



Mining the Past to Plan for the Future

Pacific Northwest Library Association

Annual Conference – Helena, MT

August 13 – 16, 2014

Wednesday, August 13, 2014

8:00 a.m. – 12:00 p.m. PNL A Board Meeting

Pre-conferences

1:00 – 2:30 p.m.

Boost Your Early Literacy Efforts - Stephanie Bailey-White & Karen Yother

Your neighbors in Idaho are excited to share how they've been advancing early literacy statewide and at the local level. Hear about programs that are working in small and larger libraries, get resources you can take back and adapt, and discuss how we might be able to work more effectively across state and country lines to ensure more children enter school with the skills they need to do well in life.

In for the Long Haul: Mining the Past to Create Successful Libraries Now and in the Future - Sarah Head & Cheryl Stenstrom

How can we mine the past to create a more successful and stable future for public libraries? In this session, learn what you can do as a new librarian to take advocacy theory into practice. The focus will be on examining past advocacy efforts and their effectiveness, as well as considering what new techniques you should add to your toolkit. Emerging leaders can lay the ground work to build influence when they're just starting out, and help ensure the success of their library over the long term through established relationships with decision makers.

2:45 – 4:15 p.m.

Reading the Region 2013/2014 - Jan Zauha and state/provincial panelists

Join members of the PNL A Board and others for a rapid round of book talks featuring award winning titles for 2013-2014 from Alaska, Alberta, British Columbia, Idaho, Montana, and Washington. Books for all ages and interests will be previewed and displayed. Award programs and reading initiatives from throughout the region will be highlighted.

Programs- to- Go: Easy Programming Across Generations - Elizabeth Squires & Jenny Grenfell

Programs-to-Go are a great way to share successful programming ideas with an entire network of peers! A program is developed around a topic or theme. Typically circulated in a tub, they contain program manuals, special materials, and supplies for the crafts and activities involved. Everything you need to put on the program is in the box! We will explore ideas for programs with youth, and with older adults. Learn how you can harness the talent in your library or system to benefit everyone!

5:00 – 6:45 p.m. Opening/Vendor reception with [Wilbur Rehmann Jazz Quintet](#), appetizers & cash bar (sponsored by Missoula Public Library)

7:00 p.m. Dine Around Helena – Find suggestions for restaurants and sign up when you arrive.

5:00 p.m. – 9:00 p.m. [Alive @ Five](#) (free weekly downtown summer concert series on Wednesdays)

Thursday, August 14, 2014

8:00 – 9:30 a.m. Welcome & Keynote Breakfast - [Unshelved by Ambaum & Barnes](#) present “Surviving the Public”

9:30 – 10:00 a.m. Break with Vendors – Silent Auction opens

10:00 – 11:00 a.m. Breakout Session 1

Adding Demand Driven Acquisition of e-books to Your Library's Offerings - Amy Foster & Molly Arrandale

Demand Driven Acquisition (DDA) of e-books is becoming a widely used option for libraries looking to make the most of their budgets. The presenters will address the experience MSU Library had implementing DDA from beginning to end: from the decision to offer DDA e-books and setting up the program with the vendor to providing access via the catalog and what happens when a purchase is triggered.

What's the Story? Current Research Children e-books - Andrew Smith

This presentation looks at current research on children and e-books. How do e-books fit into our libraries and our programs? How do we use them for storytelling? How can we work with titles published in both print and electronic formats? Are we seeing more reading with e-books or less? Is this a format children like and to which they respond? How much research is there, and what does it say? Can we use new formats to illuminate older programs? Can our older techniques improve the use of e-book?

Jim Lynch, Laura Kalpakian, and Nancy Pearl: How Three Authors Use Libraries to Mine Information for Their Work - Linda Lambert

Jim Lynch used the Washington State Library special collection of resources and memorabilia for *Truth Like the Sun* (2012), his novel about the Seattle world’s Fair. Novelist Laura Kalpakian, who relied heavily on libraries for past projects like *Cosette*, is currently using ILL for the first memoir she’s ever written, focusing on her family’s experience of the Armenian genocide in 1915. And Nancy Pearl, well, she practically IS a library.

Graphic Novels from the Inside - The Unshelved Guys

Gene loves comics, and in this program he shows us some of the reasons why, showing moments that demonstrate the unique power of this amazing medium.

Digital Public Library of America - Jennifer Birnel

The Digital Public Library of America was launched in April 2013 and since then has grown from 2.4 million records to 5.6 million records by January 2014. The DPLA strives to contain the full breadth of human expression, from the written word, to works of art and culture, to records of America's heritage, to the efforts and data of science. Tour this amazing website and learn how to use it and how to share it with your library patrons. Bring your own device to view the pages during the presentation.

11:15 a.m. – 1:15 p.m. Membership Luncheon with Montana authors Jon Axline & Ellen Baumler – Book signing afterward

1:30 – 2:30 p.m. Breakout Session 2

Teaching Information Literacy to Undergraduate Students: Reflecting on the Past, Present, and Future of Library Instruction - Conor Cote & Scott Juskiewicz

The need to teach information literacy skills to undergraduate students is often framed as a 21st century concern, but debate over the value and practice of teaching this set of skills can be found as far back as the early 1900's. In this session, we will look to the past, present and future to show that while library instruction has evolved, many central concerns remain unanswered. Examples will be taken from our experience co-teaching credited chemistry and writing courses, providing one-shot library instruction sessions, and giving individual consultations.

Librarians as Censors? Internet Filtering Past, Present and Future - Judy Hart, Matt Beckstrom & Amy Cannata

The filtering issue in libraries was decided when CIPA passed, right? Well, maybe not. The outcome of a court case in Washington set a precedent that could affect other U.S. libraries and place librarians in the role of Internet censors. Join us for a review of filtering history and a discussion about the ramifications of new legal cases.

Seed Libraries in Sustainable Communities - Honore Bray, Annie Alger & Elizabeth Jonkel

Creating a seed library in your community will promote sustainability. Explore gathering seeds, cataloging the seeds in the local system and distribution of the seeds through your library. Multi-type Libraries can serve their communities while helping them be sustainable by providing free seeds from your library. This is a growing service provided by over 200 libraries in the US. All you need is a space for a cabinet with drawers, a seed friends group and time.

Disrupting the Past, Inventing the Future - Kim Crowley & Connie Behe

Flathead County Library System disrupted conventional library mores to reinvent themselves as ImagineIF Libraries. How did they do it? And what have been the results of this shift in perspective? In this program we'll describe how work culture and branding are intricately intertwined. We'll tell you what it takes to fully embrace and adopt a new identity and way of doing things at your library.

Gadgets & Gizmos Gold: Library Digital Devices - Jo Flick, Christie Briggs & Jezmyne Dene

Libraries need to support patron's use of digital devices to access library materials online, especially eBooks available for loan. There are an ever growing number of devices and a full range of experience and needs that come with the patrons who own them. How do libraries cope? One way that many libraries are addressing this issue is by having some of the most popular devices at the library for training of staff and patrons. In Montana, these kits have been dubbed

“Technology Petting Zoos,” in Idaho, “Gizmo Garages.” This session will focus on different models for the use of devices in the library to support staff and patrons, including patrons with visual impairments.

2:30 – 3:00 p.m. Break with Vendors

3:00 – 4:00 p.m. Breakout Session 3

Catching Their Attention: Slide Shows as Outreach - Elizabeth Ramsey

Albertsons Library at Boise State University has found slide shows to be an essential and easy to manage component in its outreach efforts and branding strategy. The slide shows run continually on a TV monitor in the library lobby as well as on all the computers in the library labs. This presentation focuses on the strategies used in the selection of topics, images and text, presenting examples of some of the most popular slides used at Albertsons Libraries categorized under recommended best practices.

Benefication of Business Information - Christy Goodnight

Benefication is the treatment of mined materials to make it more concentrated or richer. With this in mind, we are going to take a look at business information to demystify it and make the information richer and more pertinent to your everyday life. Afraid of getting those questions about business information in your library? This session will benefit you! We will mine the databases from EBSCO and sources freely available from the internet.

Lab at Library: STEM Programming - Holly Jackson

STEM programming is crucial to creating critical thinkers and by forming community partnerships and creating STEM based programs we can increase the next generation of innovative individuals. These program don't have to be extravagant either! There are simple, cost effective ways to convey STEM related concepts. Come gather some ideas of how to implement fun, hands on STEM programming for children, teens and adults in your libraries.

Gems in Our Libraries: Mining Local Resources to Provide Quality Programs in Small Town Libraries - Erin Hollingsworth

This program will look at some of the different programming options that are available to those of us living in small communities with limited library budgets. Examples of programs and partnerships from across the PNLA regions will be presented and participants will be encouraged to engage in a brainstorming session to share what they have learned from experiences in their own libraries.

The Ideas of Isom: PNLA's Founders Can Tell Us About Libraries Today - Penny Hummel

A co-founder of PNLA and its third president from 1910-11, Mary Frances Isom (1865-1920) is one of the most remarkable librarians who ever worked in the Pacific Northwest. A trailblazer and visionary who led the Library Association of Portland to national acclaim from 1902-1920, Isom was a tireless advocate for a progressive vision of library service that still resonates today. Find out more about why Isom's ideas still matter—and be inspired by her energy, enthusiasm and example.

4:15 - 5:30 p.m.

Get On Board! – [Helena Tour Train](#) (\$7.50), in front of hotel

Corette Library Tour - Join us for walk across the beautiful Carroll College campus for a tour of the Corette Library

6:00 - 9:00 p.m. Corks & Cans at the *Brewhouse* with musical comedy with *Shark Rodeo* (\$30.00)

Two drinks and splendiferous h'ors deuvres at the *Brewhouse* (easy walk from hotel)

Friday, August 15, 2014

8:00 – 9:30 a.m. Author Breakfast – Mystery Author [Leslie Budewitz](#) – book signing afterward.

9:30 – 10:00 a.m. Break with vendors

10:00 – 11:00 a.m. Breakout Session 1

***Digitizing Past to Support Present: Expanding the Role of Institutional Repositories* - Sam Meister, Megan Stark & Wendy Walker**

Institutional Repositories are growing in academic libraries, encouraging exciting new directions for library collections and expanding the role of academic libraries as partners in the production and dissemination of research and creative scholarship. The Mansfield Library was approached by the university's student governance body to digitize and provide increased access to their historic records. The research potential within these materials was clear, but it was especially engaging, and a new direction for the Library, to pursue a digitization project that included support of a campus group's administrative and governance needs as a primary goal.

***Ukrainian Libraries Past and Present: A Visiting Librarian's Perspective* - Amy Campbell**

In 2011, a scholarship from Emporia State University afforded me and a few other classmates the opportunity to visit libraries in the Ukraine. I will share some history of that country and discuss how current Ukrainian librarianship grew from this history. Ukraine is undergoing another series of changes and we will discuss how hope for this country can still be found in a library.

***IT for All! Bringing Microsoft IT Academy to the Masses* - Elizabeth Laukea**

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 Washington State Library provides the Microsoft ITA to state residents through local community and technical college, public, and tribal libraries. Representatives from the WA State Library and Microsoft share lessons learned and best practices for states considering jumping on the Microsoft ITA bandwagon to bring IT training to local communities.

***Leadership Development: What We've Learned and Where We Are Headed* - Mary DeWalt, Carmen Clark, Samantha Hines & Jan Zauha**

PNLA Leads turns 13 this year and 164 library staff have participated in the five institutes offered to date. Join an interactive discussion about PNLA's valuable professional development opportunity - past, present and future.

Mining Early Literacy: The Very Ready Reading Program - Jan E.V.W. Hanson

Longview Public Library has been able to pilot “The Very Ready Reading Program.” Our Strategic Planning meetings with the community revealed a need to expand our story times, yet our staff was already over-extended with the (very popular) story times and other youth events we already were doing. The solution? We adapted the research-based “Very Ready Reading Program” (by the World of Eric Carle & Demco/Upstart) to a 2 hour program using trained volunteers. Find out what worked, what didn't, and how you could do it too!

11:15 - Auction ends, Vendors close

11:15 a.m. – 12:15 p.m. Breakout Session 2

Moving to Metadata: A Brave New World for Catalogers - Amy Foster, Jodi Rasker & Rhonda Borland

MSU Library's Cataloging & Processing (C & P) team did not dive into metadata creation for digitized materials when the Digital and Web Services (DAWS) team began creating digital collections. DAWS team members handled this. With a new mandate from the Dean to increase digital production, DAWS realized that their metadata creation efforts would not scale to meet the demand. C & P eagerly jumped at the opportunity to participate in this activity. This presentation discusses how the transition began and has progressed. It will also speak to how this shift influenced the team to change its name.

Back to School With the National Library of Medicine: Resources and Curriculum Materials for Kids' Health and Wellness - Gail Kouame

What do Harry Potter and the National Library of Medicine have in common? And what does this have to do with kids' health? Come to this session and find out! The National Library of Medicine hosts a treasure trove of web-based information resources that include topics for kids and parents about health and wellness. They also host many different resources for students and teachers, including curriculum materials and activities that are “out of the box.” There's something for kids of all ages!

Future Modes of Professional Development - Samantha Hines

From the presenter's own research and from her recent book, come learn about what the future of professional development for library workers might look like, and share your ideas as well. Will it all be online? What will conferences be like? Who will be presenting ideas and who will be the audience? Mine ideas from the past to revolutionize the future!

Old Homes Tell Great Stories: Century Homes Calgary and Calgary Public Library's Community Heritage and Family History Collection - Carolyn Ryder

Libraries are increasingly looking at ways to collect, preserve and showcase stories of their communities, people and heritage. The Century Homes Calgary Project was an award- winning initiative celebrating heritage homes. Library staff developed strong partnerships with communities, city organizations, and heritage groups to encourage residents to learn more about their homes and heritage and promoted the library and its resources.

12:30 – 2:00 YRCA Author luncheon – [Judith Graves](#), (Auction winners announced) – book signing afterward.

2:15 – 3:15 p.m. Breakout Session 3

YRCA: Learn About Young Readers' Choice Awards - Jocie Wilson, YRCA Chair

Learn about the changes and improvements to YRCA. Suggestions welcome!

Emotional Labor in Library: Developing Universal Strategies to Support Employees in the Workplace - Garry Potter & Jan Zauha

Workplace stress is common in public service positions. Come explore the concept of “emotional labor” to better understand the stress placed on library staff in the trenches as they manage their emotions to meet employer demands and cope with patron expectations. This program examines emotional labor from the perspective of the library profession in Australia and the US, its impact on services and morale, and strategies that can be developed to support library staff engaged in it.

Advocacy That Matters - Lindsay McFarlane

What happens when you develop and implement a targeted advocacy plan for your library? Learn how small and rural public libraries in central Alberta are telling their story and raising both library awareness and support in their communities by leveraging their Plan of Service (strategic plan), local data and the resources available in The Library Effect toolkit, to create and implement a an advocacy plan of action. Be inspired to get going on your own advocacy plan and reap the rewards!

Building Makers: Idaho's Statewide Approach - Erica Compton & Sue Walker

Have you thought about implementing maker programs in your library? Idaho Commission for Libraries is supporting the implementation of makerspaces in eleven public libraries across the state. The project includes training on tools & technology, leveraging partnerships, involving community, and evaluating outcomes. The results include formal & stealth programming incorporating engineering, robotics, 3D printing & other STEAM topics to draw teens into these innovative programs and spaces! Come discover what Idaho is doing, what we are learning, and what's next.

Killing Dewey: Rethinking Physical Classification of Books - Jezmyne Dene

Browsing bookstores is so easy, and so much fun. What if we did this in our libraries? How would a library make the changes? What would it look like in our catalog? How would the staff react? What impacts would such a change make to cataloging and purchasing? How would users react? Libraries are moving to different classification styles; attend this session to learn how one Idaho public library killed Dewey, and liked it!

3:30 – 4:30 p.m. Breakout Session 4

Under the Crust: Raspberry Pi - Jan E.V.W. Hanson

We have been awarded a Teen Tech Week Grant for \$1000 from ALA/YALSA, to add five Raspberry Pi's to our MakerPlace program. The program will briefly review the background to the grant, and then give hands on practicum in using Gimp, Scratch and other free, open source software.

Be an Exhibitionist! - Jennifer Ashby & Mary Neuman

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.

Mining for Partnerships: Are You Ready to Dig? - Bretagne Byrd & Audra Green

Libraries, like health clinics and schools, are on the frontlines as communities change. We are often the first to notice a community shift, before lawmakers and policy makers are able to recognize these shifting needs, and we need to listen. This program focuses on going beyond our walls, identifying partnerships, making them, and keeping them. We will discuss developing outreach with community led approach, in partnership with library-led actions and policies. As librarians we both have hands on experience with unique partnerships that make our libraries, and our patrons, a more interactive part of the community.

Getting Down to Bedrock: Ethics and Library Services - Lauren McMullen

Beneath the shifting sands and unstable soils of these changing times, there's a solid foundation of ethical principles that helps us navigate contemporary challenges and guides our design of library services for tomorrow. Things like equal access, intellectual freedom, privacy, transparency, fairness, respect, honesty, and more. In this interactive session we'll re-visit and reaffirm those principles as they apply to librarianship and library service. We'll practice ethical decision-making and work with real-life scenarios to learn how to address a variety of ethical dilemmas faced in libraries.

Empowering Your Patrons With Online Government Information from Federal Depository Libraries - Justin Otto

Two librarians from Eastern Washington University, a Federal Depository Library in Washington, will focus on how all kinds of libraries can use services from the Federal Depository Library Program to access government information electronically. Topics include: The Federal Digital System, an online gateway and digital repository for accessing Congressional information, Federal Regulations, etc.; Digitally authenticated PDFs that verify your information is from the government; You don't have to be a Depository to have links to government information in your OPAC or website.

6:00 – 7:30 p.m. President's Reception @ the [Lewis & Clark Public Library](#) Appetizers and drinks provided.
(sponsored by the library)

Join the leaders in PNLA and the state and provincial leaders in celebrating libraries. Tours of the library available.

Saturday, August 16, 2014

8:30 – 10:00 a.m.

Historical Walking Tour

Nature Hike on Mt. Helena

9:00 a.m. – 1:00 p.m. [Farmer's Market](#) – Downtown Helena