean for librarians? How can literary-inspired web series be used in libraries and adapted for instructional use?

**Presenter:** Crystal Long

**Tracks:** Public, Academic, Special, School, Youth

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Monday, November 14<sup>th</sup> | 10:30 am – 11:20 am

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**Presenter:** Brittany Tavernaro

**Tracks:** Public, School, Youth Services

## Two-Year College Libraries and Developmental Students

**Chicot**

Two-year colleges deal with the vast majority of students who are not prepared to do college-level work. This session will deal with the problems this creates for two-year college libraries and how libraries are finding ways to help these students learn the research and study skills required to make them successful in college and beyond.

**Presenter:** Jay Strickland

**Track:** Academic

## PART II of II: Public Library Law for Public Library Staff and Trustees

**Grampas**

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Part I presented on Monday, November 14<sup>th</sup> at 9:30 am.

**Presenter:** Ruth Hyatt

**Tracks:** Public, Trustees

## Getting to the Table and Speaking Out

**Harris Brake**

Advocacy for academic libraries includes advocacy both inside and outside their parent institutions. Targeting audiences, identifying influencers, and keeping up with changing environments are all essential. Including messages from the ACRL Value of Academic Libraries project research results can make a difference. Specific techniques can also be very useful. Advocacy is a crucial skill to develop to strengthen support for libraries, and all those working in academic libraries need to be involved in it. Sponsored by C and University Libraries Division.

**Presenter:** Ann Campion Riley

**Track:** Academic

## To Infinity & Beyond: Self-Driven Sustainability When Your Budget, Staff, and Resources are Limited

**White Oak**

Over time the librarians of CBC have become skilled at identifying and implementing new (and sometimes radical) solutions to the problems faced by most libraries – shortages of funds, staff, and resources. We will show you our toolbox – a set of questions and a mindset – which you can take back to your library and implement to suit your library's unique needs.

**Presenters:** Crystal Long & Rachel Whittingham

**Tracks:** Public, Academic, School, Special

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Monday, November 14<sup>th</sup> | 12:00 pm – 1:20 pm

**Author Luncheon: Marilyn Johnson, presenting “The Indispensable Librarian”**

**Grand Ballroom**

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Monday, November 14<sup>th</sup> | 1:30 pm – 2:20 pm

## The Arkansas State Parks Adventures

**Hoffman**

Nature and history are waiting for you in your Arkansas State Parks. There are 52 Arkansas State Parks that offer a variety of experiences. Some of these experiences include: kayaking, hiking, biking, lake tours, living history, Civil War battlefields, American Indian sites, and more. Knowing what opportunities are available for you is the first step to enjoying your Arkansas State Parks. Let's explore them together!

**Presenter:** Robin Gabe

**Tracks:** Public, Academic, School, Special

## Copyright for Library Professionals: How They Sucked Us In To Caring About Copyright Manning

After one too many blatant copyright violations on campus, Central Baptist College librarians had to get involved. Step One: Educate themselves. Step Two: Educate the campus. Step Three: Find other library staff to commiserate with. This presentation will demonstrate why librarians and library professionals should care about Copyright Law in their libraries – even when they don't want to. It will also cover basic Copyright Law as it pertains to libraries.

**\*\*Repeat Session: Also presented on Sunday, November 13<sup>th</sup> at 3:30 pm.\*\***

**Presenters:** Rachel Whittingham & Crystal Long

**Tracks:** Public, Academic, School, Special, Reference, Advocacy

## Exhibit Hosting for Smaller Libraries

### Chicot

Traveling exhibits can help libraries to bring enrichment activities to their communities. During the spring of 2016 the Crossett Public Library hosted the American Library Association's "Explore Tech" traveling exhibit. See how a small library can apply to host an exhibit and make the most of it while using its available space and community partners.

**\*\*Repeat Session: Also Presented on Tuesday, November 15<sup>th</sup> at 8:30 am.\*\***

**Presenter:** David Anderson

**Tracks:** Public, Academic, School, Youth Services, Advocacy

## Frugal Fundraising: It Doesn't Take Money to Make Money

### Grampas

Fundraising without spending what little money you have can be a challenge. With a little ingenuity and a determined effort, any group can raise funds without spending much money at all. Join me as we share proven fundraisers that have produced profits with little or no start-up costs.

**Presenter:** Judy Calhoun

**Tracks:** Public, Academic, School, Trustees, Youth Services

## Microaggressions at the Library

### Harris Brake

Microaggressions are everyday verbal, nonverbal, and environmental slights, snubs, and insults, both intentional and unintentional, against people based only on their membership in marginalized groups. Learn how to transform the climate of your library by identifying microaggressions, reacting effectively to them, and working to eliminate them from your libraries.

**Presenters:** Joseph Hudak & Haley Lagassé

**Tracks:** Public, Academic, School, Special, Youth Services, Reference

## The Promise of Linked Data

### White Oak

In the library world, linked data is still in its infancy; yet, linked data is fast becoming the accepted data structure of the World Wide Web. OCLC and the Library of Congress are hard at work developing linked data solutions for libraries that will ultimately mark the end of MARC and change the nature of our ILS. This session will explore the promise of linked data for public libraries, including what is linked data, what it can do, and how it might be a good thing for small and medium sized public libraries in a state like Arkansas.

**Presenter:** Chad Pollock

**Tracks:** Public, Special, Technology

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Monday, November 14<sup>th</sup> | 2:30 pm – 3:20 pm

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## Reaching Them Where They Are: Increased Services for Undergraduate Students

### Hoffman

Undergraduate students represent the majority of most academic libraries' patron group, but many librarians struggle with ways to make meaningful contact. Over the past year the Brackett Library at Harding University has taken on several projects, including one-on-one research consultations, a personal librarian program, and co-sponsoring the #HardingRead. Join us as we share what we have learned along the way.

**Presenters:** Lisa Fuller & Justin Lillard

**Track:** Academic

## Getting By With Less: Developing Better Training for Students and Volunteers

### Manning

This session will focus on developing better training for working with student volunteers. While the examples will primarily come from working in an archives, the subject matter is relevant to any library/archive/museum that struggles to deliver more content despite less staffing.

**Presenter:** Christina Thompson Shutt

**Tracks:** Public, Academic, Special, Advocacy

## Traveler Databases: Using Them, Learning Them, and Promoting Them

### Chicot

This session is an interactive presentation on what the Traveler databases can provide for all age users, what training is available, and ways to promote using the databases.

**Presenter:** Sally Hawkes

**Tracks:** Public, School, Academic, Reference

## Vendor Presentation

### Grampas

See Conference Program for details.

## New Tools for Tech Services Workflow: SpringShare, Slack, and Beyond

### Harris Brake

Most of us think of LibGuides and LibAnswers as tools for public services to interact with library patrons. Discover how the University of Arkansas Libraries Technical Services staff created StaffGuides to document cataloging and serials procedures, LibAnswers to manage problem reports with catalog records or subscription access, and the Slack app to keep communication flowing without filing up everyone's email box.

**Presenters:** Beth Juhl , Cody Hackett, Lisa Lindsey, Mary Gilbertson, & Amy McGohan

**Tracks:** Public, Academic, Special, Technology, Technical Services

## Work Smarter, Not Harder: Reinventing Staffing & Redefining Your Workflow

### White Oak

Are your employees currently performing the duties they should be performing? We will discuss writing job descriptions for the job, not the person in the position, for better efficiency and empowering your staff to create a meaningful and successful work environment. Sponsored by Public Libraries & Trustees Division.

**\*\*Repeat Session: Also presented on Sunday, November 13<sup>th</sup> at 3:30 pm.\*\***

**Presenter:** Jennie Garner

**Tracks:** Public, Academic, School, Special, Administration, Supervisors

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## Tuesday, November 15<sup>th</sup> | 8:30 am – 9:20 am

## AAPL Session

### Hoffman

See Conference Program for details.

**Presenter:** Jay Carter



## Reaching Older Adults

### Manning

We all know the number of adults over 65 is increasing, but how can your library reach out to this under-served population? This session will provide examples of successful outreach to older adults, specifically those who no longer drive. Attendees will be encouraged to share their own examples and experiences.

**Presenter:** Loretta Crenshaw

**Track:** Public

## Exhibit Hosting for Smaller Libraries

### Chicot

Traveling exhibits can help libraries to bring enrichment activities to their communities. During the spring of 2016 the Crossett Public Library hosted the American Library Association's "Explore Tech" traveling exhibit. See how a small library can apply to host an exhibit and make the most of it while using its available space and community partners.

**\*\*Repeat Session: Also Presented on Monday, November 14<sup>th</sup> at 1:30 pm.\*\***

**Presenter:** David Anderson

**Tracks:** Public, Academic, School, Youth Services, Advocacy

## Don't Panic! Creating a Survival Guide to Manage Library Anxiety

### Grampas

Presenters will discuss the creative process behind building an engaging orientation manual for new library users. Practical advice on both successful and challenging aspects of the project will be offered along with tips on how to address specific issues. Session participants will receive examples of the UCA Library Survival Guide and interactive conversation between the presenters and participants is encouraged.

**Presenters:** Amber Wilson, Elizabeth DiPrince, Chrissy Karafit, & Amanda Bryant

**Tracks:** Public, Academic, School, Special, Reference

## Don't Ask Us, We'll Ask You: An Interactive Reference and Instruction Lightning Talk Session

### Harris Brake

Join the Reference and Instruction Services Division for an interactive session. We'll start the discussion with a series of quick talks about various reference and instruction topics: questions we weren't sure how to answer, useful websites, technology tools and tips, and more. Then we'll turn the mike over so you can share your stories. All library types represented.

**Presenter:** Jessica Riedmueller

**Tracks:** Public, Academic, School, Special, Reference

## Arkansas Teen Book Awards 2016-2017

### White Oak

Come and learn about the new books on the 2016-2017 Arkansas Teen Book Award Reading Lists, including Level One (Grades 7-9) and Level Two (Grades 10-12). Free colorful posters will be provided courtesy of the Arkansas State Library. This session will also include Skyping with one of the authors whose book has been nominated this year.

**Presenter:** Cathy Howser

**Tracks:** Public, School, Youth Services

Tuesday, November 15<sup>th</sup> | 9:45 am – 10:35 am

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### Reviving For-Credit Instruction at an Academic Library

**Hoffman**

Instruction and academic libraries seem to go hand-in-hand. But what do you do if your instruction efforts are failing? See how one library bailed themselves out and saved instruction by going from discussions about ending their for-credit class to doubling the number of classes offered, quadrupling enrollment, and working with departments to develop subject specific courses.

**Presenters:** April Sheppard, Laura Downing, & Dominique Hallett

**Tracks:** Academic, Reference

### Vendor Presentation

**Manning**

See Conference Program for details.

### Free & Low-Cost Legal Research Resources

**Chicot**

There is an abundance of legal information available on the Internet. Join us for a discussion of the best of the free legal web with a dash of the best low-cost information as well. We will cover cases, statutes, and administrative law on the federal and state levels.

**Presenters:** Melissa Serfass & Jeff B. Woodmansee

**Tracks:** Public, Academic, Special, Reference

### Document It!: Marketing Government Documents

**Grampas**

With just MS PowerPoint(TM), a color printer, and acrylic sign holders you can document your collections and events in the library and across the campus. With special software and a flat screen mounted to the wall, you can eliminate printing. See how UALR's Ottenheimer Library spreads the word on government documents and resources.

**Presenters:** Karen Russ & Linda Stipsky

**Tracks:** Public, Academic, School, Special, Youth Services, Trustees, Reference, Advocacy, Special Collections & Archives

### The Terrified Librarian's Guide to Adult Programming

**White Oak**

Are you ready for the adventure of adult programming? Join us as we discuss our adult programming homeruns, and our monstrous mistakes. Staffing dilemmas? No Money? Welcome to our world!! Faint of heart need not attend!

**Presenters:** Nechia Whittingham, Rebecca Harrison, & Sara Stuart

**Track:** Public

Tuesday, November 15<sup>th</sup> | 10:45 am – 12:00 pm

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### Closing Keynote Session: Dr. Julie Todaro, ALA President

**Grand Ballroom**