



# Common Goals, Uncommon Good

**Michigan Library Association**  
120th Annual Conference  
October 26-28 - Kalamazoo

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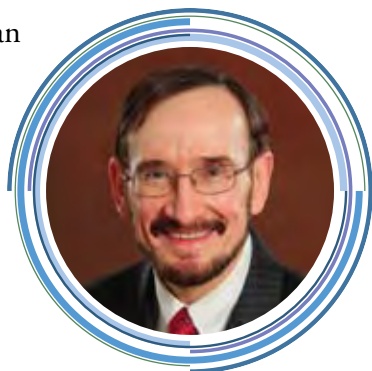


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# Welcome to MLA Conference 2011!

I'm delighted to welcome you to the 120th Michigan Library Association Annual Conference and to the beautiful city of Kalamazoo. At the apex of MLA's value to its membership, annual conference is a fabulous opportunity for you to learn from and share with colleagues successes, insights, and aspirations for library services that will endure throughout this dynamic century we're already well into. This is also your time to renew and expand your network of professional friends and associates, and have a chance to visit our many exhibitors/strategic partners. Relax and enjoy yourself!



Speaking on behalf of all MLA, many thanks go to Judy Bosshart, conference chair, and the members of the conference committee who worked tirelessly to bring us a wonderfully choreographed program of presentations, activities, and events that I'm certain you'll enjoy. All too easily, in the blur of a fast-paced conference like ours, it's easy to forget that thousands of small details had to be attended to – from publicity to AV support; exhibits to meal selection; sponsorships to entertainment. MLA volunteers and staff made this all happen on your behalf, and they all have our gratitude.

I chose *Common Goals – Uncommon Good* as this year's theme for MLA as a reminder that this organization stands for unity among many disparate parts – whether by library type – public, academic or special library; by member type – librarian, library support staff, trustee or student; and to an important degree, those who sponsor and support this conference and our daily operations – our exhibitors/strategic partners. It's hardly an exaggeration to say that we are enriched by our many collaborations, and the payback for the citizens of Michigan is a peerless level of library services in which we can take great pride.

MLA members at this conference are the first group affected by the dues restructuring executed by the MLA board of directors to lower individual membership rates. In these difficult economic times, I want to specially acknowledge those library directors and deans who have stepped forward on behalf of MLA and their employees to create a far more affordable professional opportunity than has been possible for many years. With our strong ambitions to excel as a professional association, I assure you, MLA will demonstrate a conspicuous return on your investment.

Enjoy this terrific conference and please join me next year at the 121st annual conference in Dearborn, November 7-9, 2012.

Sincerely,

A handwritten signature in black ink that reads "Richard M. Cochran". The signature is fluid and cursive.

Richard M. Cochran  
MLA President



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# Michigan Library Association

## 2011-12 MLA Board Members

- President:** Richard Cochran, Central Michigan University  
**President Elect:** Lance Werner, Kent District Library  
**Past-President:** Christine Berro, Portage District Library  
**Treasurer:** Ed Repik, Howell Carnegie District Library  
**Secretary:** Carolyn Nash, Genesee District Library  
**Member:** Mark Bronson, Cheboygan Area Public Library  
**Member:** Trisha Burns, Public Libraries of Saginaw  
**Member:** Heidi Nagel, Kent District Library  
**Member:** Julie Garrison, Grand Valley State University  
**Member:** Mary Rzepcznski, (ALA Councilor) Delta Township District Library  
**Member:** Darlene Walch, Northern Michigan University  
**Member:** Roger Mendel, Northland Library Cooperative  
**Member:** Cathy Wolford, DALNET  
**Ex Officio:** Nancy Robertson, State Librarian  
**Ex Officio:** Gretchen Couraud, MLA Executive Director



## Past MLA Presidents

|                  |                  |                  |                    |
|------------------|------------------|------------------|--------------------|
| <b>2010-2011</b> | Christine Berro  | <b>1992-1993</b> | Francis J. Buckley |
| <b>2009-2010</b> | Larry Neal       | <b>1991-1992</b> | Jean Houghton      |
| <b>2008-2009</b> | Kathy Irwin      | <b>1990-1991</b> | Jule Fosbender     |
| <b>2007-2008</b> | Josie Parker     | <b>1989-1990</b> | Linda Heemstra     |
| <b>2006-2007</b> | Leah Black       | <b>1987-1989</b> | Colleen Hyslop     |
| <b>2005-2006</b> | Michael McGuire  | <b>1987-1988</b> | Clara N. Bohrer    |
| <b>2004-2005</b> | Linda Farynk     | <b>1986-1987</b> | Margaret E. Auer   |
| <b>2003-2004</b> | Marcia Warner    | <b>1985-1986</b> | A. Michael Deller  |
| <b>2002-2003</b> | Phyllis Jose     | <b>1984-1985</b> | Robert Garen       |
| <b>2001-2002</b> | Elaine K. Didier | <b>1983-1984</b> | Eleanor Pinkham    |
| <b>2000-2001</b> | Tom Genson       | <b>1982-1983</b> | Margaret Thomas    |
| <b>1999-2000</b> | Denise Forro     | <b>1981-1982</b> | Patricia Wilson    |
| <b>1998-1999</b> | Nancy Bujold     | <b>1980-1981</b> | Howard Lipton      |
| <b>1997-1998</b> | Pamela Grudzien  | <b>1979-1980</b> | Carolyn McMillen   |
| <b>1996-1997</b> | Beverly Papai    | <b>1978-1979</b> | Robert Raz         |
| <b>1995-1996</b> | Martha Stilwell  | <b>1977-1978</b> | Joan Wilcox        |
| <b>1994-1995</b> | Sandra Scherba   | <b>1976-1977</b> | Robert Gaylor      |
| <b>1993-1994</b> | Sandra Yee       | <b>1975-1976</b> | Roberta Cheney     |

# 2011 MLA Conference Work Group

- Conference Chair** Judy Bosshart, Davenport University / Kalamazoo  
Julie Farkas, Chair-elect, Novi Public Library
- Advertising:** Melissa Malcomb, Lapeer District Library
- Audio Visual:** Kevin McDonough, Chair,  
Evelyn Holzwarth, Hastings Public Library
- Exhibition:** Kristen Valyi-Hax, Chair, Ruth Hughes Memorial District Library
- Programs:** Alicia Ford, Chair, Maud Preston Palenske Memorial Library
- Publicity:** Alice Cruz, Chair, Orion Township Public Library
- Special Events:** Rita Kohrman, Chair, Grand Valley State University
- Sponsorships:** Richard Cochran, Chair, Central Michigan University  
Melissa Malcomb, Lapeer District Library
- Volunteers:** Kate Pohjola, Chair, Ferndale Public Library
- Web Site:** Rebecca Befus, Chair, Wayne State University
- MLA Staff:** Gretchen Couraud, MLA Executive Director  
Denise Cook, Director of Professional Development and Meeting Planning  
Genny Allen, Director of Finance and Administration

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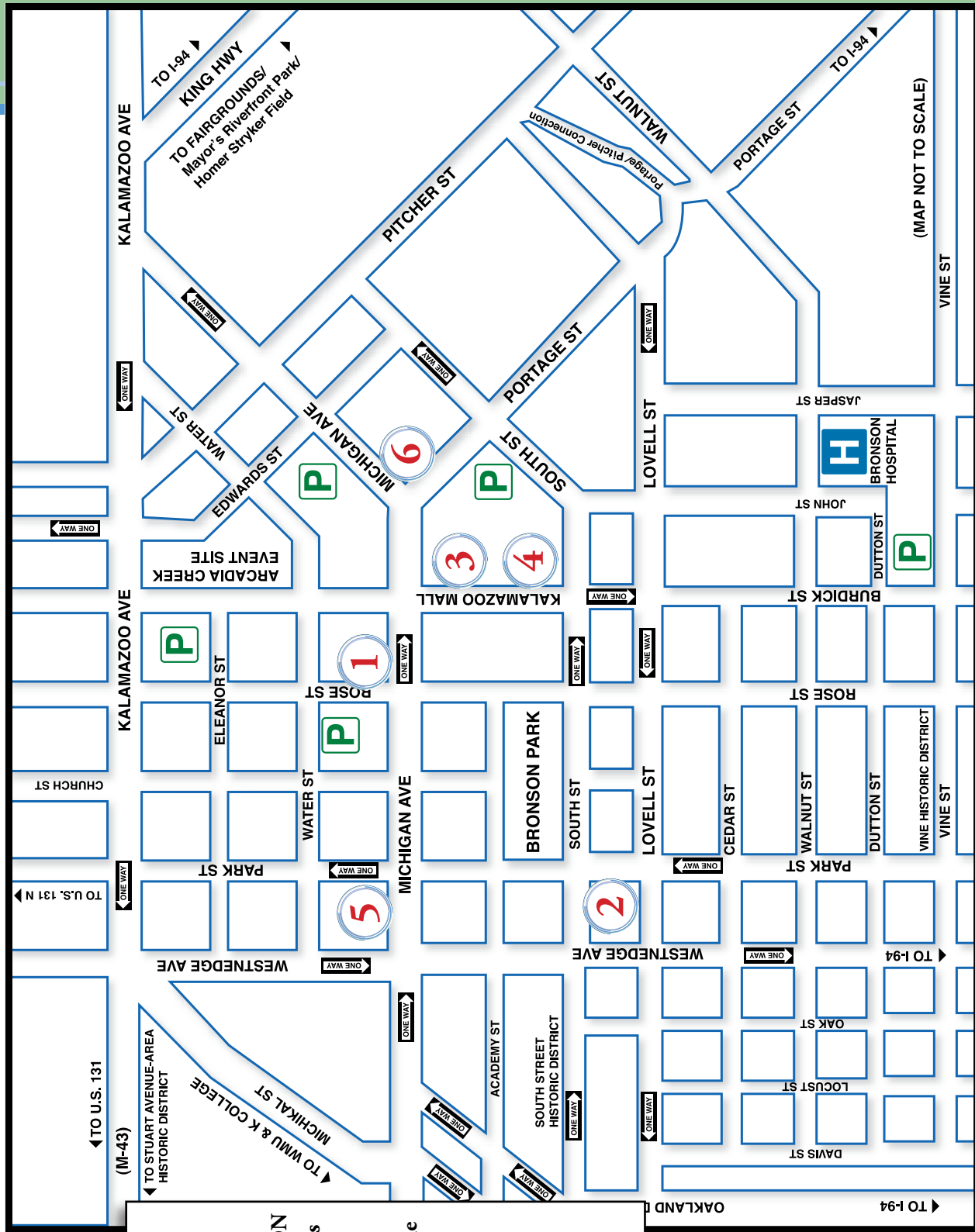


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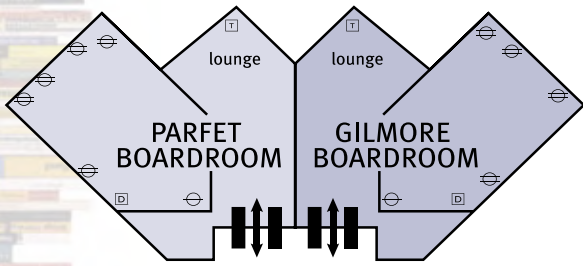
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# 6 DOWNTOWN KALAMAZOO

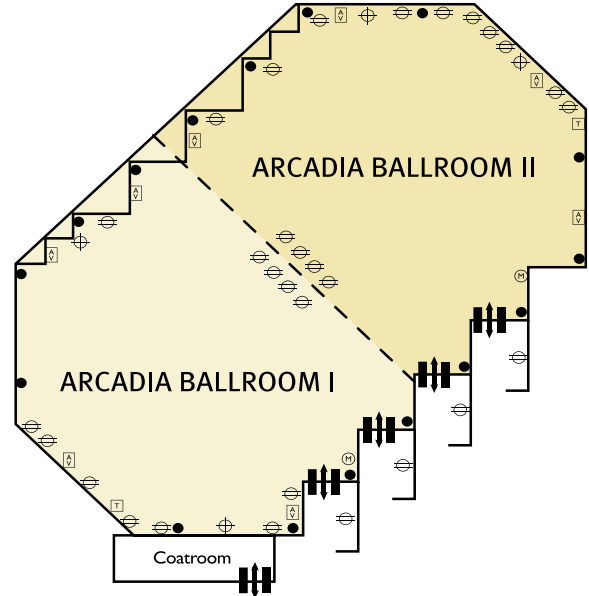


- HOTEL**
- 1. Radisson Plaza Hotel**  
Kalamazoo  
100 W. Michigan Ave.
- ALL CONFERENCE RECEPTION**
- 2. Kalamazoo Institute of Arts**  
314 W. South Street
- TABLE TALK RESTAURANTS**
- 3. The Union Caberet & Grille**  
125 S. Kalamazoo Mall
  - 4. Mangia Mangia**  
209 S. Kalamazoo Mall
  - 5. Studio Grille**  
312 W. Michigan Ave.
  - 6. Olde Peninsula**  
200 W. Michigan Ave.

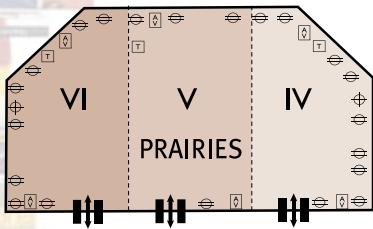
# Hotel Conference Map



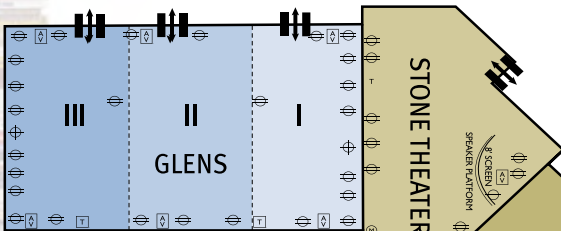
SECOND LEVEL



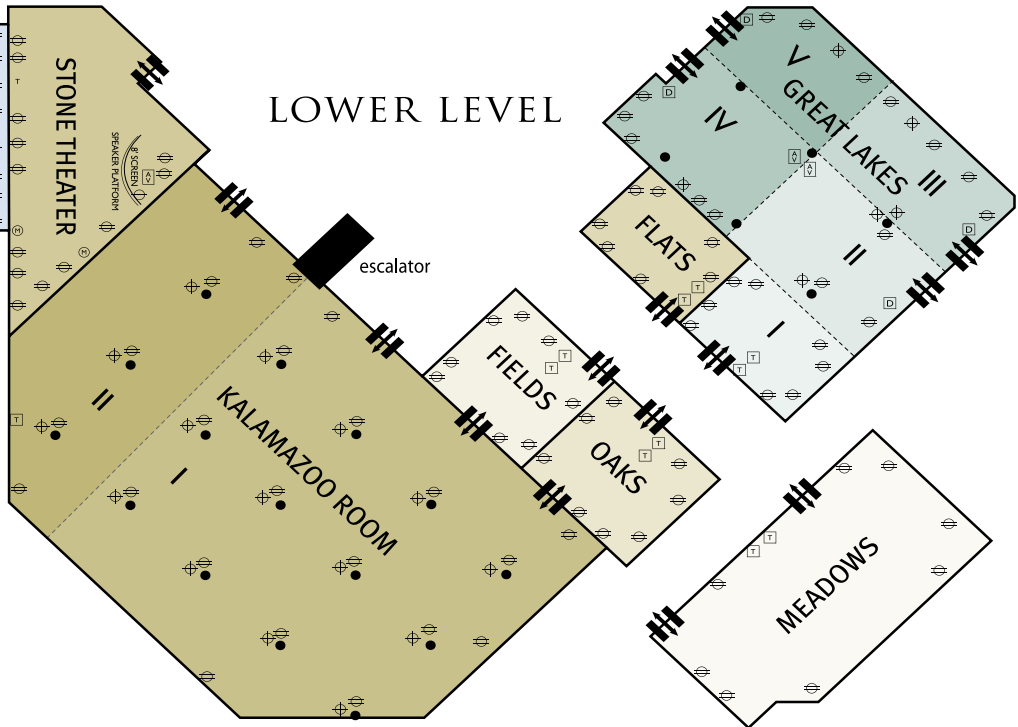
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# MLA Thanks our Sponsors

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# Special Programs and Events

## Tuesday, October 25th, 2011

### Cocktail Reception Hour

5:30 – 6:30 PM • Prairies VI

All welcome! Take advantage of this great opportunity to network with colleagues. Registration for Annual Conference is not required to attend this function. A cash bar will be available.

### President's Dinner with Steven Levy

6:30 – 9:00 PM • Glens I

#### Ticketed Function



This fundraising function is hosted by President Richard Cochran featuring special guest, Steven Levy. Levy began writing about technology, the people who make it, and its effects on all of us in 1981, and has been pursuing this fascinating story ever since. His latest of six books (published in 2011), *In the Plex: How Google Thinks, Works and*

*Shapes Our Lives*, provides a literary account of his two-year deep dive into the company and is a New York Times Bestseller.

Sponsored by Doctors Richard and Jennifer Cochran

## Wednesday, October 26th, 2011

### MLA Exhibition

11:30 AM – 4:15 PM • Kalamazoo Room (Exhibit Hall)

### MLA Bookstore / Michigan News Agency

Conference Registration Area • 8:30 AM – 5:30 PM



### New Member Breakfast

7:15 – 9:00 AM • Great Lakes IV

#### Ticketed Function

The New Member Breakfast offers those new to MLA or to conference an opportunity to learn what their association has to offer, meet MLA leaders, and learn how to get involved.

### MLA Leadership Academy Breakfast

7:15 – 9:00 AM • Meadows

#### Ticketed Function

A return for a second year, this breakfast serves anyone and everyone. Whether you are a Leadership Academy alumnus, a new graduate, or someone interested in what the Leadership Academy is all about, we welcome your participation in celebrating the great accomplishments of Leadership Academy members.

10

## All Conference Opening Keynote Speaker

### Sarah Houghton-Jan

10:15 – 11:30 AM • Arcadia Ballroom

#### General Session



Sarah Houghton-Jan is Assistant Director for the San Rafael Public Library. She has been involved with various ALA groups over the years, including most recently the Office of Information and Technology Policy's eBooks Taskforce. She was named a **Library Journal Mover & Shaker** as a **Trendspotter in 2009**. She speaks

internationally about libraries and technology and her book *Technology Training in Libraries* was published in 2010 by Neal-Schuman.

In her blog, *Librarian in Black*, Sarah focuses on issues involving library, web and digital services. The blog was born out of her displeasure at having to wade through dozens of websites, blogs, & RSS feeds related to librarianship, technology, web services, and current trends to find those posts that applied to her work.

## Poster Showcase

5:15 – 6:15 PM • Main Lobby

Posters will be available for viewing throughout the day on Wednesday and hosted by the seven presenters during the Cocktail Hour. Check out this unique opportunity to view what fellow libraries, librarians, staff, and library science students have been investigating and compiling throughout the year. Walk around to exciting displays that showcase collections and services as well as various research projects.

#### Channel Yourself: YouTube Playlists to Create Online Collections

Presented by Catherine Wolford, DALNET (Detroit Area Library Network)

#### Cooperative Virtual Reference Assessment: Service Process, Service Quality, and User Feedback

Presented by Christine Tobias, Michigan State University Libraries

#### If You Got It! Flaunt It! Marketing Your Library with WordPress

Presented by Laura Manley and Christy Malmsten, Marygrove Library

#### Improving Customer Service with a Stronger Team: One Approach to a Better Department

Presented by Michael Priehs, Wayne State University

#### It's the Little Things: A One-Year Makeover of a Dying Library Service

Presented by Katrina Byrne, Wayne State University

#### Project ALFA: Accessible Libraries for All

Presented by Christina Golm, Kathryn Shelly, Donna Sherrill, and Elizabeth Thornburg, Wayne State University

#### What's the Use? Tracking How Distance Learners Value Their On-site Resources

Presented by Wendi Winston and Cole Hudson, Michigan State University College of Osteopathic Medicine

# Special Programs and Events

## Wednesday, October 26th, 2011 continued

### All Conference Cocktail Hour

5:15 – 6:15 PM • Main Lobby

All welcome! Stop in and have a beverage with friends and colleagues from around the state. Cash bar will be available.

### WSU Alumni Reception

5:15 – 6:15 PM • Arcadia Ballroom I

#### Pre-registration taken

A great networking opportunity for all of you Wayne State grads!! Don't miss out on seeing fellow alumni.

### Awards Banquet Dinner and Ceremony

6:15 – 8:15 PM • Arcadia Ballroom II

#### Ticketed Function

This is a celebration of your colleagues and friends at the 2011 MLA Awards Dinner Banquet. Awards will be presented to Linda Masselink/Librarian of the Year, Steven K. Bowers/Award of Excellence, Cathleen A. Russ/Loleta D. Fyan, Tera Moon/Walter H. Kaiser, and Edward Surovell/Trustee Citation of Merit. Even if you miss the banquet, make sure to congratulate them!

*Sponsored by Western Michigan University.*

### Night at the Races – Scholarship Fundraiser

8:15 – 10:00 PM • Arcadia Ballroom I

All welcome! Saddle up and bring your pocket money 'cuz we're off to the races once more! MLA's Mock Horse Race is an ideal opportunity for fun and friendly competition.

Bets are taken. Winnings are collected...the stakes will be not so high. See the MLA Membership Booth 50 for information.

*Sponsored by Foster Swift. Prize donations by Michigan News Agency*



## Thursday, October 27th, 2011

### MLA Bookstore / Michigan News Agency

Conference Registration Area • 8:30 AM – 4:30 PM



### Strategic Partners/Exhibitors Breakfast

8:00 – 9:00 AM • Kalamazoo Room (Exhibit Hall)

#### Ticketed Function

All welcome! Join in for a complimentary continental breakfast for paid Annual Conference attendees. Come visit and network with your strategic partners and juice up for the day.

### State Librarian's Luncheon

11:45 – 1:15 PM • Arcadia Ballroom II

#### Ticketed Function

### Academic Librarian Luncheon with Barbara Jones

11:45 – 1:15 PM • Arcadia Ballroom

#### Ticketed Function



Barbara M. Jones is the Director of the Office for Intellectual Freedom of the American Library Association. Before her position at ALA, Barbara served as an academic/research librarian for most of her 30-year career. Her most recent book is *Protecting Intellectual*

*Freedom in Your Academic Library: Scenarios from the Front Lines*, published by ALA in 2009.

Barbara has served on a number of local, national, and international committees having to do with intellectual freedom and privacy. She currently serves as an advisor to the FAIFE (Free Access to Information and Freedom of Expression) Committee of IFLA. While serving on the FAIFE committee, she wrote and conducted workshops on freedom of expression in several countries, including Dubai, Nigeria, South Africa, Brazil, Ecuador, Mexico, Serbia, Croatia, Japan, and the Philippines.

### Youth Librarian Luncheon with Jon Scieszka

11:45 – 1:15 PM • Meadows

#### Ticketed Function



Jon Scieszka taught elementary school in NYC for 10 years, and has been writing books for kids for the last 20. He is the author of *The True Story of the 3 Little Pigs*, *The Stinky Cheese Man*, *Math Curse*, *Science Verse*, the *Time Warp Trio* series, the *Trucktown* series, the middle grade/multi-platform *Spaceheadz* series, and a bunch of others.

In 2008 he was appointed Ambassador of Young People's Literature by the Library of Congress and the Children's Book Council. Scieszka is the founder of Guys Read, a nonprofit web-based literacy initiative for boys.

# Special Programs and Events

## Thursday, October 27th, 2011 continued

### Lunch & Learn Table Talks

11:45 – 1:15 PM • Pre-Designated Restaurants

The Union Cabaret & Grille – 125 S. Kalamazoo Mall  
Mangia Mangia – 209 S. Kalamazoo Mall  
Studio Grille – 312 W. Michigan Avenue  
Olde Peninsula – 200 W. Michigan Avenue

We're taking it to the streets this year. Lunch 'N Learn Table Talks will provide an opportunity to savor the cuisines of Kalamazoo. Each Table Talk will be hosted at a pre-designated restaurant located within walking distance of Radisson. Make new contacts while discussing a topic with common minded colleagues. Lunch discussion will be led by a facilitator to provide an informal setting for small groups to participate in discussion on a topic of interest to library workers.

How can you participate in a Lunch & Learn Table Talk? Sign up at Booth #50 on either Wednesday during exhibiting hours or Thursday by 10:00 AM. Please meet your group in the lobby near the hotel registration desk at 11:45 AM. A walking map of downtown Kalamazoo can be found on [page 6](#) of this program.

**Academic Libraries: *The Value of Subject and Liaison Librarians***  
Facilitated by Kate Langan, Western Michigan University Libraries

**Earth Week @ GRPL**  
Facilitated by Gayle Schaub, Grand Rapids Public Library

**Mentoring: *Initiating, Developing, and Refreshing Relationships***  
Facilitated by Michael Priehs and Katrina Byrne, Wayne State University

**Using Your Voice in Teaching**  
Facilitated by Robert Schoofs, Grand Valley State University

### Annual Meeting

3:00 – 4:00 PM • Arcadia Ballroom

#### General Session



Attend this meeting to receive MLA's Year-End Review and what's ahead in 2012, including the 2012 Annual Conference theme and kick-off.

### Historic and Architectural Tour of Downtown Kalamazoo

4:10 – 5:00 PM • Hotel Lobby

#### Preregistration Required - SOLD OUT!

A historical and architectural tour of downtown Kalamazoo will be conducted by Lynn Houghton, Regional History Curator for Western Michigan University's Archive and Regional History Collection. Please meet your group in the lobby near the hotel registration desk at 4:05 PM. The tour will begin and end at the Radisson Hotel.



### All Conference Cocktail and Dessert Reception

6:30 – 8:30 PM • Kalamazoo Institute of Arts

#### Preregistration taken but not required for paying conference attendees

The All Conference Cocktail and Dessert Reception promises to be an extra special event! Peruse the works of Alexander Calder, Dale Chihuly, Ansel Adams, William Merritt Chase, Louis Comfort Tiffany, and Charles Henry Alston among many others. You may also enjoy "Turning Point: Japanese Studio Ceramics in the Mid-20th Century," a special exhibition exploring a crucial period of contemporary ceramic art that will be on display.

Watch on as artists demonstrate their talents. Plus, you could take home a piece of original artwork that will be raffled off during the reception. Winner must be present at drawing to win.

## Friday, October 28th, 2011

### MLA Bookstore / Michigan News Agency

Conference Registration Area • 8:00 AM – 2:30 PM



### PLA Turning the page 2.0

8:00 – 11:00 AM • Stone Theater

#### Preregistration Required

A free public library advocacy training course developed and presented with generous support from The Bill & Melinda Gates Foundation. *TtP2.0* is an extension of the popular and successful *Turning the Page: Building Your Library Community* program offered by PLA as part of the Foundation's Opportunity Online hardware grants program. The 2.0 training addresses core issues of advocacy, communications and relationship building in a convenient blended-learning format. The program is divided into an initial in-person kick off (*MLA Annual Conference - Kalamazoo*) followed by six weeks of online learning. The event will be facilitated by Judy Drescher, former Director of Libraries for Memphis, TN, and Dr. Steve Yacovelli, owner and principal TopDog Learning Group.

# Special Programs and Events

Friday, October 28th, 2011 continued

All Conference Closing Keynote Speaker

Jessamyn West

11:15 – 12:30 PM • Arcadia Ballroom



Jessamyn West is an author, community technology librarian and community manager of the group blog [MetaFilter.com](http://MetaFilter.com). She lives in a rural area of Central Vermont where she teaches basic computer skills, and assists tiny libraries with technology planning and implementation. Her professional

blog, [librarian.net](http://librarian.net), just celebrated its twelfth year online and was one of the first librarian blogs. Her first book *Without a Net, Librarians Bridging the Digital Divide* was recently published by Libraries Unlimited.

Jessamyn has been speaking on the intersection of libraries, technology and politics since 2003. She has given presentations in thirty-one U.S. states, three Australian states and five Canadian provinces. Her interests include the digital divide, technology in rural libraries and legislation that affects library services.

Michigan Author Award Luncheon Ceremony

Gary Schmidt

12:45 – 2:00 PM • Meadows



Join us as we recognize the 2011 Michigan Author Award recipient, Gary Schmidt, at another exciting event. Come hear the author of award-winning and critically-acclaimed children and young adult fiction speak at the Michigan Author Award Luncheon Ceremony.

His novel *Lizzie Bright and the Buckminster Boy* was both a Newbery Honor Book and a Printz Honor Book in 2005 and three years later he received yet another Newbery Honor Book designation for *The Wednesday Wars*. Schmidt has been a Michigan resident for over 20 years and currently lives on a farm with his wife and six children.



# 2011 MLA Award Recipients

## *Librarian of the Year – Linda Masselink*



As the 2011 MLA Librarian of the Year Linda Masselink is joining a very select group of individuals. This honor is being bestowed because of her personal and professional achievements, her contributions to the library profession, and her leadership in library services at Grand Valley State University.

Linda has demonstrated an ongoing commitment to scholarly communications, mentoring of librarians, and volunteering for the library professional associations. At Grand Valley State University she has taken a leadership role in the University's Community Reading Project, organized the first GVSU Libraries Author Recognition event, and served as the representative to the Heart of West Michigan United Way, including their Education Investment Council and Kids on Track.

Linda serves as a wonderful role model for young professionals, working effectively across the generational divide, and collaborating often and well across all kinds of boundaries at GVSU. As one support letter noted, Linda encouraged me to attend an ALA annual conference. She mentored me in what to expect from the conference and how to get the most out of it. She encouraged me to be involved in ACRL and RUSSA.

She is a graduate of the MLA Leadership Academy, and has served on the Leadership Academy Planning Committee, Michigan Author Award Committee, Professional Development and Networking Committee, and the 2011 MLA Annual Conference Planning Workgroup.

## *Award of Excellence – Steven K. Bowers*



As Director of the Detroit Area Library Network (DALNET), a consortium of 10 academic 12 special, and one public library, Steven is working with a board of directors who have very diverse perspectives. Under his leadership, DALNET has improved customer service for its members and promoted library cooperation and collaboration.

During the four year venture to merge each member's ILS database into a single union catalog, the structured plans prepared for the merge were interrupted by unexpected issues that created problems and slowed the process. Steven always focused on the end result by being the conciliator and mediator when issues arose between members, staff, or the ILS provider.

Under Steven's leadership DALNET developed a grant system to support individual institution's program initiatives. This collaborative program has supported a traveling Jacob Lawrence and the Legend of John Brown art display of silkscreen prints, an Arab-American literacy program for a museum library, and the development of a folklore database.

In the few years since earning his MLIS degree in 1995, Steven has served on American Library Association, Michigan Library Association, Michigan SirsiDynix, and Michigan Library Consortium committees.

He has been honored as the 2002 Rochester College Faculty Member of the Year and as a Library Journal 2008 Mover & Shaker.

# 2011 MLA Award Recipients

## *Loleta D. Fyan Award – Cathleen A. Russ*



While the politicians raged and postured, Cathleen Russ remained a model of professional grace and dignity. She exemplified courage under fire. She led by example in her efforts to unite the Troy Public Library staff in times of adversity. She did her utmost to communicate facts, the truth, and reality to everyone. She translated political speak into an understandable picture. She daily shared information to quell rumors and to establish solid communications with staff in order to share facts with patrons.

Cathy Russ confronted a challenge faced by few librarians, overseeing the closing of a community library. During the preparation for closing, Cathy demonstrated great flexibility and compassion while dealing with two failed millage campaigns, a 50% reduction in the library's budget, and the layoff of thirty-five staff members. She found creative ways to keep the library operating during the crisis, and offered staff a dynamic picture of what leadership should look like.

All Cathy's efforts were rewarded when the citizens of Troy finally passed a library millage on August 2, 2011. As the Detroit Free Press reported on August 4 "A library is a place where you usually hear more silence than shouts. But there were cheers of congratulations when the Troy Public Library opened Wednesday, the morning after city voters approved a millage request to fund the library" by a margin of 58% to 42%.

## *Walter H. Kaiser Award – Tera Moon*



Tera Moon is a librarian who, since the time she became Business Librarian at Southfield Public Library has made a real difference every day in the lives of entrepreneurs and economic development groups. She has raised the public consciousness of librarians and libraries as information centers for business people, an accomplishment to which all in public libraries strive feverishly.

Tera has developed strategic partnerships with the City of Southfield's business development manager on programs such as the Mayor's Small Business Conference showcasing city and county business resources; with Detroit SCORE to host business start-up workshops; with Oakland County's business development department and Michigan's SBTDCenter; with the Southfield and Wayne State University's School of Business Administration where she planned and assisted with business-related programs such as Leaders on Leadership; and with Washtenaw Community College's Library Biz Connect group by providing business reference training for reference librarians.

A consummate professional, the programs Tera presents are professionally planned, implemented and marketed with other members of the Southfield Library staff. She works seamlessly with other staff members to ensure the best possible program. Her excellent presentation skills engage the audience and open their eyes to the world of resources available to them at their local library.

## *Trustee Citation of Merit – Edward Surovell*



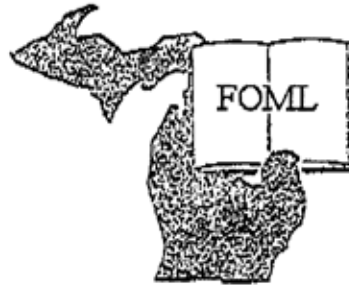
He is at heart a statesman, and his wisdom and foresight have been his greatest contribution to the Ann Arbor District Library and the larger community. He has served the Ann Arbor community faithfully as a Trustee of the Library for almost eighteen years, serving in the leadership roles of President and Treasurer.

During his tenure, Edward worked with others toward the development of three new library branches, the resolution of several union contracts, the hiring of the current director, and the re-establishment of the Ann Arbor District Library as a financially solvent organization.

However, Edward Surovell has been an outstanding trustee in a much broader sense than just developing local library service. His contributions over the years have been to make the public and private leadership in Ann Arbor aware of the many ways the library contributes to the community; to support the Library Director in taking revolutionary and far-sighted approaches to developing new services; to recruit outstanding and effective people to run for seats on the board; to push his fellow trustees to break new ground architecturally and programmatically; and to assist trustees and library staff to understand the political, financial, historical, and strategic factors when considering a decision, whether the decision is large or small.

# FRIENDS OF MICHIGAN LIBRARIES

The term Friend of the Library has no boundaries and can encompass all types of libraries.  
Being a Friend is all about building relationships and making connections.



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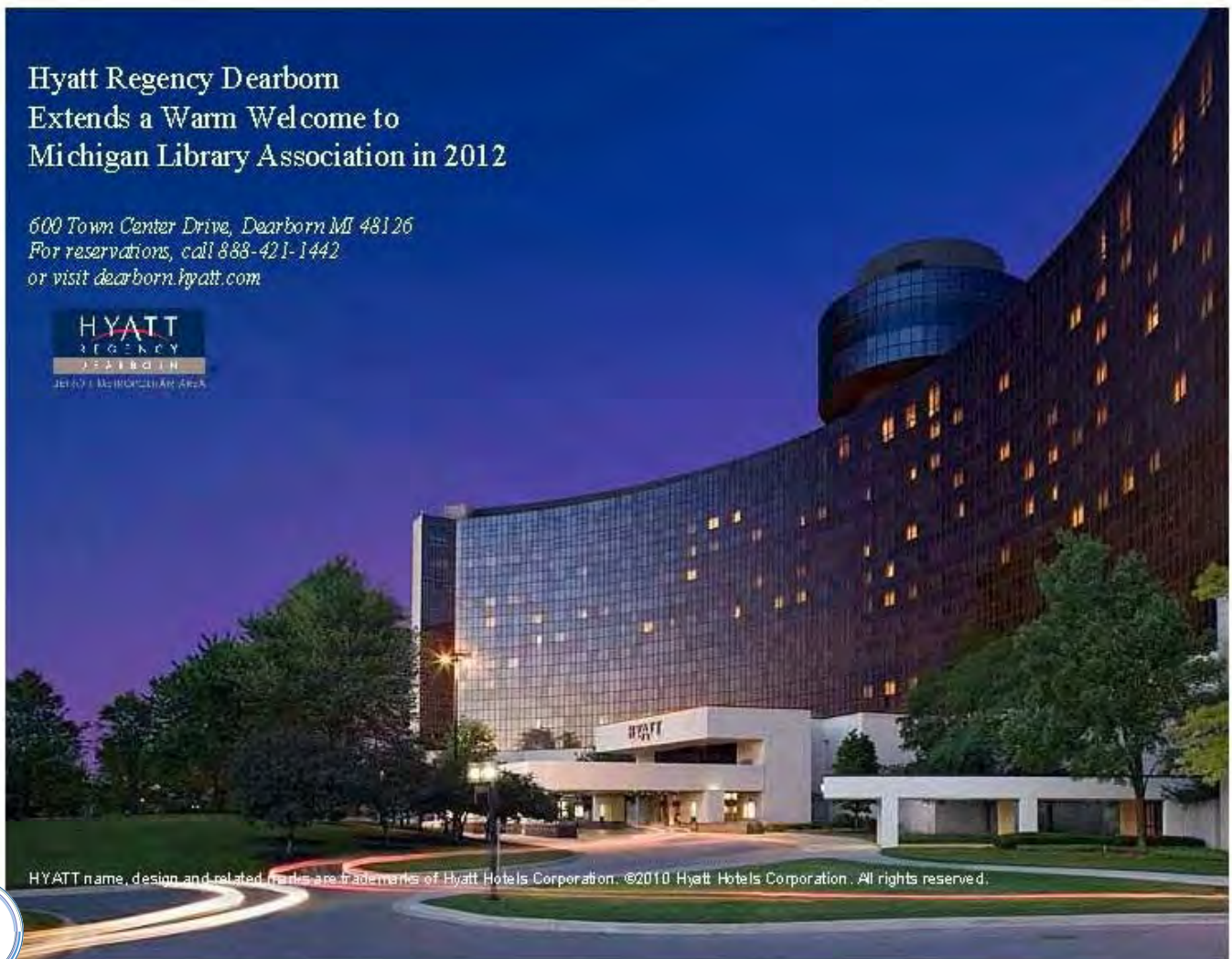
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# Schedule At-A-Glance

## SCHEDULE AT-A-GLANCE 2011 MLA Annual Conference Radisson Plaza Hotel Kalamazoo, Michigan



| Tuesday October 25   |  | Thursday October 27 |   |
|----------------------|--|---------------------|---|
| 5:30 pm - 6:30 pm    | Cocktail Reception Hour                                  | 7:00 am - 3:30 pm   | Registration Open   |
| 6:30 pm - 9:00 pm    | President's Dinner -Fundraiser*                          | 8:00 am - 9:00 am   | Strategic Partners/Exhibitors<br>Breakfast (Open to all)<br><i>(Exhibit Hall)</i> |
| Wednesday October 26 |  | 8:00 am - 11:45 am  | Exhibit Hall Open   |
| 7:00 am - 3:30 pm    | Registration Open  | 9:00 am - 10:00 am  | Programs  |
| 7:00 am - 9:00 am    | Coffee Networking Session                                | 10:00 am - 10:30 am | Exhibit Hall Open<br><i>(Non-Conflict Time)</i>                                   |
| 7:15 am - 9:00 am    | New Member Breakfast*                                    | 10:30 am - 11:30 am | Programs  |
| 7:15 am - 9:00 am    | Leadership Academy Breakfast*                            | 11:45 am - 1:15 pm  | Exhibit Hall Closed for<br>Exhibitor Lunch  |
| 9:00 am - 10:00 am   | Programs   | 11:45 am - 1:15 pm  | Luncheons: Academic,<br>Youth and State Librarian*                                |
| 10:15 am - 11:30 am  | Opening Keynote Speaker                                  | 11:45 am - 1:15 pm  | Lunch and Learn Table Talks   |
| 11:30 am - 1:15 pm   | Exhibit Hall Grand Opening<br><i>(Non-Conflict Time)</i> | 1:15 pm - 3:00 pm   | Exhibit Hall Open   |
| 11:30 am - 4:15 pm   | Exhibit Hall Open  | 1:30 pm - 2:30 pm   | Programs  |
| 1:15 pm - 2:15 pm    | Programs   | 2:30 pm - 3:00 pm   | Exhibit Hall Open<br><i>(Non-Conflict Time)</i>                                   |
| 2:15 pm - 3:00 pm    | Exhibit Hall Open<br><i>(Non-Conflict Time)</i>          | 3:00 pm - 4:00 pm   | Annual Meeting  |
| 3:00 pm - 4:00 pm    | Programs   | 4:10 pm - 5:00 pm   | Walking Tour of Kalamazoo   |
| 4:15 pm - 5:15 pm    | Programs   | 6:30 pm - 8:30 pm   | All Conference Reception  |
| 5:15 pm - 6:15 pm    | Poster Showcase  | Friday October 28   |   |
| 5:15 pm - 6:15 pm    | All Conference Cocktail Hour                             | 7:00 am - 9:00 am   | Registration Open   |
| 5:15 pm - 6:15 pm    | Alumni Reception Cocktail Hour*                          | 7:00 am - 9:00 am   | Coffee Networking Session   |
| 6:15 pm - 8:15 pm    | Awards Banquet Dinner<br>and Ceremony*                   | 8:00 am - 11:00 am  | PLA Turning the Page 2.0*   |
| 8:15 pm - 10:00 pm   | Night at the Races<br>Scholarship Fundraiser             | 8:30 am - 9:30 am   | Programs  |
|                      |  | 9:45 am - 10:45 am  | Programs  |
|                      |  | 11:15 am - 12:30 pm | All Conference Closing<br>Keynote Speaker   |
|                      |  | 12:45 pm            | Michigan Author Award<br>Luncheon*  |

\* ALL WELCOME. THIS IS A TICKETED FUNCTION; ADDITIONAL REGISTRATION AND/OR CHARGES MAY APPLY.

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|                       | <b>Wednesday</b><br>9:00 – 10:00   | <b>Wednesday</b><br>1:15 – 2:15  | <b>Wednesday</b><br>3:00 – 4:00  | <b>Wednesday</b><br>4:15 – 5:15   |
|-----------------------|--|--|--|---|
| Glens I               | Community Fusion:<br>Creating a New Sound<br>with Library Programming<br><br><b>Patron Services</b>  | Step Away From the<br>Book! Legal issues,<br>eBooks, and Libraries<br><br><b>Ask the Expert</b>  | Employee Orientation:<br>Are We Setting New<br>Employees Up to Sink or<br>Swim or Jump Ship?<br><br><b>Innovation/Leadership</b> | Library Millage Elections:<br>Nuts and Bolts<br><br><b>Ask the Expert</b>   |
| Glens II              | The Three-Legged<br>Revenue Stool of<br>Sustainability for Libraries<br><br><b>Ask the Expert</b>  | Becoming a Library<br>Director in a Challenging<br>Economy: What Library<br>Boards are Looking For<br><br><b>Innovation/Leadership</b> | Librarians on the Move:<br>Embedded Librarians<br><br><b>Academic Interests</b>  | Building Community:<br>Partnering with your<br>Neighbors<br><br><b>Patron Services</b>  |
| Glens III             | Professional Pursuits:<br>Posting, Publishing, and<br>Presenting<br><br><b>Innovation/Leadership</b>   | Library Chic: Visually<br>Appealing Marketing<br>Collateral<br><br><b>Advocacy &amp; Marketing</b>                                     | Reaching Out to Non-<br>Library Users<br><br><b>Advocacy &amp; Marketing</b>   | Informing, Educating,<br>and Enabling: One<br>University's Experience<br>with Copyright<br><br><b>Academic Interests</b>        |
| Prairies IV           | How do YOU Measure<br>Student Learning? SAILS,<br>ILCC, & RGR at GVSU<br><br><b>Academic Interests</b>                                       | Make Training Count: An<br>Introduction to the<br>ADDIE Model<br><br><b>Innovation/Leadership</b>                                      | Press Play: Local History<br>via Slideshows &<br>Streaming Video<br><br><b>Patron Services</b>                                   | If It Can Happen In Troy<br><br><b>Ask the Expert</b>   |
| Prairies V            | Your New State Library:<br>The Library of Michigan<br>Transformed and Moving<br>Forward<br><br><b>Innovation/Leadership</b>                  | Designing Valuable<br>Meetings: Audience,<br>Focus, and Content<br><br><b>Ask the Expert</b>   | Writing Effective Press<br>Releases<br><br><b>Ask the Expert</b>   | Perceptions of Libraries:<br>Context and<br>Community—OCLC<br><br><b>Advocacy &amp; Marketing</b>                               |
| Prairies VI           | Stronger Together: The<br>Public Library as<br>Community Partner<br><br><b>Advocacy &amp; Marketing</b>                                      | Evergreen Goes<br>Academic—It's Not Just<br>for Publics Anymore<br><br><b>Technology</b>   | USDA Prime: Rural<br>Development Loans and<br>Grants<br><br><b>Ask the Expert</b>  | Align, Articulate &<br>Advance: Mapping Your<br>Value in a Changing<br>Institutional Landscape<br><br><b>Academic Interests</b> |
| Great Lakes<br>IV & V | Conservation Triage –<br>Workflow for Print<br>Collections in the Absence<br>of a Professional<br>Conservator<br><b>Collections/Reader's</b> | Working with Young<br>Professionals<br><br><b>Patron Services</b>  | Conversations with the<br>CoPs<br><br><b>Innovation/Leadership</b>   | The care, training, and<br>feeding of volunteers<br><br><b>Innovation/Leadership</b>  |
| Stone Theatre         | eBook Instruction and<br>Troubleshooting<br><br><b>Technology</b>  | What Would You Do? A<br>Discussion of Common<br>Employment Issues<br><br><b>Ask the Expert</b>   | Ask the Library and Labor<br>Lawyer<br><br><b>Ask the Expert</b>   | We Can't Tell You That!:<br>The Requirements of the<br>Michigan Library Privacy<br>Act<br><br><b>Ask the Expert</b>             |
|                       | <b>Advocacy &amp; Marketing</b>  | <b>Academic Interests</b>  | <b>Ask the Expert</b>  | <b>Collections/Reader's<br/>Advisory</b>  |

| <b>Thursday</b><br>9:00 – 10:00   | <b>Thursday</b><br>10:30 – 11:30   | <b>Thursday</b><br>1:30 – 2:30   | <b>Friday</b><br>8:30 -9:30   | <b>Friday</b><br>9:45 – 10:45   |
|---|--|--|---|---|
| Business Reference:<br>Common Sense Strategies<br>for Uncommonly<br>Challenging Questions<br><br><b>Patron Services</b>                   | Helping Your Patrons with<br>E-Books Practical<br>Considerations<br><br><b>Technology</b>  | Your Brain on Books: The<br>Neuroscience of Reading<br><br><b>Ask the Expert</b>   | More than Books:<br>Popular AV Collections in<br>Public Libraries<br><br><b>Patron Services</b>                                       | Information Resources for<br>Access to Justice<br><br><b>Ask the Expert</b>   |
| Achieving and Funding<br>Extraordinary Programs<br><br><b>Innovation/Leadership</b>   | My Library Millage is<br>Going Where?<br><br><b>Ask the Expert</b>   | Supporting our Communities<br>in Hard Times: Programs and<br>Services for Job Seekers and<br>the Unemployed<br><br><b>Patron Services</b>      | Brave New World or Eve<br>of Destruction: Leaving<br>OCLC Resource-Sharing,<br>What are the options?<br><br><b>Academic Interests</b> | Using Stories, Videos, and<br>Nonfiction for Kids to<br>Combat Bullying<br><br><b>Youth Services</b>                            |
| Shake, Rattle, and Roll:<br>Jazz Up Your Programs<br>for 0-5 Year Olds with<br>Music and Props<br><br><b>Youth Services</b>               | Non-Fiction Reader<br>Advisory For Everyone<br><br><b>Collections/Reader's<br/>Advisory</b>  | A Comprehensive<br>Management Approach to<br>Budgets and Finance in<br>Troubled Times<br><br><b>Ask the Expert</b>                             | Building Strong<br>Communities: A<br>Collaborative Approach<br>to Early Childhood<br>Education<br><b>Youth Services</b>               | On Beyond Google : Using<br>the Power of Search to<br>Engage Your Users and<br>Impress Your Public<br><br><b>Ask the Expert</b> |
| Double Your Disruption?<br>Discover Happier Users:<br>Local vs. Cloud-based<br>Discovery Systems<br><br><b>Academic Interests</b>         | Business Plan Research<br>for Poets: How to<br>Support Entrepreneurs<br><br><b>Patron Services</b>                                     | Creating an Electronic<br>Collection from Free Online<br>Resources<br><br><b>Collections/Reader's<br/>Advisory</b>                             | The New MeL Databases<br>for All Michigan Libraries<br><br><b>Ask the Expert</b>  | Writing Groups in<br>Libraries<br><br><b>Patron Services</b>  |
| What Every Librarian<br>Should Know About<br>eBooks and eReaders<br><br><b>Technology</b>   | Won't You Be My<br>Neighbor - Getting<br>Volunteers from the<br>Community Involved in<br>Storytimes<br><b>Youth Services</b>           | But Wait, There's More:<br>Collaborating with Schools<br>102<br><br><b>Youth Services</b>  | Training Student Library<br>Assistants--20 Years<br>Later<br><br><b>Innovation/Leadership</b>   | QR Codes 101: How To<br>Use Them To Market<br>Your Libraries' Resources<br>and Services<br><br><b>Technology</b>                |
| Transforming Employee<br>Benefits for Sustainability<br><br><b>Innovation/Leadership</b>  | Be a Vital Part of Their<br>Village: Urban Teens<br><br><b>Youth Services</b>  | Helping College Students<br>Climb Onto the Lifelong<br>Learning Scaffold and<br>Grapple with Real Life Skills<br><br><b>Academic Interests</b> | Energy Savings for<br>Libraries<br><br><b>Ask the Expert</b>  |   |
| Lessons from Virtual<br>Reference: How Well Do<br>You Know Your<br>Neighbor's Collection?<br><br><b>Collections/Reader's<br/>Advisory</b> | Taking Collective Action:<br>Collaborative Strategies<br>for Growing Your<br>Institution's Repository<br><br><b>Academic Interests</b> | Free (or Cheap) Tools You<br>Can Use to Improve Your<br>Library Website<br><br><b>Technology</b>   | Instant Access: Tips for<br>Creating Video Tutorials<br>to Expand the Reach of<br>Your<br>Library<br><br><b>Technology</b>            |   |
| Communicating to Win:<br>Why Communication is<br>Essential to your Library's<br>Survival<br><br><b>Advocacy &amp; Marketing</b>           | The Value, Technique and<br>Uses of Public Opinion<br>Polling<br><br><b>Advocacy &amp; Marketing</b>                                   | MLA Legislative Update<br><br><b>Advocacy &amp; Marketing</b>  | PLA Turning the Page 2.0 (8:00 – 11:00)<br><br><b>Advocacy &amp; Marketing</b>  |   |
| <b>Innovation/Leadership</b>  | <b>Patron Services</b>   | <b>Technology</b>  | <b>Youth Services</b>   |   |

# Program Descriptions

**Wednesday 9:00 a.m. – 10:00 a.m.**

## Community Fusion: Creating a New Sound with Library Programming

### Patron Services Track • Glens I

Six years ago at the Grand Rapids Public Library, programming had hit a sour note. Attendance was flat. Our image was in disharmony. We needed to create something new. Programming teams began to riff on old standards, creating a new model of library programming, one that blended our core values with community partnerships. Using strong collaborations, programs like Taste of Soul Sunday, GR Reads, and Earth Week engage new and existing library visitors by putting the library at center stage in our community. Because of these partnerships, GRPL has seen record attendance, reduced costs, established a higher profile in the community, and created programming more reflective of the culture of the city. Learn how you can create highly successful programs by fusing local businesses, religious and cultural organizations, government agencies, and educational institutions into a sweet blend of harmonious hits that will help you reach all the high notes.

*Speakers: Kristen Krueger-Corrado, Marketing and Communications Manager, Grand Rapids Public Library; Sophia Ward Brewer, Reference and Adult Services Supervisor, Grand Rapids Public Library; Tim Gleisner, Manager, Local History and Special Collections, Grand Rapids Public Library*

## The Three-Legged Revenue Stool of Sustainability for Libraries

### Ask the Expert Track • Glens II

Many if not most Libraries are almost fully dependent on a property millage for their revenue source. State funding wasn't much to begin with and penal fines today don't contribute substantially to the bottom line. This program demonstrates that an alternative approach is not only possible but may be essential to library survival. That approach... based on a three-legged stool of revenue sources may change the course of library thinking and behavior in a major way.

*Speaker: William J. Schroer, Principal, WJSchroer Co.*

## Professional Pursuits: Posting, Publishing, and Presenting

### Innovation/Leadership Track • Glens III

Are you ready to kick your career up to the next level? Consider posting, publishing, and presenting! First, we will help you identify the subject you want to pursue as your area of expertise. Then learn how easy it is to get involved in blog posting, from gaining an audience to networking and being an active participant in the blogosphere. This is the first step to putting your ideas in writing and sharing them with others (for the "good of all!"). The next step is publishing your ideas outside of your blog through journal articles or even books. Learn to write winning proposals to begin publishing those great ideas! We will suggest places to submit your work and look at a typical proposal. Then, present your ideas to library boards, colleagues, and even your community. We will help you conquer your fears of public speaking with practical tips that will make your presentations more dynamic at the same time. Follow these steps to successfully enter the world of posting, publishing, and presenting, and watch your career flourish!

*Speakers: Holly Hibner, Adult Services Coordinator, Plymouth District Library; Mary Kelly, Youth Services Librarian, Lyon Township Public Library*

## How do YOU Measure Student Learning? SAILS, ILCC, & RGR at GVSU

### Academic Interests Track • Prairies IV

The GVSU University Libraries has responded in the last five years to internal and external emphases on assessing student learning outcomes and our contributions to student learning. We've conducted a higher-level information literacy assessment, and have made a priority of developing information literacy tools for use by classroom faculty. We have twice administered SAILS, the "Standardized Assessment of Information Literacy Skills," to provide us with a broad benchmark measure of student IL skills against a cohort of our institutional peers. We discovered that large scale efforts such as SAILS can be at odds with our approach to IL, proving to be too gross a measure to fully address our real areas of interest. The University Libraries have developed the Information Literacy Core Competencies (ILLCs) to scaffold and map information literacy skills goals and objectives into a curriculum. The Research Guidance Rubric (RGR) was created from this conceptual model to provide a self-assessment tool for faculty's integration of IL into assignment design. Attendees are invited to engage in a discussion of how this approach to instruction and assessment used by GVSU's liaison librarians might be of use to them and to the faculty they work with at their institutions.

*Speakers: Debbie Morrow, Liaison Librarian, University Libraries, Grand Valley State University; Emily Frigo, Liaison Librarian & Library Coordinator for Writing 150, University Libraries, Grand Valley State University; Hazel McClure, Liaison Librarian, University Libraries, Grand Valley State University; Pete Coco, Liaison Librarian, Grand Valley State University.*

## Your New State Library: The Library of Michigan Transformed and Moving Forward

### Innovation/Leadership Track • Prairies V

This program will explore the collections and services of the Library of Michigan, including the Michigan eLibrary (MeL), Law Library, statewide services to public libraries, special collections, and more. Like most libraries across the state, the Library of Michigan has struggled with budgetary reductions, yet it has emerged from a major reorganization aimed toward long-term sustainability and growth.

*Speaker: Kris Rzepczynski, Michigan/Genealogy Coordinator, Library of Michigan; Randy Riley, MeL Coordinator and Michigan Notable Books Coordinator, Library of Michigan*

## Stronger Together: The Public Library as Community Partner

### Advocacy & Marketing Track • Prairies VI

The Marshall District Library and the Chelsea District Library have partnered successfully with local businesses, organizations, theaters, and artists to address the developmental and informational needs of people of all ages. The presenters will provide tips for connecting to local resources often overlooked in economic development activities. In this current economic climate, libraries are among the few "businesses" experiencing tremendous increases in customer demand for materials and services while experiencing increasing constrained budgets. Find out how unique partnerships make both partners stronger and educate and engage the community. Topics will include making contacts, seeking funding opportunities, creating operational structures, and finding common solutions to community concerns.

*Speakers: Angela Semifero, Director, Marshall District Library; Sara Wedell, Head of Adult Services, Chelsea District Library*

# Program Descriptions

## Conservation Triage – Workflow for Print Collections in the Absence of a Professional Conservator

### Collections/Reader's Advisory Track • Great Lakes IV & V

The goal of this program is to present strategies for managing conservation work with large and varied print collections without the support of a conservator or a dedicated conservation lab/ preservation department. The speaker will describe a 'triage' system created for managing printed materials in need of conservation treatments within an academic library system, which maintains large circulating collections as well as non-circulating archives, rare books and other special print collections. The focuses will be on prioritizing tasks, developing lines of inter-departmental communication about conservation needs, as well as on tracking materials. The hope is that this presentation will offer some suggestions that might apply to other conservation programs and elicit a discussion about best practices that have been developed in other libraries with or without conservators on staff. Hand-outs with an outline of the WMU Libraries conservation triage system and instructions for building several types of protective enclosures will be distributed.

*Speaker: Neil Chase, Special Collections Coordinator, Western Michigan University*

## eBook Instruction and Troubleshooting

### Technology Track • Stone Theatre

Learn effective techniques for teaching patrons and staff to use the eBooks and eAudiobooks that your library offers. Teaching topics discussed will include classes, individual instruction, and creating effective instructional tools. Troubleshooting topics covered will include techniques for phone vs. in-person help, working with new devices, and how to know when you're in over your head.

*Speaker: Kathryn Bergeron, Systems Librarian, Baldwin Public Library*

## Wednesday 1:15 p.m. – 2:15 p.m.

## Library Chic: Visually Appealing Marketing Collateral

### Advocacy and Marketing Track • Glens III

Library Chic is a concept of bringing style to public libraries while providing quality services. The goal of Library Chic is to "attract" customers to library services through appealing visual communications tools (via print, online and in your library locations), appealing environments and programming. This workshop focuses on marketing collateral. Your marketing collateral says a lot about your library and has a direct effect on your customer base and support. In developing these important materials, don't underestimate the power of visual appeal. Well designed web and print collateral can increase library support and awareness of library services. In this workshop, participants will learn some basics to creating appealing print and online. Color, images, fonts, visual consistency and visual brand components will be discussed as well as software options for creating "Library Chic" materials. Participants will receive a list of ways to use and implement their "Library Chic" collateral that will provide the biggest effect and strongest connection with customers and supporters.

*Speaker: Donna Jackson, Brand Consultant, DMJStudio Presents Designers for Libraries*

## Step Away From the Book!

## Legal Issues, eBooks, and Libraries

### Ask the Expert Track • Glens I

On December 25, 2010, hordes of library patrons across Michigan squealed with delight as they opened gifts of iPads, Nooks, Kindles, Sonys, and other eReaders. In 2011, these delighted hordes descended on their libraries, demanding to borrow eBooks. As libraries struggled to comply with the newly-increased demand, eBook publishers responded with new pricing and licensing models, designed to limit libraries' purchasing and lending rights. This program will examine the latest legal issues surrounding eBooks and libraries, including licensing and copyright law, in light of the eBook industry's pricing and distribution models.

*Speaker: Ruth Dukelow, MCLS Associate Director, MCLS*

## Becoming a Library Director in a Challenging Economy: What Library Boards are Looking For

### Innovation/Leadership Track • Glens II

As baby-boomers begin to retire library directorships are opening up across the country. At the same time libraries are facing heavy budget cuts along with requests for more services. Are you ready to tackle a director position in today's climate? What do potential director candidates need to be a success under these conditions? Find out what library boards want from candidates during these tough economic times and how to show them you can tackle the job. This session focuses on providing information for librarians seeking to move into leadership positions, tips on marketing themselves in today's climate and what is needed for a successful interview.

*Speaker: Shannon White, Consultant, Hartzell-Mika Consulting, LLC*

## Working with Young Professionals

### Patron Services Track • Great Lakes IV & V

In our haste to engage children, teens, and the elderly, many libraries miss out on engaging Young Professionals in our libraries. An age group loosely-defined as individuals in their 20s and 30s, they come to our libraries to study, but never approach the reference desk; they download our materials, but they never attend a program. Engaging this under-represented population can be a challenge for public libraries, but not impossible. From attentive collection development, to innovative programs, to outreaching within the community, libraries can engage Young Professionals and engage a whole new group of library users and library supporters.

*Speaker: Kathryn Bergeron, Systems Librarian, Baldwin Public Library*

## What Would You Do?

## A Discussion of Common Employment Issues

### Ask the Expert Track • Stone Theatre

In this session, we would present several hypothetical employment related scenarios. For example, what would you do if a patron complains about a staff member? What would you do if you discovered an employee had released confidential information? We will then ask: what would you do? The scenario would be discussed in the session along with expert advice from a library lawyer, an employment lawyer and a library director.

*Speakers: Anne Seuryneck, Attorney, Foster, Swift, Collins & Smith, P.C.; Michael R. Blum, Attorney, Foster, Swift, Collins & Smith, P.C.*

# Program Descriptions

## Make Training Count:

### An Introduction to the ADDIE Model

#### Innovation/Leadership Track • Prairies IV

Whether training a new circulation staff member or creating a class for the public on how to use Facebook, the ADDIE model offers an effective blueprint for creating training sessions with lasting impact. ADDIE is the progression of Analysis, Design, Development, Implementation, and Evaluation as elements of instructional design. This MLA session will walk beginners through each of these steps, offering resources and simple, immediately-applicable tips to maximizing the preparation, delivery and evaluation of effective staff and public training regardless of the topic being presented. Consistent application of the ADDIE model, especially the use of evaluations to inform future training, will ensure the effective use of library resources to meet learners' needs.

*Speaker: Heidi Nagel, Training Manager, Kent District Library*

## Designing Valuable Meetings: Audience, Focus, and Content

#### Ask the Expert Track • Prairies V

If you dread going to meetings or conducting meetings, this session is for you! Not all meetings are created equal and this session will explain how to make your meetings effective, efficient, and most of all energized. Learn how to determine what the meeting's purpose is, who the audience is, and what the essential content is that you need to cover in order to make your meetings anticipated rather than dreaded. From board meetings to committee meetings to taskforce meetings and even budget/finance meetings, each can be approached and lead a bit differently to achieve a positive, productive outcome for all involved.

*Presented by Gail Braverman, communications specialist, consultant, training and development professional and former Associate Executive Director of the Michigan Association of School Boards for Public Relations and Communications.*

## Evergreen Goes Academic: It's Not Just for Publics Anymore

#### Technology Track • Prairies VI

The Evergreen Integrated Library System (ILS) was developed as open source software for Georgia public libraries in 2006. Since then it has grown to serve hundreds of public libraries across the U.S., Canada, Sweden, Armenia, and other countries. Several Evergreen installations are set up as collaborative systems, including Michigan Evergreen. The collaborative systems take advantage of shared bibliographic records to lower cataloging costs among system participants. The presenter will dispel the myth that Evergreen is not ready for academic libraries and will cover Evergreen's current functionality. New functionality through additional modules such as circulation, cataloging, serials, and acquisitions will be covered.

*Speaker: Anne Donohue, MeLCat Librarian, Midwest Collaborative for Library Services*

## Wednesday 3:00p.m. – 4:00p.m.

## Librarians on the Move: Embedded Librarians

#### Academic Interests Track • Glens II

Taking a librarian out of the library (physically or virtually) and providing library expertise in a setting more readily accessible to students and faculty is an "embedded librarian" experience. Grand Valley State University librarians are involved in several outreach initiatives as embedded librarians. Results have been impressive. An increase in library/student and faculty interactions provides greater service to our users. The focus of this presentation is to share what worked for us, to learn what others are doing, and to inspire librarians who are new to the concept to try it.

*Speakers: Linda Masselink, Senior Librarian, Grand Valley State University; Anne W. Merkle, Associate Librarian, Research and Instruction Division, Grand Valley State University; Rita Kohrman, Education Librarian, Grand Valley State University*

## Reaching Out to Non-Library Users

#### Advocacy & Marketing Track • Glens III

This interactive presentation about library outreach and non-library users will cover why outreach is important, how to identify unreached (or less reached) populations – who they include and their knowledge/perceptions of libraries, ways to reach them, how to identify their needs and interests, and what libraries can do to help fill these needs and interests.

*Speakers: Diane Forbes, Program Outreach and Specialist, Kent District Library; Cheryl Garrison, Assistant Director – Central Services, Kent District Library*

## Employee Orientation: Are We Setting New Employees Up to Sink or Swim or Jump Ship?

#### Innovation/Leadership Track • Glens I

New employee orientation done properly successfully integrates new employees into an organization through the presentation of organizational history and mission, thorough knowledge of the job expectations and organizational culture, and a methodic plan to introduce and teach job processes and procedure. Strong orientation programs promote retention, motivation, job satisfaction and allow individuals to quickly become contributing members of the team. Too often new employee orientations are incomplete, overwhelming or just plain monotonous which leaves the employee to sink or swim or not have a truly vested interest in the organization. An HR professional and library trainer will discuss their journey to building a successful orientation program designed for employees to feel knowledgeable and empowered to successfully serve both internal and external customers within a public library environment. This presentation will focus on the evaluation of current orientation practices and present strategies for building a successful orientation program which integrates a combination of methods such as e-learning, self-paced study, mentoring and performance support such as job aids and coaching and how these methods can be adapted for staff at all levels throughout an organization.

*Speakers: Terry New, HR Manager, Kalamazoo Public Library; Jennifer Cornell, Assistant to the Director, Kalamazoo Public Library*



# Program Descriptions

## Press Play:

### Local History via Slideshows & Streaming Video

#### Patron Services Track • Prairies IV

A local history collection is a unique and valuable asset to the library and the community. Learn how the Chelsea District Library created a website to highlight and improve access to their community's history. [StoriesofChelsea.org](http://StoriesofChelsea.org) was developed by a non-technology librarian as an online access point for local history resources. It incorporates the old and the new of Chelsea, where historical photos are exhibited alongside video archives of a popular local cable television show. [StoriesofChelsea.org](http://StoriesofChelsea.org) is also an avenue for promoting library-created content by serving as the home of the library's oral history project. This project uses video to record oral histories on the various topics including one room schoolhouses, WWII veterans, farmers and local landmarks and produce feature-length documentaries. Both the individual interviews and completed documentaries are available to stream from [StoriesofChelsea.org](http://StoriesofChelsea.org). This presentation is about identifying the gems in your local history collection and creating a forum to give them maximum exposure, without compromising their fragile physical state, using free or affordable user-friendly technology resources. Preserving and exhibiting local history digitally can be an effective and simple way to showcase your resources and connect with your community.

*Speaker: Sara Wedell, Head of Adult Services, Chelsea District Library*

### Writing Press Releases With PIZZAZZ

#### Ask the Expert Track • Prairies V

Did you know a press release should be written so effectively that it gets used in print, on the air, in a blog, or wherever the intended audience can read, see or hear it? It should be one that captures an editor or news director's attention without question. It's an art that not all directors or librarians know how to do but is one of the core essential skills for anyone promoting, marketing, or advertising library services.

*Presented by Gail Braverman, communications specialist, consultant, training and development professional and former Associate Executive Director of the Michigan Association of School Boards for Public Relations and Communications.*

### Conversations with the CoPs

#### Innovation/Leadership Track • Great Lakes IV & V

Attend this panel presentation to receive an update from MLA's Communities of Practice leaders. Hear about their goals, outcomes, and experiences.

*Speakers: Carla Caretto, Information & Instruction Librarian, Rochester College, and Member, MLA PDNC; Lisa Rabey, Interim Systems/Web Librarian, Grand Rapids Community College*

### Ask the Library and Labor Lawyer

#### Ask the Expert Track • Stone Theatre

"Ask the Library and Labor Lawyer" is a question and answer session during which members of the audience ask questions on a variety of legal issues affecting libraries. In the past, questions have included topics such as policy issues, real estate transactions, labor and employment issues, dealing with problem patrons, addressing pornography, and handling inquiries from law enforcement.

*Speakers: Anne Seuryneck, Attorney, Foster, Swift, Collins & Smith, P.C.; Michael R. Blum, Attorney, Foster, Swift, Collins & Smith, P.C.*

## USDA Prime:

### Rural Development Loans and Grants

#### Ask the Expert Track • Prairies VI

Paul Bristol will explain how rural libraries can use the Community Facilities program at USDA Rural Development to fund library construction & renovation. Mary Ann Lenon from Morton Township Library will add her comments as a recipient of a \$2,800,000 loan and \$200,000 grant for the remodeling and 9,300 sq foot expansion of her township library. As Library Director, Mary Ann has overseen the coordination of the following: capital campaign, bond referendum, design, construction, working with two elected boards (township and library), working with the Federal government – USDA, rental of temporary quarters, plus much more. The Community Facilities loan program offers affordable loan terms and limited grant opportunities for the construction/renovation of public buildings in rural communities (defined as a city, township or unincorporated area with a population less than 20,000). Funds may be used to construct, enlarge, or improve public libraries. This can include costs to acquire land needed for a facility, pay necessary professional fees, and purchase equipment required for a facility's operation. Funds can be used to purchase shelving, furniture, computers, audio-visual equipment, distance learning equipment, and bookmobiles. A loan may be made in combination with other Community Facilities financial assistance such as a grant, applicant contributions, or loans and grants from other sources.

*Speakers: Paul Bristol, Area Specialist, USDA Rural Development; May Ann Lenon, Morton Township Library Director, Morton Township Library*

## Wednesday 4:15 p.m. – 5:15 p.m.

### Align, Articulate & Advance: Mapping Your Value in a Changing Institutional Landscape

#### Academic Interests Track • Prairies VI

The golden days when the academic library's value as the "heart of the university" was taken for granted are rapidly fading, if not gone altogether. Shrinking budgets, pressures for assessment, and the explosion of new ways of creating and accessing information are prompting us to find the right words to define what it is we do and why it's important. This need for introspection, while it may be new to some in the academic library world, provides an unprecedented opportunity to examine our products and services in the light of wider institutional goals, and to provide the basis of a blueprint for defining a library or unit's mission. The Library Instruction Unit at Michigan State University has worked to reexamine, map, and align their mission and goals in order to articulate the unit's value within the Libraries and the University. This workshop will help participants begin to identify key stakeholders, goals, and mission statements in their institutions and map them to the functions of the library or library unit, clarifying alignment and purpose. The map can be used as a basis for strategic planning, designing programs, clarifying and refining goals and objectives, developing assessment, and simply finding words to explain how your library is valuable to the institution.

*Speakers: Sara D. Miller, Assistant Head of Information Literacy, Michigan State University Libraries; Stephanie C. Perentesis, Reference and Liaison Librarian, Michigan State University Libraries*

# Program Descriptions

## Library Millage Elections: Nuts and Bolts

### Ask the Expert Track • Glens I

The program consists of two parts:

*Part I: Library Millage Proposals and Elections Procedures.* This part will review the legal requirements for library millage proposals (new, renewals or increases), the timing and procedure for placing proposals on the ballot, and the election process. The review will include millage proposals for all types of public libraries.

*Part II: Use of Public Funds and Resources in Millage Campaigns.* This part will review the Campaign Finance Act (CFA) and will discuss the limitation on using public resources to advocate a favorable vote as well as “safe harbor” provisions under Sec. 57 of the CFA allowing use of resources for factual information.

*Speaker: Richard W. Butler Jr., Attorney, Law Weathers*

## Building Community: Partnering with your Neighbors

### Patrons Services Track • Glens II

This session will describe ways in which libraries can join forces with area independent booksellers, other locally owned businesses involved in “Buy Local” initiatives, and nonprofit organizations to tap into local talent to provide exciting, revolving programming. Examples will be given and experiences shared on ways libraries can connect to and collaborate with: speakers; craftsmen; artists; authors; musicians and others who can offer creative and instructive workshops, hip entertainment, exciting exhibits and lively cultural discussions and craft talks. Details will be given on how “partnering with your neighbors” enables libraries to be vital cultural and business informational centers through providing inexpensive, high-quality programming that simultaneously helps publicize and promote local businesses and business organizations, cultural and other nonprofit organizations, and local authors, artists, musicians, and performance artists. Our panel will be composed of: a librarian, a director of a local nonprofit organization and an independent bookseller. We will talk about ways in which we have partnered; the advantages that we have observed; what worked and what didn’t; and the ultimate impact that our collaborations have had on the people in our community, as well as the library and the participating businesses and organizations.

*Speakers: Marsha Meyer, Programming & Events Coordinator/ Reference Librarian, Portage District Library; Paul Stermer, Executive Director, Fair Food Matters*

## Informing, Educating, and Enabling: One University’s Experience with Copyright

### Academic Interests Track • Glens III

The shift from print to digital information in recent years has spurred not only a new interest in copyright but also the need to be familiar with copyright law and academic best practices as they relate to this new type of content. In an environment where information is created, disseminated, shared, and used in increasingly diverse ways it is important that faculty and students are made aware of how copyrighted information can and cannot be used. It is also essential that the institution creates the ways and means for its faculty and students to take full advantage of this information in their teaching and research. In this presentation, Timothy Peters will provide tips on delivering the copyright message across the institution and discuss Central Michigan

University’s copyright information and education efforts, including the library’s new copyright clearance service.

*Speaker: Timothy Peters, Director of Information Services, Central Michigan University*

## Perceptions of Libraries: Context and Community – OCLC

### Advocacy & Marketing Track • Prairies V

What do information consumers think about the library? How do their perceptions differ from non-users? What about people who lost their jobs in the recession? What does all this mean for public services, and our investment in technology and tools? Are smart phones, tablets and eBooks rewriting the rules, and if so, how? In OCLC’s latest market research study, *Perceptions of Libraries 2010: Context and Community*, we explore how the economic environment has affected perceptions and behaviors of our users – and potential users. We’ll present an impressive, and often surprising, compilation of statistics that you can use in advocacy and grant applications. Along with familiar observations about new formats and trends, we’ll consider: to the average information consumer, are we still just a big building full of books?

*Speaker: RJ Pettersen, Member Services Assistant, OCLC*

## The Care, Training, and Feeding of Volunteers

### Innovation/Leadership Track • Great Lakes IV & V

In these contentious budgetary times – occasionally staff needs are being answered with volunteers! When, if ever, is this appropriate? Can and should volunteers go where staff have only trod? How does one go about screening them? Hiring? Training? How many hours a week should they “work?” What is the liability of the library? How does one reward a volunteer? Discipline? Goodness forbid, fire? How does one prevent a volunteer from becoming more work than help? With an annual volunteer “staff” of anywhere between 30-60 volunteers, this librarian knows training is essential – but care and feeding almost as important. Come to learn where volunteers may be most useful – or not – and essential tools and tricks to get the most from your volunteers!

*Speakers: Virginia Roberts, Director, Suttons Bay Bingham District Library*

## If It Can Happen In Troy

### Ask the Expert Track • Prairies IV

How could an award-winning library, rated amongst the top 10 in the country for its size, in an affluent and seemingly supportive community consider closing its doors? You will learn about the political factors that impacted the decisions made along the way, including how a small but strong anti-tax contingent played a major role in the defeat of two millages for the library. You will also learn about how strong advocacy efforts on the part of a mobilized and committed citizens’ advocacy group created a voice for themselves and the library. The library profession is facing unprecedented challenges, which require library professionals to think in different ways, as well as build new skills in order to cope with these new challenges. This presentation will demonstrate creative approaches to budgeting, using volunteers, and crisis management. It will also outline strategies that will help you build support in your community – even if you think your community is already as supportive as it can be. Finally, you will learn strategies to help prepare you for upcoming millage campaigns, or funding battles you may face. The only way to win is to have the absolute ironclad support of your community. Don’t wait for a crisis to put that support to the test – start reinforcing it NOW!

*Speaker: Cathleen Russ, Library Director, Troy Public Library*

# Program Descriptions

## We Can't Tell You That!

### The Requirements of the Michigan Library Privacy Act

#### Ask the Expert Track • Stone Theatre

The Michigan Library Privacy Act contains important provisions to protect the privacy of library patrons. However, there are also penalties for violating the Act. As a result, it is important for library staff and trustees to understand what information and documents are covered by the Act. This session will also help libraries to develop policies to address requests for information or inquiries from the media about library patrons and events that occur in the library.

*Speaker: Anne M. Seurnyck, Attorney, Foster, Swift, Collins & Smith, P.C.*

## Thursday 9:00 a.m. – 10:00 a.m.

### Business Reference: Common Sense Strategies for Uncommonly Challenging Questions

#### Patron Services Track • Glens I

Do business questions throw you for a loop and knock you off your otherwise-steady reference balance? This session will present some strategies for facing tough business reference questions head-on. You'll be reminded of some of the reference skills you already have and how you can leverage them to tackle topics like finding private company information and researching small, niche industries. Whether you work in an academic or public library setting, come away from this session with some new (many free!) resources to add to your collection and new ideas for improving your business reference skill set.

*Speaker: Celia Ross, Associate Librarian, Kresge Business Administration Library, University of Michigan*

### What Every Librarian Should Know About eBooks and eReaders

#### Technology Track • Prairies V

Confused about the ever changing world of eBooks and eReaders? Come and learn about the newest eReaders and tablet devices, and become your library's resident expert with this game-changing technology. Hear the pros and cons of current models, in a humorous segment named "The Good, The Bad, and The Ugly of eReaders," and see which is the most compatible for library use. Learn how to recognize the top three trends that shape the future of electronic content, and see how to leverage these trends to make more informed decisions. If your library uses eBooks or eReaders, if you want to know whether to buy a Kindle or an iPad, or you just want to know more about this emerging technology, this session is for you!

*Speaker: Paul Gallagher, Developer Librarian, Wayne State University Library System*

### Achieving and Funding Extraordinary Programs

#### Innovation/Leadership Track • Glens II

The 2011 Center for the Book grant recipients will speak and/or provide information on the range of programs they were able to provide to their communities through the planning and funding ingenuity of their staff. The common desire for programs combined with great staff, local partnerships and creative funding can result in an uncommon range of high quality programs around the state. Come see how your colleagues have accomplished great community activities.

*Speakers: Karren Reish, Library Grants Coordinator, Michigan Center for the Book; Nancy B. Johnson, Chair, Michigan Center for the Book; Director, Brighton District Library*

### Shake, Rattle, and Roll: Jazz Up Your Programs for 0-5 Year Olds with Music and Props

#### Youth Services Track • Glens III

Do you feel like you are doing the same old story time week after week? Have you ever thought about using shakers, jingle bells, or ribbons, but don't know how? Three librarians will share fun new songs and props to invigorate your programs, whether for babies, toddlers, or preschoolers.

*Speakers: Lisa Mulvenna, Youth Services Librarian, Clinton-Macomb Public Library, North Branch; Kara Fredericks, Youth Services Librarian, Clinton-Macomb Public Library, North Branch; Lisa Martin, Youth Services Librarian, Clinton-Macomb Public Library, North Branch*

### Transforming Employee Benefits for Sustainability

#### Innovation/Leadership Track • Prairies VI

All libraries in Michigan have been experiencing and will continue to experience lower revenues from almost every source. That, in turn, necessitates cutting expenditures to balance our budgets. In order to avoid cutting services or hours open to the public, we need to first be certain we have competitive, yet cost effective compensation packages. Through the City of Grand Rapids, Grand Rapids Public Library has had benefit plans that many would consider very generous. They were also very costly. Our staff and other City departments began looking at alternatives and we settled on some plans that dramatically lowered our costs, but continue to provide a very high level of benefits to be able to attract and retain our employees. Details of our methodology and results will be presented.

*Speaker: Donald L. Jakel, Business Manager, Grand Rapids Public Library; David Morgenstern, Owner, Associated Insurance Design, LLC*

### Double Your Disruption? Discover Happier Users: Local vs. Cloud-based Discovery Systems

#### Academic Interests Track • Prairies IV

Since Google emerged as the preeminent Web search tool, library users have clearly indicated they desire simpler and easier searching. Many academic libraries now use vended and open source, local and hosted link resolvers, federated search, and discovery systems, in various combinations. Implementing and managing all of these in different ways involves different sets of challenges. A mixed environment with a variety of approaches offers both promise and pitfalls, but can teach us a great deal about how to and how not to operate. This session will compare implementing the VuFind "next-generation catalog" locally and SerialsSolutions' Summon "Web-scale discovery service" in the cloud at an academic library. Different though complementary, and both positively disruptive, these systems each offer easier searching for users through leveraging metadata in new ways. The session will focus on aspects of each implementation including purpose, function, architecture and development model, faceted interface, metadata management and interoperability, governance and project management, and differing perceptions and feedback from librarians and users. We will offer a wealth of our experience as early adopters of both VuFind and Summon, and consider a great variety of issues we have faced in implementing these two groundbreaking systems.

*Speakers: Scott Garrison, Associate Dean for Public Services and Technology, Western Michigan University Libraries; Sheila Bair, Metadata and Cataloging Librarian, Western Michigan University Libraries; George Boston, Electronic Resources and Serials Librarian; Western Michigan University Libraries*

# Program Descriptions

## Lessons from Virtual Reference: How Well Do You Know Your Neighbor's Collection?

### Collections/Reader's Advisory Track • Great Lakes IV & V

As resources get scarcer, open hours constrict, and users of the library get more and more varied – school kids, distance learners, entrepreneurs, nontraditional students, your local university, etc. it becomes more and more likely that to serve this patron best, you may need to have recourse to resources other than your own. Are you good at this? Do you know what they have that your patrons want? Are some of your patrons today their patrons who showed up because you are open and they are not? After 7 years covering public and academic libraries coast to coast (and in the UK), Nicolette has been the “house librarian” at many a library in which she has never ever set foot. The tricks she learned there serve her every day at the reference desk at Portage District Library, and she will share them today with you.

*Speaker: Nicolette Warisse Sosulski, Business Librarian, Portage District Library*

## Communicating to Win: Why Communication is Essential to your Library's Survival

### Advocacy & Marketing Track • Stone Theatre

In today's world, libraries need to engage in proactive communications year-round to succeed. Waiting until the next millage campaign or budget cycle is not an option. The public conversation is occurring with or without you. You have a choice to shape the conversation to your advantage, or react to the conversation. This session will cover the how and why of communications as well as concrete tactics and best practices to develop and deliver your message.

*Speaker: Mark Fisk is a partner in Byrum-Fisk Advocacy Communications – managers of the Troy Library millage campaign – and bring a wealth of experience in communications, advocacy and public relations*

## Thursday 10:30a.m. – 11:30a.m.

## Be a Vital Part of Their Village: Urban Teens

### Youth Services Track • Prairies VI

Are you an urban library, struggling to get teens to attend your book groups and activities? Do you regularly have problems with teens acting out because of boredom or negative issues in their lives? Do your teens sit at computers all day, barely looking up, while they play games and engage in social networking? Do you feel like your library is becoming increasingly irrelevant to your teens? Providing computers, hosting traditional library programs, and selecting materials with good reviews are not enough for libraries to have a significant impact on urban teens today. But you can change that! Discover ways to make your library more welcoming and safe. Learn how to develop a core group of energetic, enthusiastic, and trusted teens that will provide guidance in understanding their needs. Gain programming tips that will get local community members involved with your teens. We'll walk through the steps to help your library become an integral part of your teens' lives and their emotional, social, and life skill development. What is the benefit to you? They will give back to you and your library more than you could have imagined.

*Speakers: Joy Cichewicz, Michigan Avenue Branch Manager, Ypsilanti District Library; Jodi Johnson, Youth Librarian, Michigan Avenue Branch, Ypsilanti District Library*

## Taking Collective Action: Collaborative Strategies for Growing Your Institution's Repository

### Academic Interests Track • Great Lakes IV & V

For over a decade library literature has championed the benefits of open access institutional repositories. Many academic librarians and library administrators agree upon the idea of an open access institutional repository and have invested in running a repository. The open access movement has begun to change the landscape of research and scholarly publishing through mandates and shifting publisher policies. Despite these advances, repository content growth has been slow in North America. Wayne State University's repository – Digital Commons – has existed since 2005 but experienced similarly slow growth. In late 2008, Wayne State addressed this issue with the creation of an actionable roadmap that involved library liaisons, library services, and outreach to faculty. The fruits of this plan are now beginning to be evident, with a 200% increase in both use of and contributions to Digital Commons. Sharing examples over the last two years, the presenter will address challenges, successes, and failures by highlighting policy decisions, workflows, real-life experiences, and ideas for library services that facilitate repository growth.

*Speaker: Jonathan McGlone, Digital Projects Librarian - Scholarly Communications Team Leader, Wayne State University Libraries*

## Business Plan Research for Poets: How to Support Entrepreneurs

### Patron Services Track • Prairies IV

This session is designed to help you understand how to use readily accessible resources such as MeL databases as well as government and other free websites to help small businesses analyze business opportunities – also to offer a strategy on how to provide this service which is not easily accomplished in the typical reference setting. The session offers live demonstrations with audience participation and substantial handouts with descriptions of the sources and a useful tool for offering business plan research consultations. Specific topics include: How to find sample business plans, how to investigate industry trends, how to find information on target markets, and how to identify possible competitors or suppliers. Come with your questions, leave with specific skills that can be used to benefit local entrepreneurs.

*Speakers: Kate Pittsley, Business Librarian, Eastern Michigan University Library; Bill Marino, Online Learning Librarian, Eastern Michigan University Library; Laura Leavitt, Assistant Head, Gast Business Library, Michigan State University*

## Won't You Be My Neighbor - Getting Volunteers from the Community Involved in Storytimes

### Youth Services Track • Prairies V

What do you get when you combine the usual storytime fare with surprise guests, parachutes, beanbags, alphorns, and zany bubble blowing crafts? You get *Storytime with Mr. Steve & Friends*: a highly interactive storytime heavily influenced by *Sesame Street* and *Mr. Rogers' Neighborhood*. Learn how we created silly, magical, educational storytimes full of music, movement, and volunteer guests. Gather inspiring ideas to spice up your storytimes.

*Speaker: Steve Siebers, Collection Development Librarian, Kalamazoo Public Library; Bill Caskey, Children's Librarian, Kalamazoo Public Library*

# Program Descriptions

## My Library Millage is Going Where?

### Ask the Expert Track • Glens II

A library law attorney and 2 library directors will discuss how libraries can successfully re-capture their Tax Increment Funds (TIFs). The attorney will discuss the legalities, and procedures, as well as give an overview, of tax captures. The two successful district library directors will discuss how they accomplished this in their communities.  
*Speakers: James M. Rancilio, Library Director, Bullard Sanford Memorial Library; Kate Van Auken, Library Director, Rawson Memorial District Library*

## Helping Your Patrons with eBooks: Practical Considerations

### Technology Track • Glens I

eReaders were among the most popular presents this past December and now patrons have lots of questions about how to use them to borrow e-books from libraries. This program discusses the practical steps needed to first train staff and then the public in making the download process as easy and user-friendly as possible.  
*Speaker: Kathy Petlewski, Electronic Resources Librarian, Plymouth District Library*

## Non-Fiction Reader Advisory for Everyone

### Collections/Reader's Advisory • Glens III

Not sure how to break the ice and “sell” non-fiction? Not a big non-fiction reader? No problem! Everyone has something to share in the world of reader advisory. This program is designed to help librarians develop strategies for talking about non-fiction with all patrons and create a personal go-to list of titles – even if your knowledge and experience with non-fiction are limited.  
*Speakers: Mary A. Kelly, Librarian, Lyon Township Public Library; Holly Hibner, Adult Services Coordinator, Plymouth District Library*

## The Value, Technique and Uses of Public Opinion Polling

### Advocacy & Marketing Track • Stone Theatre

This session will introduce you to the what, why, when and how of public opinion polling. Survey research, focus groups and database development are key components in identifying your community's priorities and developing your ongoing messaging, public relations and millage campaigns. EPIC MRA is the most quoted polling firm in Michigan and has been active measuring public perceptions and opinions in governmental, political, marketing and business issues for over 30 years.  
*Speakers: John Cavanaugh, Co-Founder, EPIC MRA and Bernie Porn, President, EPIC MRA*

**Thursday 1:30p.m. – 2:30p.m.**

## Your Brain on Books: The Neuroscience of Reading

### Ask the Expert Track • Glens I

What happens in your brain when you read? How does reading change the brain? How does the brain learn to read? What happens when a reader suffers from learning disabilities? Why should librarians care? While the answers to these questions are far from settled, cognitive neuroscience is able to shed new light on how minds work and how minds learn to read (or not). This presentation explores the current neuroscience of reading and how this impacts the reading community.  
*Speaker: Eric Magness-Eubank, Director, Alpena County George N. Fletcher Public Library*

## Supporting our Communities in Hard Times: Programs and Services for Job Seekers and the Unemployed

### Patron Services Track • Glens II

Michigan libraries are playing a leading role in developing the workforce of the 21st century. *Project Compass* is a nationwide effort to support public libraries as they strive to meet the urgent and growing needs of the unemployed and under-employed. Learn what your colleagues in Michigan have been doing to serve their communities in need this past year and what unique successful partnerships they have built to provide these services in tough times. Participants will learn about Project Compass resources they can use in their library to better meet the needs of their patrons and also examine the successes of Michigan libraries that are utilizing these resources and cultivating partnerships to enhance patron learning.  
*Speakers: Shannon White, Consultant, Library of Michigan; Karren Reish, Library Grants & Center for the Book Coordinator, Library of Michigan*

## A Comprehensive Management Approach to Budgets and Finance in Troubled Times

### Ask the Expert Track • Glens III

This presentation will address a comprehensive management approach to budgeting that will help you survive and perhaps even thrive through these difficult economic times. We will present ideas for meaningful operational and capital planning and how to identify management efficiencies, and the importance of budgeting forecasting and multiyear planning.  
*Speakers: Darlene Woolsey Janulis, Director of Marketing, Umbaugh; Michael C. Givler, C.P.A. Principal, Umbaugh*

## Creating an Electronic Collection from Free Online Resources

### Collections/Reader's Advisory Track • Prairies IV

March is Women's History Month and to celebrate DALNET created an online project called the “Distinguished American Women Collection.” It includes freely accessible online e-books written by a variety of women throughout American history. Ninety titles from the 1830s to the 1920s, both fiction and non-fiction, comprise the collection. This presentation will cover how items were selected for inclusion in the collection, where they were found, and how records were created for the OPAC. Attendees will learn how to use public domain electronic resources to create online digital collections for their own libraries.  
*Speakers: Steven K. Bowers, Detroit Area Library Network; Kristy Wells, Office Administrator and Systems Assistant, Detroit Area Library Network*

## MLA Legislative Update

### Advocacy & Marketing Track • Stone Theatre

Attend this session to learn the latest from Lansing. Receive an update on the hottest issues at the time including the future of the Michigan eLibrary, state aid, library cooperatives, renaissance zones, tax capture and personal property tax. Learn what you can do proactively in your community to make a difference and protect library services for patrons statewide.  
*MLA's legislative team: Nell Kuhnmuensch, Erik Hingst, GCSI, Josie Parker, MLA's Legislative Committee Chair, Gretchen Couraud, MLA Executive Director*

# Program Descriptions

## But Wait, There's More: Collaborating with Schools 102

### Youth Services Track • Prairies V

Collaborating with your local schools takes time, commitment, creativity, and possibly crime scene tape, but it can be done successfully, and this is one time when budget cuts = opportunities. Learn how to start small, troubleshoot existing challenges, build long-term programs, and work with your strengths. Pick up some concrete ideas for creative, fun, and educational programs that work with different grade levels. We will discuss programs such as kindergarten and high school library card initiatives, high school book talks, web-based curriculum support and collaborative bibliographic instruction, summer reading program promotion, literacy initiatives, collection development partnering, and in-library tutoring programs. The list goes on! You can make your media specialists look good, increase foot traffic, foster intergenerational collaboration, and end up with a heightened awareness of your library in your community.

*Speakers: Laura Wright, Youth Librarian/Web Coordinator, Portage District Library; Nicolette Warrise Sosulski, Business Librarian, Portage District Library*

## Helping College Students Climb Onto the Lifelong Learning Scaffold and Grapple with Real Life Skills

### Academic Interests Track • Prairies VI

College students today must “learn how to learn” – the content of their college courses will only scratch the surface of what they’ll need to know in the years following graduation, and the ocean of information is wide and deep. Teaching of information literacy skills is ideally closely tied to disciplinary and professional standards, curricular goals, course objectives, and assignment requirements. And ideally librarians can be partners with disciplinary faculty in strategically introducing IL skills into key courses and assignments at selected points in a curriculum. This session will explore a particularly fortuitous convergence of needs and opportunities leading to a faculty/librarian collaboration designed to help first-year Engineering students onto the first rungs of the lifelong learning ladder.

*Speaker: Debbie Morrow, Liaison Librarian University Libraries, Grand Valley State University*

## Free (or Cheap) Tools You Can Use to Improve Your Library Website

### Technology Track • Great Lakes IV & V

Would you like to know how patrons are actually using your website? Do you want to make your website more interactive? This session will focus on free or low cost tools you can use to improve your website. Tools such as Google Analytics and Crazy Egg can give you information about popular pages and characteristics of website visitors. Adding a Google custom search box to your website can provide insight into what patrons are searching for on your site which can help you create new content or revise existing content. Find out how to easily add polls, surveys, and video widgets to your website. Learn how to highlight library resources by creating RSS feeds for new materials in your Library Catalog. Create a Library blog to promote library services and materials, as well as to collaborate with other departments to highlight resources and events. Finally, discover resources for learning about new tools in the future.

*Speakers: Suzanne Bernsten, Web Services Librarian, Lansing Community College Library; Regina Gong, Manager, Library Collections and Acquisitions, Lansing Community College Library*

## Friday 8:30 a.m. – 9:30 a.m.

## More than Books: Popular AV Collections in Public Libraries

### Patron Services Track • Glens I

The program will outline the increasing circulation of AV material in public libraries. I will identify changing formats in music and movies, and discuss how they will continue to affect library purchasing. I will talk about collection development methods and strategies for a popular AV collection. I will also discuss the need for providing materials advisory service for AV materials, and demonstrate methods of providing this valuable customer service.

*Speaker: Penelope Speets, Collection Development Librarian, Kent District Library*

## Brave New World or Eve of Destruction: Leaving OCLC Resource-Sharing, What are the Options?

### Academic Interests Track • Glens II

At a time when the economy and budgets are in tatters, it is vital that libraries review all aspects of their operations. That includes assessing systems, programs and processes – for the MSU Libraries that has meant evaluating our membership in the OCLC cataloging system and, ultimately, the use of the system for resource sharing. The presenters will discuss MSU’s reasons for our decisions and the many issues involved with seeking alternative systems to fund library activities and still satisfy user needs. Non-OCLC options will be discussed and demonstrated, including INN-Reach, Article Reach, Relais, and RAPID systems.

*Speakers: Denise A. Forro, Head of InterLibrary Services, Michigan State University Libraries; Colleen Hyslop, Senior Associate Director, Michigan State University Libraries*

## Building Strong Communities: A Collaborative Approach to Early Childhood Education

### Youth Services Track • Glens III

Preschool storytime programs are a natural place to facilitate a holistic approach to early childhood development. Kid Builders books, developed by the Children and Families Commission of Orange County, are a collection of activities for children from birth to five and their caregivers. Learn how we collaborated with other community organizations to secure funding to purchase the books, adapt activities to storytimes, distribute the books sets to hundreds of families, and measure results.

*Speakers: Bill Caskey, Children’s Librarian, Kalamazoo Public Library; Susan Warner Head, Youth Services, Kalamazoo Public Library; Steve Siebers, Collection Development Librarian, Kalamazoo Public Library*

## The New MeL Databases for All Michigan Libraries

### Ask the Expert Track • Prairies IV

October 1, 2011 marks the beginning of a new MeL databases contract which will be in effect until September 30, 2014. With input from academic, public, school and special librarians from across the state we’ve selected resources that you and your library’s users will find helpful for research, for learning and for expanding the mind. This session will introduce the new products as well as provide important information on their functionality. The MeL databases and all MeL resources are value added for Michigan libraries.

*Speakers: Deb Biggs Thomas, MeL Coordinator, Library of Michigan; Suzanne Robinson, MeL Databases Training Coordinator, Midwest Collaborative for Library Services*

# Program Descriptions

## Training Student Library Assistants – 20 Years Later

### Innovation/Leadership Track • Prairies V

“Training Student Library Assistants” was published by the American Library Association in 1991 with the authors presenting several workshops the following years to both public and academic libraries. The book spoke to the specific concerns of librarians who hire students and presented best practices in successfully integrating students into the workplace. What has changed during the past twenty years? Does our understanding of critical thinking, learning styles and motivation continue to play a major role in our successful student training? How has technological advances within our libraries influenced our training? Our libraries continue to rely on and value the use of student assistants. We realize that the student worker may be the first person, and could be the only person, a patron interacts with in the library. The value of this interaction not only plays a role in the short term, did we take care of the patron efficiently and effectively, but in the long term with return patronage, support for the public library and student retention in the academic setting. This program will present an update on successful student training. Technology plays a part as does learning theory and supervisory skill in working with students. Changes to the original model in the book, based on new technology, including Facebook, updated learning theory and new information about student engagement will inform everyone who works with student assistants. *Speakers: Dr. Sandra Yee, Dean of Libraries, Wayne State University; Rita Bullard, Access Services Librarian/Professor, Eastern Michigan University*

## Energy Savings for Libraries

### Ask the Expert Track • Prairies VI

A common goal in these economic times is to reduce our operating expenses as well as our carbon footprint. This presentation will explore uncommon good created by investing in energy efficient systems for libraries. The program will review complex systems for large energy savings like geothermal heating and cooling and solar panels, as well as simple solutions for easily approachable energy savings like light fixture replacement and low flow plumbing fixtures. Libraries in particular use a significant proportion of their energy consumption on lighting. Energy efficient lighting renovations can save a library tens of thousands in energy consumption. In some markets, energy companies are providing incentives for replacing lighting fixtures. In some municipalities water is very expensive and low flow water fixtures or rain water harvesting systems can save Libraries thousands of dollars and have a positive impact on the environment. The presentation will include real world examples from libraries in Michigan. *Speaker: Seth Penchansky, Principal, Penchansky Whisler Architects*

## Instant Access: Tips for Creating Video Tutorials to Expand the Reach of Your Library

### Technology Track • Great Lakes IV & V

In this presentation, an overview will be provided of why and how screencasting is used for online tutorials at the University of Michigan's Taubman Health Sciences Library. The process will be described: how to plan and write the script/storyboard, how to create the screencast, and how to edit and produce the videos. Different audiences for these tutorials and about plans for future work will be addressed. A guide to resources will also be provided.

*Speakers: Carol Shannon, Information Services Specialist, Taubman Health Sciences Library, University of Michigan; Anne Perorazio, Information Services Specialist, Taubman Health Sciences Library, University of Michigan*

## PLA Turning the Page 2.0 (8:00a.m. – 11:00 a.m.)

### Advocacy & Marketing • Stone Theatre

Turning the Page 2.0 addresses core issues of advocacy, communications and relationship building in a convenient blended-learning format. This half-day kickoff introduces librarians and supporters to the basic tenants of TtP 2.0. Participants will leave this pre-conference ready to undertake a six-week course of synchronous and asynchronous online work aimed at completing an individual advocacy work plan. Attendance at this meeting is encouraged but not mandatory for participation.

*Speakers include: Judith A. Drescher, former Director of Libraries, Memphis TN and Dr. Steve Yacovelli, Owner, TopDog Learning Group.*

## Friday 9:45 a.m. – 10:45 a.m.

## Information Resources for Access to Justice

### Ask the Expert Track • Glens I

This program would present a condensed version of the program, Public Libraries, Legal Information and Access to Justice done by Kim Koscielniak and Laura Mancini in the Fall of 2010 through a grant from the National Center for State Courts. The emphasis would be on a discussion of free and inexpensive legal resources available to public libraries to assist patrons seeking to represent themselves in legal matters, including resources available through the Michigan Electronic Library (Mel). The program would also highlight legal clinics that have been offered through the Oakland County Law Library and explain how to establish similar clinics in public libraries. Interwoven in the presentation would be a discussion of the concept of providing legal information as opposed to giving, or being perceived as giving, legal advice to library patrons.

*Speakers: Kimberly Koscielniak, Law Librarian, State Law Library, Library of Michigan; Laura Mancini, Director of Library Services, Oakland County Library*

## Using Stories, Videos, and Nonfiction for Kids to Combat Bullying

### Youth Services Track • Glens II

Obnoxious teasing and bullying of children are common in neighborhoods, sports teams, and schools. Researchers estimate that 75 percent of American children will be targets of bullies before they reach adulthood. This rampant bullying is dangerous to kids' mental, emotional, and physical health. Psychologists argue that bullying “shames” children and lowers their self-esteem. Barbara Coloroso argues in *The Bully, the Bullying, and the Bystander* (New York: HarperCollins, 2003) that bullying is a hate crime (39-40). The U.S. Department of Education also issued new anti-bullying guidelines in 2010 that urged schools to stop repeated abuse of students. Many good books can help kids understand bullying and give them ideas for dealing with tyrants and for repairing their self-esteem. These books emphasize that our society needs to respect physical, ethnic, and cultural differences among people. Fiction picture books, novels, videos, and nonfiction that help young people to cope with this problem will be discussed and analyzed. Berenstain Bears books to novels by Judy Blume and Carl Hiassen to nonfiction by Trevor Romain and psychologist Pat Thomas will be covered. A bibliography of 67 useful books and 2 videos that librarians and their patrons can use to discuss bullying with children will be provided.

*Speaker: Janet Ruth Heller, Professor, Western Michigan University*

# Program Descriptions

## On Beyond Google: Using the Power of Search to Engage Your Users and Impress Your Public

### Ask the Expert Track • Glens III

Have you heard about Google tips, tools, and techniques that you simply haven't had time to explore on your own? This program is for you! "On Beyond Google" will showcase some of the ways you can improve your web searching by using the free innovations provided by the major search engines. Google and Bing are challenging each other to update and change constantly, and you will discover (or rediscover) some standard techniques as well as new tips to improve your searching. Leave today's session ready to model efficient information retrieval, teach the skills to your library users, demonstrate your technical expertise and value to your community, and use the common Google search for the uncommon good of us all. Or, if you are already a skilled Google user, come prepared to share the ways you have found to make Google search work best for you.

*Speaker: Kristen Motz, Library Instruction Coordinator/Reference Librarian, Ferris State University – FLITE Library*

## Writing Groups in Libraries

### Patron Services Track • Prairies IV

Writing groups and public libraries are natural creative partners. As libraries move from being providers of information to collaborators in the creation of information, writing groups are great, low-budget ways to develop interests in writing. And you don't have to be a writer to host a group or lead one. In many ways, writing groups are as much about the writing as they are a support group for beginning and "fiddling" writers to continue what they are doing and to develop a foundation for their writing voices. No matter what genre (poetry, fiction, or memoir writing) or age group (teens, adults, or seniors), you can expect to learn the following: how to start and sustain a writing group; what the different types of groups are and what to expect from each; how to organize various outlets for authors to reach an audience; and gain information on writing resources (whether for group or personal development). Writing groups are great community resources for a number of reasons: they provide nascent writers with a community of like-minded people who enjoy writing and encourage future writing and exploration; they provide upper-level writers with a second pair of eyes; they offer encouragement for writers of all levels to meet deadlines by submitting their work, firstly, to a community of their peers and secondly, to the publishing world at large; and, they offer networking possibilities and encourage exploration into the profession through workshops, readings, and informal discussions.

*Speaker: Andy Schuck, Reference Librarian, Westland Public Library*

## QR Codes 101: How to Use Them to Market Your Libraries' Resources and Services

### Technology Track • Prairies V

What is this buzz about QR Codes and why would an academic (public or special) library want to use them? At the conclusion of this presentation, all of the curious attendees in the audience will know what they are and how to start using them next week to show off your own collections and services. The presenters will walk you through how easy it is to create this form of barcode by showing free QR generators on the Web. We will also share a list of free apps that can be used on various smart devices such as the iPhone, android, Blackberry, and Palm to read the code so be sure to bring your smart phones to this session to see firsthand how they work. After demonstrating how they are used, we will share information gleaned from a literature review to illustrate QR code usage in national and regional libraries and current trends. Next, we will share case scenarios of how we are applying this innovative technology at the Michigan State University Libraries, the benefits, the pitfalls that provide learning experiences, and usage statistics. We will conclude with a lively discussion of the endless array of innovative applications of this new technology. Together, the presenters and the audience will discover new ideas to bring back home to connect students, faculty, and staff to all of the cool things academic libraries have to offer.

*Speakers: Michelle Allen, Business Reference Librarian, Michigan State University; Kelly Sattler, Head of Web Services, Michigan State University*

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# Strategic Partners / Exhibitions

## Common Goals, Uncommon Good: Librarians and Strategic Partners

Who shares common goals with your profession? Who wants to see libraries thrive as much as you do? It's the people in the Exhibit Hall with welcoming smiles and wealth of information. Those people are library vendors, and they are the strategic partners able to help you make your library a success.

## Why Should You Talk with Strategic Partners?

- Strategic partners know what other libraries are doing. It is easy to get in a rut or to think, "Well, that's how we've always done it." Strategic partners work with libraries in other states and sometimes other countries, and they can give good advice on new practices, procedures, and trends.
- Strategic partners understand that professional connections are made at conferences. Even if you are not a decision maker now, someday you may be. Then you can make changes, and you will know whom to hire to make it happen.
- Strategic partners help you solve problems. If you have ever been at your library and thought, "Why does this have to be so difficult?" there might be an exhibitor who has a better way.

## Ways of Networking with Strategic Partners at the Conference

- Before the exhibits open, review the list of strategic partners and make your own list of whom you want to visit.
- Find out what new products the exhibitor is introducing.
- State the problem you are having (scheduling, shrinking materials budget, doing more work with fewer people, rowdy students), and ask the strategic partner for suggestions that they are hearing from other librarians.
- If you're stumped for ideas, ask the exhibitors about their favorite stories in the library field. Ask an architect about her favorite library design. Ask a moving company representative about his favorite relocation story.



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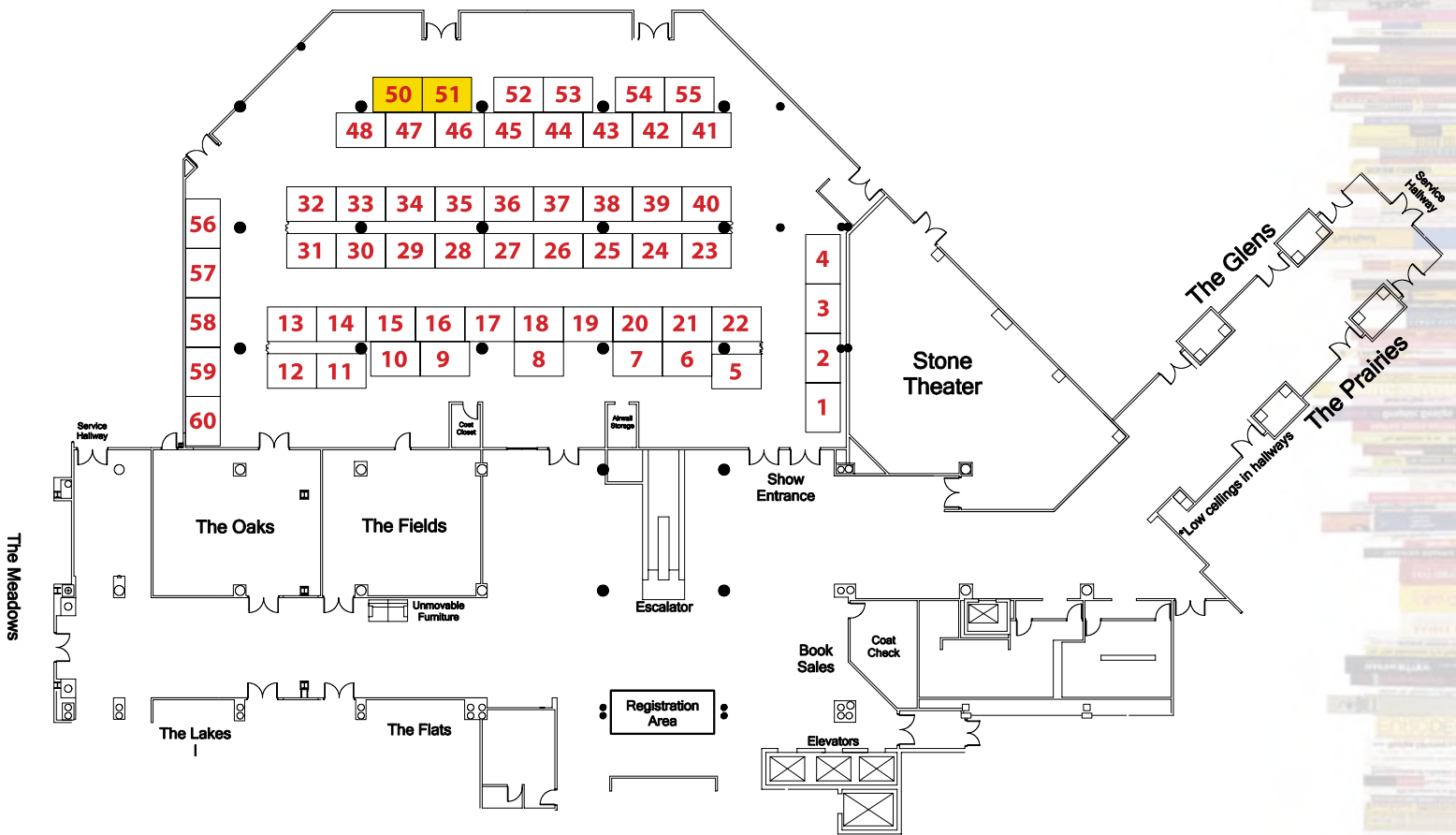
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The advertisement features two images of library shelving. On the left, a blue cantilever shelving unit is shown in a library setting, filled with books. On the right, a white cantilever shelving unit is shown, also filled with books. The text is overlaid on the images.

# Strategic Partners / Exhibitions



## MLA Passport to Fun!

Here's a great opportunity to network and learn! Join in on this year's Passport to Fun exhibit hall promotion.



Each attendee will receive a "passport" with a designated list of exhibitors/strategic partners. Attendees travel through the exhibit hall and collect signatures of each strategic partner on their passport and enter the completed passport for a prize drawing.

Must be present to win!  
Drawing: Thursday, October 27 at 3:00 PM.

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# Strategic Partners / Exhibitions

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# Upcoming Professional Development Events

**December 2, 2011**

***Summer Reading Program: Making Time for SRP***  
*Michigan Library Association, Lansing*

\$65

***Communities of Practice***

No Charge

**February 16, 2012**

***Leadership Development***

*Delta Township District Library, Lansing*

\$85

**March 16, 2012**

***Transition in Collections: Books, Bytes, and Beyond***

*Novi Public Library, Novi*

\$85

**March 22-23, 2012**

***Spring Institute: Full Steam Ahead***

*Sheraton, Ann Arbor*

\$280 Full Conference \$150 1-Day

**April 9, 2012**

***Directors' Summit***

*Bloomfield Township Library, Bloomfield Township*

\$85

**April 23, 2012**

***Fantastic Fiction***

*Grand Rapids Public Library, Grand Rapids*

\$85

**April 27, 2012**

***Finance, HR & Business***

*Delta Township District Library, Lansing*

\$85

The 2012 theme for Summer Reading is Night. The Children's Slogan is Dream Big. Read! The Teen Slogan is Own the Night. The Adult Slogan is Between the Covers. This will be the ideal place and time to gather intelligence on both the development and promotion of your program to help guarantee its success for all involved!

You're welcome to join in the conversation or start one of your own on any of the five MLA Communities of Practice: Academic, Children/Youth, Economic Development, Library Technologies, Reference, and Work/Life Balance.

Don't Manage Your Project, Lead It! This 1-day workshop will focus on the fundamental skills of project management: outcomes-based planning, implementation, and data-driven evaluation.

This 1-day workshop will focus on understanding emerging trends in digital resources available to public, school, and academic libraries. There will be sessions on developing and managing digital collections as well as discussions on how to improve patrons' access to digital collections.

This 2-day conference brings together approximately 250 statewide children and teen service librarians under one roof to share, learn, and experience what it takes to drive a valuable department. Special features include national award-winning authors, illustrators and storytellers who present, performers showcase, Café S.I., an exhibition, and enriching educational experiences. Help create an event that hundreds look forward to annually.

Directors' Summit is a valuable 1-day event designed to bring to the forefront discussion, observation, planning, and action on hot issues to guide the future of Michigan libraries and librarians.

Fantastic Fiction is a well received MLA staple event. This 1-day workshop explores collection development by bringing experts to the stage from the publishing world to help develop collections and prepare for patron referrals.

This 1-day workshop is designed to explore the information needs of our patrons relating to small businesses and start-ups. It will address how libraries can best serve those needs to increase the visibility and sustainability of the library.

# Upcoming Professional Development Events

**May 10-11, 2012**

*Academic Libraries*

*Sheraton, Ann Arbor, MI*

\$205 Full Conference \$150 1-Day

AL2012 is a premier event to share best practices, emerging trends, career advancement, mentorship, and future goals for academic libraries and librarians alike. Make an impact to enhance resources and form a unified voice. In 2012, MLA will host a successful 2-day event that features relevant programs delivered by jury-selected presenters and nationally recognized keynotes.

**May 18, 2012**

*Applied Technologies & Trends:*

*Amp It Up - Patron Engagement Tech*

*University of Michigan, Ann Arbor*

\$85 Member

This one-day workshop explores current trends in technologies that today's library, librarians, and patrons are experiencing and discover how to apply them in real world environment.

**November 7-9, 2012**

*Annual Conference*

*Hyatt Regency, Dearborn*

Rates TBA



Annual Conference is a 3-day conference that features renowned keynotes, jury-selected programming for all librarians, an exhibition, and an ideal environment to network with colleagues and strategic partners.

**TBA, 2013**

*Literature, The Child and The Teen*

*Location TBA*

Rate TBA

To help plan for this workshop to be held fall, 2012, please respond to this fall's Call for Volunteers.

*Communities of Practice*

No Charge

You're welcome to join the conversation or start one of your own on any of the five MLA Communities of Practice: Academic, Children/Youth, Economic Development, Library Technologies, Reference, and Work/Life Balance.

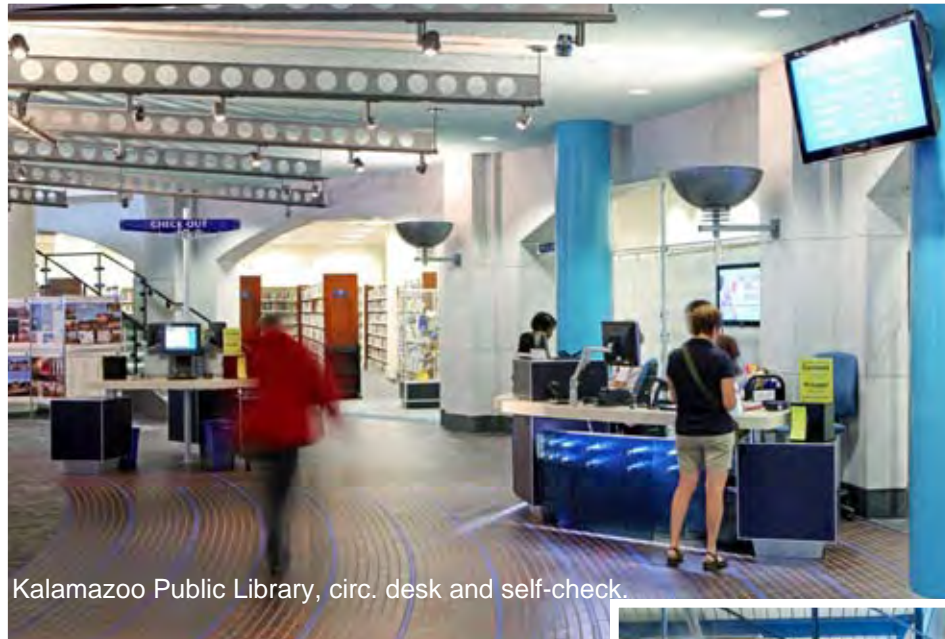
Congratulations to MLA's 2010 Annual Conference Work Group for special recognition by Michigan Society of Association Executives (MSAE). MLA received MSAE's Diamond Award in honor of excellence in marketing an association meeting, convention, and/or exposition.



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