

M L A 2016



**125 YEARS OF
IDEAS IN MOTION**

MLA
Michigan Library Association

MICHIGAN LIBRARY ASSOCIATION • 2016 CONFERENCE
LANSING MICHIGAN • OCTOBER 26 – 28, 2016

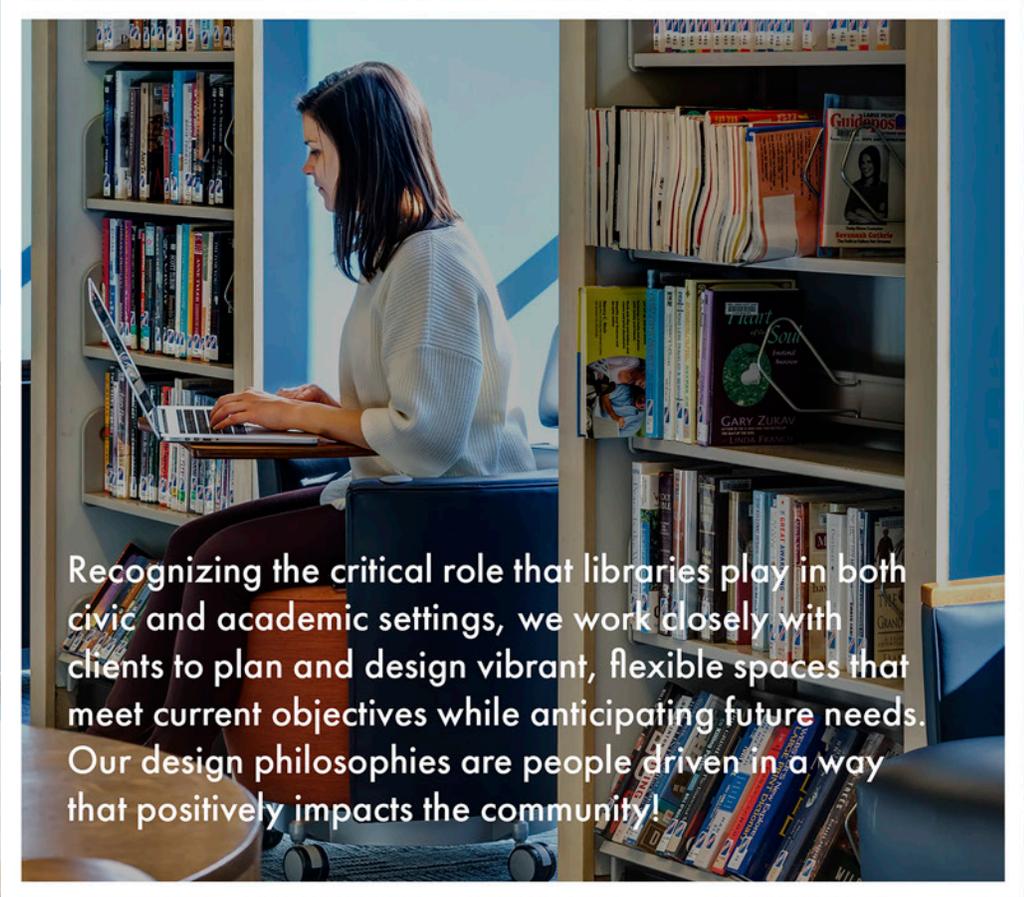


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HOWELL CARNEGIE DISTRICT LIBRARY
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RESTORE
RENEW
TRANSFORM



Recognizing the critical role that libraries play in both civic and academic settings, we work closely with clients to plan and design vibrant, flexible spaces that meet current objectives while anticipating future needs. Our design philosophies are people driven in a way that positively impacts the community!

MLA MISSION: Helping libraries and library professionals succeed.

KATHLEEN ZAENGER



*MLA President, 2016-2017
Director, Howell Carnegie District Library*

Welcome to MLA 2016 – 125 Years of Ideas in Motion! So glad you made it a priority to treat yourself to some creative, fun and meaningful learning opportunities. Our keynote speakers will challenge us to think beyond what we already know. The exhibitors have items and services that may be new and beneficial in helping us to be even greater at what we do. The programs and networking will open doors to having deeper impact in our

communities. Get in motion - take action while you're here to spark curiosity so those serendipitous ideas happen.

Please join in the fun with the newest conference addition: **Library SOUP.**

Our top five contenders are bringing their best ideas and you'll vote for your favorite to put their creative idea in motion. Join us on October 27, 3:30 - 4:30 p.m. at the Lansing Center. Library SOUP was created as a way to raise money for the MLA Scholarship. Half of the ticket price will go to the scholarship and the other half to the winner of Library SOUP.

Imagine the satisfaction of knowing your \$10 helped a library professional support the community and a budding professional attend a workshop. Everybody wins!

Enjoy in the celebration of the award-winning people and libraries as well as all of those ideas to put in motion for the next 125 Years!

VANESSA VERDUN-MORRIS, M.L.I.S



*Assistant Library Director/Braille and
Talking Book Librarian, Taylor Community Library*

MLA Annual Conference is a place to celebrate library achievements and find creative ways to broaden and improve user experiences. From advocating for libraries at legislative events to partnering with social service agencies that help homeless people, libraries have been at the forefront of transforming communities. From creating collections reflecting diverse multiracial communities to increasing library access for people

with vision impairments, libraries have been empowering citizens. Whether your specialty lies in youth services programming, academic instruction, small business support, or another area, MLA Annual Conference is a place to hone your skills and share your unique perspective with other library professionals. If nothing else, remember libraries are only as good as you and your ideas. With that in mind, it's my pleasure to welcome you as MLA celebrates 125 years of ideas in motion. Welcome to the MLA 125th Anniversary 2016 Annual Conference!

MLA VALUE STATEMENTS:

Access to Information: MLA values free and open access to information and skilled professional assistance in information retrieval and research while protecting an individual's right to privacy.

Professionalism: MLA values the advancement of well-informed and well-trained library professionals through quality professional development.

Sharing: MLA is a forum for collaboration, cooperation and partnerships cultivating cutting-edge ideas and awareness of best practices in an open and supportive culture.

Leadership: MLA provides leadership and empowers members to promote libraries as a powerful united presence that is civically engaged and socially active to provide for the sustained stewardship of informational, financial and community resources.

Sustainability: MLA is a sustainable, financially viable association that is characterized by diversity and has the ability to quickly change to meet member needs.

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Ferndale Public Library



Ferndale Public Library



Commerce Township Public Library



Kalamazoo Public Library - Central Branch, Circ. Desk & Self-check

www.danielsandzermack.com ph.734.761.2090



New Periodicals Area

Planning ■ Architecture ■ Interiors ■ Sustainable Design

2016-17 MLA BOARD OF DIRECTORS

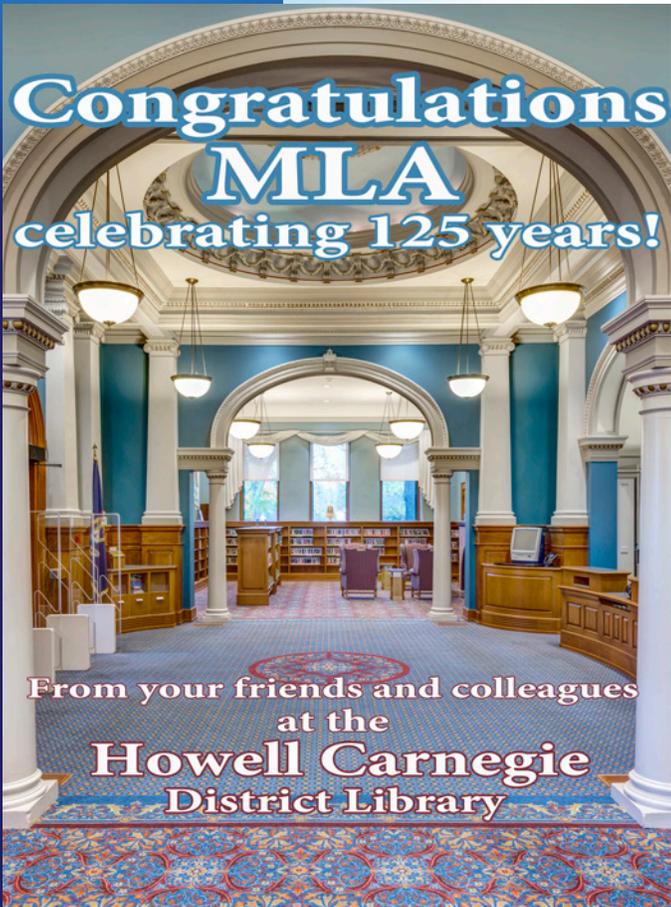
President	Kathleen Zaenger, Howell Carnegie District Library
President-Elect and ALA Councilor	Steven Bowers, DALNET
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Director	Juliane Morian, Clinton-Macomb Public Library
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Ex Officio	Gail Madziar, MLA Executive Director

PAST MLA PRESIDENTS

2015-2016	Leslie Warren
2014-2015	Asante Cain
2013-2014	Cathy Wolford
2012-2013	Lance Werner
2011-2012	Richard Cochran
2010-2011	Christine Berro
2009-2010	Larry Neal
2008-2009	Kathy Irwin
2007-2008	Josie Parker
2006-2007	Leah Black
2005-2006	Michael McGuire
2004-2005	Linda Farynk
2003-2004	Marcia Warner
2002-2003	Phyllis Jose
2001-2002	Elaine K. Didier
2000-2001	Tom Genson
1999-2000	Denise Forro
1998-1999	Nancy Bujold
1997-1998	Pamela Grudzien
1996-1997	Beverly Papai
1995-1996	Martha Stilwell
1994-1995	Sandra Scherba
1993-1994	Sandra Yee
1992-1993	Francis J. Buckley
1991-1992	Jean Houghton
1990-1991	Jule Fosbender
1989-1990	Linda Heemstra
1987-1989	Colleen Hyslop
1987-1988	Clara N. Bohrer
1986-1987	Margaret E. Auer
1985-1986	A. Michael Deller
1984-1985	Robert Garen
1983-1984	Eleanor Pinkham
1982-1983	Margaret Thomas
1981-1982	Patricia Wilson
1980-1981	Howard Lipton
1979-1980	Carolyn McMillen
1978-1979	Robert Raz
1977-1978	Joan Wilcox
1976-1977	Robert Gaylor

MLA ADMINISTRATION

Gail Madziar	Executive Director
Romy Fitschen	Director of Finance and Administration
Kristy Doak	Director of Professional Development
Kary Askew Garcia	Communications and Membership Manager
Rachel Ash	Administrative Assistant



Congratulations
MLA
celebrating 125 years!

From your friends and colleagues
at the
Howell Carnegie
District Library

2016 MLA ANNUAL CONFERENCE WORK GROUP

Conference Chair: Vanessa Verdun-Morris, Taylor Community Library
 Jessica Enget, Portage District Library
 Gretchen Evans, Bridgman Public Library
 Mary Higginbottom-Johnson, Genesee District Library
 Maria McCarville, Public Libraries of Saginaw
 Joshua Neds-Fox, Wayne State University
 Kip Odell, Kent District Library
 Josh Rouan, Baldwin Public Library
 Kim Senior, Spring Lake District Library
 Jennifer Sunderhaus, Shelby Township Library

MLA 2016 SPONSORS

Diamond



Platinum



Gold



Silver

Michigan Cooperative Directors Association

Bronze

- Chatstaff
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- JanWay Company
- Midwest Collaborative for Library Services (MCLS)
- Umbaugh

Printing Sponsor



Your MLA Print Sponsor & Library Supply Specialist

WELCOME TO GREATER LANSING

SHOP ★ DINE ★ PLAY ★ EXPLORE



Happy 125th Anniversary!

Explore Greater Lansing!
Visit our mobile-friendly website
at www.lansing.org for:

- Maps of the Area
- Coupons & Special Offers
- Calendar of Events
- What's Nearby





SCHEDULE AT A GLANCE

Tuesday, October 25, 2016	9:00 a.m. – 3:00 p.m.	Leadership Academy Room 202
Wednesday, October 26, 2016	7:00 – 11:00 a.m.	Exhibitor Setup Exhibit Hall A
	7:00 – 11:30 a.m.	Coffee/Tea Service — <i>Sponsored by Umbaugh</i> MI Ave. Concourse
	7:00 a.m. – 5:30 p.m.	Registration Open — <i>Sponsored by Capira Technologies</i> .. Across from Box Office
	7:00 a.m. – 7:30 p.m.	Discussion Den — <i>Sponsored by MCLS</i> MI Ave. Concourse
	8:00 – 8:45 a.m.	Leadership Academy Breakfast. Governor's Room
	8:00 a.m. – 6:00 p.m.	Bookbound Bookstore Open. MI Ave. Concourse
	9:00 – 10:15 a.m.	All Conference Opening Keynote — Banquet Rooms 1-6 <i>Featuring Shannon McClintock Miller</i>
	10:30 – 11:30 a.m.	Programs 101-104, 201-205, Governor's
	11:30 a.m. – 1:30 p.m.	Exhibit Hall Open — <i>Cash and Carry Lunch Available</i> Exhibit Hall A
	12:00 – 1:00 p.m.	MI Author Award Lunch Banquet Rooms 7-8 <i>Featuring Jacqueline Carey — Ticketed Event</i>
	1:00 – 1:30 p.m.	Jacqueline Carey Book Signing MI Ave. Concourse
	1:30 – 2:30 p.m.	Programs — <i>Sponsored by GCSI</i> 101-104, 201-205, Governor's
	2:30 – 3:15 p.m.	Exhibits — Non-conflict Time Exhibit Hall A
		Afternoon Break Service
	3:15 – 5:30 p.m.	Exhibit Hall Closed Exhibit Hall A
	3:15 – 4:15 p.m.	Programs 101-104, 201-205, Governor's
	3:15 – 5:30 p.m.	Executive Exchange Room 101-102
	4:30 – 5:30 p.m.	Programs 101-104, 201-205, Governor's
	5:30 – 7:30 p.m.	125th Anniversary Celebration and Poster Preview Exhibit Hall A
	8:00 – 10:00 p.m.	MLA Game Night Governor's Parlor Radisson Hotel
Thursday, October 27, 2016	8:00 – 10:00 a.m.	Coffee/Tea Service MI Ave. Concourse
	8:00 a.m. – 5:15 p.m.	Discussion Den MI Ave. Concourse
	8:00 a.m. – 3:30 p.m.	Bookbound Bookstore Open MI Ave. Concourse
	8:00 a.m. – 5:15 p.m.	Registration Open — <i>Sponsored by Capira Technologies</i> .. Across from Box Office
	9:00 – 10:00 a.m.	Programs 101-104, 201-205
	10:00 – 11:15 a.m.	Exhibits — Non-conflict Time Exhibit Hall A
	10:00 a.m. – 12:15 p.m.	Exhibits Open Exhibit Hall A
	11:15 a.m. – 12:15 p.m.	Programs 101-104, 201-205
	12:15 – 1:45 p.m.	Keynote Lunch and Awards Banquet Rooms 1-6 <i>Featuring Amy Kaherl, Detroit SOUP</i>
	1:45 – 2:45 p.m.	Programs 101-104, 201-205
	2:45 – 3:30 p.m.	Exhibits — Non-conflict Time Exhibit Hall A
	3:30 – 6:00 p.m.	Exhibit Hall Teardown/Load-out Exhibit Hall A
	3:30 – 4:30 p.m.	Library SOUP — <i>Ticketed Event</i> Banquet Rooms 1-6
	4:30 – 5:15 p.m.	MLA Annual Meeting Banquet Rooms 1-6
	5:15 – 6:30 p.m.	Your Professional Connection & Poster Reception Capitol Ballroom II-IV Radisson Hotel <i>Sponsored by Library Design Associates</i>
	7:00 – 10:45 p.m.	Local Brews Beer Crawl Meet in Hotel Lobby
Friday, October 28, 2016	8:00 – 10:00 a.m.	Registration Open — <i>Sponsored by Capira Technologies</i> .. Across from Box Office
	8:00 – 11:30 a.m.	Coffee/Tea Service MI Ave. Concourse
	8:00 a.m. – 12:30 p.m.	Discussion Den MI Ave. Concourse
	8:30 a.m. – 12:30 p.m.	Bookbound Bookstore Open MI Ave. Concourse
	9:00 – 10:00 a.m.	Programs 101-104, 201-205
	10:15 – 11:15 a.m.	Programs 101-104, 201-205
	11:30 a.m. – 12:30 p.m.	All Conference Closing Keynote — <i>Featuring Ben Bizzle</i> .. Banquet Rooms 1-6
	12:30 – 1:45 p.m.	State Librarian's Luncheon — <i>Ticketed Event</i> Banquet Rooms 7-8

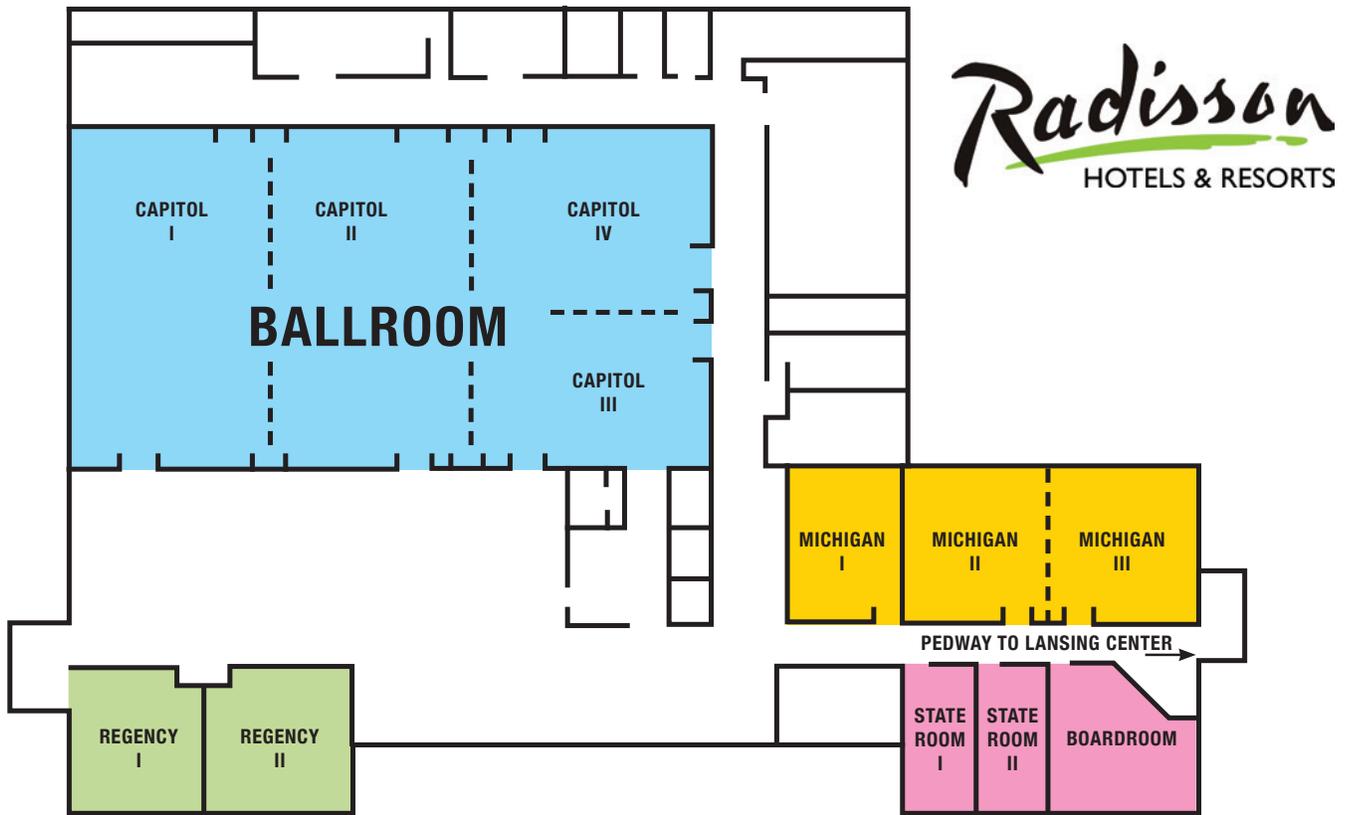
CONVENTION CENTER DIAGRAM



MAP KEY

- Removable Walls
- Elevators
- Men's Bathroom
- Coat Check
- Women's Bathroom
- Drinking Fountain
- First Aid

HOTEL DIAGRAM



EXPLORE | DISCOVER | ENGAGE



GENERAL INFORMATION

REGISTRATION

Sponsored by Capira Technologies

Wednesday, October 26, 2016

Thursday, October 27, 2016

Friday, October 28, 2016

Across from Box Office

7:00 a.m. – 5:30 p.m.

8:00 a.m. – 5:15 p.m.

8:00 – 10:00 a.m.

EXHIBITS

Exhibit Hall A

Wednesday, October 26, 2016

7:00 – 11:00 a.m.

Setup

11:30 a.m.

Grand Opening

11:30 – 1:30 p.m.

Exhibits Open – Partial Non-conflict Time

2:30 – 3:15 p.m.

Exhibits Open – Non-conflict Time

3:15 – 5:30 p.m.

Exhibits Closed

5:30 – 7:30 p.m.

125th Anniversary Celebration on Exhibit Floor

Thursday, October 27, 2016

10:00 – 11:15 a.m.

Exhibits Open – Non-conflict Time

11:15 a.m. – 12:15 p.m.

Exhibits Open

2:45 – 3:30 p.m.

Exhibits Open – Non-conflict Time

3:30 – 6:00 p.m.

Exhibits Teardown/Load-out

COFFEE/TEA SERVICES

Sponsored by Umbaugh

Wednesday, October 26, 2016

7:00 – 11:30 a.m.

Michigan Avenue Concourse

2:30 – 3:15 p.m.

Exhibit Hall A

Thursday, October 27, 2016

8:00 – 10:00 a.m.

Michigan Avenue Concourse

10:00 a.m. – 12:15 p.m.

Exhibit Hall A

2:30 – 3:30 p.m.

Exhibit Hall A

Friday, October 28, 2016

8:00 – 11:30 a.m.

Michigan Avenue Concourse

MLA MEETING

Thursday, October 27, 2016

Banquet Rooms 1-6 4:30 – 5:15 p.m.

Join us for your association's Annual Membership Meeting where we will present MLA's year-end review and honor outgoing Board members. Please show your continued support for MLA leadership by joining us for this meeting.

SESSION HANDOUTS

All available handouts will be accessible online at www.milibraries.org

WI-FI

MLA is pleased to offer attendees free Wi-Fi internet access in all conference meeting rooms and exhibit space. Search for the network: **125MLA** and input the password: **library**

MOBILE APP

Don't Miss a Thing!

Download the official MLA 2016 Annual Conference App. Available on the Apple and Android app stores, just search for "MLA 2016 Annual Conference."



CONNECT WITH US!

Don't miss out on your chance to engage with MLA and your colleagues via social media.

NEW Snapchat: mlasnaps

Facebook: @MichiganLibraryAssociation

Twitter: @MLAoffice

Instagram: @michigan_library_association

Grab a shot of our snapcode with your smartphone to easily add us!

Be sure to include #MLA16AC for your conference tweets and #MLA125 to celebrate our anniversary with us!

Look out for our social media vanguard team who know everything and anything social media related, the MLAgents. They will be wearing an MLAgents ribbon on their name badge, so be sure to say hello and snap a selfie or two!



CELEBRATE 125 YEARS

with 125 Finds in the MLA 2016 Scavenger Hunt

Whether this is your first professional conference or you're a seasoned attendee, take advantage of this scavenger hunt as a way to make the most of your experience.

Explore the conference with the scavenger hunt available at registration. When you have collected 125+ points, be sure to include your name and contact information, and turn in your sheet to the MLA Registration Desk to be entered for chances to win one of our great raffle prizes!

Prize Drawings will be held:

Wednesday, October 26, 2016 at 7:15 p.m.

during the 125th Anniversary Celebration

Thursday, October 27, 2016 at 6:00 p.m.

during the Your Professional Connection and Poster Reception

Friday, October 28, 2016 at 12:30 p.m.

at the All Conference Closing Keynote

You must be present to win Wednesday and Thursday.

EXECUTIVE EXCHANGE

Wednesday, October 26, 2016

3:15 – 4:15 p.m. & 4:30 – 5:30 p.m. Room 101-102

Executive Exchange requires pre-registration.

The Executive Exchange session will focus on common legal issues that arise at meetings and how to address them. Topics will include having well drafted bylaws, knowing the Open Meetings Act, addressing when you should have a written resolution, respecting other board members' opinions and handling comments and questions from the audience.

The second session is an unconference in a conference. What keeps you up at night? Join library directors, deans and upper management in frank and open roundtable discussions about boards, budgets and other challenges. You choose the topic and learn from your colleagues.

DISCUSSION DEN

Sponsored by Midwest Collaborative for Library Services (MCLS)

Come prepared to engage in a stimulating conversation of trending topics at our Discussion Den. Relax with a cup of hot coffee or tea while sinking into a comfortable couch. Listen to your colleagues share their thoughts and contribute your own in this comfortable, stress-free setting. Topics of discussion include:

Wednesday: Community Engagement
Thursday: Human Resources
Friday: Freedom of Information

BOOKSTORE

MLA 2016 Bookstore is hosted by Bookbound. Located in the Michigan Avenue Concourse, across from MLA's Registration Desk, the bookstore will be open during the conference during these times:

Wednesday, October 26, 2016

8:00 a.m. – 6:00 p.m.

Thursday, October 27, 2016

8:00 a.m. – 3:30 p.m.

Friday, October 28, 2016

8:30 a.m. – 12:30 p.m.

Visit Bookbound at www.bookboundbookstore.com or follow them @BookboundMI



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HEMLOCK, MICHIGAN



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KEYNOTES & SPOTLIGHT PRESENTERS

Wednesday, October 26, 2016

All Conference Opening Keynote with Shannon McClintock Miller

9:00 – 10:15 a.m. Banquet Rooms 1-6

Be the Change You Want to See!

Shannon believes that library professionals can empower others to use communication, creativity, social media, collaboration and connections to make a difference. In the keynote, Shannon McClintock Miller will empower all of us to "Be the Change" by focusing on what we need to do to create and foster changes that are happening within the library and education. She will highlight several trends and inspire us to listen to the voice of our young people to truly make this change happen within our communities. You will leave the keynote ready to be the change we all need to be.



Shannon McClintock Miller is an international speaker and consultant who speaks about education, librarianship, technology, social media, and making a difference in education and the lives of others, especially children.

In 2011, Shannon was awarded the Connecting People Shorty Award and was chosen to be part of the School Library Journal New Leaders Program in 2012. In 2013, she was named one of the Faces of Innovation from Broadband for America; one of 50 featured in the 2013 Center for Digital Education Yearbook; and one of the featured Connected Educators with the Connected Educators projects partnered with the US Department of Education. In 2014, she was named a Library Journal Mover and Shaker.

Shannon is the author of the award winning blog, *The Library Voice* and enjoys writing for various blogs, journals and other forums. She is currently writing two children's book series with Cantata.

Michigan Author Award Luncheon – Ticketed Event

12:00 – 1:00 p.m. Banquet Rooms 7-8

Join us for a luncheon in honor of the 2016 Michigan Author Award recipient Jacqueline Carey. New York Times bestseller Jacqueline Carey is the author of the critically acclaimed and award-winning *Kushiel's Legacy* series of historical fantasy novels, *The Sundering* epic fantasy duology, postmodern fables *Santa Olivia* and *Saints Astray*, and the *Agent of Hel* contemporary fantasy series. Jacqueline enjoys doing research on a wide variety of arcane topics, and an affinity for travel has taken her from Iceland to China to date. She currently lives in West Michigan. A book signing with Jacqueline will immediately follow the luncheon presentation in the Michigan Avenue Concourse.



Thursday, October 27, 2016

Keynote Lunch and Awards

12:15 – 1:45 p.m. Banquet Rooms 1-6

Immediately prior to Thursday's Luncheon keynote, MLA President Kathleen Zaenger will present the 2016 MLA Librarian of the Year and the 2016 Heart of a Champion awards. Please join us in honoring these deserving leaders for their contributions to the Michigan library community.

Detroit SOUP is:

- a collaborative situation
- a public dinner
- a platform for connection
- a theatrical environment
- a democratic experiment in micro-funding
- a relational hub bringing together various creative communities
- a forum for critical but accessible discussion
- an opportunity to support creative people in Detroit

Amy Kaherl is the Executive Director of Detroit SOUP. Detroit SOUP is a microgranting dinner that celebrates creative projects in the city and has helped Detroiters giving back to Detroiters over \$125,000 towards art, social justice, social entrepreneurs, education, technology and urban agriculture. Amy and SOUP have recently been honored as a White House Champion of Change for their crowdfunding efforts and have been featured on the BBC, the front page of the Sunday Detroit Free Press and Detroit News, New York Times, NPR, Fast Company, O Magazine, Dwell Magazine, and NBC Nightly News. While not running SOUP, Amy also moonlights as DJ Amy Dreamcatcher with the monthly party, Nothing Elegant.



Spotlight Presentation

Bringing Your Best

1:45 - 2:45 p.m. Room: 103-104

This session was created as an offshoot to MLA's successful Mentor Program. Do you know your strengths? Can you pinpoint your behavior styles or areas where you need professional growth? Join Pinky McPherson, owner of PMc Consulting, in an interactive session utilizing DiSC concepts on behavior styles and emotional intelligence. Gain baseline information on your behavior style that can help you build effective relationships. Learn about the benefits of mentorship and networking with individuals with diverse behavioral strengths in this engaging session!



Friday, October 28, 2016

Spotlight Presentations

It's My Library Too!

9:00 – 10:00 a.m. Room 103-104

Accessing the Print Word for the Blind and Low Vision Person

10:15 – 11:15 a.m. Room 103-104

Brian Charlson is the Director of Technology for the Carroll Center for the Blind in Newton, Massachusetts. The Carroll Center for the Blind offers a wide range of comprehensive services for the blind and vision impaired including training, support and services to address the educational, social, emotional and physical wellbeing of the person. Brian is an important key to this process as he manages a team of adaptive computer instructors working with blind and visually impaired people. Come see, hear and touch many of the book reading devices and programs used by those who are visually impaired. Learn how you can make your library a place where everyone can feel welcome, well-served and a full member of the library.



All Conference Closing Keynote with Ben Bizzle

It's All About the Story

11:30 a.m. – 12:30 p.m. Banquet Rooms 1-6

From programming to purchasing, from the website to the reference desk, every library, in every action, is telling a story to its community. What story is your library telling? Join library advocate, marketer, author, and entrepreneur, Ben Bizzle as he discusses the stories libraries tell, how we tell those stories, and ways to enhance the stories we are telling to our communities.

Ben Bizzle is a 2013 Library Journal Mover & Shaker and John Cotton Dana Award winner, author of the book, *Start a Revolution: Stop Acting Like a Library*, and founder of library web development and marketing firm, Library Market. For more than seven years, he also did some pretty cool stuff at a library in Arkansas.



SPECIAL EVENTS

Wednesday, October 26, 2016

Cash and Carry Lunch

11:30 a.m. – 1:30 p.m. Exhibit Hall A Concession Center

Lunch will be available for purchase within the exhibit hall for attendees not attending to the Michigan Author Award Lunch.

125th Anniversary Celebration and Poster Preview

5:30 – 7:30 p.m. Exhibit Hall A

Michigan Library Association is celebrating 125 years! Join in the celebration and make a toast to 125 years of ideas in motion. Connect with your colleagues and friends while you browse through exhibits, poster previews, participate in the scavenger hunt and visit MLA's timeline. Keep the energy and excitement of opening day going by taking a fun picture in the photo booth, enjoy live music from the decades with the Persuasion Band and snack on some great food customized by the chef. Hors d'oeuvre stations are included and a cash bar will be available.

MLA Game Night

8:00 – 10:00 p.m. Governor's Parlor – Radisson Lansing Hotel

Are you secretly a *Jenga* prodigy or possess world domination skills and rule at Risk? Find yourself and your new conference friends at MLA's game night and end the first event day winning at Life! Whether you are new to gaming or a pro, we'll have a wide selection of board games available to play. Learn to play new games and partake in some of your favorites with fellow librarians, while you enjoy some snacks and great company. Are you on the fence about attending the game night and want to wait to see if your friends will be going? No problem. No advance sign-up is required.

Thursday, October 27, 2016

Local Brews Beer Crawl

Meet at 7:00 p.m. Radisson Lansing Hotel Lobby



Tour and taste the best local brews Lansing has to offer. Join us for food and drinks with old friends and new colleagues as we walk from pub to pub as a group. Feeling festive with Halloween around the corner? Dress in your best costume as we travel this ale trail together! A full list of pubs and a map will be available at registration. Be sure to wear comfortable

shoes as our locations will be scattered around downtown Lansing. Have cash on hand as this is a pay your own way event.

Your Professional Connection & Poster Reception

Sponsored by *Library Design Associates*

5:15 – 6:30 p.m. Capitol Ballroom II-IV, Radisson Lansing Hotel

This casual, inclusive reception is designed to bring emerging professionals, local MLIS program alumni and established library professionals from all backgrounds together to learn about innovative new projects in our poster area, network and grow professionally. Whether your goal is to make connections, learn about new and exciting things happening in the library community, explore collaboration opportunities, or simply put faces with names, this event will help you grow your network. Students are welcome and encouraged to attend. Appetizers are included and a cash bar will be available.

Posters will be available for viewing during the 125th Anniversary Celebration Reception in Exhibit Hall A on Wednesday and hosted by the presenters during the Your Professional Connection reception.

Check out this unique opportunity to view what librarians, staff and library science students have been investigating and compiling through the year. Both academic and public librarians will enjoy this showcase!

3D Printing Project: Teaching Teens Digital Literacy Skills

Erin Durrett, Novi Public Library

Bring Zentangle to Your Library

Jane Reiter, Davenport University, Lansing Campus

Extreme Makeover: Digital Objects Edition

Rebecca Morgan, Northern Michigan University; Catherine Oliver, Northern Michigan University; Melanie Yahr, Northern Michigan University

From Weeds to Wildflowers: The Afterlife of Deselected Texts

Tanya Davidson, Marygrove College

Get Out of My Library! Making the Most of the Michigan Activity Pass

Brice Bush, Traverse Area District Library; Maia Turek, Michigan Department of Natural Resources

Got Personality?

Eileen Button, Genesee District Library; Kelly Flynn, Genesee District Library

Knowing When to Start Over:

A Lesson in Scalability, UX and Project Management

Sela Constan-Wahl, Interlochen Center for the Arts

Marketing the Academic Library: Connect with the Library, Connect with the World

Brooke Boyst, Wayne State University

The Social Work Origins of the Contemporary Library Mission

Monique Oldfield, Wayne State University

Wading in Before Diving in: Preparing Library Students for Professional Participation

Martha Stuit, University of Michigan Library; Joanna Thielen, Oakland University

Friday, October 28, 2016

State Librarian's Luncheon – Ticketed Event

12:30 – 1:45 p.m. Banquet Rooms 7-8

Join State Librarian Randy Riley as he announces and honors the winner of the Library of Michigan Foundation's State Librarian's Excellence Award.

CONGRATULATIONS

ON 125 YEARS!

Flint Public Library
LEARN FOR LIFE



125TH ANNIVERSARY CELEBRATION

*Celebrating
125 years*

MIA
Michigan Library Association



Since 1891, the Michigan Library Association has been advocating for libraries and library professionals in legislature. Beyond that, this organization has had several great leaders, made progress in legislature and has broken barriers through innovative professional development programs.

Based on the principle of access to information, the formation of MLA started with Mary A. Eddy, the librarian at Coldwater Free Public Library, who wrote to Henry M. Utley of the Detroit Public Library about organizing a state library association.

December 1, 1891 was the first meeting of MLA in Detroit. The original 40-line constitution on a 3-inch by 6-inch card. Mr. Utley became the association's first president.

We are excited to celebrate this major milestone with you. Cheers to our victories this past fiscal year in the legislature:

- Stop the devastating moratorium (SB 571/PA 269) preventing the sharing of factual information about library millage elections within 60 days of Election Day.
- Initiate a successful call to action that prevented penal fines from being diverted to road repair funding.
- Secure a MLA-driven draft amendment to District Library Establishment Act (DLEA) allowing for the continuation of a district library in the event one or more of its entities ceased to exist.
- Make substantial progress passing eight Senate bills on Tax Increment Financing Authorities (TIFA) legislation that would prevent some of the tax siphoning from library millages.
- Work for a solution to the problems caused by the Michigan Tax Tribunal reducing tax obligations that allow thriving big box stores to be taxed at the same rate as closed-down, abandoned stores.
- Provide more than 1,000 library professionals with the opportunity to grow through educational and networking events.

None of this would be possible without your continued support.

Come join us at our celebration

Wednesday, October 26, 5:30 -7:30 p.m.

in Exhibit Hall A of the Lansing Center.

We'll toast MLA's 125 years of service to the library community.

Gather with friends, take turns in the photo booth, discover

MLA's history on our timeline and hear the Persuasion Band

play music throughout the decades.



*The Michigan Library Cooperative Directors
congratulate the Michigan Library Association on
125 Years of Service Excellence!*

Detroit Library Cooperative
Lakeland Library Cooperative
Mid-Michigan Library League
Mideastern Michigan Library Cooperative
Northland Library Cooperative

Southwest Library Cooperative
Suburban Library Cooperative
Superiorland Library Cooperative
The Library Network
White Pine Library Cooperative

Woodlands Library Cooperative





LIBRARY SOUP

Thursday, October 27, 2016

This is a Ticketed Event

Limited tickets are available for purchase for \$10.00 at the MLA Registration Desk.

3:30 – 4:30 p.m. Banquet Rooms 1-6

Library SOUP is a fundraising event that helps secure money for innovative projects libraries would otherwise not have been able to pursue. Think of it as a go-fund-me project where you and your peers will vote for the winning project idea.

Half of your ticket price goes to the Library SOUP winner and the other half goes to the MLA's scholarship fund. Imagine the satisfaction of knowing your money helped a library program support the community and a budding professional attend a workshop.

It's YOUR choice. You get to vote for the winner!

Library SOUP Top 5:

Books on Bikes

As a part of our Books on Bikes program, biking librarians will pedal a bike bookmobile to hold book talks, pop-up story times and more at community events.

Beth Sheridan, Orion Township Public Library

Citizens of Tomorrow

A Citizenship Workshop for immigrants seeking naturalization; helping to prepare them for the test and provide them tools and opportunities to become vested citizens.

Anne Similuk, Rochester Hills Public Library

STEAM Ahead Program

Our STEAM Ahead program was created due to the need of providing hands-on STEM based activities for our area students including the "arts" which is a curriculum not available in two out of three of our area schools. Library SOUP will provide funding to expand the creative program and outreach to four of our library branches.

Anne Belanger, Presque Isle District Library

Teen Writers Journey

Teen Writers Journey to Publication will engage young people in grades 7-12 to help them express themselves more effectively. Two lucky participants will submit their stories for eBook publication by JLB Publishing.

Jeffrey Babbitt, Van Buren District Library

Wee Free Pantry

The East Lansing Public Library will install a pantry of nonperishable food and personal hygiene items. This will provide materials unavailable to our most disenfranchised patrons and empower their neighbors to contribute to the well-being of the community.

Jessica Lee-Cullin, East Lansing Public Library



Congratulations MLA on 125 years of service!
A. Michael Deller, MLA Past President, 1985-86

**ROOMS
101-102**

**ROOMS
103-104**

**ROOM
201**

WEDNESDAY

7:00 - 11:00 a.m. Exhibitor Setup
 7:00 - 11:30 a.m. Coffee/Tea Service (MI Ave. Concourse) *Sponsored by Umbaugh*
 7:00 a.m. - 5:30 p.m. Registration Open *Sponsored by Capira Technologies* (Across from Box Office)
 7:00 a.m. - 7:30 p.m. Discussion Dens *Sponsored by MCLS* (MI Ave. Concourse)
 8:00 - 8:45 a.m. Leadership Academy Breakfast (Governors Room)
 8:00 a.m. - 6:00 p.m. Bookbound Bookstore Open (MI Ave. Concourse)

9:00 - 10:15 a.m. **All Conference Opening Keynote Featuring Shannon McClintock Miller (Banquet Rooms 1-6)**

10:30-11:30 a.m. →	Library Management for Beginners	A Place to Call Home	Using the University Mission to Develop an Outreach Program
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11:30 a.m.-1:30 p.m. Exhibit Hall Open Cash & Carry Lunch (Exhibit Hall A) - Exhibit Area Open until 3:15 p.m.

12:00 - 1:00 p.m. **MI Author Award Lunch Featuring Jacqueline Carey - Ticketed Event (Banquet Rooms 7-8)**

1:00 - 1:30 p.m. Jacqueline Carey Book Signing (MI Ave. Concourse)

1:30 - 2:30 p.m. →	The Solution Center <i>Programs Sponsored by GCSI</i>	Toxic Bosses	Legislative Update
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2:30 - 3:15 p.m. Exhibits, Afternoon Break Service (Exhibit Hall A)

3:15 - 4:15 p.m. →	Executive Exchange – Library Board Meetings <i>Pre-registration Required</i>	Multiracial in a Monoracial World	Taking Your Career to the Next Level - Part I
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3:15 - 5:30 p.m. Exhibit Hall Closed (Exhibit Hall A)

4:30 - 5:30 p.m. →	Executive Exchange <i>Pre-registration Required</i>	Library of Michigan Library Law LIVE	Taking Your Career to the Next Level - Part II
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5:30 - 7:30 p.m. 125th Anniversary Celebration and Poster Preview (Exhibit Hall A)

8:00 - 10:00 p.m. MLA Game Night (Governor’s Parlor Radisson Lansing Hotel)

THURSDAY

8:00 - 10:00 a.m. Coffee/Tea Service (MI Ave. Concourse)
 8:00 a.m. - 5:15 p.m. Discussion Den (MI Ave. Concourse)
 8:00 a.m. - 3:30 p.m. Bookbound Bookstore Open (MI Ave. Concourse)
 8:00 a.m. - 5:15 p.m. Registration Open *Sponsored by Capira Technologies* (Across from Box Office)

9:00 - 10:00 a.m. →	Weed Smart	Soup to Nuts	So Much More Than Vampires
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10:00 a.m. - 12:15 p.m. . . . Exhibits - Non-conflict Time 10:00 - 11:15 a.m.

11:15 a.m. - 12:15 p.m. →	What to Say and How to Say It	Exploring Public Library Outreach to the K-12 Market	All Ages Welcome
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12:15 - 1:45 p.m. **Keynote Lunch and Awards Featuring Amy Kaherl, Detroit SOUP (Banquet Rooms 1-6)**

1:45 - 2:45 p.m. →	The Canton Book Project	Bringing Your Best Spotlight Presentation	Government Relations Panel
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2:45 - 3:30 p.m. Exhibits - Non-conflict Time

3:30 - 6:00 p.m. Exhibit Hall Teardown/Load-out

3:30 - 4:30 p.m. Library SOUP - Ticketed Event (Banquet Rooms 1-6)

4:30 - 5:15 p.m. MLA Annual Meeting (Banquet Rooms 1-6)

5:15 - 6:30 p.m. Your Professional Connection & Poster Reception *Sponsored by Library Design Associates* (Capitol Ballroom)

7:00 - 10:45 p.m. Local Brews Beer Crawl - Meet in Radisson Lansing Hotel Lobby

FRIDAY

8:00 - 10:00 a.m. Registration Open *Sponsored by Capira Technologies* (Across from Box Office)
 8:00 - 11:30 a.m. Coffee/Tea Service (MI Ave. Concourse)
 8:00 a.m. - 12:30 p.m. Discussion Den (MI Ave. Concourse)
 8:30 a.m. - 12:30 p.m. Bookbound Bookstore Open (MI Ave. Concourse)

9:00 - 10:00 a.m. →	Raising the Bar on User Experience Studies	It’s My Library Too! – Spotlight Presentation	Literature in Color
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10:15 - 11:15 a.m. →	Wait, I have to Consider Copyright in New Media?	Accessing the Print World for the Blind & Low Vision Person Spotlight Presentation	Want to Take Your Library to the Next Level?
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11:30 a.m. - 12:30 p.m. **All Conference Closing Keynote Featuring Ben Bizzle (Banquet Rooms 1-6)**

12:30 - 1:45 p.m. **State Librarian’s Luncheon - Ticketed Event (Banquet Rooms 7-8)**

**ROOM
202**

**ROOMS
203-204**

**ROOM
205**

**GOVERNOR'S
ROOM**

Ready, Set, Hire!

"Select, Sow, Share"

Disrupting the Meeting

**Developing Sustainable
Online Learning
Resources**

Knowledge is Power

It's All About the Experience

**From Spreadsheets
to Unicorns**

**The People in Your
Neighborhood**

**Creating a Learning
Community for
Library Staff**

Human Library

**Legal Resources in
Genealogy**

**Proactive Community
Outreach**

**The Future of LSTA
Funding in Michigan**

**#WeNeedDiverseBooks
for Adults Too!**

Dawn of a New Website

**How Much Profit
Does a Library Need?**

**Get Out There! Meet the
Community Where They Are**

**Digital Engagement that
Creates Library Fans**

**Thrive! Don't Just Survive Your
Facilities Construction Project**

Creating a Library Legacy

**Meeting the Public
Where They Are**

**Let's Talk...ELL/ESL Programs
in Public Libraries**

**Recording Reference
Transactions**

II - IV Radisson Lansing Hotel)

Partners in Your Community

Patrons Just Wanna Have Fun!

Ask the Lawyer

**Michigan Harwood
Cohort Panel**

Beyond Sea to Shining Sea

Children in the Library

WEDNESDAY | OCTOBER 26, 2016**10:30 - 11:30 a.m.****A Place to Call Home: Michigan Public Librarians' Perceptions of Their Homeless Patrons****Room: 103-104**

Labeled "third-sector" community organizations, public libraries serve homeless individuals by default. While these constituents may view libraries as a refuge, library staff members have a more complicated relationship with them. Using focus group interviews with a wide array of library personnel and published codes of conduct as its primary data sources, this qualitative study explores how public libraries in eight Michigan urban communities perceive and serve homeless patrons. Recommendations for enhanced collaboration between social service agencies and public libraries are provided.

Mark A. Giesler, Saginaw Valley State University

Developing Sustainable Online Learning Resources: An Innovative Collaborative Solution**Room: Governor's**

Librarians rely on their expertise and experience when providing face-to-face instruction, and on learners for visual cues to gauge understanding. What happens when we are asked to move these face-to-face experiences to an online asynchronous platform? In this session, our team will discuss how a collaborative instructional design consulting model was used to take complex content from a medical informatics course for pharmacy students and move it to online multimedia modules using PowerPoint and a Content Management System. We will describe how this approach creates a sustainable model of design that can easily accommodate future changes and revisions.

Veronica Bielat, Wayne State University; Steven Remenapp, Wayne State University; Wendy Wu, Wayne State University

Disrupting the Meeting: Build Your First Team**Room: 205**

The challenge: A legacy of quarterly management team meetings that were too often a complaint-fest, full of conflict avoidance. The countermeasure: Inspired by "R-squared" and "The 5 Dysfunctions of a Team", we developed a year-long curriculum designed to help all recognize that Management Team is their First Team. The outcome: An institution-wide reorganization during which our management team pulled together in a way it never had before. In this session explore how to foster your own first team as well as engage in interactive exercises that will spark creative problem-solving and break down barriers.

Marla J. Ehlers, Grand Rapids Public Library; Kristen Krueger-Corrado, Grand Rapids Public Library

Library Management for Beginners**Room: 101-102**

Casey and Val enjoy an informal bantering relationship where they will be discussing some key points for managing personnel and other library issues. Casey sees issues with new, fresh eyes; while Val is a seasoned veteran of library management. Val and Casey will be reviewing the ins and outs of some tough decisions and how to handle them, including issues with training, hiring, firing and managing staff in a different "age" bracket.

Casey Adams, Roscommon Area District Library; Valerie Meyerson, Petoskey District Library

Ready, Set, Hire! Planning for the Unexpected**Room: 202**

A key responsibility of the library board is to provide a qualified librarian to direct the day-to-day operations of the library. What happens if your current director leaves – whether by their own choice, the board's preference, or due to unforeseen circumstances? Without a formal plan of succession for the director and key staff, the board could panic and make hasty and regrettable hiring decisions. To avoid such turmoil: be prepared!

John Keister, John Keister & Associates

"Select, Sow, Share" - Seed Libraries for Community Engagement and Wellness**Room: 203-204**

Veteran seed librarians Melissa Armstrong and Mary Russell will be joined by organic farmer and heirloom seed enthusiast Ben Cohen. Panelists will answer the "root" question: why have a seed library? They will share best practice tips, program tools, and practical expertise, and describe the many ways in which their programs have benefited both the library and the community.

Melissa Armstrong, Caro Area District Library; Ben Cohen, Small House Farm, Gardens Across America; Mary Russell, Tamarack District Library

Using the University Mission to Develop an Outreach Program for Underserved Communities**Room: 201**

As with most universities, a core component of the mission of the University of Detroit Mercy is service. To help support that mission, the University of Detroit Mercy awards annual Micro Mission Grants to any full or part-time faculty or staff member. Learn how a librarian at the University of Detroit Mercy School Of Dentistry was awarded a grant and collaborated with the Titans for Teeth mobile clinic to engage in outreach to elementary school children served by the mobile clinic.

Jennifer Bowen, University of Detroit Mercy School of Dentistry Library

1:30 - 2:30 p.m.**It's All About the Experience: Improving User Experience in Public and Academic Libraries****Room: 203-204**

Providing excellent experiences for our users is something that unites us regardless of what type of library we work in. This panel will bring together librarians from a diverse set of institutions to discuss ways in which we intentionally create user-centered environments and improve user experience. Attendees will take away multiple methods and techniques to better understand and improve user experience within their own library. This discussion will allow academic and public librarians to collaborate and learn from each other.

Michelle Boisvenue-Fox, Kent District Library; Carrie Donovan, Ferris State University; Andrea Estelle, Otsego District Library; Kristin Meyer, Grand Valley State University; Samantha Minnis, Grand Valley State University; Christine Tobias, Michigan State University

From Spreadsheets to Unicorns: 3 Free Management Tools for Your Next Project**Room: 205**

Do you have a project coming up that you'll need tools to tackle? Have you been keeping track of important projects on spreadsheets or post-it notes while trying to collaborate with colleagues? Been there, done that. For our most recent project, we moved our project tracking from Excel to a formal tool to manage our tasks. This presentation will explore three project management tools – Asana, Podio, and Trello – available online and as mobile apps. Best of all, they are free.

Steven Bowers, DALNET; Kristy Eklund, DALNET

Legislative Update**Room: 201**

Join our GCSI lobbyists for the latest news on pending legislation impacting libraries today. Penal fines, millages and tax capture are some of the topics being addressed. Find out how the election results could affect your library.

Gary Owen, Governmental Consultant Services, Inc.; Chris Iannuzzi, Governmental Consultant Services, Inc.

Knowledge is Power**Room: 202**

Library administrations, trustees, staff, and friends groups all share the same mission – support the library. They can help ensure the success of that quest by initiating robust and regular communications among the groups. Increased understanding of the challenges and responsibilities of library partners can boost their collaboration and support and lead to greater success for everyone. An interactive discussion will encourage attendees to share examples of the value of information sharing among disparate groups.

Allison Arnold, St. Clair County Library System; Shirley Bruursema, FOML Trustee Alliance; Paul Snyder, Friends of Michigan Libraries

The People in Your Neighborhood

Room: Governor's

Get to know the people around you in a whole new way! Everything from their shopping habits to what they do for fun is waiting for you to discover. Demographic information such as this is at your fingertips and can help you with strategic planning, increasing foot traffic, and collection development. This session on using Business Decision to get to "know" the people in your neighborhood or community will give you the opportunity strengthen your understanding of the people you serve and empower your decision making. Become an evidence based data driven decision maker!

Deb Renee Biggs, Library of Michigan; Kristin Shelley, East Lansing Public Library; Kimberly Young, Houghton Lake Public Library

The Solution Center

Room 101-102

Are you curious about how the organizations in our exhibit hall could assist your library or how their products and services could impact or benefit your community? These short 15-minute education showcases provide an opportunity for our exhibitors to reach you on a whole new level. Find out how our partnering organizations can help you solve problems or provide better services for your patrons.

Increasing the Reach of Assistive Technology for Library Patrons

Across the world, library investments in online access and online resources are being undermined by a simple reality. Few with print disabilities are using assistive technology that could improve their online experiences. Segments that are underserved by assistive technology include seniors, people with learning disabilities, people with low vision, and people with low literacy. In the US alone, over 100 million have print disabilities, yet fewer than 5% of this population uses assistive technology. Sitecues, is taking a new approach to the design and delivery of assistive technology in order to dramatically increase its reach and impact. Our approach is Sitecues (www.sitecues.com), a technology that makes websites, web content, and web browsers more accessible and usable. Sitecues is working with libraries such in multiple ways to bring the benefits of assistive technology to library patrons with a wide range of needs and abilities.

John Carlin, Ai Squared

Community Outreach: Best Practices to Reach and Engage New Users

Learn best practices for marketing and outreach from our network libraries to raise awareness and usage of your OverDrive service.

Zach Bischof & Matthew Jurn, OverDrive

Working Smarter and Safer with Motorized Carts

This presentation will demonstrate why investing in motorized material handling products helps save the library money in multiple ways. These products can save in areas of workman's compensation, absenteeism, labor and much more. Studies show that injuries known as MSDs, which are sprains, pulled muscles or tendons, account for 80% of workman's compensation claims. By investing in motorized carts that help move heavy loads, libraries can prevent such injuries and improve employee morale.

Chris Spanding, Amigo Mobility International

Toxic Bosses: Signs & Strategies

Room: 103 - 104

As the popular saying goes, "Employees don't leave organizations, they leave bad bosses." This presentation will look at the variety of toxic bosses and strategies for working with and for them. We will also challenge you to consider if you have toxic tendencies and offer tips on how to change your style for the good of your organization.

Rebecca Higerson, Brandon Township Public Library; Michele Pratt, Delta College

3:15 - 4:15 p.m.

Executive Exchange - Pre-registration Required

Library Board Meetings: How to Run a Good Meeting from a Lawyer's Perspective

Room: 101 - 102

This session will focus on common legal issues that arise at meetings and how to address them. Topics will include having well drafted bylaws, knowing the Open Meetings Act, addressing when you should have a written resolution, respecting other board members opinions and handling comments and questions from the audience.

Anne Seurnyck, Foster Swift Collins & Smith PC

Creating a Learning Community for Library

Staff: Peer-to-Peer

Room: 202

Library staff want to connect with one another, both formally and informally, to learn from each other's expertise and experiences. That consistent message resonated across a sequence of Community Conversations with librarians from Indiana and Michigan in 2014. That message then served as a catalyst for MCLS to begin developing and supporting a series of peer-to-peer learning opportunities. From Twitter chats and Facebook groups, to roundtables, peer-led webinars and more Community Conversations, library staff are leading the dialogue. We will share what they are talking about and what we learned in our 2016 "Deeper Dive" Library Community Conversations.

Michelle Bradley, MCLS; David Votta, MCLS

Human Library

Room: 203-204

The Human Library is an international movement to help combat discrimination and prejudice. The idea is to foster conversations between people who may not otherwise meet. Through these contacts and thoughtful conversations, barriers are broken down which are cornerstones of prejudice. Come learn how to organize and facilitate your own Human Library.

Allison McFadden-Keesling, Oakland Community College

Legal Resources in Genealogy

Room: Governor's

Family history records are often related to court records. This presentation is a discussion of the former courts of equity (Chancery) courts in Michigan, and an approach to understanding the proceedings there. Other topics include private laws, court briefs, arrangement of federal and state statutes and the language of wills, trusts and land sales. Suggestions of how to approach genealogist's questions will be offered, as well as guidance on copyright and privacy concerns.

Janice K. Selberg, State Law Library

Multiracial in a Monoracial World: How the Library can Move Forward to Meet the Emerging Needs of a Growing Population

Room: 103-104

With a growing interracial population throughout the U.S. and Michigan, this session will highlight demographic and publishing trends with regard to mixed race issues for libraries of all types. We will suggest and illustrate ways to better serve interracial individuals, families and communities from pre-school to adult through enhanced collections that reflect this population and expanded services and programs that connect with the experiences of mixed-race people.

Karen Downing, University of Michigan Library; Helen Look, University of Michigan; Darlene Nichols, University of Michigan

Taking Your Career to the Next Level - Part I

Room: 201

Are you ready to kick your career up to the next level? Have an idea you want to share with your colleagues? Consider the world of professional development through publishing and presenting. Learn how to establish name recognition in your area of expertise through social media. We will explore how to write winning proposals to begin publishing and presenting those great ideas. We will also help you conquer your fears of public speaking with practical tips that will make your presentations more dynamic. Follow these steps to successfully enter the world of posting, publishing, and presenting, and watch your career flourish!

Holly Hibner, Plymouth District Library; Mary Kelly, Lyon Township Public Library

4:30 - 5:30 p.m.

Executive Exchange - Pre-registration Required

Room: 101-102

An unconference in a conference. What keeps you up at night? Join library directors, deans and upper management in frank and open roundtable discussions about boards, budgets and other challenges. You choose the topic and learn from your colleagues.

#WeNeedDiverseBooks for Adults too!**Room: Governor's**

While the #WeNeedDiverseBooks campaign focuses on positive diverse stories for young readers, the same resources and support are needed for adults. This panel discussion will look at the institutional forces working to marginalize large segments of the reading public, resources for expanding our awareness and purchasing, as well as passing along some great titles. We're lucky to be living in times where more great diverse books are out there just waiting to be found—even if not equally promoted.

Sara Doherty, Capital Area District Libraries; Eyal Suseela, Capital Area District Libraries; Jessica Trotter, Capital Area District Libraries

Library of Michigan's Library Law LIVE**Room: 103-104**

What's trending in Library Law in Michigan? What types of issues and questions are libraries facing? What are the Top 10 things Libraries (and library directors/trustees/staff/Friends) should know? Clare Membiela, Library of Michigan's Library Law Consultant will discuss these topics and more in this presentation. Time will also be reserved for participant questions, so come with your queries!

Clare Membiela, Library of Michigan

Proactive Community Outreach: Key to the Future**Room: 202**

Community outreach can expand your library brand, attract new clients, and provide opportunities to offer new services as well as gain collaboration partners. Community Outreach is the key to the future. This panel will discuss the success of a number of southeast Michigan public libraries in expanding their reach into the business community and organizations offering support to new and existing businesses. These efforts resulted in collaborations with SBDC, SCORE, chambers of commerce, and other service groups. The discussion will build on the Engagement Marketing framework promoted by Gail Goodman former owner of Constant Contact.

Kim Esper, Howell Chamber of Commerce; Steve Feinman, SCORE District 515; Melissa Henry, Clarkston-Independence District Library; Donna Olson, Salem-South Lyon District Library; Richard Lim, Howell DDA; Keegan Sulecki, Chelsea District Library; Brandi Tambasco, Howell Carnegie District Library

Taking Your Career to the Next Level – Part II**Room: 201**

Are you ready to kick your career up to the next level? Have an idea you want to share with your colleagues? Consider the world of professional development through publishing and presenting. In Part II, Kevin King will help you conquer your fears of public speaking with practical tips that will make your presentations more dynamic. Learn how to craft a presentation that will be both entertaining and informative. Participants will discover a myriad of tips and tricks from a librarian who has presented all over the country on multiple topics. Even the introverted will gain the valuable insight needed to impress their colleagues and supervisors.

Kevin King, Kalamazoo Public Library

The Future of Library Services & Technology Act (LSTA) Funding in Michigan**Room: 203 – 204**

The Library Services & Technology Act (LSTA) funds support a range of statewide services to the Michigan library community. The Library of Michigan uses a five year plan to guide statewide projects and a new one needs to be written for 2017-2022. Come talk to the Library of Michigan staff about what statewide services your community needs over the next five years. What ideas do you have about developing the next big pilot program? What are your goals for your local community? How can we be collaborating to improve our services to everyone in our communities? Come join the conversation!

Karren Reish, Library of Michigan

THURSDAY | OCTOBER 27, 2016**9:00 – 10:00 a.m.****Dawn of a New Website: From Proposal to Launch****Room: 202**

On March 22, 2016, Kent District Library launched its first new website in ten years. The previous site was built before eBooks exploded and before mobile-responsiveness was even a thing. Learn how KDL navigated the process from vendor selection to selecting a project team to the thousands of little decisions that add up each day before launch. Get a roadmap of the path KDL took to its new site with stops along the way at the RFP and vendor interview process, project management, content migration, usability testing with targeted audiences, and finally to launch, debugging and marketing your new site.

Vivi Hoang, Kent District Library; Heidi Nagel, Kent District Library

Get Out There! Meet the Community Where They Are**Room: 205**

In January 2014, Capital Area District Libraries reorganized the long-standing outreach department. This presentation covers the reimaged outreach department. With a larger than ever department, including experts on business, digital literacy, local history, youth outreach, a bookmobile and more. The librarians are meeting community members where they are and fulfilling community needs in new, never imagined ways. Come learn about these outreach successes and methods to start your own successful outreach efforts.

Erin Kurtz, Capital Area District Libraries; Jessica Goodrich, Capital Area District Libraries

How Much Profit Does a Library Need?**Room: 203 – 204**

Like it or not a library is a business. Both require customers, revenue for operations, have fixed and variable costs for operations to pay, and would like to remain solvent or profitable. Yes libraries and nonprofits are allowed to have profit; they just cannot distribute or take profit out of the business. But why does a library need a profit? It needs it for some of the same reasons a business entity needs one. Libraries and businesses have infrastructure that needs to at least be maintained or improved. New technology has to keep pace with client demand and other material must be obtained to satisfy client needs. This session examines an approach for a library to build capital investment into the request for funding whether as a millage, form a government general fund, supplemental grant funds, or supporter fundraising efforts.

Steve Feinman, SCORE District 515; Edward Krupa, SCORE

So Much More Than Vampires: Young Adult Books with Adult Appeal**Room: 201**

Two enthusiastic adult readers of Young Adult Fiction are here to tell you what you and your adult patrons have been missing out on from the young scrappy and hungry world of YA. From new books to classics we'll cover a broad range of genres and formats to help you enhance your reader's advisory to both teens and adults.

Kricket Hoekstra, Rochester Hills Public Library; Sarah Jones, Clinton-Macomb Public Library

Soup to Nuts: Rapid Iteration for Innovative Customer Service**Room: 103 – 104**

Stuck in the quagmire of project management? So were we. This year we ran a series of experiments to learn how to better serve our users. Using the methods in "The Lean Startup" we started a new approach to customer service. Our department created small teams focused on fast projects to meet our organizational goals and user needs. Learn how rapid iteration helped us succeed, or fail, quickly and how to focus on winning strategies based on validated metrics.

Chris Bulin, JSTOR; Lauren Trimble, JSTOR

Weed Smart**Room: 101 – 102**

Learn how to make any weeding project a public relations dream. In this session, "Awful Library Books" co-authors Holly Hibner and Mary Kelly discuss communication, transparency, and timing. Get the staff and patrons on board, be clear with your weeding plan, and set a pace that allows for careful decision making. Holly and Mary will also talk about how to dispose of weeded materials properly and respectfully. No one wants their library in the headlines for a weeding fiasco, so learn how to weed smart!

Holly Hibner, Plymouth District Library; Mary Kelly, Lyon Township Public Library

11:15 a.m. – 12:15 p.m.**All Ages Welcome: Collaboration Across Departments to Provide All-Ages Programming****Room: 201**

Think big and work together to host all day and all age library programming outside of Summer Reading kick-off events. Orion Township Public Library has hosted several all day, all age events with great success. The planning and implementation required cooperation among the youth, teen, and adult departments. Come and learn how OTPL plans and hosts a geektastic Star Wars Day and a magical Harry Potter Day. Be inspired by how separate departments can come together and provide an excellent experience for all library patrons.

Gina Bucalo-Crowther, Orion Township Public Library; Kathleen Kozlowski, Orion Township Public Library; Halli Zalesin, Orion Township Public Library

Creating a Library Legacy: Ensuring Financial Stability for Decades**Room: 205**

Many people support charities throughout life but don't make charitable bequests because they weren't asked or don't know how. LEAVE A LEGACY is a public awareness campaign designed to educate the public and promote the message that people from all walks of life can "make a difference in the lives that follow." A speaker's bureau of financial planners and estate attorneys sign a code of ethics and make themselves available to provide non-commercial presentations to educate people about the possibilities. Learn how this program can educate you and your patrons about supporting the causes you care about beyond your lifetime.

Julie Meredith, Clarkston Independence District Library; Bill Winkler, Kavanagh Winkler & Associates

Digital Engagement that Creates Library Fans**Room: 202**

Reach your library constituents in the most convenient way possible, on that phone that's never far from their fingers. With a new mobile-friendly website, an opt-out policy for eNewsletter subscriptions and an active blog with lots of community giveaways, Kent District Library has in some areas tripled customers' digital engagement in the first few months of 2016. Learn how to generate content people want to like, and how you can increase positive customer engagement without destroying your staff, becoming a spammer or violating the library privacy act.

Heidi Nagel, Kent District Library; Vivi Hoang, Kent District Library

Exploring Public Library Outreach to the K-12 Market**Room: 103 – 104**

An important but often times under-emphasized aspect of public library services is outreach to K-12 teachers, staff, students, and parents. In this session we will explore the benefits to all stakeholders of successful public library – K-12 partnerships by looking at current outreach efforts of two libraries. Finally, we will identify how to use the eResources in MeL to assist K-12 schools to achieve academic improvement.

Calvin Battles, Jackson District Library; Christine Schneider, Library of Michigan; Amy Young, Clinton-Macomb Public Library

Thrive! Don't Just Survive Your Facilities Construction Project**Room: 203 – 204**

Completing a facilities construction project is not for the faint of heart. To successfully open the doors to your beautiful new or renovated building requires thorough investigation, preparation and planning. We'll cover the project stages, the timeline, who should be on the team and why, as well as the importance of flexibility and communication. The devil is in the details, thousands of details. Prepare for the unknown. Expect it's going to be an emotional rollercoaster for library staff and customers. We'll share what we have learned and give you tips on how to thrive no matter what comes your way.

Jerilee Cook, Howell Carnegie District Library; Ray Kopja, Howell Carnegie District Library; Holly Ward Lamb, Howell Carnegie District Library; Kathleen Zaenger, Howell Carnegie District Library

What to Say and How to Say It: Using Words and Images to Craft Your Message**Room: 101 – 102**

Heard of "location, location, location?" For online marketing, it's "content, content, content!" What you say, and the way you say it (tone, date, time and frequency) is how you will attract, engage and be shareworthy to your audiences. This session will teach you time-saving tips, techniques and yes, even apps that will help your content – and the way you share it – succeed! We'll cover tidbits like how many links create the most engagement, how to turn questions into high-open subject lines, tips on using graphics, picture and videos and more. We'll give you the structure and tools to make creating your content fast, easy and effective!

Tamara Jaros, Spark Your Leads

1:45 – 2:45 p.m.**> SPOTLIGHT PRESENTATION <****Bringing Your Best****Room: 103-104**

"The delicate balance of mentoring someone is not creating them in your own image, but giving them the opportunity to create themselves." — *Steven Spielberg*

This session was created as an offshoot to MLA's successful Mentor Program. Do you know your strengths? Can you pinpoint your behavior styles or areas where you need professional growth? Join Pinky McPherson, owner of PMc Consulting, in an interactive session utilizing DiSC concepts on behavior styles and emotional intelligence. Gain baseline information on your behavior style that can help you build effective relationships. Learn about the benefits of mentorship and networking with individuals with diverse behavioral strengths in this engaging session.

Pinky McPherson, PMc Consulting

Government Relations Panel**Room: 201**

Lobbying holds elected officials accountable for their actions and it puts a face on the issues. So what is the most effective way to influence your elected officials? Hear four very different government relations success stories and take away ideas to spark your own participation in the legislative process.

John Chrastka, EveryLibrary; Gary Owen, Governmental Consultant Services Inc.; Mary Rzepczynski, Delta Township District Library; Lance Werner, Kent District Library

Let's Talk...ELL/ESL Programs in Public Libraries**Room: 203 – 204**

Learn how to plan, implement and promote ELL/ESL programs in your library. Get tips on recruiting, training and retaining ESL volunteers. Learn how to build relationships with your local literacy organization and the adult education department of your public school system. Discover how to host an ESL book discussion program and select books they will love to read!

Denise Dorantes, Dearborn Public Library; Ellen Pare, Canton Public Library; Mary Storch, Novi Public Library

Meeting the Public Where They Are: MeLCat, Linked Data and Web Search

Room: 202

Twenty-first century libraries are working to meet users where they are. To do this libraries must make their holdings visible on the open web by transforming library records found in library systems to linked data. By using the language of the open web, libraries can meet the public where they are online and drive them to library websites and online catalogs increasing use of library resources. This session will detail an experimental project by MCLS and Library of Michigan to transform millions of MeLCat records into linked data and increase visibility and use of libraries and MeLCat in Michigan.

Debbi Schaubman, MCLS; Shannon White, Library of Michigan

Recording Reference Transactions: Tools

Room: 205

The days of using tally counters to track transactions at the reference desk are passing. While libraries use a wide variety of tools, most use only one tool to assess the multiple layers of reference transactions. No guidelines from the American Library Association for documenting these transactions are available. The goals of this presentation include: compare and contrast; identify aspects (e.g. maintenance, content) that could potentially be beneficial in the selection process; and to bring awareness of these tools. This work is guided by a gap in existing literature. Data showed that customization and cost are key factors.

Marilia Antunez, University of Akron Libraries

The Canton Book Project: Programming Beyond Book Groups and Author Visits

Room 101 – 102

In 2015, the Canton Public Library launched the Canton Book Project as an innovative way to promote reading throughout the Canton community. Centered on the principle that inspired readers are ideally suited to promote the love of reading, this peer-to-peer program has helped put over 200 books into the hands of nonreaders. This presentation will outline the steps CPL took to develop and launch this program and highlight ways other libraries could replicate it.

Laura Fawcett, Canton Public Library

FRIDAY | OCTOBER 28, 2016

9:00 – 10:00 a.m.

> SPOTLIGHT PRESENTATION <

It's My Library Too!

Room: 103 – 104

Starting with getting through the entrance and to the front desk, and continuing through the process of locating and accessing both library holdings and services, blind and visually impaired people struggle to take advantage of one of their community's most precious possessions, their public library. Those libraries who have attempted to provide services for this population frequently come away feeling like the person who throws a party and no one comes.

Come learn how you can make your library a place where people who are blind or visually impaired feel welcome, well-served and a full member of the library. Also learn how you can get your message of service to the blindness community so they can learn just what you can offer them.

Brian Charlson, The Carroll Center for the Blind

Ask the Lawyer

Room: 205

This session will address frequently asked questions and allow audience members to ask questions. Topics will be directed by audience interest, but can include Library Privacy Act, District Library Establishment, the Open Meetings Act, Freedom of Information Act compliance, patron behavior policies, bylaws, meeting room policies and more.

Anne Seurynck, Foster Swift Collins & Smith

Literature in Color

Room: 201

What do Sharon Draper, Carl Weber, Jerry Pinkney and Jason Reynolds all have in common? You're right, as African Americans, they all have colored the world of literature with their experiences and unique, creative writing styles. This workshop on the African American Read-In Chain will share with you why this dynamic program was created, how you can promote it in your community and the benefits of sharing works written by African American authors. Participants will also learn about collaborating with other groups and organizations to help make the Read-In Chain a natural part of your African American History Month celebration.

Rhonda Farrell-Butler, Public Libraries of Saginaw

Partners in Your Community

Room: 202

If you are looking for ways to make your library more visible in your community, consider partnerships with businesses and organizations right in your community. Learn about "Outside the Lines" and other opportunities for partnerships, including the local cable channel, businesses, and locations of "little libraries." Get out in your community, and take the library with you!

Karen Knox, Orion Township Public Library

Patrons Just Wanna Have Fun!

Room: 203 – 204

STEM/STEAM activities, makerspaces, passive programs? Call it what you want, but it all means one thing. Patrons (and librarians) want to have fun! Two fun-loving librarians will show you how to create simple activities to engage with patrons of all ages and turn a small spot in your library into an ever-changing point of interest. Successful (and a few not so successful) examples will be shown, new ways to think about passive programs will be discussed, and tips for finding and creating simple activities will be shared.

Hillary Berry, Paw Paw District Library; Brandon Bowman, Oak Park Public Library

SAVE THE DATE

OCTOBER 18-20



Lansing

Raising the Bar on User Experience Studies: A Mixed Methods Approach for Website and Catalog Evaluations

Room: 101 – 102

This program provides details about the methodology used in a recent digital user experience study designed to evaluate patrons' experiences with a library's website and online catalog. The study design included server statistics, an online survey, observations of users, brief interviews, and focus groups. Data from over 1,200 participants were collected and analyzed, resulting in detailed information about users' opinions, preferences, and desires. The strengths and weaknesses of this approach will be discussed, as well as suggestions for enhancing user experience studies in general. *Whitney DeCamp, Western Michigan University Kercher Center for Social Research; Rebecca Sevin, Western Michigan University*

10:15 – 11:15 a.m.

>SPOTLIGHT PRESENTATION<

Accessing the Print Word for the Blind and Low Vision Person

Room 103-104

In this day and age where there are so many ways to read the printed word, how do people who are blind or have low vision access books, periodicals and other information? Is it simply a matter of turning on a tablet or smart phone? Which devices work well and which do not? Which sources are accessible and which are not? How do people learn about what is available and how to use them?

Come see, hear and touch many of the book reading devices and programs used by those who are blind or visually impaired. Learn about where and how this important population get access to periodicals, books, movies and more.

Brian Charlson, The Carroll Center for the Blind

Beyond Sea to Shining Sea: Bilingual Programs for Children and Families

Room: 203-204

In our country's ever-changing patchwork of languages and cultures, many libraries serve diverse populations, ranging from English-only speakers to multilingual households. This presentation will introduce youth librarians to a variety of methods for designing and implementing bilingual storytimes that will best meet the needs of their community. Attendees will learn how to use local resources and build community partnerships to share a world of languages with children and families in their own library. Presented by librarians from two different libraries and communities, audiences will easily be able to apply the information to any library community.

Jodi Krahnke, Ypsilanti District Library; Ashley Lehman, Ferndale Area District Library

Children in the Library: A Legal Perspective

Room: 205

Children are important library patrons. There are unique issues that apply to children using the Library. This session will focus on some of those legal issues. Topics include the Library Privacy Act, CIPA, PA 212, unattended children's policies and other legal implications of children using the Library.

Anne Seurnyck, Foster Swift Collins & Smith

Michigan Harwood Cohort Panel

Room: 202

In March 2016, 54 Michigan library staff began a 10-month undertaking. They attended a one and a half-day workshop taught by coaches from the Harwood Institute for Public Innovation. During the workshop the cohort was organized into two smaller groups, which for the remainder of 2016 will participate in additional training, and develop action plans to move their communities forward. A panel of three of the participants in this training program will present how they have utilized these community engagement tools, what impacts they have made in their community and how this process has raised the visibility of the library within their community.

Doreen Hannon, Salem-South Lyon District Library; Karen Knox, Orion Township Library; Donna Olson, Salem-South Lyon District Library; Perri Saunders, White Pigeon Township Library; David Votta, MCLS

Wait, I Have to Consider Copyright in New Media?

Room: 101 – 102

Yes, you still have to consider copyright when it comes to new media! Sure, the internet is increasingly providing us with a wealth of information in new forms like podcasts, streaming video, blogs and social media. This media is often freely available online and easily accessible. But who owns the intellectual property? How can I use it? Does Fair Use apply? This session will attempt to provide clarity on copyright and new media. Bring your questions and experience.

Michael Priehs, Wayne State University

Want to Take Your Library to the Next Level? Start a Library Foundation

Room: 201

There is a formal check list to start a foundation, but what does it mean to your library and your community? If you have an active Friends group will they feel threatened? Will it look like two different groups are raising money for the same library? Is there a strong local Community Foundation and how will the Library Foundation relate to them? Foundations can raise funds that would otherwise not be raised by the library through many traditional channels: annual giving, special events, planned giving and from corporate foundations. Hear what many of the Michigan library foundations are doing successfully, how they make a difference to the libraries they serve and how it impacts the community.

Richard Schneider, Muskegon Area District Library



The Board and Staff of the
Clinton-Macomb Public Library
thank and congratulate the
Michigan Library Association
for **125 years of service**
to the library community!



Clinton-Macomb Public Library
Explore your life, your community, the world!



Academic Libraries 2017

March 9, 2017

Librarians, both individually and collectively, have a long history of engagement with human rights issues as they pertain to libraries and the communities they serve: against censorship and discrimination; in support of the rights of immigrants, cultural minorities, the destitute, people with disabilities, children and young adults, the LGBTQ community, the senescent, those who are illiterate, and the imprisoned. Librarians also protect human rights by developing diverse collections, programs and services, and preserving cultural and historical records. Join the Michigan

Library Association on Thursday, March 9, 2017 as we explore how academic libraries in particular can impact social justice. Through this day-long event, speakers, posters, workshops, and more, will delve into the various ways that academic librarians can best become advocates for our users in a culture that is rapidly changing. Don't miss this event, and the chance to connect and learn from a multitude of perspectives!

Spring Institute

March 30-31, 2017

This two-day conference brings together statewide children and teen service librarians to share, learn and experience best practices. Valuable programming includes award-winner authors, illustrators and nationally recognized keynotes and presenters.

Managing Digital Resources Webinar

April 21, 2017

The ever increasing volume of e-resources require the 21st century librarian to deploy new solutions to these questions and provide easy access to these e-materials. Learn the latest trends in digital resources management and how you can incorporate these new approaches into your institution.

Community Collaborations – Mental Health in Libraries

April 28, 2017

Helping mentally ill patrons is a challenge that libraries are grappling with, but most have limited resources, training or information on how best to handle the situations that arise. In many communities libraries act as safe havens for people suffering from mental illness. With limited treatment centers and public funding to

*Congratulations
& Thank You!*

Many thanks from Lakeland Library Cooperative and our member libraries for MLA's 125 years of support for Michigan libraries. Here's to many more!





2017 Professional Development Events



accommodate proper follow-up care with these individuals the library as a safe haven will likely continue. In this workshop learn how to find the best strategies and resources to better accommodate these patrons. Discover community partnerships that could strengthen the resolve to provide the help these individuals deserve.

Hybrid Librarian

May 19, 2017

Inspired by the Library Journal, March 9, 2016 article, "Top Skills for Tomorrow's Librarians," the Hybrid Librarian Workshop is offering an experience that will blend collaboration, communication, creativity, critical thinking, and flexibility. Engage with your colleagues while experiencing Stanford University's "Virtual Crash Course in Design Thinking." Be inspired to flex your creative leadership skills with an experienced leadership coach. At the end of the day you will leave ready to explore your inner hybrid librarian.

Executive Summit

June 2, 2017

This valuable one-day event is designed to engage library leaders at the top or on their way to the top. Public, academic and specialty librarians all have a chance to learn about the key issues and future of libraries. Anyone looking to broaden their perspective should attend!

MLA 2017 Annual Conference

October 18 – 20, 2017

Annual Conference is a three-day conference schedule for October 18 – 20, 2017 in Lansing. We look forward to having you back in Lansing for this great event!

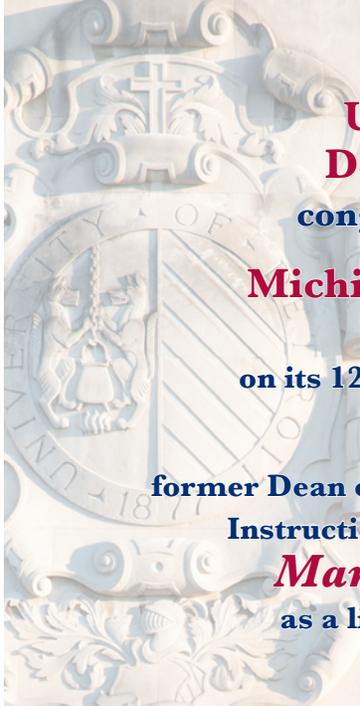
Emerging Leaders Half-day Workshop Series

Dates to be announced soon!

Get connected with leaders and information that are shaping the future. The Emerging Leaders Half-day Workshop Series offers the ideal setting to expand your horizons and discover new opportunities to engage with your fellow librarians. This three session series will cover Managing Change, Managing Others and tips for the New Director. Join us for all three or pick one that speaks to you!

MLA Webinars

Dates and topics to be announced soon!



**University of
Detroit Mercy**
congratulates the
**Michigan Library
Association**
on its 125th Anniversary
and recognizes
former Dean of Libraries and
Instructional Technology
Margaret Auer
as a lifetime member



UNIVERSITY OF
DETROIT MERCY
Build A Boundless Future



LIBRARIAN OF THE YEAR

For more than 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.

2016 LIBRARIAN OF THE YEAR

TAMMY TURGEON

Sterling Heights Public Library, Suburban Library Cooperative



The Michigan Library Association (MLA) is pleased to announce Tammy Turgeon has been named 2016 MLA Librarian of the Year. Turgeon, director of Sterling Heights Public Library and Suburban Library Cooperative will receive the award during the MLA 2016 Annual Conference Keynote lunch on Thursday, Oct 27.

Tammy Turgeon has been serving the southeast Michigan community since 1993 and earned her Master of Library and Information Science degree from Wayne State University in 1994 and her B.A. in Elementary Education from University of Michigan in 1991.

As part of an ongoing effort to connect schools with their local public libraries, Tammy is coordinating the Suburban Library Cooperative members' expansion of the ConnectEd program started by the Clinton Macomb Public Library. This project would allow schoolchildren from 20 school districts in Macomb County, Troy and Harper Woods to access the area's 21 public libraries' electronic resources in the classroom, at home or on the go simply by using their school ID card.

"Tammy is a perfect example of today's librarian with the vision to reimagine library services and to help the libraries take on the many roles needed in the community," said Gail Madziar, MLA executive director. "Her use of technology to provide access to library resources and equal learning opportunities will help all students succeed and acquire important 21st century information literacy skills. This is just one reason Tammy is so deserving of this 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.

Congratulations 2016 MLA Heart of a Champion Winners



LINDA LAVEY
Pinckney Community Library



JOHN SCHAEFFER
Superior District Library Board of Trustees,
Superiorland Library Cooperative

Congratulations to Linda Lavey of Pinckney Community Library and John Schaeffer of Presque Isle District Library for receiving this well-deserved award. Their efforts at their libraries and communities have had a positive influence on librarians and patrons around them. Here are a few words from the library directors who nominated Linda and John:

"Linda has been a wonderful and supportive village president. She is a very hard worker in anything she puts her mind to do. She has been a patron of the library since... well, forever! And that knowledge and love of the library's and community's history has truly been invaluable in our marketing and promotion, as well as the passing of our library's millage to acquire a bond for a new building in 2011 and our request for an operational millage increase in 2014. Most of all, she has been a fantastic advocate for the Pinckney Library."

Hope Siasoco, Director of Pinckney Community Library

"John's dedication to not just his community library but to libraries across the Upper Peninsula and beyond has been a great asset to what it means to support the true foundation of what a library can do for its community and what an individual can do for their library."

Amber Clement, Director of Presque Isle District Library

2015-16 YEAR-END REVIEW

MLA provides statewide support for libraries and library professionals

ADVOCACY

- Maintained state aid to libraries including last year's \$1 million increase in light of \$500 million revenue estimating deficit facing the state budget office.
- Seven MLA-initiated bills protecting libraries from tax capture and returning more than \$8 million to libraries passed through the Senate on a 36-2 vote and are awaiting house committee action. The Tax Increment Financing Authorities (TIFA) bills would prevent the tax siphoning from library millages.
- Worked with a coalition of associations and stakeholders to file a lawsuit and secure a permanent injunction against language in SB 571/PA 269 attacking free speech. Initiated a highly successful call to action on the bill and collaborated with national lobbyist EveryLibrary to engage 7,000 library supporters to fight this attack on libraries' ability to communicate with their communities about millage proposals.
- MLA supported a bill that would mitigate problems caused by the Michigan Tax Tribunal reducing tax obligations that allow thriving big box stores to be taxed at the same rate as closed-down, abandoned stores.
- MLA efforts defeated the diversion of penal fines with HB 4651 and HB 4905.
- Provided amicus curiae support for a library being threatened with closure and unlawful budget oversight by a local township board
- Worked to educate libraries and ensure they received their Personal Property Tax reimbursement from municipalities.

PROFESSIONAL DEVELOPMENT

MLA education benefited 836 library professionals at MLA conferences and workshops.

- MLA continued to expand and enhance the MLA Mentor program with 35 participants and 10 successful graduates in the one-year program increasing both volunteer opportunities and leadership building skills.
- Acquired technology platform for remote meetings and webinars.
- MLA provided a free Freedom of Information Act workshop cosponsored by the Coop Directors Association.
- A second successful and revamped leadership academy focused on professionalism and leadership including an MLA leadership option component for academy graduates.

MEMBERSHIP

MLA's organizational memberships total 303 with 1,017 individual members from public, academic, cooperative, special and K-12 libraries. Increased student membership by 28 percent to 122.

MEMBER ENGAGEMENT, COLLABORATION and NETWORKING

MLA members continue to serve their profession with 104 members volunteering and leading on MLA's Board of Directors, standing committees and work groups.

- MLA expanded micro-volunteering opportunities in communications with content curation for web and newsletter, social media and member outreach.
- MLA partnered with Coop Directors Association, Library of Michigan, MCLS, MAME and MIALA on a program highlighting the successful collaboration of public and school libraries.

WEBSITE and COMMUNICATIONS

The revamped website continued to evolve in response to member needs, including more online forms, improved navigation and better use of the event calendar features. Communication to members was enhanced and social media expanded.

SAVE THE DATE
OCTOBER 18-20

MLA 2017
Lansing



EXHIBITOR SOLUTION CENTER

Wednesday, October 26, 2016

1:30 – 2:30 p.m.

The Solution Center

Room 101-102

Are you curious about how the organizations in our exhibit hall could assist your library or how their products and services could impact or benefit your community? These short 15 minute education showcases provide an opportunity for our exhibitors to reach you on a whole new level. Find out how our partnering organizations can help you solve problems or provide better services for your patrons.

Increasing the Reach of Assistive Technology for Library Patrons

Across the world, library investments in online access and online resources are being undermined by a simple reality. Few with print disabilities are using assistive technology that could improve their online experiences. Segments that are underserved by assistive technology include seniors, people with learning disabilities, people with low vision, and people with low literacy. In the US alone, over 100 million have print disabilities, yet fewer than 5% of this population uses assistive technology. Sitecues, is taking a new approach

to the design and delivery of assistive technology in order to dramatically increase its reach and impact. Our approach is Sitecues (www.sitecues.com), a technology that makes websites, web content, and web browsers more accessible and usable. Sitecues is working with libraries such in multiple ways to bring the benefits of assistive technology to library patrons with a wide range of needs and abilities.

John Carlin, Ai Squared

Community Outreach: Best Practices to Reach and Engage New Users

Learn best practices for marketing and outreach from our network libraries to raise awareness and usage of your OverDrive service.

Zach Bischof & Matthew Jurn, OverDrive

Working Smarter and Safer with Motorized Carts

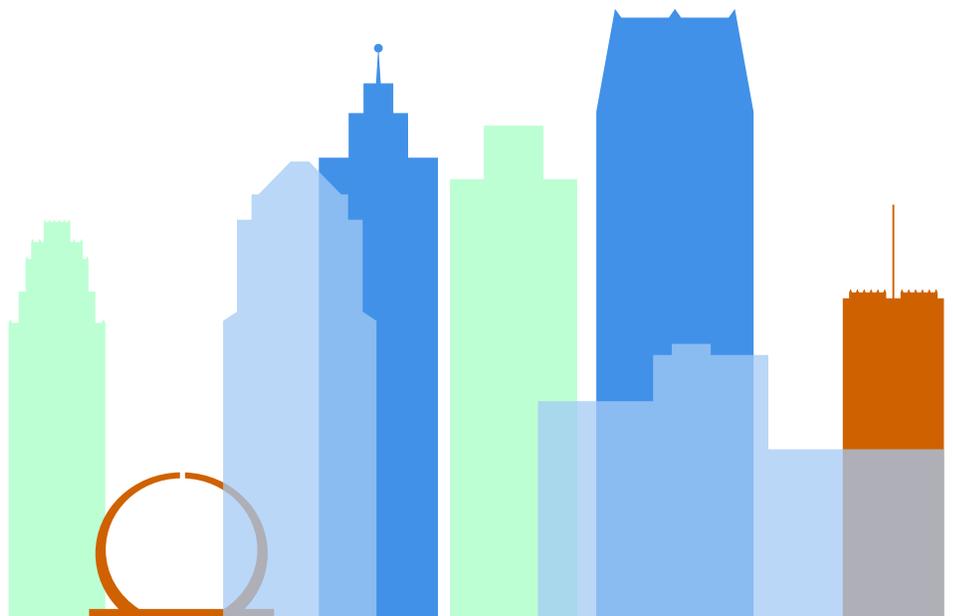
This presentation will demonstrate why investing in motorized material handling products helps save the library money in multiple ways. These products can save in areas of workman’s compensation, absenteeism, labor and much more. Studies show that injuries know as MSDs, which are sprains, pulled muscles or tendons, account for 80% of workman’s compensation claims. By investing in motorized carts that help move heavy loads, libraries can prevent such injuries and improve employee morale.

Chris Spanding, Amigo Mobility International

HAPPY 125TH BIRTHDAY, MLA!

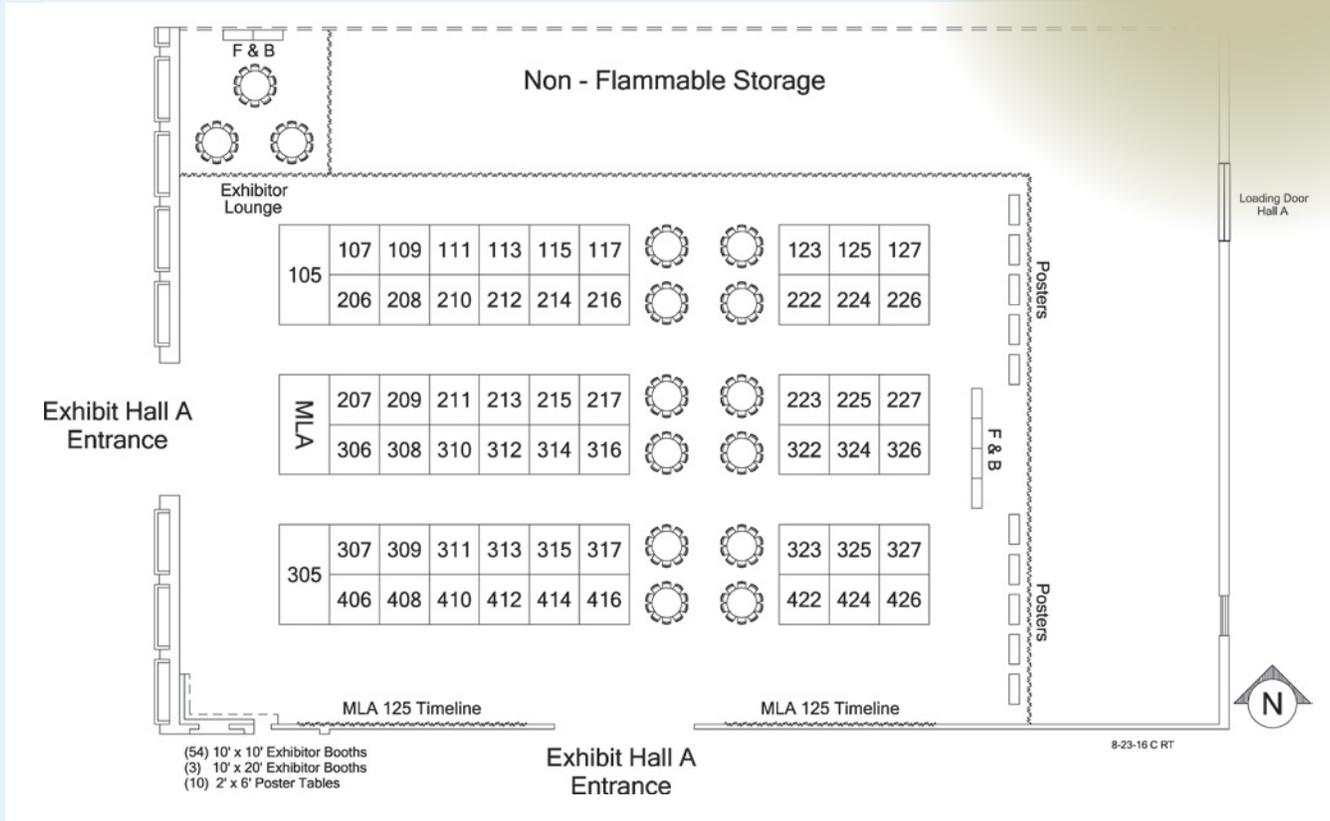


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