



Greeley Session Descriptions

Thursday, March 19, 2009

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8:30-9:15

Breakfast, Announcements, and Your CLiC Services

Valerie Horton, CLiC Executive Director
Shannon O'Grady, CLiC NE Consultant

9:15-10:15 Keynote Speaker

From Awareness to Funding: Moving from Love to Money

George Needham Vice President, Member Services
OCLC

OCLC was awarded a grant from the Bill & Melinda Gates Foundation to explore attitudes and perceptions about library funding and to evaluate the potential of a large-scale marketing and advocacy campaign to increase public library funding in the U.S. The findings of this research are now available in the 2008 OCLC report, *From Awareness to Funding: A study of library support in America*. George Needham will provide an overview on the key findings of this study and discuss the implications for levy and bond issue campaigns, strategic planning, and library marketing.

10:15-10:45 Break

10:45-12:00 Session One

Transforming Lives, Communities, and Now, Your Message

Sharon Morris Director of Library Development
Colorado State Library

Room: 132

Following the keynote on the OCLC study *From Awareness to Funding*, join us for an interactive, hands-on workshop. Library leaders will roll up your sleeves, take out your current marketing messages, and work in groups to transform your message. Bring your questions, responses, and ideas to this engaging session. Walk away inspired and ready to get more funding and support for your library.

Tip of the Iceberg: A Brief Introduction to Children's Literature

Kristi Madron Librarian
High Plains Library District

Room: 133

A quick run-through of some basic knowledge of children's literature, from board and picture books through chapter books and graphic novels for kids. Also covered will be some resources that will guide you through learning more about the topic on your own.

I Can Hear You Rolling Your Eyes: An Integral Approach to Customer Service

Melissa Powell Consultant
Authentic World LLC

Room: 129B

This workshop covers body language, genuine communication, varying body communication styles, and non-visual communication (phones, emails, signage). Most customer service training is "reactive-based," whereas this workshop is more holistic, focusing on integral behaviors which are applicable in any situation. By learning how to give consistent and dynamic customer service you not only prevent a difficult situation, but also gain skills that make your satisfied patrons even happier. Think this is only for the front desk? Managers, ponder this team communication angle: are you treating your co-workers as customers? You should be.

Open Source Peep Show: Open Your Tech Plan, Close Your Wallet, Keep Your Shirt On

Kieran Hixon Office & Technical Services
John C. Fremont Library District
Jesse Weaver Technical Assistant
John C. Fremont Library District
Judy Van Acker Consultant
CLiC

Room: 134

Feeling the squeeze from licensing fees? Is your ILS too expensive? Want to ditch the clipboard for a free PC reservation's system? Come to our open source peep show! Take a peek inside some free open source products that any library can use on an everyday basis. There are lots of choices and solutions. Come armed with your questions, leave with solutions based on what you need rather than what you can afford

The World of WorldCat: A Hands-on Look at Searching WorldCat with FirstSearch

Gillian Harrison Director, Marketing & Outreach
BCR

Room: Computer Lab 146

Increase your comfort level and optimize the powerful tools available in the FirstSearch reference interface. This workshop will address how to access FirstSearch, search WorldCat, navigate and manipulate lists of records, and develop search proficiency.

12:00 – 1:15 Lunch with Information Tables

Visit and learn more about the following organizations at their Information Tables during lunch: AIRS, BCR, CAL, Mackin, State Library, Talking Books Library, and Bulgarian Jewelry.

1:15 – 2:30 Session Two

Marketing, PR & Advocacy, Oh My...

Debbi MacLeod Director
Colorado State Library/ Talking
Books & State Publications

Nicolle Steffen Director
Library Research Service
Colorado State Library

Room: 132

Is there a difference between marketing, PR, and advocacy? How does branding fit into this equation? What tools would you use? The answer to these questions and more! Discover how to reach your target audience on their turf! Create innovative communication strategies sure to get you back to Kansas!

Best Books for Teens

Bobbi Craig Consultant
Mackin

Room: 133

Highlight starred review books for teens from professional journals over the last six months. Presentation will include booktalks of the best of the best and a list of recommended titles of books for reluctant boy readers as well as other teens. Middle and high school levels will be included.

That's Not What I Said! Learning to Understand Each Other

Melissa Powell Consultant
Authentic World LLC

Room: 129B

Communication is key to all successful organizations. Our personalities affect how we view and relate to the world. Once we understand how to communicate with others, management, customer service, and teamwork improve dramatically! Among all the various personality types there are different learning and communication styles, fears, insecurities, and defense mechanisms. This workshop gives you the tools to recognize your own and others' differences and become more aware of how and why they arise and affect your relationships with customers and co-workers.

Free, Practical Web 2.0 Tools for Personal and Professional Use

Jim Duncan Director of Networking & Resource Sharing
Colorado State Library

Christine Kreger Technology & Digital Initiatives Consultant
Colorado State Library

Room: Computer Lab 146

Many Web 2.0 sessions advertised at conferences focus on the benefits of these tools for the library or the library's patrons. This hands-on workshop is different: it will expose attendees to practical, web-based tools useful for everyday life, professional development, and personal growth. Geared to all levels of experience, this session will involve interaction, hands-on experimentation and discussion of practical tools for keeping current, staying organized, communicating, and collaborating.

2:30 – 3:00 Break

3:00-4:15 Session Three

Who Cares About the Patrons? Communicating in Libraryland

Victoria Petersen Technology Manager
Mancos Public Library

Room: 129B

This workshop will focus on staff and general library communications. Participants will journey through the biblioblogosphere, learn how to foster communications internally and across the globe, and visit with librarians in virtual worlds. We will highlight staff communications: large and small libraries alike may have employees that rarely see each other. Learn how to create a staff intranet/wiki to foster communication between staff members. Today's web tools make it easy to collaborate and network with librarians across the globe. Using these tools to interact with others will connect you to a larger community "Libraryland" beyond your immediate area. Learn to use sites such as Facebook, Twitter, and Second Life to brainstorm, find out about new opportunities, and generate ideas.

A Library Support Staff Certification Program: Is the Profession Ready?

Nancy Bolt Project Director
 ALA-APA Library Support Staff
 Certification Program

Room: 133

The American Library Association received a grant from IMLS to plan a national Library Support Staff Certification Program. We are in the second year of planning. We have developed and vetted competencies, determined a method of assessment, written policies and procedures. We are continuously seeking input from our target audiences: public and academic library support staff and their library supervisors and directors. The program will review the need, competencies, policies, and procedures and ask for discussion and input.

Collection Analysis for the Busy Librarian

Bobbi Craig Consultant
 Mackin

Room: 134

Quick and easy steps to analyze your collection and begin an action plan to manage and acquire materials in your school library. Participants will develop a collection map to provide an overview of the quantity and quality of materials available in the library. Tips on analyzing your collection for strengths and weaknesses, weeding your collection, and acquiring the best resources for your collection will be provided. Learn ways to collaborate with teachers to meet curricular needs within your school.

Free, Practical Web 2.0 Tools for Personal and Professional Use Continued

Jim Duncan Director of Networking & Resource Sharing
 Colorado State Library
Christine Kreger Technology & Digital Initiatives Consultant
 Colorado State Library

Room: Computer Lab 146

Friday, March 20, 2009

9:00 – 10:15 Session One

101 to 2.0: Talking About the Future of Reference at Your Library

Kris Johnson Virtual Reference Consultant
AskColorado Coordinator
Colorado State Library

Shannon O'Grady Regional Consultant
CLiC

Room: 132

Reference in the 21st century can look different depending on a number of factors. Some libraries offer reference in person, some by phone or e-mail, and some not at all. You may have a reference desk, but maybe not. Participants of this interactive workshop will be asked to share noteworthy approaches they are taking to reference service, new or otherwise. Small group discussion will take place related to what's working and what doesn't seem to be working regarding reference at participants libraries. Attendees will be given the opportunity to ask about things related to reference that they have heard about but may not understand.

Generating Community Dialog through Library of Congress Digitized Resources

Anne Ryan Bell Director
Teaching with Primary Sources
Colorado Rural Partnership
Library of Congress
University of Northern Colorado

Erin Hunt Instructional Designer
Teaching with Primary Sources
Colorado Rural Partnership
Library of Congress
University of Northern Colorado

Room: 133

Enhance knowledge of the content and navigation strategies for the Library of Congress website (www.loc.gov). Probe content that focuses on three specific types of resources: The Veteran's History project (a project of the Library's FolkLife Center with connections to Ken Burns' film "The War"); American Memory, the mammoth digitization project (two collections: September 11, 2001, Documentary Project and After the Day of Infamy: "Man-on-the-Street" Interviews Following the Attack on Pearl Harbor); and Chronicling America (newspaper digitization project). View examples and discuss roles librarians can play in involving community members, teachers, and students and enhancing community dialog.

When Preschoolers Grow Up to be Teens: Current Trends in Youth Services

Robyn Lupa Head, Children's Information Services
Jefferson County Public Library –
Arvada Library

Room: 134

Examine trends in library services to children and teens:

- Structured programming (Every Child Ready to Read, literacy as a social process, preparing for school success, targeted age groups)
- Educating caregivers
- 21st century learning
- Leaving the building/outreach
- Vibrant spaces
- Incentive-based reading clubs
- Technology for younger audiences
- Collecting pop culture
- Teen book market
- Libraries online
- Adapting literacy teaching to technology
- Library as place
- Creating early literacy environments
- Tapping into tweens
- Teen programming
- Assisting disconnected youth
- Understanding younger generations

Getting to Know the EBSCOhost Interface

Kathy Kiely Trainer
EBSCO

Room: 129B

A thorough overview of the key features and functionality of searching, retrieving, and manipulating results with the recently updated EBSCOhost interface. A summary of key databases for Public Libraries will be covered as well as advanced searching features such as cited references and subject searching. The format of this session will be lecture-style.

10:15 – 10:45 Break

10:45 – 12:00 Session Two

Getting It Online: Using Free 2.0 Tools to Deliver Top Notch Reference Help on the Web

Shelly Drumm Emerging Technologies Trainer
BCR

Room: 129B

The past few years have seen a profusion of excellent tools that give libraries with caviar dreams and ramen budgets the opportunity to deliver top-notch reference and instructional services without dropping a dime. In this session, we'll take a peek at some of these tools, explore possible applications of them, and discuss ways your library might be able to use them.

Computer Tips: Impress Your Students and Patrons

Ross Callender Western Consultant
CLiC

This session is designed to show you some basic computer tips and tricks within the Microsoft Office Suite, IE and Firefox. The goal is to hear everyone say, "I didn't know you could do that, and I am going to use that one." Participants will be encouraged to share their tips.

Bringing Back Civil Discourse to Your Library

Karen Bary Member
CAL Intellectual Freedom
Committee

Room: 134

Civic engagement forums (CEFs) are democracy and intellectual freedom in action, and what better place than a public library for this kind of programming? At a CEF people come together and thoughtfully discuss issues of the day in a moderated environment. It is an opportunity to listen as well as to speak, to hear and be heard, to understand other views. Come join us and learn how to moderate a CEF and find the tools to make your event a success.

Marketing AIRS Resources at Your Library

Gillian Harrison Director, Marketing & Outreach
BCR
Kathy Kiely Implementation Specialist
EBSCO Publishing

Room: 132

Your library has this great AIRS database package, but now what? If you've asked this question and aren't sure how to market these products, this session is for you! EBSCO and BCR are teaming up to give you some great pointers for marketing these resources to staff and patrons. EBSCO has many resources online and BCR will share a new marketing campaign just for Colorado. Have some great marketing tips to share? Bring them to the session too!

12:00 – 12:45 Lunch

12:45-1:30 Optional Unconference

Join us for informal discussions on the topics of School Libraries, Public Libraries, Resource Sharing, and Technology. Suggest discussion topics beforehand on sign-up sheets on room doors.

Rooms:

Public: 132
School: 133
Technology: 134

1:30-2:45 Session Three

Shelf Space for Voice: Oral History in the Library

Cyns Nelson Oral History Specialist
Voice Preserve

Room: 132

This workshop will define the precepts of oral history (what it entails, best-practice guidelines, legal considerations) and the principles of library science that turn story into knowledge (organization, preservation, dissemination). Discussion will emphasize collection development: using interviews to supplement your existing holdings or to complement the information in your repository. To stimulate ideas, we will explore oral-history programs and projects that offer exemplary results. A focus will be topical or thematic interviews, and we will hear compelling stories from subject-based collections. Additional time will be devoted to Q & A, resource sharing, and brainstorming projects relevant to participants' interests and capacities.

Managing Library Records

Jessica Velie University Archivist
Naropa University

Room: 133

Examine the specific records management concerns and challenges that libraries face and provide suggestions on implementing records management guidelines and retention schedules. The session will introduce participants to the specific records management concerns for libraries, explain why the proper maintenance of records is important, and demonstrate why librarians should be interested and involved with records management.

Getting Comfortable with Innovation: A Behind-the-Scenes Look at Getting to "Yes"

Madeline Kriescher Reference Librarian
U.S. Courts Library, 10th Circuit

Room: 134

U.S. Courts Reference Librarian Madeline Kriescher shares her experiences with Library 2.0 barriers and discusses best practices for encouraging and accepting innovation in all types of libraries.

A Hands-on Review of the AIRS Databases

Kathy Kiely Trainer
 EBSCO

Room: Computer Lab 146

A hands-on overview of the available EBSCOhost Resources. This session will include a review of a variety of search options, manipulating results as well as utilizing the functionality of the My EBSCOhost Folder. You'll also have the opportunity to create custom folders, save searches and create alerts.

2:45 – 3:00 Break

3:00 – 4:15 Session Four

Shelf Space for Voice: Oral History in the Library Continued

Cyns Nelson Oral History Specialist
 Voice Preserve

Room: 132

Students Come in All Sizes! School and Public Libraries Build Partnerships

Patricia Froehlich Youth Services Senior Consultant
 Colorado State Library
Nance Nassar School Library Sr. Consultant
 Colorado State Library

Room: 133

The needs, methods, and culture of the two types of agencies are different, but the patrons are the same. So, how do we provide services collaboratively to support these patrons? Information about school and public library roles combined with action-oriented examples of successful collaborative activities.

We're All in This Together: Staff and Trustees Relating to the Public and Each Other

Mary Stansbury Program Chair
 Library and Information Science
 Program
 University of Denver

Room: 134

Serving and relating to the public in an effective, positive way is a responsibility of library staff and trustees, but sometimes it's difficult for a trustee to understand why staff act a certain way, and, vice versa. This presentation will help staff and trustees understand and appreciate each other's perspective in support of the mission of the library, particularly in the area of public relations.

Play with the AIRS Databases of Your Choice

Kathy Kiely Trainer
 EBSCO

Room: Computer Lab 146

Here is the time to practice and spend time using your favorite EBSCO resource or the resource with which you would like to become more proficient. Sample exercises and/or guided exploration will be organized by an EBSCOhost trainer. Bring along your questions and exercises. All resources available to the state of Colorado will be available for exploration.