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121st Annual Conference

November 7-9, 2012 • Detroit



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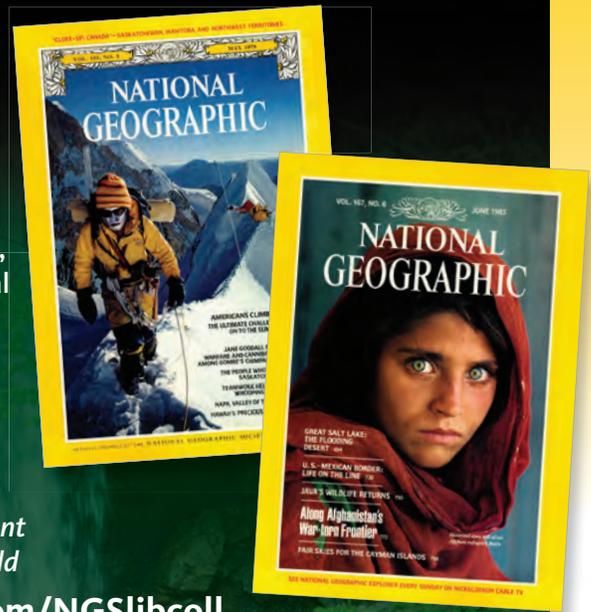
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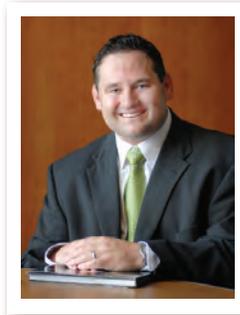
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Greetings!

Welcome to Detroit and the 121st Michigan Library Association Annual Conference. Our yearly gathering remains a powerful time to gain new knowledge, engage our strategic partners to learn about their cutting edge services and products, share experiences with colleagues and friends, and to be a part of something much bigger than all of us—Michigan’s proud library community. We are delighted you are here and hope this year’s conference will be a transformative experience.



This conference would not be possible without the dedicated work of Julie Farkas, conference committee chair, as well as all of the hardworking members of the conference committee. It is no small feat to coordinate all of the events, presentations, sponsorships, exhibitors, food and lodging, and technical support needed to make the MLA Annual Conference an amazing experience for all of our participants. To the entire conference planning team, I offer gratitude on behalf of MLA and the library community.

The theme for the 121st MLA Annual Conference is *Loud Librarian! - Defining Ourselves and Our Profession*. Why “loud,” you ask?—because we have entered a new era where the relevancy of the library as an irreplaceable institution in our communities and schools is in question. To be “loud,” then, is to create positive attention for libraries and for the transformational value of our work. We can accomplish this by being our strongest advocates. To advocate well, however, we must take the time to know ourselves and define our strengths as well as be aware of where we could get stronger.

With this knowledge in mind, we can trumpet our library-value message to our patrons, friends, boards, provosts, principals, municipal officials, State Legislature, and to the media. We should never shy from telling anyone about the great things the library is doing and how we positively impact our communities and schools. If we do not advocate for ourselves, who will?

So, I invite you to get your vocal cords warmed up by participating in the many educational offerings at this year’s MLA Annual Conference. Take what you learn back to your libraries and share your knowledge and excitement with your colleagues. Then, get loud! I also invite you to return next year for more vocal strengthening exercises at the 122nd MLA Annual Conference from October 16-18, 2013 in Lansing.

Your Fellow Loud Librarian,

A handwritten signature in black ink that reads "Lance M. Werner".

Lance M. Werner
MLA President

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Conference Information

Registration - D2 Atrium

Wednesday, November 7 7:00 a.m. - 3:30 p.m.
Thursday, November 8 7:00 a.m. - 3:30 p.m.
Friday, November 9 7:00 a.m. - 9:00 a.m.

Sponsored by 

Exhibit Hall - D3-19/28

Wednesday, November 7 11:30 a.m. - 5:00 p.m.
Non-conflict time 11:30 a.m. - 1:15 p.m., 2:15 p.m. - 3:00 p.m.
Thursday, November 8 8:00 a.m. - 11:45 a.m., 1:15 p.m. - 3:00 p.m.
Non-conflict time 10:00 a.m. - 10:30 a.m., 2:30 p.m. - 3:00 p.m.

MLA Membership Booth - Exhibit Hall

Visit booth #17-18 for MLA membership and professional development information or any additional conference updates.

Sponsored by *Emery-Pratt Company*

Strategic Partners/Exhibitors Breakfast - Exhibit Hall

Thursday, November 8 8:00 a.m. - 9:00 a.m.

Join in for a complimentary continental breakfast for paid Annual Conference registrants. Visit and network with MLA strategic partners, those with whom you have done business, and those you want to learn more about. All are welcome!

Sponsored by *Library Design Associates, Inc.*

Coffee Networking Sessions - Atrium

Wednesday, November 7 7:00 a.m. - 9:00 a.m.
Friday, November 9 7:00 a.m. - 8:30 a.m.

Sponsored by *ProQuest*

MLA Bookstore/Book Beat

Thursday, November 8 1:00 p.m. - 3:00 p.m. - MLA Membership Booth
Friday, November 9 8:00 a.m. - 3:00 p.m. - MLA Registration Desk

Purchase copies of books by speakers Jean Palmer Heck, Laura Schroff, and Bonnie Jo Campbell.

MLA Annual Meeting - D2-15

Thursday, November 8 3:00 p.m. - 4:00 p.m.

Join us for this year's Annual Meeting! At this meeting we will present MLA's year-end review, recognize all former MLA Board members, and honor outgoing MLA Board members. We will also present MLA's transition plan to a new Executive Director and provide an opportunity for member questions, dialogue, and engagement. The Board is focused on MLA's future and encourages a membership conversation during this transitional time for MLA.

Special Services

Throughout the conference, MLA staff and volunteers will be available at the Registration Desk to assist those needing special services.

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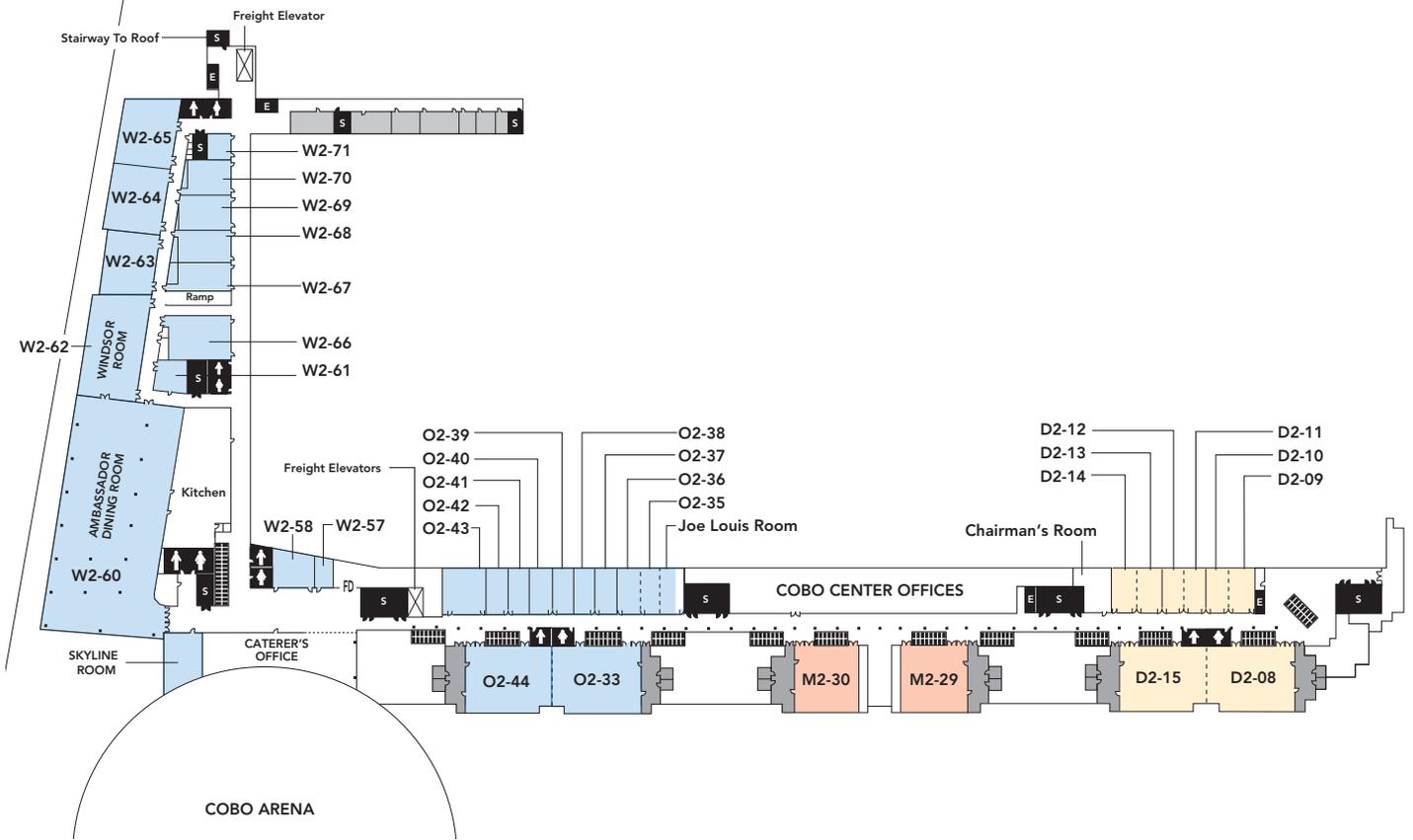
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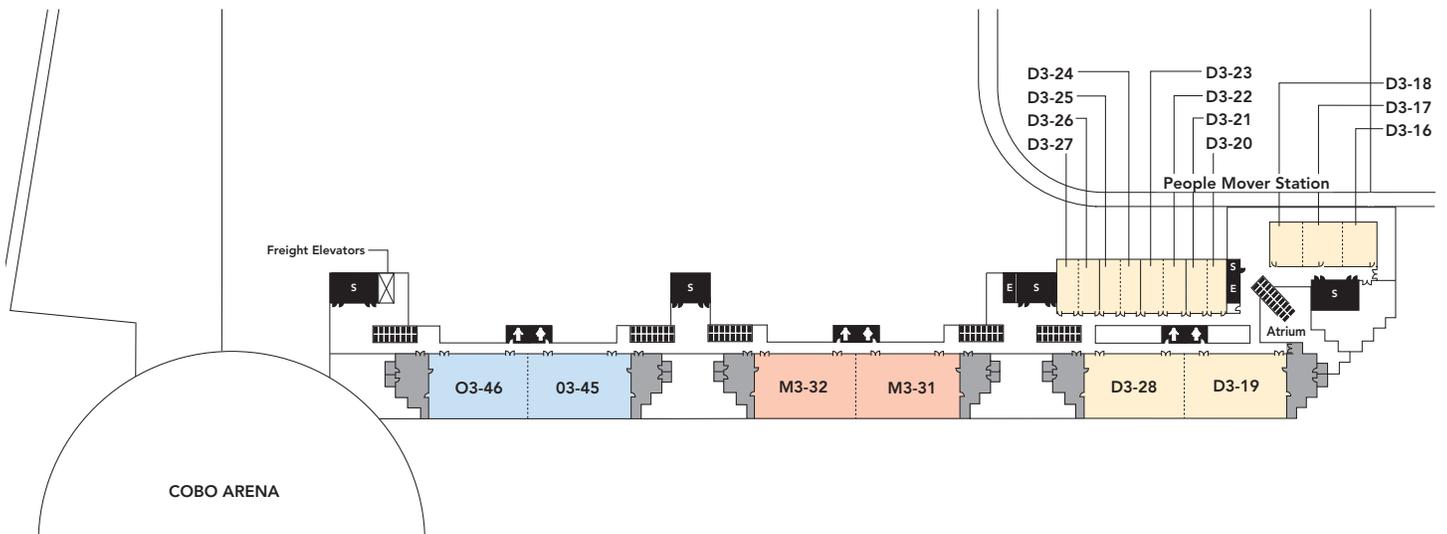
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Conference Center Floor Plan

LEVEL 2



LEVEL 3



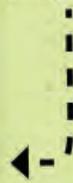
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Michigan Library Association

**Spring Institute
April 11-12, 2013**

**Annual Conference
October 16-18, 2013**

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Will Manley

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Keynote Speaker***



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Schedule At-A-Glance

2012 MLA Annual Conference COBO Center—Detroit



LOUD LIBRARIAN!

**DEFINING OURSELVES
AND OUR PROFESSION**

Tuesday, November 6		Thursday, November 8	
6:00 pm - 9:00 pm	Dinner at the Museum - Scholarship Fundraiser* <i>Arab American National Museum- Dearborn</i> <i>Shuttle buses provided by Gale</i>	7:00 am - 3:30 pm	Registration Open
Wednesday, November 7		8:00 am - 9:00 am	Strategic Partners/Exhibitors Breakfast <i>(Open to all)</i>
7:00 am - 3:30 pm	Registration Open	8:00 am - 11:45 am	Exhibit Hall Open
7:00 am - 9:00 am	Coffee Networking Session	9:00 am - 10:00 am	Programs
7:30 am - 8:45 am	New Member and First Time Attendee Breakfast*	10:00 am - 10:30 am	Exhibit Hall Open <i>(Non-Conflict Time)</i>
7:30 am - 8:45 am	Leadership Academy Breakfast*	10:30 am - 11:30 am	Programs
9:00 am - 10:00 am	Programs	11:45 am - 1:15 pm	Exhibit Hall Closed for Lunch
10:15 am - 11:30 am	All-Conference Opening Keynote <i>Speaker: Will Manley</i>	11:45 am - 1:15 pm	Luncheons: Academic, Youth, and State Librarian*
11:30 am - 1:15 pm	Exhibit Hall Grand Opening <i>(Non-Conflict Time)</i>	1:15 pm - 3:00 pm	Exhibit Hall Open
11:30 am - 5:00 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 <i>(Non-Conflict Time)</i>
2:15 pm - 3:00 pm	Exhibit Hall Open <i>(Non-Conflict Time)</i>	3:00 pm - 4:00 pm	Annual Meeting
3:00 pm - 4:00 pm	Programs	6:30 pm - 8:30 pm	All-Conference Reception <i>Henry Ford Centennial Library-Dearborn</i> <i>Shuttle buses provided by Gale</i>
4:15 pm - 5:15 pm	Programs	Friday, November 9	
5:15 pm - 6:15 pm	Poster Sessions, ConverStations, Tech Petting Zoo, and Cocktails	7:00 am - 9:00 am	Registration Open
5:15 pm - 6:15 pm	Wayne State Alumni Reception	7:00 am - 8:30 am	Coffee Networking Session
6:15 pm - 8:15 pm	MLA Awards Banquet*	8:30 am - 9:30 am	Programs
8:15 pm - 10:00 pm	Night at the Raceway - Scholarship Fundraiser	9:45 am - 10:45 am	Programs
		11:15 am - 12:30 pm	All-Conference Closing Keynote <i>Speaker: Laura Schroff</i>
		12:45 pm - 2:00 pm	Michigan Author Award Luncheon* <i>Speaker: Bonnie Jo Campbell</i>

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



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Special Programs and Events

Tuesday, November 6, 2012

Dinner at the Museum - Scholarship Fundraiser

6:00 p.m. – 9:00 p.m.

Arab American National Museum, Dearborn

Ticketed Function

All are invited to join in this special event held at the only museum in the United States devoted to Arab American history and culture. Enjoy a strolling dinner of Middle Eastern cuisine along with a chance to view the museum's fascinating exhibits illustrating the lives and experiences of Arab Americans. It's a great way to kick off the conference and visit a local museum while supporting MLA's scholarship fund for the professional development of MLA members.

*Shuttle buses will be provided by Gale and depart the Marriott lobby at 5:30 p.m.
Return trips from the Arab American National Museum will begin at 8:00 p.m.*

Wednesday, November 7, 2012

New Member and First Time Attendee Breakfast

7:30 a.m. – 8:45 a.m.

D3-17

Ticketed Function

This networking breakfast offers members new to MLA or to conference an opportunity to learn what their association provides for them, to meet MLA leaders and other members, and to learn how to get involved.

Sponsored by Saginaw Valley State University Library

MLA Leadership Academy Breakfast

7:30 a.m. – 8:45 a.m.

D3-18

Ticketed Function

Leadership Academy alumni, sponsors, or someone just interested in learning about the Leadership Academy are all welcome to participate in this breakfast program. This is an opportunity to talk with Academy alumni, gather information on what the program is like, and how alumni have used the information from the program to enhance their jobs.

Sponsored by University of Michigan School of Information

All-Conference Opening Keynote, Will Manley

10:15 a.m. – 11:30 a.m.

D2-08/15

General Session

Anyone can be a manager but what does it take to become a leader? Is it jumping out of an airplane at 30,000 feet? Staring down a 7 foot putt with a thousand dollars on the line? Shooting the rapids on the Columbia River? Or just saying "no" to publisher e-book rip off policies? Will Manley is currently a trustee for the Livermore Public Library in California and has 30 years of experience as a public librarian. Mr. Manley has written nine books on the lighter side of librarianship and has published over 600 magazine articles. He currently writes the "Manley Arts" column in *Booklist* and the "Will's World" column every month in *American Libraries Magazine*.



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Special Programs and Events

All-Conference Cocktail Hour – Poster Sessions, ConverStations, Tech Petting Zoo, and Cocktails

5:15 p.m. – 6:15 p.m. Atrium/D2-08

All are welcome! Stop by and have a drink with friends, meet new people, and network with colleagues from around the state. See pages 41-42 for a list of the Poster Sessions and ConverStations. Cash bar will be available.

Wayne State University Alumni Reception

5:15 p.m. – 6:15 p.m. D3-17/18

Pre-registration required

A great networking opportunity for WSU grads and current students! Don't miss out on seeing fellow alumni and learning about the current program.

MLA Awards Banquet

6:15 p.m. – 8:15 p.m. M2-29

Ticketed Function

MLA is presenting four new awards this year in addition to the Librarian of the Year Award. Celebrate the accomplishments of your colleagues and friends at the 2012 MLA Awards Banquet. See pages 19-21 for the 2012 MLA Award winners. Even if you miss the banquet, make sure to congratulate your colleagues.

Night at the Raceway – Scholarship Fundraiser

8:15 p.m. – 10:00 p.m. M2-30

Looking to rev up your fun at the 2012 MLA Annual Conference? Join your colleagues for this MLA scholarship fundraiser.

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Thursday, November 8, 2012

Academic Librarian Luncheon with Paul Courant

11:45 a.m. – 1:15 p.m. M2-29

Ticketed Function

Paul N. Courant is University Librarian and Dean of Libraries, Harold T. Shapiro Collegiate Professor of Public Policy, Arthur F. Thurnau, Professor of Economics, and Professor of Information at the University of Michigan. Dr. Courant will talk about how digital technologies change the way in which academic libraries do their work and serve their campuses, about challenges that arise from changes in the publishing industry, and about how academic librarianship remains essential to the effective functioning of colleges and universities.

Sponsored by Michigan State University Libraries



State Librarian's Luncheon

11:45 a.m. – 1:15 p.m. M2-30

Ticketed Function

Join State Librarian Nancy Robertson as she announces and honors the winner of the Library of Michigan Foundation's State Librarian's Excellence Award.

Special Programs and Events

Youth Librarian Luncheon with Buffy Hamilton

11:45 a.m. – 1:15 p.m.

D3-17/18

Ticketed Function

Buffy Hamilton is the founding librarian of “The Unquiet Library” at Creekview High School in Canton, Georgia. She is passionate about creating library experiences for her students that will encourage them to be lifelong learners and advocating for the power of the library in her community. She collaborates extensively with the teachers and students in her school to create learning experiences to foster students’ information fluency and digital citizenship, the cultural capital students need to fully participate in today’s society.



All-Conference Reception

6:30 p.m. – 8:30 p.m.

Henry Ford Centennial Library, Dearborn

Pre-registration taken but not required for paying conference attendees.

We welcome you to relax with colleagues while you enjoy hot and cold hors d’oeuvres, cake, and a cash bar at the main branch of the Dearborn Public Library. Explore the library’s three floors while networking and taking in some live music. Hope to see you there!

Shuttle buses will be provided by Gale and depart the Marriott starting at 6:15 p.m.

Return trips from the Henry Ford Centennial Library will continue until 8:30 p.m.

Sponsored by Drs. Richard & Jennifer Cochran

Friday, November 9, 2012

All-Conference Closing Keynote, Laura Schroff

11:15 a.m. – 12:30 p.m.

D2-15

General Session

An Invisible Thread: A Truly Inspirational Story

Laura Schroff is a former advertising executive who has worked with several major media companies, including Time Inc. and Conde Nast. Schroff is the author of the bestselling book *An Invisible Thread: The True Story of an 11-year-old Panhandler, a Busy Sales Executive, and an Unlikely Meeting with Destiny*, a story about Laura’s incredible and unlikely friendship with Maurice, an 11-year-old panhandler in New York City, that would inevitably change both their lives. There will be a book signing following the Michigan Author Award Luncheon.

Arrangements for the appearance of Laura Schroff made through Simon & Schuster Speakers Bureau, New York, NY.



Michigan Author Award Luncheon, Bonnie Jo Campbell

12:45 p.m. – 2:00 p.m.

M2-29

Ticketed Function

Join us as we recognize the 2012 Michigan Author Award recipient, Bonnie Jo Campbell. She will be speaking at the Michigan Author Award Luncheon Ceremony. The awards seem to pile up with each additional book she publishes and her most recent novel, *Once Upon a River*, was a National Book Award and National Book Critics Circle finalist. She grew up on a small Michigan farm and consistently uses her home state as the backdrop for her stories. The luncheon will be followed by a book signing.



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2012 MLA Award Recipients

Librarian of the Year

For over 30 years, the MLA Librarian of the Year Award has recognized a librarian's outstanding contributions and accomplishments to the library community over a long period of time. Winners of this award provide innovative library service to his or her community and promote collaboration among libraries. The MLA Librarian of the Year shows evidence of personal and professional achievement as well as initiative and creativity. They are leaders who provide cutting edge ideas that inspire people. Only one award is given out each year.

Marcia Warner

Catalyst. Motivator. Visionary. Innovative. Commitment. These words stand out when thinking of Marcia Warner, the 2012 MLA Librarian of the Year. This honor is being bestowed because of her professional achievements, her contributions to the library profession, and her leadership at the Grand Rapids Public Library.

Marcia serves as a role model for young professionals, encouraging and empowering her staff to perform their best and to represent the Grand Rapids Public Library out in the community. She challenges herself and those around her to take the next step in their professional journey and to eagerly seek what's around the next bend in the road. Her creativity and leadership has spawned a renaissance of programming in the Grand Rapids community. Marcia's colleagues have asked her to serve in countless professional capacities on the local, state, and national level, culminating this year as President of the Public Library Association.

Marcia is continually sought in advocacy efforts, both on behalf of libraries and those our libraries serve. One letter of support said that "Marcia's fingerprints are everywhere, inserting libraries into every-day thinking and bring libraries to the forefront."

She is a past-president of MLA and is the current Past-President of the Public Library Association. She is a graduate of the MLA Leadership Academy and has been the Legislative Committee Chair, Management and Administration Division Chair and Historian, and a member of the Executive Board.



President's Award for Service to MLA

The President's Award for Service to MLA was established in 2012 as a way to honor significant service to MLA. Winners of this award must show an exceptional body of work over many years or a specific recent year of exceptional service to MLA. Nominees are those individuals who demonstrate exemplary leadership and service to further the development, services, promotion, and/or visibility of the Michigan Library Association. More than one award may be given out each year and nominees are submitted by the MLA President or Immediate Past President in conjunction with the MLA Executive Director.

Margaret E. Auer

"For over 40 years Margaret Auer has been actively engaged in the Michigan Library Association, serving as a perpetual volunteer and advocate for the organization," says Richard Cochran, MLA Past-President. She has many professional obligations as she is Dean of University Libraries for the University of Detroit Mercy, but always finds time for an MLA project or assignment, generously giving of her time and insight.

Margaret has been an advocate for MLA, whether through her promotion of MLA membership or her encouragement of staff to participate in or present at conferences and workshops. She promotes collaborations through the Michigan academic library community. She has also actively advanced MLA to a wide circle of vendors, even before MLA looked for strategic partners. Through her cultivation of these vendors, MLA has developed sustained financial support, which is vital to the association's well-being.



She is a past-president of MLA and has served on the Annual Conference Committee numerous times, the Awards Task Force, MLA Leadership Academy Planning Committee, and Michigan Author Award Committee. She has also received the MLA Lifetime Achievement Award, Librarian of the Year Award, and the Wayne State University Library Science Program, Distinguished Alumna Award.

2012 MLA Award Recipients

Up & Comer Award

The Up & Comer Award was established in 2012 to recognize a librarian who shows leadership early in his or her career. While new to the profession, he/she expands the role of librarian through being forward-thinking and moving libraries into the future. Winners of this award will be energetic efficient librarians who push the boundaries of originality and creativity. They will help to establish a library culture that sets high expectations, promotes learning, and creates understanding of the library as an integral part of the community. The Up & Comer Award winner will also have been a librarian for 5 or less years. Only one person may receive the award each year.

Natalie Bazan

In her short tenure as a librarian and library director, Natalie has turned the Hopkins District Library into a strong community center. Whether participating in a Christmas decorating contest with local businesses, opening the doors to school tutors, or welcoming local yarn enthusiasts, the library is becoming the place to be.

Natalie has led a successful millage vote for permanent library funding, become a successful grant writer to promote collection development, established a Friends of the Library group, developed a web site for sharing library ideas, and more in just 1 year as a library director.

Natalie's impressive resume of accomplishments pushed her to the top of the list in a field of strong nominations. For these reasons, MLA would like to award Natalie the first Up & Comer Award.



Heart of a Champion Award

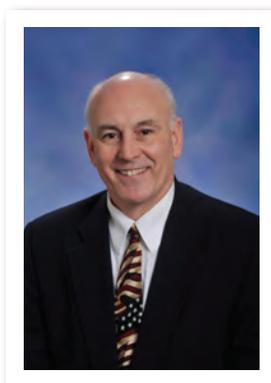
The Heart of a Champion Award was established in 2012 to recognize a library supporter (e.g. elected official, trustee, community supporter/business or individual, strategic partner) who has shown an exceptional commitment to libraries and/or the library profession. Winners of this award will show their support to the library profession through continued advocacy, supporting or providing funding for the local library, or continued support of Michigan Library Association activities. More than one award may be given in any year.

Bill Rogers

As a representative of District 66 in Michigan, Bill has made a tremendous effort to educate himself about the many ways that libraries add value to their communities. Whether learning about the support that libraries give job seekers, seeing the link between strong libraries and strong local businesses, or understanding the issues surrounding the role that libraries play in early childhood education, Bill has done his homework.

In 2012, under the leadership of Representative Bill Rogers, Chair of the House K-12 and Education Appropriations Subcommittees, libraries found a champion. He is responsible for \$1.5 million in renaissance zone reimbursements being reinstated for public libraries. He led a bipartisan effort which increased state aid to libraries by \$500,000 for the first time since 2000. He also maintained an \$800,000 increase for the Library of Michigan to support the library's acquisition of databases and other online resource programs for small businesses and entrepreneurs.

Bill is the first leader in Michigan's legislature to increase library funding since 2000, which is why he is deserving of the 2012 Heart of a Champion award.



2012 MLA Award Recipients

Gale, part of Cengage Learning

Many of us in the library profession use Gale products on a daily basis, from their print materials to their wide-range of databases. Many of us know that when we purchase a Gale product, we are getting quality. What you may not be aware of is their continued support of Michigan libraries.



In 2009, Gale partnered with all Michigan libraries to support the “Protect Michigan Libraries” campaign. The Library of Michigan was under threat of closure and Gale stepped up and supported a statewide issue advocacy campaign to protect funding and the Library of Michigan. They contributed corporate leadership to speak at the rally, employees to help plan and participate in the rally, buses for librarians to attend throughout the state, funding for the campaign, and national media support.

In 2011 at the MLA Director’s Summit, Gale helped MLA launch a statewide initiative that was promoted nationally—Measuring Library Outcomes. This storytelling initiative taught library leaders how to articulate the value of library services to end-users and prove their relevance to funding bodies, media, and users.

Gale has also been a longstanding strategic partner with MLA. Gale has contributed \$73,500 to MLA since 2006 to help maintain advocacy and professional development for libraries and library professionals in Michigan. In 2007 they became the first ever Diamond sponsor of MLA’s annual conference and have retained that title and distinction ever since. For these reasons and more, Gale is deserving of the 2012 Heart of a Champion Award.

Library Design Associates

As a library supporter, Library Design Associates has exhibited at the Michigan Library Association Annual Conference for more than 30 years. Chris de Bear was asked once why Library Design Associates always exhibits at Annual Conference and supports the exhibitor breakfast. He said that the library community has given him many opportunities to make their libraries and collections easily accessible to their users. For their trust and confidence, he feels he has a responsibility to give back to this profession. While he can’t visit every library to say thank you for their support, he can be here at conference as an exhibitor, visit with the many, and at the same time support MLA’s efforts on behalf of libraries.



For their service and support to the library community, Library Design Associates has been awarded the 2012 Heart of a Champion award.

Richard Root

Richard Root served the city of Kentwood for 33 years, first as city commissioner, then as mayor. During his tenure as mayor, Richard was a strong library supporter and was almost single-handedly responsible for the successful passage of a millage in 2008 to build the new KDL Kentwood Library Branch. Not only did he lobby and succeed in getting the city commissioners to support the new library project, he organized the millage campaign committee and invited citizens to his home to discuss how to galvanize voters around the exciting prospect of a new library in the community. Richard took his message on the road and met with businesses, groups, and individuals about the need for a new library. He met with editors of the Grand Rapids Press and got their endorsement for the millage. He met with the Kentwood Foundation and got them to fund the costs of the campaign. Following months of campaigning, Richard was proud to hold the victory celebration in his home after the citizens of Kentwood passed the millage by 68%.



Richard’s work didn’t stop with the successful passage of the millage. He continued to support the library throughout its construction by attending building planning meetings and advocating for donations towards the project. Prior to the library’s grand opening in August 2010, Richard put his final touch on the building by establishing a committee to use the remaining donated funds to purchase artwork for the new library.

For his efforts in building a new library in the City of Kentwood and for his unwavering support for the value of the public library in the Kentwood community, Richard Root has been awarded the 2012 Heart of a Champion award.

Program Grid

	Wednesday 9:00 a.m. - 10:00 a.m.	Wednesday 1:15 p.m. - 2:15 p.m.	Wednesday 3:00 p.m. - 4:00 p.m.	Wednesday 4:15 p.m. - 5:15 p.m.
D2-9/10	From Airships to Zombies: The Best of Urban Fantasy and Paranormal Romance Collections/Readers' Advisory	Tech Trends for Kids Youth Services	Creating Dynamic Online Communities for Distance Learners Academic Interests	Navigating Legal Information: An Introduction to the New Michigan Law Help Website for the Public Librarian Patron Services/Programming
D2-11/12	Thingamabobs and Doodads: Tech Support IS Reference Patron Services/Programming	Making Noise in the Library Innovation/Leadership	Common Core State Standards: The "Next Big Thing" in Education Youth Services	Ask the Lawyer Ask the Expert
D2-13/14	Qualitative Assessment in Library Instruction Academic Interests	Advancing Value: Continuing the Process Academic Interests	Lean Mean Circ Machine Collections/Readers' Advisory	One Phone Call Equals a Community Consensus: Lobbying Your Elected Officials Advocacy and Marketing
D3-20/21	Adapting the Youth Room: Programs and Services for Kids with Different Needs Youth Services	Construction Zone – Building Computer Class Programs Technology	Supporting Adult Literacy in Your Library Patron Services/Programming	Information Literacy in Public, Private and Blended/Virtual Schools: A Comparison Academic Interests
D3-22/23	Data Driven Decision Making Advocacy and Marketing	FREE MONEY!: The Truth About Helping Patrons Find Grants Patron Services/Programming	Where Will Michigan Libraries Be in 2017 Michigan's New Federal Five-Year Plan's Goals and Programs Innovation/Leadership	Beyond Duct Tape: Programming for today's Teens Youth Services
D3-24/25	It's Time to Contract Ask the Expert	MLA Legislative Update Advocacy and Marketing	Passing a Makeup Millage Ask the Expert	Outsourcing IT work and Managing IT vendors Innovation/Leadership
D3-26/27	What YOU Should Know About Library Mobile Apps Technology	Going Bananas for Appeal Factors in Multi-Type RA Collections/Readers' Advisory	Putting Multimedia Exhibits in the Palm of Your Hand Technology	Building a Library Website with Wordpress Technology
	Advocacy and Marketing Sponsored by Governmental Consultant Services Inc.	Academic Interests	Ask the Expert Sponsored by Michigan Library Cooperative Directors Association and Tutor.com	Collections/Readers' Advisory Sponsored by Grand Valley State University Libraries

Program Grid

Thursday 9:00 a.m. - 10:00 a.m.	Thursday 10:30 a.m. - 11:30 a.m.	Thursday 1:30 p.m. - 2:30 p.m.	Friday 8:30 a.m. - 9:30 a.m.	Friday 9:45 a.m. - 10:45 a.m.
Remixing a Classic: Totally Messing with Summer Reading Youth Services	Help Them Help Themselves Academic Interests	The Best Things in Life are Free Academic Interests	Nobody Puts the User in a Corner Technology	Guys Read! @ Your Library Youth Services
E-Books: From the Exception to the Rule Academic Interests	Failing Better When Failure Isn't an Option – Best Practices for Modern Managers Innovation/Leadership	No Books Allowed Innovation/Leadership	Help! I Work at a Small Library on a Shoestring Budget Patron Services/Programming	Walls Don't Have to Define the Library Experience Innovation/Leadership
Managing in Tough Times (Which for Librarians is Always!) Innovation/Leadership	Fearless Friending Advocacy and Marketing	Tough Talks in Tough Times: What Librarians Need to Know to Communicate Change, Motivate Employees and Stay Sane Ask the Expert	Library Super Heroes: How Comic Books and Graphic Novels are Utilized in Michigan Libraries Collections/Readers' Advisory	CORE Materials Advisory Collections/Readers' Advisory
60 Web Apps in 60 Minutes Technology	Advocating for Tech Services at Your Library Collections/Readers' Advisory	Literature OUT loud: A Guide to Young Adult Literature for Trans* Teens Collections/Readers' Advisory	Shout it Out! Building Community Partnerships that Speak Volumes Advocacy and Marketing	Using Technology and Marketing in a Changing Climate Technology
Building Surveys and Using the Data for Strategic Decision Making Ask the Expert	Open Meetings Act, Freedom of Information Act, and Library Privacy Act: Practical Tips and Recent Developments Ask the Expert	Collaborative Kaleidoscope Youth Services	Focus the Light on Energy Efficiency Ask the Expert	I'm Gonna Make You Famous: Raising Awareness and Building Community on a 3-inch screen Advocacy and Marketing
Libraries Putting their Best Foot Forward Collections/Readers' Advisory	Release Your Inner Business Librarian Patron Services/Programming	2012 Election Results! Advocacy and Marketing	Scholarly Communication Success Academic Interests	Nuts and Bolts of Successful Grantseeking Ask the Expert
Backstage Pass to Concerts at Your Library Patron Services/Programming	Tomorrow's Professionals Technology	Loud for All: Working Towards an Accessible Web Presence Technology	You've Got to Intern It Innovation/Leadership	More Help for your Job Seekers: Pure Michigan Talent Connect and MeL Patron Services/Programming
Innovation/Leadership Sponsored by Bloom Sluggett Morgan	Patron Services/Programming Sponsored by Fahey Schultz Burzych Rhodes PLC	Technology	Youth Services	

Program Descriptions

Wednesday, November 7
9:00 a.m. - 10:00 a.m.

From Airships to Zombies: The Best of Urban Fantasy and Paranormal Romance

Collections/Readers' Advisory

D2-9/10

Romance and fantasy are super-hot genres right now and hottest of all is anything with a paranormal setting. Are your patrons asking for books with vampires, werewolves, or angels? Do they swoon for romance that is magical in scope? And of course we can't forget the fascinating new worlds of steam punk and zombie novels. Whether looking to expand your knowledge on behalf of your patrons or because you love these books yourself, have we got a program for you! Join two mega-fans of all things paranormal, who are also readers' advisory librarians, as we give you the scoop on the best authors and titles in urban fantasy and paranormal romance.

Speakers: Amy Cochran, Regional Branch Manager-Seymour Square, Grand Rapids Public Library; Jessica Trotter, Public Services Head, Downtown Lansing Library, Capital Area District Library

Thingamabobs and Doodads: Tech Support IS Reference

Patron Services/Programming

D2-11/12

Library users often rely on staff for technology support. They may need assistance using library resources or personal technologies like mobile devices and web applications. This session will describe core technology competencies required by library staff, especially at the reference desk, to capably help library users. We will also provide tips for communication between IT and reference departments, and technology training strategies to keep staff up-to-date. Most importantly, we will discuss how tech support is directly related to customer service and library relevancy. Librarians and support staff will be inspired to provide tech support as a means to market library services – and themselves – as vital resources to the community.

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

Qualitative Assessment in Library Instruction

Academic Interests

D2-13/14

While academic libraries often assess the students who attend library instruction, much of this assessment has been quantitative. This program will explore the value of qualitative assessment in library instruction. Expanding assessment to include tools to gather qualitative data from students can provide valuable insight to improve both the quality of instruction and student achievement of learning outcomes. The program will include discussion of some of the ways academic libraries are gathering qualitative data from students in instruction as well as activities demonstrating these tools in action.

Speakers: Suzanne Bernsten, Web Services Librarian, Lansing Community College; Susan Murphy, Reference and Instruction Librarian, Lansing Community College

Adapting the Youth Room: Programs and Services for Kids with Different Needs

Youth Services

D3-20/21

Seeing more young patrons with special needs in the library? Explore creative ways to reach out to these kids and their families during this break-out session. Interactive group simulations and communication tips and tricks will give library staff the tools necessary to understand and serve this growing population in your community with more confidence. Distinguish between some of the myths and realities of disabilities and disorders such as autism, which continues to be increasingly diagnosed around the world. A special focus will be given to learning new ways to make existing library programs more inclusive of youth with special needs or developing specially adapted programs, such as a sensory story time, by using sensory activities and visual methods.

Speaker: Jennifer Taggart, Youth Services Librarian, Bloomfield Township Public Library

Program Descriptions

Data Driven Decision Making

Advocacy and Marketing

D3-22/23

Libraries are information portals, but they also have a wealth of internal data that they can use to better understand and meet the needs of patrons and community stakeholders. The director of a university research center will demonstrate how to analyze your existing library data to identify areas to target outreach, examine materials usage, and build benchmarks and tools to measure performance. Real world examples from the research center's work with a Michigan public library will be presented and discussed. Learn how to harness data to create a meaningful story about the impact your library has on your campus or community, inform decision-making and strategic planning, and measure your success.

Speakers: Eva Davis, Director, Canton Public Library; Timothy Davis, Director of iLabs, The University of Michigan-Dearborn's Center for Innovation Research

It's Time to Contract

Ask the Expert

D3-24/25

Libraries are often parties to various types of contracts. This session will focus on the basic information that should be included in most contracts. We will also address the authority to enter into contracts and limits on that authority. As part of our discussion, we will be focusing on library service contracts.

Speaker: Anne Seuryneck, Attorney, Foster, Swift, Collins & Smith, P.C.

What YOU Should Know About Library Mobile Apps

Technology

D3-26/27

Apple says it best, "there's an app for that." However, where are all the great library apps? Join presenter Paul Gallagher for a tour of the issues surrounding the latest mobile "app" craze and the impact on libraries. Learn about the emerging trends, and what mobile users are actually doing based on research at the Wayne State Libraries. See what library apps are currently available, and the pitfalls of investing in this technology. The discussion includes a tour of the best tools available to start serving mobile patrons, and a review of the issues involved with providing information in a mobile context. Designed for mobile experts and novices alike, this session promises to provide the information needed to make better decisions with this important technology.

Speaker: Paul Gallagher, Associate Director, Discovery Services, Wayne State University Libraries

Wednesday, November 7

1:15 p.m. - 2:15 p.m.

Tech Trends for Kids

Youth Services

D2-9/10

This session will introduce one of this year's biggest trends - technology for kids. Given that kids love the ability to touch and explore, this program will allow librarians to incorporate technology into services for children. The future of technology is in the hands of tech-savvy little ones. There will be a special emphasis on utilizing free tools for creating multimedia e-books where students become authors and can publish their work complete with audio and visual fun. Emphasis will be placed on the fact that familiarity with technology trends are integral to young people's lives and throughout this session, educational apps (including special needs apps), websites, and tools for the library will be discussed and presented.

Speaker: Jennifer Mann, Youth Librarian, Cromaine District Library

Program Descriptions

Making Noise in the Library

Innovation/Leadership

D2-11/12

For the most part, academic libraries were designed for an era when group study was the exception and quiet, solitary learning the norm. As a result, we are scrambling to retrofit them to accommodate today's learners. Grand Valley State University is in the enviable position of building a brand new main library for its 24,000+ students. It will open in May of 2013. Drawing on extensive observations of student learning behavior, changing classroom assignments, rising employer expectations, and the pervasive influence of media, we adopted an unusual and dynamic central concept around which to plan space and services in the new building—that of a shopping mall. This presentation will explore that concept and other non-traditional ideas that shaped our vision and will define our building. Participants will come away with an understanding of how the learning environment has driven the design of our spaces and our programs at GVSU, and how they might re-shape design at other libraries; they will have some familiarity with LEAP goals, which are increasingly front and center in curriculum design at academic institutions; and they will be challenged to examine some long-standing assumptions about the ways we deliver pedagogical services in our spaces.

Speakers: Tod R. Stevens, Principal Designer, SHW Group; Lee C. Van Orsdel, Dean of University Libraries, Grand Valley State University

Advancing Value: Continuing the Process

Academic Interests

D2-13/14

Advancing Value. It's a key component of the ACRL strategic plan and a key goal for academic libraries of all shapes and sizes. Demonstrating how libraries align with their greater institutional goals is paramount for the health and vitality of libraries. It's been six months since Megan Oakleaf of Syracuse University challenged Michigan academics to advance value at Academic Libraries 2012 and it's time for a checkup! During this program, representative from various libraries will report on their efforts and MLA/ACRL Chapters Council Chair, Stephanie DeLano Davis, will provide an update on the continued work of ACRL to help libraries as they continue the process of advancing value.

Speakers: Stephanie DeLano Davis, Library Director, Jackson Community College; Julia Eisenstein, Assistant Librarian, University of Detroit Mercy; Timothy Peters, Director of Information Services, Central Michigan University; Gail Powers-Schaub, Library Director, Baker College of Muskegon

Construction Zone - Building Computer Class Programs

Technology

D3-20/21

This program will focus on three functions of program development for public computer classes: 1) Where do I start? Presenter will provide ways to determine which classes to teach, how to find resources to begin or modify material, and simple steps to effective curriculum development. We are ready to launch the program...now what? It's important to think ahead as to the kinds of situations you will run into such as: do we charge for our classes, do we take preregistrations, how do we handle no-shows, how do we know which version to teach, how do we handle someone who is in over their head, and other general concerns. 2) Best practices for delivery: provide a list of how to prepare for the class and how to deliver the material based on how adults learn best. 3) How do I measure outcomes? This can be tricky because participants generally feel no obligation to return six months later to express their progress. Participants will be provided with several ways to collect and record data.

Speaker: Shirley Blackler, Community Education Coordinator, Kent District Library

Program Descriptions

FREE MONEY! (The Truth About Helping Patrons Find Grants)

Patron Services/Programming

D3-22/23

What do you say when a patron asks you about finding grants? This presentation provides guidance and examples of how to conduct reference interviews when library users ask about grants, and how to steer your patron toward appropriate resources for individual and non-profit foundation funding. A patron wants funds for emergency needs, non-profit agencies want to do good works in the community, and foundations want to fund programs to help. The librarian must navigate between the needs presented and realities of finding funding. How do we have this conversation and lead the patron to the appropriate path to receive funding? The presenters are librarians with the responsibilities as Foundation Center Cooperating Collection Coordinators at their institutions. Both have many years of experience with grant-seeking, and are knowledgeable about assisting patrons in their search to find funding.

Speakers: Monique Andrews, Urban Issues Librarian, Wayne State University; Karen Downing, Education Liaison and Foundations & Grants Librarian, University of Michigan

MLA Legislative Update

Advocacy and Marketing

D3-24/25

Attend this session to learn the latest from Lansing. This session will focus on penal fines, parallel ordinances and personal property tax. Larry Neal, Clinton-Macomb Public Library, and Steve Schultz, Fahey Schultz, Burzych, Rhodes, will explain the history of penal fines, parallel ordinances and the legal realities of challenging parallel ordinances. You will learn how MLA is protecting \$27 in penal fine funding for libraries and what you can do to educate your Boards of Trustees and legislators.

Speakers: Larry Neal, Director, Clinton-Macomb Public Library; Steve Schultz, Attorney, Fahey Schultz Burzych Rhodes, PLC

Going Bananas for Appeal Factors in Multi-Type RA

Collections/Readers' Advisory

D3-26/27

We've all done Reader's Advisory, and many of us have branched out into recommending books to movie lovers and vice-versa, but we're going to go deeper. Learn to look beyond plot or setting to see deeper themes and appeal factors for books, movies, music, and video games. You'll get an overview of how to analyze a book more deeply and find similar items; some examples of more direct read-alikes and deeper one; and then try your own hand at evaluating some great read-alikes for popular titles.

Speaker: Kathryn Bergeron, Systems Librarian, Baldwin Public Library

Wednesday, November 7

3:00 p.m. - 4:00 p.m.

Creating Dynamic Online Communities for Distance Learners

Academic Interests

D2-9/10

Similar to how librarians are adapting the physical library building to create a more versatile and community-oriented space, librarians can also create welcoming online environments that facilitate a sense of community among online students. With its unique position within the library system, the School of Library and Information Science at Wayne State University has been exploring ways to foster community among online students via the academic library. After considering what has been successful and what has been... not so successful, we have created a template for creating community among online students that can be adapted beyond WSU's School of Library and Information Science and applied to other distance learning communities.

Speakers: Heidi Elaine Dowding, Graduate Student Assistant - Reference Services, Wayne State University; Lisa Presley, Graduate Student Assistant - Reference Services, Wayne State University; Bradley Woodruff, Graduate Student Assistant - Technology, SLIS, Wayne State University

Program Descriptions

Common Core State Standards: The “Next Big Thing” in Education

Youth Services

D2-11/12

Forty five states have adopted the Common Core State Standards. What are they, and how will they affect libraries? Learn how your library can be the key source for books and electronic resources that teachers, parents, and students will need to meet the Common Core State Standards. In this program, we'll go over the basics of the standards and share online resources that will keep you current on the changes affecting our students. Then we'll focus on resources for the English Language Arts standards in elementary grades, especially for students who are learning to read. Find out what kinds of materials teachers and parents will be requesting, and learn about an easy, low-cost way to strengthen the school-library connection.

Speaker: Kristen Remenar, Children's Librarian, Orion Township Public Library

Lean Mean Circ Machine

Collections/Readers' Advisory

D2-13/14

Do you ever wish you could streamline your MeL processing or find a better way to manage your circulation functions, especially when you're backed up and overwhelmed and the materials just keep coming and coming? Join us in learning how to accurately analyze the steps in the discharging, shelving, and MeL processes using proven “5 S” and LEAN concepts to create a smooth, efficient, always current work flow. Also discussed will be a model of aide consolidation that creates a more widely trained, flexible, efficient aide pool who can all do various jobs to keep the materials moving.

Speakers: Jennifer Cornell, Circulation Supervisor, Kalamazoo Public Library; Kevin King, Head of Patron Services, Kalamazoo Public Library; Susan Lindemann, Head of Facilities Management, Kalamazoo Public Library

Supporting Adult Literacy in Your Library

Patron Services/Programming

D3-20/21

There are 63 million adults who can't read well enough to understand a newspaper article at the 8th grade level or fill out a job application in this country (this is 29% of the American adult population). The library is often the first place adults who are struggling to read turn to when they are ready to reach out for help. Unfortunately, many libraries are situated in communities that do not have nearby literacy programs available to adults for us to refer them to. This was the case for the city of Westland before we started our program a year and a half ago. So far, we have placed 34 adults with trained volunteer tutors and have gone through two cycles of training with volunteer literacy tutors. In this presentation, I will share how we started a successful literacy program based out of our library (westlandlibrary.org/literacy). I will discuss techniques to recruit volunteer tutors, and how to partner with literacy agencies for support and training. In addition, I will share some of the challenges I encountered as well as some of the touching stories our students have shared with me. I will include resources and websites for further study, as well as insightful statistics on the effects of low literacy in our communities and to our patrons.

Speaker: Kristy Cooper, Head of Technology Services, Westland Public Library

Where Will Michigan Libraries Be in 2017?

Michigan's New Federal Five-Year Plan's Goals and Programs

Innovation/Leadership

D3-22/23

Michigan has a new plan for use of federal funds to support libraries in Michigan. Many of you participated in developing the plan. Come learn what the new goals and programs are that will guide statewide services to public, academic, and school libraries through 2017. Michigan's public, academic, and school libraries are supported by federal funds through the Library Services and Technology Act from the Institute of Museum and Library Services. To use these funds, the state must have a Five-Year Plan. Last fall and this spring, the Library of Michigan evaluated the previous Five-Year Plan (2007-2012) and developed our new plan for 2012-2017. Many librarians around the state and from all library types helped us through participating in surveys, focus groups, and needs assessment meetings. We took that data about what worked, what didn't work,

Program Descriptions

and what is needed going forward and wrote our new Five-Year Plan from that. Come hear about the new plan and learn how it will help you continue to serve your patrons well and define our statewide partnerships through 2017.

Speaker: Karren Reish, Library Grants Coordinator, Library of Michigan

Passing a Makeup Millage

Ask the Expert

D3-24/25

With the recession of 2008 significantly impacting library revenue streams across the state, more libraries are being forced to resort to “makeup” millages. These millages, often “add-ons” to existing millages, are designed to cover the difference between library operational costs and the reduced revenues now being received as a result of lower tax revenues received due to reduced property valuations. This session will demonstrate the process and critical steps needed to develop, fund, implement, and pass a makeup millage. Topics to be covered include but are not limited to: board/director participation and relationship to the millage effort, the millage committee, infrastructure and moving parts, legal issues, community, strategic partners, timing, research, volunteers, marketing, and advertising.

Speaker: William J. Schroer, Principal, WJ Schroer Company

Putting Multimedia Exhibits in the Palm of Your Hand

Technology

D3-26/27

All libraries need to be proactive about what our users want and developing methods of bringing the collections to them. This program will include an introduction to the different types of technology used by our communities, including Smartphones and web applications, and how they can be used to accomplish library and collection-related goals to provide a unique user experience. Through discussion and activities, the presenters will demonstrate facets of the process of successful collaboration within the library to successfully bring multimedia exhibit projects to fruition. We'll discuss best practices related to marketing, and outreach to user communities utilizing established community relationships and developing new ones. We will engage attendees with a discussion about creative and new ways to work with collections.

Speakers: Rachael Clark, Librarian I, Wayne State University; Damecia Donahue, Librarian I, Wayne State University

Wednesday, November 7

4:15 p.m. - 5:15 p.m.

Navigating Legal Information: An Introduction to the New Michigan Law Help Website for the Public Librarian

Patron Services/Programming

D2-9/10

Librarians are natural “navigators” accustomed to connecting the public with information. The legal community in Michigan, recognizing the public library’s importance in providing access to information to those seeking to represent themselves in court or other legal matters, has developed a new reference tool that can be used in any library to provide more effective services to these patrons. A continuation of last year’s program on Information Resources for Access to Justice, librarians will be introduced to Michigan Law Help, a new interactive, self-help website developed by the Michigan Poverty Law Program and Michigan Justice Marilyn Kelly’s Solutions on Self-Help Task Force. The website is the first of its kind in the state of Michigan. The program will explore how the website is organized, its content, which includes legal forms, and how librarians can introduce this new groundbreaking tool to their patrons. The second part of the program will invite attendees to become part of a new legal reference roundtable of public, government, and academic librarians designed to provide an ongoing forum for members’ questions about doing legal reference and maintaining a collection of legal materials in a public library. This part of the program will be devoted to taking particular questions from the audience as our initial roundtable meeting.

Speakers: Kimberly Koscielniak, Collections Development Coordinator for Law/Internal Library Law Consultant, Library of Michigan; Laura Mancini, Director-Library Services, Adams-Pratt Oakland County Law Library

Program Descriptions

Ask the Lawyer

Ask the Expert

D2-11/12

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

One Phone Call Equals a Community Consensus: Lobbying Your Elected Officials

Advocacy and Marketing

D2-13/14

The care and feeding of local elected officials is more art than science. This session discusses how to become the Picasso of lobbyists. Nothing is more important to your library than learning how to master the various techniques of friendly (and not so friendly) persuasion.

Speaker: Will Manley

Information Literacy in Public, Private, and Blended/Virtual Schools: A Comparison

Academic Interests

D3-20/21

In this session, we will provide academic librarians with an overview of the Information Literacy skills currently being taught in some of Michigan’s public, private and blended/virtual high schools. We will examine the curriculum and instructional techniques used as well as the challenges experienced.

Speaker: Julie Darling, Media Specialist, Dexter Community Schools

Beyond Duct Tape: Programming for Today’s Teens

Youth Services

D3-22/23

How many duct tape wallets does one teenager really need? Crafts are great, but it takes more to entice the full spectrum of teens into the library. Two teen services librarians from suburban public libraries will share their success strategies for building relationships with teens and creating popular programs that draw new teen patrons to the library. Different approaches will be discussed (to TAC or not to TAC?), based on varying budgets and existing teen participation. Specific program ideas will be shared, with cost estimates, feedback, and amusing anecdotes included.

Speakers: Cricket Hoekstra, Teen Services Librarian, Rochester Hills Public Library; Sarah Jones, Young Adult Librarian, Clinton-Macomb Public Library

Outsourcing IT Work and Managing IT Vendors

Innovation/Leadership

D3-24/25

Outsourcing IT work? It can seem like the ideal solution when you don’t have the technology infrastructure in place or sufficiently skilled staff to develop a desired product or service. Before you enter a relationship with a vendor, you are presented with a host of concerns that must be addressed: the request for proposal, evaluating bids, selecting a vendor, and finally signing a contract. Then the real work begins: managing the relationship, participating in the process, and supervising the product. This presentation will cover real-life examples of putting out a bid for technology services and selecting a vendor, handling contract disputes, and easy renewals. The presenters will also talk about managing vendor-staff relationships from the front lines to the back office. Process, performance management, and product delivery will be covered in detail. Examples of outsourced IT work will include an RFID conversion project, website hosting, and programming.

Speakers: Garrett Hungerford, Network Administrator, Salem-South Lyon District Library; Sonya Schryer Norris, Website Administrator/Library Consultant, Library of Michigan

Program Descriptions

Building a Library Website with Wordpress

Technology

D3-26/27

The Wordpress blogging platform has been in existence for almost a decade, but in recent years, web developers have been using it to build and develop entire websites. In this workshop, we intend to demonstrate the ease and simplicity of building a basic library website on the Wordpress platform. If you can add photos to Facebook, you are capable of building a Wordpress site. In addition to providing a basic understanding of how to use Wordpress, we will also address basic concepts of web design, the importance of organizing information, and avoiding jargon-filled language on your site.

Speakers: Robbie Bolton, Education Librarian, White Library, Spring Arbor University; David Goodrich, eProducer, vuDAT, Michigan State University

Thursday, November 8

9:00 a.m. - 10:00 a.m.

Remixing a Classic: Totally Messing with Summer Reading

Youth Services

D2-9/10

Summer reading doesn't have to be the same-old same-old. Completely overhauling your program can provide the opportunity to be more awesome. This program will begin with an overview of why and how Canton Public Library transitioned from a traditional, log-based summer program to a 'game-ified' community-based program. A summer program has lots of moving parts and requires buy-in from many stakeholders; this part will explain how to engage them. The second part will discuss implementation specifics. It will include plain-English tips and tricks for delighting community members through quality graphics, smart technical decisions, simplicity in presentation, and a focus on quality content.

Speakers: Brad Czerniak, Digital Resources Developer, Canton Public Library

E-Books: From the Exception to the Rule

Academic Interests

D2-11/12

E-Books are now a staple of most academic library collections. Yet, there are still thorny issues that impact policies and procedures in every area of the library. Collection development policies, ordering procedures, budgeting, reference, collecting and reporting statistics, cataloging, marketing, and training are all undergoing changes. Join us for an interactive discussion where we will present what we have learned from our own experience and from our research.

Speakers: Harmony Crocker, Collection Management Librarian, Baker College; Hinde Fertig, Library Director, Baker College of Clinton Township; Ann Kucera, Collection Management Librarian-Online Resources, Baker College

Managing in Tough Times (Which For Librarians is Always!)

Innovation/Leadership

D2-13/14

Your budget's been cut once again, the powers that be are talking about another round of lay-offs, the professional doomsayers are predicting that the internet will replace reference and that ebooks will replace glue and paper...sound familiar? They say it's the "New Normal." Fiddlesticks! It's the "Old Normal." Libraries have always been the underdog, and have always come out on top.

Speaker: Will Manley

Program Descriptions

60 Web Apps in 60 Minutes

Technology

D3-20/21

Based on the very successful program presented by Gayle Lynn-Nelson and John J. DiGilio at several Special Libraries Association (SLA) annual conferences, the presenters will cover “60 Web Apps in 60 Minutes.” Web applications will be chosen for their relevance, usefulness, and uniqueness. The format of the presentation will quickly highlight web apps with commentary by the presenters. All web apps selected will focus on subjects and issues relevant to all types of libraries. Selection of the web apps will also be based on those that work on multiple devices as opposed to those that only work on smartphones or tablets. An electronic listing of the web apps discussed will be made available to conference attendees to circumvent the need for the attendee to frantically note each site during the presentation, or attendees may be able to follow along using their laptop, smartphone, or tablet. We will explore useful, innovative, and valuable web apps. The great thing about a session such as this is that everyone will take away something a little different. This program is designed to be informative, fast-paced, spontaneous, and entertaining.

Speakers: Kristy Wells, Library Assistant II, DALNET-The Detroit Area Library Network; Cathy Wolford, Systems Librarian, DALNET-The Detroit Area Library Network

Building Surveys and Using the Data for Strategic Decision Making

Ask the Expert

D3-22/23

Surveys can be a powerful tool to learn about patron and community needs and measure the effectiveness of library initiatives. Most libraries can't afford to hire an outside expert, however, and many library workers don't have the confidence or knowledge to put together a good survey, let alone analyze the results effectively. The result is often a poorly-designed survey that is counter-productive, creating more confusion and work than it solves. Effective evaluation of storytimes, programs, instructors, or really, any library service, is key to understanding their impact, leads to better decision-making, and helps libraries demonstrate their value to their campus or community. Learn the basics of survey design, administration, and analysis from a seasoned market researcher, using real world examples from a Michigan public library.

Speakers: Eva Davis, Director, Canton Public Library; Timothy Davis, Director of iLabs, The University of Michigan-Dearborn's Center for Innovation Research

Libraries Putting Their Best Foot Forward

Collections/Readers' Advisory

D3-24/25

Libraries across the country facing budget reductions are continually looking for ways to offer superior service in the most efficient way. Come learn some of our best practices on how we use our staff, materials, and website to increase the use of our collections. Staff at all levels work to make the collection available by shelving priorities, staff picks displays, rotating display packets, movie advisory, readers advisory training, merchandising new material, shelving nonfiction in a dewey-free arrangement, using social media and our website to promote what we are reading, viewing and listening.

Speakers: Michelle Boisvenue-Fox, Assistant Director of Public Services, Kent District Library; Karen Small, Circulation Manager, Kent District Library; Patrice Vrona, Branch Manager, Kent District Library

Backstage Pass to Concerts at Your Library

Patron Services/Programming

D3-26/27

The “Live Music @ KPL” series has provided free concerts to patrons in a unique listening room environment since 2008 with an average attendance of 125 featuring mostly local and national recording artists. The Ferndale Public Library hosts all-ages rock concerts each month featuring two bands from the Metro-Detroit area. Learn how to craft an affordable concert series in which the musicians will perform, interact, and help promote the library's collection.

Speakers: Kelly Bennett, Project Coordinator, Ferndale Public Library; Kevin King, Head of Patron Services, Kalamazoo Public Library

Program Descriptions

Thursday, November 8
10:30 a.m. - 11:30 a.m.

Help Them Help Themselves

Academic Interests

D2-9/10

Like many other libraries, Wayne State University Library System was struggling with the lack of a convenient and cohesive copyright strategy. Having discontinued the electronic reserve service in favor of course management software, faculty were often left to navigate this often difficult and complex obstacle with little support. In response to this situation, WSU librarians formed the Copyright Projects Team. The library system teamed up with faculty support departments, the Office of Teaching and Learning and Online Programs, to develop a copyright support plan including a number of interactive tools for faculty. We developed an interactive fair use checklist as well as a copyright decision tree that faculty can use to determine the best plan of action for using copyrighted resources in their instruction. Join two members of the WSU Copyright Projects Team as they demonstrate how they reestablished their library system as a valuable copyright resource in their community.

Speakers: Shawn McCann, Immersive Learning Librarian, Wayne State University; Michael Priehs, Content Delivery Librarian, Wayne State University

Failing Better When Failure Isn't an Option - Best Practices for Modern Managers

Innovation/Leadership

D2-11/12

The modern manager's conundrum - how to foster a culture of innovation while simultaneously working to maintain a sense of constancy for her team? The presenter will discuss current literature on best practices for managers, focusing on the mantra of "try, fail, fail better" as a path to continuous innovation and improvement. Techniques and best practices for providing maximum support for those we supervise and maximum results to those to whom we answer will be discussed, with time for questions and sharing with peers following the formal presentation.

Speaker: Jennifer Dean, Head, Collection Development and Acquisitions, Saginaw Valley State University - Melvin J. Zahnow Library

Fearless Friending

Advocacy and Marketing

D2-13/14

Participants will get tips on a variety of practical topics. Learn social media's rules of the road and how to be a good player on sites like Twitter and Facebook. Find out how to start from nothing and build a fan base. Discover content marketing and learn why libraries are uniquely positioned to benefit from it. Do you know what landing pages are? How about third-party dashboards like HootSuite and TweetDeck? How can you measure your effectiveness via online metrics? When is tweeting a waste of your time? What are some common reasons why social media campaigns fail? You'll also hear about newer sites like Tumblr and Pinterest, and find out how to make social media work in concert with your website and traditional promotion activities.

Speaker: Brian Austin, Member Services Marketing Representative, MCLS

Advocating for Tech Services at Your Library

Collections/Readers' Advisory

D3-20/21

What's your tech services elevator speech? In this session, we'll explore how to persuade your stakeholders that tech services are essential to the library's success in the digital age. As our users increasingly access our collections online, so library metadata is heading to the forefront of access, collection development, and strengthened links to the communities we serve. We'll highlight examples from Michigan libraries where tech services staff have demonstrated how they create tools and adapt workflows to meet users' priorities; appeal to institutional imperatives by creating workflow efficiencies and exposing unique collections; or craft strategic alliances to break down traditional silos. Time permitting, we'll conclude with a quick participatory exercise to help you pull together an elevator speech that you can take straight to the top!

Speaker: Daphne Kouretas, Member Services Consultant, OCLC

Program Descriptions

Open Meetings Act, Freedom of Information Act, and Library Privacy Act: Practical Tips and Recent Developments

Ask the Expert

D3-22/23

The presentation will review basic requirements and practical tips for compliance with the Open Meetings Act and the Freedom of Information Act, along with updates on recent legislative and case law developments. The updates will include: 1) HB 5335 which would prohibit teleconferencing under the OMA; 2) the pitfalls of e-mail among Board members under the OMA; and 3) a recent Court of Appeals case on the application of FOIA to “personal” e-mails of governmental employees. In addition, the presentation will review proper responses to information requests, search warrants, and subpoenas under the Library Privacy Act and the Patriot Act.

Speaker: Richard W. Butler, Jr., Attorney, Bloom Sluggett Morgan, P.C.

Release Your Inner Business Librarian

Patron Services/Programming

D3-24/25

Business reference is an intimidating topic and many librarians would rather just avoid it altogether if given the choice. But did you know there’s a business librarian inside of you just waiting for a chance to shout out loud? You know more about business reference than you think! Get ready to impress your colleagues, your supervisors, your patrons, and yourself with this valuable skillset! This program will help attendees discover and release their inner business librarians. Topics will include some basic company and industry research tactics and resources. Also covered will be ways to identify and then creatively promote the valuable business reference services and collections in your library.

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

Tomorrow’s Professionals

Technology

D3-26/27

Attend this program to learn about student projects from tomorrow’s professionals and tap into their talents today. MLA is delighted to welcome students from local library science programs to offer presentations on a noteworthy project or research initiative completed while pursuing their graduate degree. From cultivating a student-led conference to user-testing a mobile interface, these students are eager to share their projects and insights on new trends in the field. Harness the energy of these students in your workplace today!

Speakers: Students from University of Michigan’s School of Information

Thursday, November 8
1:30 p.m. - 2:30 p.m.

The Best Things in Life are Free

Academic Interests

D2-9/10

Education and advocacy are essential elements of successful Open Access Week programming. This presentation will outline the steps taken by one institution to reach out to faculty, staff, and students. The presenters will begin by identifying the need for open access education in higher education and the value added to the library, the faculty, and the institution. They will then walk the audience through the planning and implementing of the four Open Access Week events offered, providing snippets of the content presented, and sharing promotional materials created specifically to enhance awareness of and interest in issues in scholarly communication. Budget considerations will also be addressed. Strategies for increased attendance at Open Access Week events will be provided. The presenters will also share a LibGuide prepared to support Open Access Week and its initiatives. The presenters will offer a brief self-evaluation of the programming and provide recommendations for improvement and implementation at other institutions. Members of the audience will be encouraged to share their experiences working with open access.

Speakers: Abby Bedford, Assistant Librarian for Sciences, Grand Valley State University; Linda Masselink, Senior Librarian, Liaison to Seidman College of Business, Grand Valley State University

No Books Allowed

Innovation/Leadership

D2-11/12

Come explore the creation of a library void of print materials! Gain a sneak peek into the collaboration between the Columbus Metropolitan Public Library System and Fanning Howey Architects as they work through this process. Their collaboration will develop a print-free library model which encourages technology fluency and spontaneity. The project will be located in lease space in the most underserved area of the community, with an undetermined life expectancy. The primary outcome is to reframe community interaction and provide opportunities for inspirational thinking through the use of technology. Conceptualized as a playground for new technologies, private partnerships will be formed to allow the library to serve as a beta testing site for technology and furniture providers. New staffing models and flexible spaces controlled by the user will also be tested. Through its successes or shortcomings, there is much to be learned! Open discussion will ensue at the end of the presentation. Tell us what you think!

Speakers: James Mumby, AIA, LEED AP BC+C, Director-Library Group, Fanning Howey Associates, Inc.; Tracy Sweeney, AIA, LEED AP, Designer/Senior Associate, Fanning Howey Associates, Inc.

Tough Talks in Tough Times: What Librarians Need to Know to Communicate Change, Motivate Employees, and Stay Sane

Ask the Expert

D2-13/14

Funding cuts. Branches closing. Service reductions. Employee layoffs. These are issues that weigh heavily on the minds of librarians. They cause you to lose sleep, age more quickly, and feel helpless. This isn't what you signed up for when you chose your career in library science. But these are issues you face, especially in this economy. Tough Talks in Tough Times addresses this most challenging part of your job: communicating bad news about change, motivating employees, and keeping your sanity. In this session, you will learn a 5-step process (the CHECK system) to handle difficult discussions with integrity and respect. It's a system that works at the library as well as in your personal life.

Speaker: Jean Palmer Heck, International Communication Expert, Real-IMPACT, Inc.

Literature OUT Loud: A Guide to Young Adult Literature for Trans* Teens

Collections/Readers' Advisory

D3-20/21

As trans* teens come out at younger and younger ages, many of these teens rely on libraries as a space to safely and privately research and explore their identities beyond the reach of the potentially harmful gaze of parents who may not support their child's identity. The lengths libraries go to to protect our patrons' privacy has been an invaluable resource in helping young LGBTQ, particularly those who are trans* teens safely come out and be themselves and we should be proud to be a part of this. As librarians who work with teens, we have a responsibility to make sure we have materials in our collection geared towards these trans* teens who often quietly rely on our services. In the past ten years, literature for LGBTQ teens has become an up-and-coming genre with many books available, but there are still only a few, hard to find titles featuring trans* teens. Through this session, I will give an overview of Young Adult literature featuring trans* characters. I will also give some basic trans* 101 information geared towards teen librarians.

*Trans includes transgender, gender variant, two-spirit, genderqueer, aggressive, and other gender non-conforming identities and expressions.

Speaker: Jackson Radish, MLIS Candidate, Wayne State University, SLIS

Program Descriptions

Collaborative Kaleidoscope

Youth Services

D3-22/23

This session will present best-practices on how to collaborate with a community partner to create a mini-lending library. The Lending Library Project is designed to educate, train, and provide literacy-enhancing materials to registered local child care providers in the Herrick District Library's service area. Child care providers have access to book-based early learning activity bins, discovery packs, storytime training, and library equipment and staff time.

Speakers: Joyce Bos, Program Director, Pathways, MI; Erin Marsh, Librarian, Herrick District Library; Esmeralda Rios, Youth Services Manager, Herrick District Library

2012 Election Results!

Advocacy and Marketing

D3-24/25

Back by popular demand! Kyle Melinn will deliver a post-election review of all state races with a peek at national results. Kyle has an extraordinary breadth and depth of knowledge about statewide politics. This entertaining presentation will explore how the results will reshape the House, the Senate, and the legislative landscape.

Speaker: Kyle Melinn, News Editor, MIRS - Michigan Information & Research Service

Loud for All: Working Towards an Accessible Web Presence

Technology

D3-26/27

As technology strengthens its foothold as a preferred vehicle for communication, the resources, services, and tools that make up a library's web presence have become essential to carrying out its mission. While the American Library Association promotes equity of access regardless of physical limitations, a vast number of library users who are reliant on adaptive technologies to obtain or fully understand information are unintentionally marginalized by inaccessible web content. It is imperative for libraries to develop and promote accessible formats in order to adapt our valuable messages to different audiences. Particular attention will be paid to solutions that can be applied with little or no additional investment of time or money. Topics covered will include the creation of accessible documents using Microsoft Office; tools for captioning online media (e.g. screencasts, YouTube videos); application of the Association of Specialized and Cooperative Library Agency's (ASCLA) Internet and Web-based Content Accessibility Checklist to evaluate the accessibility of web resources; and tips for working with third-party vendors to ensure that supplied content is accessible.

Speakers: William Marino, Online Learning Librarian, Eastern Michigan University; Sara Memmott, Emerging Technologies Librarian, Eastern Michigan University

Friday, November 9

8:30 a.m. - 9:30 a.m.

Nobody Puts the User in a Corner

Technology

D2-9/10

So you want your library's web presence to be more user-focused? Your users will love you, but convincing your coworkers might not be as easy. James Dalton, the scrappy bouncer played by Patrick Swayze in 1989's Road House, can help. By applying some tweaks to Dalton's three rules for cleaning up a dirty bar, you can build an open, user-centered culture around your library's web presence.

Speaker: Matthew Reidsma, Web Services Librarian, Grand Valley State University

Program Descriptions

Help! I Work at a Small Library on a Shoestring Budget ... How Do I Best Assist Our E-reader Patrons?

Patron Services/Programming

D2-11/12

It's a difficult task to keep up with the various e-reader devices and train staff and patrons on their use even under the best of conditions. When you work in a small library with limited staff and on a shoestring budget, it can seem like Mission Impossible. Find out how to give great service to your e-reading public with minimal cost and maximum results.

Speaker: Kathy Petlewski, Electronic Resources Librarian, Plymouth District Library

Library Super Heroes: How Comic Books and Graphic Novels are Utilized in Michigan Libraries

Collections/Readers' Advisory

D2-13/14

Comic books and graphic novels are well established in library collections and programming, but do you know the wide variety of ways they are being utilized in Michigan libraries? Are Public Libraries the only institutions with an interest in comics? How are libraries and librarians interacting with creators and comics culture? The answers may surprise you! We will have a fun and lively discussion offering a deep spectrum of experiences through panelists Steve Teeri, librarian at the Detroit Public Library's HYPE Teen Center; Randall Scott, caretaker of the largest publicly available comic book collection in the world at Michigan State University; Edith Burney, Youth/Teen Librarian at the Chelsea District Library and founding member of Kids Read Comics! and Kristin LaLonde, Librarian at Chippewa River District Library and developer of the Arab American graphic novel collection at the Arab American National Museum. The discussion will be led by moderator Jerzy Drozd, cartoonist, educator and co-creator of the library program, Kids Read Comics at the Ann Arbor District Library and Chelsea District Library.

Speakers: Edith Burney, Youth/Teen Librarian, Chelsea District Library; Jerzy Drozd, Cartoonist/Educator; Kristin LaLonde, Librarian, Chippewa River District Library; Randall Scott, Special Collections Librarian, Michigan State University; Steve Teeri, Librarian, Detroit Public Library

Shout it Out! Building Community Partnerships that Speak Volumes

Advocacy and Marketing

D3-20/21

Can the library really be a key player/voice in community collaborations? Yes! From schools, to municipal government, to businesses, and service organizations, use your community's rich and varied resources to build and sustain great library initiatives. The Grandville Branch of Kent District Library has had a long standing tradition of excellence in engaging community partners such as school partnerships, community reading projects, summer family night series, and downtown farmers market series. Within all of these arenas, we would like to share the key principals of effective partnering from identifying community partners to making contact and drawing them in. We will also discuss how to nurture the relationship and keep them supportive of future library programs.

Speakers: Kris Vogelar, Youth Specialist, Kent District Library-Grandville Branch; Patrice Vrona, Branch Manager, Kent District Library-Grandville Branch

Focus the Light on Energy Efficiency

Ask the Expert

D3-22/23

A goal in these economic times is to reduce our operating expenses as well as our carbon footprint. 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. This presentation will explore 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

Program Descriptions

energy savings like light fixture replacement and low flow plumbing 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.

Speakers: Robert Adams, Senior Lighting Designer, Strategic Energy Solutions; Seth Penchansky, Principal, Penchansky Whisler Architects

Scholarly Communication Success

Academic Interests

D3-24/25

This panel presentation will detail the efforts of several libraries in Michigan working to increase awareness across their campuses of scholarly communication issues. Topics to be covered include open access, author's rights, copyright, institutional repositories, digital publishing, and faculty outreach. Overall, this presentation aims to offer concrete examples and practical advice to help position librarians as leaders on their campus in the areas of scholarly communication and digital publishing. In the first part, presenters will share the results of their research study in which they investigated faculty attitudes about open access mandates, copyright, author rights, and faculty self-archiving practices. They will discuss the implications of these findings and offer specific advice for delivering relevant and meaningful library services for faculty researchers. The second part will feature a presenter from MPublishing at the University of Michigan. Meredith will discuss a collaborative partnership of publishers, librarians, and technologists that are working to educate the campus community about important changes in the scholarly communication ecosystem. Together, they have created robust instructional programming and reusable learning objects on topics like copyright, digital humanities, publishing venues, and much more. The third part will feature a speaker from Wayne State University, and offer approaches and strategies that librarians can leverage, even in the absence of a strong Scholarly Communications program, to gather material and build momentum for an Institutional Repository. Taken together, the panel of presenters offers advice, strategies, and insight for anyone interested in new roles for librarians in the ever-changing scholarly communication landscape.

Speakers: Deborah Charbonneau, M.L.S., Ph.D., Assistant Professor, School of Library and Information Science, Wayne State University; Meghan Finch, Assistant Professor/Digital Assets Librarian, Oakland University; Meredith Kahn, Publishing Services and Outreach Librarian, University of Michigan; Jon McGlone, Digital Publishing Project Manager, MPublishing, University of Michigan Library

You've Got to Intern It

Innovation/Leadership

D3-26/27

Does your library run an internship program? Do you want to start one? Learn about options for structuring your internship program, how to work with university field experience programs, how to create and maintain a program that rewards both the interns and the library, and the nitty-gritty of making your internship program successful for everyone involved.

Speakers: Rebecca Havenstein-Coughlin, Adult Services Department Head, Canton Public Library; Sarah Scherdt, Adult Services Intern

Friday, November 9
9:45 a.m. - 10:45 a.m.

Guys Read! @ Your Library

Youth Services

D2-9/10

Tammy Schneider and Josh Bernstein will introduce Kent District Library's Guys Read program, which is based on author Jon Scieszka's national initiative. Learn why this literacy program is needed, how your library can become a Guys Read "Field Office", programming ideas for boys, readers' advisory tips, and more.

Speakers: Joshua Bernstein, Teen Services Librarian, Kent District Library; Tammy Schneider, Collection Development Librarian, Kent District Library

Program Descriptions

Walls Don't Have to Define the Library Experience

Innovation/Leadership

D2-11/12

Libraries today provide so much more within their walls than in the past. Rich spaces such as cafes and comfortable lounge areas are now a common part of libraries that enhances the patron's experience. But the library experience doesn't have to be limited to the inside. Outdoor spaces can provide a place for education, activities, or simply a place for respite. Through evaluation of potential programming and the use of carefully selected materials, outdoor spaces can become an asset to the community and the library experience. This program will discuss: the benefits of outdoor spaces, potential features of an outdoor library space, making the most out of library landscape, common costs associated with outdoor space features, and case studies.

Speaker: Darla Davidson Aldred, PLA, LEED AP, Landscape Architect, Arkos Design, Inc.

CORE Materials Advisory

Collections/Readers' Advisory

D2-13/14

CORE Materials Advisory is a program designed to develop information staff's knowledge base of genres most important to their patrons. Using staff talents and connected to your collection, CORE allows a library to increase materials advisory professional development opportunities on a low-cost basis, while incorporating accountability, progress, and rewards for all participating staff.

Speakers: Trish Reid, Youth Specialist, Kent District Library; Vanessa Walstra, Adult Librarian, Kent District Library; Heather Wood-Gramza, Youth Paraprofessional, Kent District Library

Using Technology and Marketing in a Changing Climate

Advocacy and Marketing

D3-20/21

This program will show how GM Information Resources utilizes technology and marketing to reach its customers in an ever changing business climate. With the use of technologies like SharePoint and Social Media and continued marketing efforts, GM Information Resources has rather painlessly changed their focus and services to counterpart changes in the organization. As the business climate changes, the library continues to take advantage of available technologies and update its products and services to continue to be an integral function of the company.

Speaker: Laura Nielsen, Librarian/Information Scientist, General Motors

I'm Gonna Make You Famous: Raising Awareness and Building Community on a 3-Inch Screen

Advocacy and Marketing

D3-22/23

Using a cell-phone camera, the Blissfield Library has begun making a Blissfield Reads series of videos to post on its Facebook page. The videos show people reading poetry or short stories with the reader changing line by line or sentence by sentence, similar to the Declaration of Independence readings by celebrities we have seen on the Fourth of July. The first video, Blissfield Reads "The Raven," doubled the number of people who liked the library's Facebook page in 48 hours, doubling the number of people who get library updates from Facebook. The videos have become a local topic of conversation, which makes the library a topic of conversation, and, with the help of "borrowed" email contact lists, have brought the library new visitors. This program will provide a short background on the genesis of the idea then focus on a step-by-step demonstration of the planning, recording, editing, and marketing process for these short videos, which can cost little or nothing, but time to produce. This program will provide a time and money breakdown, tips for overcoming reticence about approaching people to perform, suggestions for helping potential performers get past their own fears of being on camera, and sources for free background music and inexpensive hardware and software.

Speaker: Bob Barringer, Director, The Schultz-Holmes Memorial Library

Program Descriptions

Nuts and Bolts of Successful Grantseeking

Ask the Expert

D3-24/25

Learn the basics of successful grantseeking – how to research who funds; how to make a successful case; and how to gain more information about the process. Included will be resources for learning more about the process, helps in refining grant proposals, and case studies of successful (and unsuccessful) proposals. When should you NOT ask for a grant? How do you answer board members and patrons who suggest “Can’t we get a grant for this?” without ticking them off?

Speaker: Ray Arnett, Director, Fremont Area District Library

More Help for your Job Seekers: Pure Michigan Talent Connect and MeL

Patron Services/Programming

D3-26/27

Debuting early in 2012 from the State of Michigan, Pure Michigan Talent Connect is a one-stop portal for Michigan residents who are job seeking, career exploring, and for employers who are seeking to fill existing jobs. The portal contains job postings, internships, plus programs for all types of job seekers from veterans to mature workers ,and much more. Pure Michigan Talent Connect’s “Career Exploration” section features training programs, skills assessment and development tools, and the “Career Matchmaker” and “Career Investment Calculator” which are special tools to assist the job searcher in finding the right career path and then calculating what it costs to achieve it. Included in Pure Michigan Talent Connect are LearningExpress Library and Job & Career Accelerator from the Michigan eLibrary. Incorporating these two particularly useful resources, the portal maintains a total package usefulness for those who are seeking and retooling and for librarians who are helping them in the process.

Speakers: Deb Biggs Thomas, Michigan eLibrary and Outreach Coordinator, Library of Michigan; Amy Hiltunen, Information Systems Manager, Workforce Development Agency, State of Michigan

Poster Sessions and ConverStations

Wednesday, November 7
5:15 p.m. - 6:15 p.m.

Posters will be available for viewing beginning at 4:00 p.m. and hosted by the presenters during the All-Conference Cocktail Hour from 5:15 p.m. – 6:15 p.m. Check out this unique opportunity to view what fellow librarians, staff, and library science students have been investigating and compiling through the year. Both academic and public librarians will enjoy this showcase. Walk around and enjoy the displays and ConverStations with fellow librarians.

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Building Connections in an Online World

Presented by Karen S. Farrell and Dr. John H. Heinrichs, Wayne State University

Collaboration in the Recreation of a Library Tutorial into a Graphic Novel

Presented by Sue Homant, University of Detroit Mercy

Connecting the Library with Developmental Classes

Presented by Sandra C. McCarthy, Washtenaw Community College

Creating Craft Communities at Your Library

Presented by Barb Dinan, Plymouth District Library; Cyndi Knecht, Warren Public Library-Dorothy Busch Branch

Dead Formats, Live History: Leading Your Community in Creating, Managing, and Preserving Personal Digital Collections

Presented by Camille Chidsey and Lisa Phillips, Wayne State University MLIS Candidates

Developing Badge Systems for Your Library

Presented by Victoria Lungu and Shauna Masura, University of Michigan School of Information

Gateway Collections

Presented by Jami Cromley and Lidiya Prorochuk, Lansing Community College

Geek the Library in Michigan!

Presented by Doreen Hannon, Salem-South Lyon District Library

Information Literacy and the General Education Program: The Library's Role

Presented by Emily Frigo, Mary O'Kelly, and Kathryn Waggoner, Grand Valley State University

Librarians, General Education, and the Information Literacy Essential Learning Outcome: Sharing Experiences and Ideas

Presented by Kristy Motz and Fran Rosen, Ferris State University

Listen Up! Libraries: Vibrant Hubs of their Creative Communities

Presented by Matt Fredericks, Wayne State University

Poster Sessions and ConVerStations

Mentoring the Culture: Helping New Librarians to Succeed

Presented by Anne Hudson and Cynthia Krolikowski, Wayne State University

Michigan School Gardens: A Library Collaboration and Graduate Project

Presented by Terra Bogart, MSU Masters Student in Community, Agriculture, Recreation, and Resource Studies; Suzanne Teghtmeyer, MSU Libraries

Play Again? How to Launch, Market, and Support a Gaming Room in an Academic Library

Presented by Kelli Herm, Chuck Page, and Scott Skowronek, Lansing Community College

Public Access: Using Flickr to Catalog Special Collections

Presented by Erin Durrent (MLIS August 2012), Julianne Novetsky, and Lisa Phillips, Wayne State University MLIS Candidates

Sharing Library Ideas

Presented by Natalie Bazan, Hopkins District Library

South of the Border: A Librarian's Service Experience in Nicaragua

Presented by Debbie Morrow, Grand Valley State University

Universal Accessibility and Design: Partnering for Impact

Presented by Michelle Blank, University of Alabama School of Library Information Studies; Christina Golm, Kathryn Shelley, Donna Sherrill, and Killian Weston, Wayne State University MLIS Candidates; Stephanie I. Maatta, Ph.D., Wayne State University

Using Text Analysis Tools to Improve Reference FAQs

Presented by James E. Van Loon, Wayne State University

Yes, We Will Take Your Donation! (But Where Will We House It?)

Presented by Beth Martin, Finlandia University



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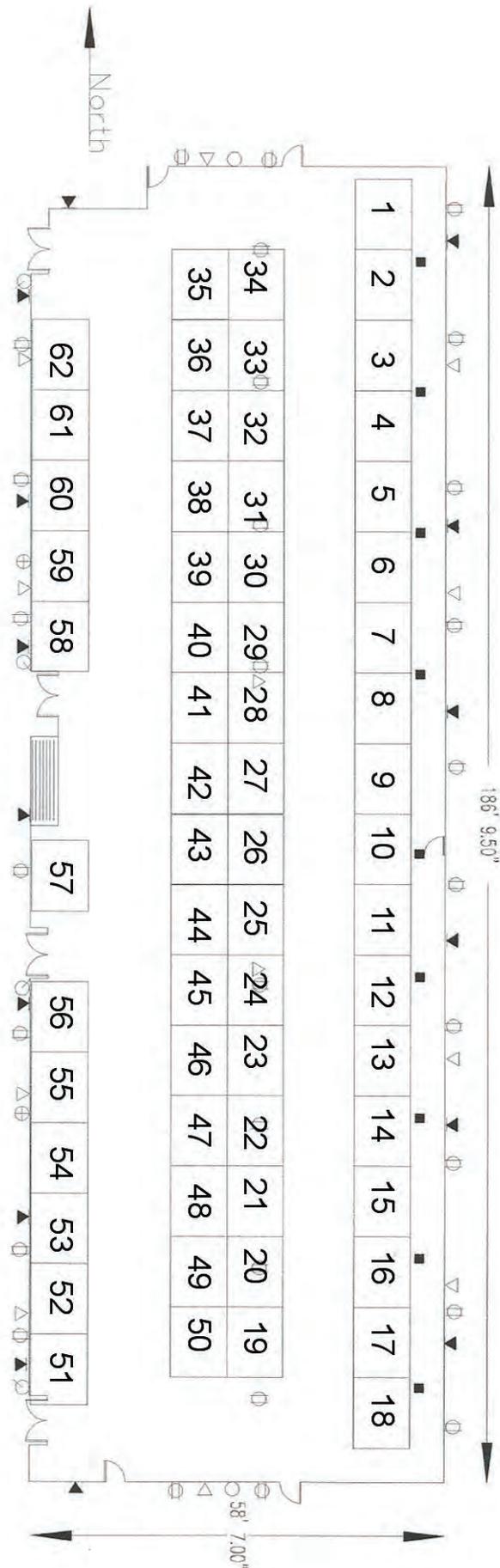
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Exhibition Hall Floor Plan



Conference Exhibitors

Getting Loud with Strategic Partners

Do you hear that buzz coming from the Exhibit Hall? That's the sound of librarians connecting with strategic partners. As we focus this year on marketing ourselves and our profession, these friendly people in the Exhibit Hall are some of our strongest advocates and, therefore, essential to our success at spreading the word. Stop by and say hello to the strategic partners that have joined us this year!

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.

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.

Drawing will take place on Thursday, November 8 at 2:45 p.m. at the MLA membership booth. Must be present to win!

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MLA 2013 Professional Development Events

Transition in Collections: Print to Digital

March 8, 2013 *Michigan State University, East Lansing*

This workshop will focus on understanding emerging trends in digital resources available to public, school, and academic libraries. This informative event will provide insight into the transition from print to digital collections that is occurring in our libraries.

Finance, HR, and Administration

March 25, 2013

Focus on the business of operating a library and bring to the table the latest trends in developing a strong and self-sufficient staff.

Spring Institute

April 11-12, 2013 *Lexington Hotel, Lansing*

This 2-day conference brings together children and teen service librarians under one roof to share, learn, and experience what it takes to drive a valuable department.

Directors' Summit

April 26, 2013 *Michigan Chamber of Commerce, Lansing*

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.

Mid-Management Success

May 3, 2013 *University of Michigan, Ann Arbor*

Explore topics such as managing people, working with boards or higher administration, project management, introduction to finance, time management, and more.

Applied Technologies & Trends

May 10, 2013 *Davenport University, Grand Rapids*

Explore trends in technologies that today's library, librarians, and patrons are experiencing and discover how to apply them in real world environment.

Academic Libraries Conference

May 16-17, 2013 *Park Place Hotel, Traverse City*

Academic Libraries is a premier event to share best practices, emerging trends, career advancement, mentorship, and future goals for academic libraries and librarians alike.

The Library as Place

May 31, 2013 *Novi Public Library, Novi*

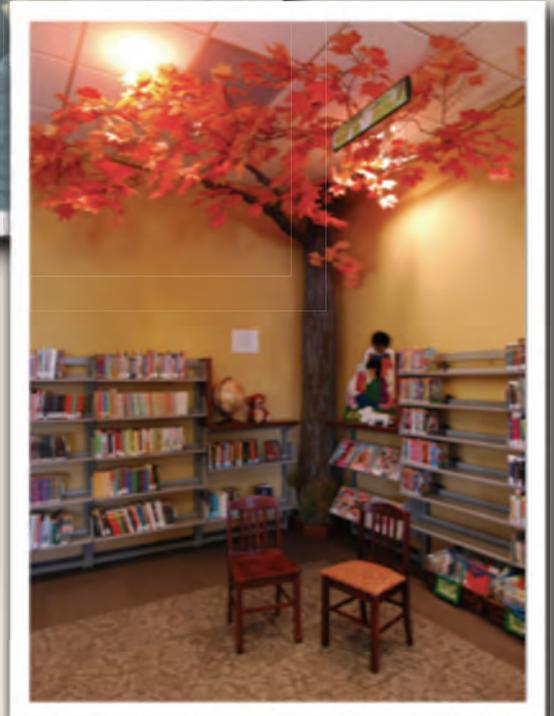
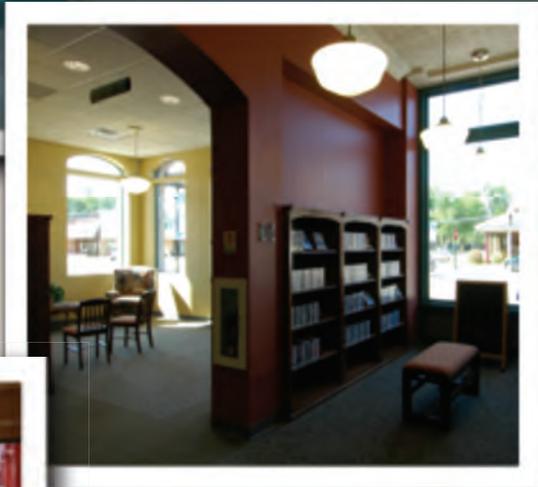
As the role of the library continues to evolve, Michigan libraries are the catalysts for building a strong community and preserving local history and culture. This brand new workshop will help libraries rethink public spaces while collaborating with local partners.

2013 Annual Conference

October 16-18, 2013 *Lansing Center and Radisson Hotel, Lansing*

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

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