



# CLiC Spring Workshop 2009 Pueblo Session Descriptions

**Thursday, April 16, 2009**

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**7:45 – 8:30: Registration**

Room: Hearthwell Room

**8:30 – 9:15:**

## **Breakfast, Announcements, and Your CLiC Services**

Valerie Horton      Executive Director  
                                 CLiC  
Judy Van Acker      SE Regional Consultant  
                                 CLiC

**Room: Ballroom Central**

Enjoy a hot breakfast while learning about CLiC's contributions to the Colorado library community.

**9:15 – 10:15: Keynote Speaker**

## **From Awareness to Funding: Moving from Love to Money**

George Needham      Vice President, Member Services  
                                 OCLC

**Room: Ballroom Central**

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: Ballroom Central**

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.

## **Best Books for Teens**

Bobbi Craig      Consultant  
                                 Mackin

**Room: Ballroom East**

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.

## **A Library Support Staff Certification**

### **Program: Is the Profession Ready?**

Diana Reese      Coordinator  
                                 Institutional Library Development  
                                 Colorado State Library

**Room: Blue Spruce**

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.

## **Bringing Back Civil Discourse to Your Library**

Karen Bary                      Member  
CAL Intellectual Freedom  
Committee

### **Room: Serena**

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, PR & Advocacy, Oh My...**

Debbi MacLeod                      Director  
Colorado State Library/ Talking  
Books & State Publications  
Nicolle Steffen                      Director  
Library Research Service  
Colorado State Library

### **Room: Cottonwood**

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!

## **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                      NE Regional Consultant  
CLiC  
Shelley Walchak                      Senior Consultant  
Library Community Programs  
Colorado State Library

### **Room: ASG Chambers**

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.

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

Heather Clark                      Member Services Librarian  
BCR

### **Room: Computer Lab**

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, CLiC, Colorado State Library, Colorado Talking Book Library, Mackin, and University of Denver.

### **Room: Ballroom Central**

## **1:15 – 2:30: Session Two**

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

Madeline Kriescher                      Reference Librarian  
U.S. Courts Library, 10<sup>th</sup> Circuit

### **Room: Ballroom Central**

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.

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

Shelly Drumm                      Emerging Technologies Trainer  
BCR

### **Room: Ballroom East**

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.

### **Copyright Basics for Schools (K-12)**

Heather Clark                      Member Services Librarian  
BCR

### **Room: Blue Spruce**

Traverse the murky waters of downloadable media, copyright law, fair use parameters, and the TEACH Act. The session will include break-out sessions to interact with your peers in real-world scenarios as well as the opportunity to draft usage guidelines for your classroom, school, or district.

## **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  
Judy Van Acker    Consultant  
                            CLiC

### **Room: Serena**

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.

## **Book Repair: Prevention is the Best Medicine**

Kary Barth            Regional Sales Manager  
                            Kapco

### **Room: Cottonwood**

This workshop is designed to demonstrate quick and easy techniques for extending shelf life on general circulating materials. Prevention is the key, but we will be addressing specific, common repairs: tipping in loose pages, broken spines, torn header caps, ripped and torn pages. Each participant is asked to bring two paperback books, preferably new or new-like, to demonstrate covering techniques, a hardbound book with a book jacket to demonstrate application of book jacket covers, a stapled book or magazine, a book that needs to have a loose page tipped in, and one hardbound book that needs repair. Bring a pair of scissors.

## **Connecting Juvenile Offenders to Books**

Dr. Catherine Williams    Elementary Librarian  
                                    Parmalee Elementary School  
Star Amsbaugh            English Teacher and School  
                                    Librarian  
                                    Ridge View Academy

### **Room: ASG Chambers**

All librarians who work with at-risk youth! Join Dr. Catherine Williams and Star Amsbaugh as they share their experiences in readers' advisory working at Ridge View Youth Services Center. Some quick-and-dirty RA tips for those with limited time in the stacks, as well as booklists. Booklists include some of the newest titles, as well as some older offerings that today's teens aren't aware of, but should be. Bring a few of your own tips and favorite titles so we can share some titles that help them think about where they are, who they are, and where they want to be. Also, a few tips for teaching teens how to give fabulously fun book talks.

## **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**

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**

### **Legal Research and Reference for Non-Law Librarians and Paraprofessionals**

Madeline Kriescher    Reference Librarian  
                                    U.S. Courts Library, 10<sup>th</sup> Circuit

### **Room: Ballroom Central**

This program will help non-law librarians and paraprofessionals in all library settings develop the confidence to handle legal questions by teaching them what resources are available and how to use them, how to conduct an effective reference interview for a legal question, when and where to make referrals, and how to determine the line between legal reference and legal advice.

### **Library Schooled: Understanding and Meeting the Needs of Your Homeschool Community**

Babette Reeves        Children and Youth Librarian  
                                    Alamosa/Southern Peaks Public  
                                    Library

### **Room: Ballroom East**

Improve understanding and communication between public library staff and homeschoolers. School librarians whose libraries also serve as the community library will find it helpful. Topics covered include: why support homeschoolers, myths vs. facts of homeschooling, legal requirements and resources for answering questions concerning homeschooling in Colorado, collection development that works for libraries and homeschoolers, and what homeschoolers would love to see offered—beyond the books.

## Copyright Basics for Schools (K-12) Continued

Heather Clark Member Services Librarian  
BCR

**Room: Blue Spruce**

## 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: Serena**

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.

## Book Repair: Prevention is the Best Medicine, Continued

Kary Barth Regional Sales Manager  
Kapco

**Room: Cottonwood**

## The Right to Read versus the Freedom to Read

Dr. Catherine Williams Elementary Librarian  
Parmalee Elementary School

Star Amsbaugh English Teacher and School Librarian  
Ridge View Academy

**Room: ASG Chambers**

Join Dr. Catherine Williams and Star Amsbaugh as they share their experiences in communicating effectively with staff and administration about how best to avoid censorship in your institutional or school library. Also, how to communicate effectively with students about books that are inappropriate without alienating your supervisors. No matter what type of library or constituency you serve, come share some of your successful (and non-successful) stories so we can create positive changes for the future.

## 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**

# Friday, April 17, 2009

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## 8:30 – 9:00: Registration and Breakfast

Meet with colleagues and old friends while enjoying a hot breakfast.

**Rooms:**

Registration: Hearthwell Room

Breakfast: Ballroom Central

## 9:00 – 10:15: Session One

### 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: Ballroom Central**

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

### A Novel Alternative: Sparking Interest in Children and Teens

Kerri Martin Youth Librarian  
Douglas County Libraries

Ellen Mackey Youth Librarian  
Douglas County Libraries

**Room: Ballroom East**

Our program will offer alternatives to the novel in sparking reading interest among children and teens. Topics will include comic books, graphic novels, and non-fiction, plus other non-traditional print sources.

## **Disaster Preparedness Planning: Lessons Learned from WESTPAS**

Pam Arbeeny      Collection Management Librarian  
Fort Lewis College

Astrid Oliver      Access Services Librarian  
Fort Lewis College

### **Room: Blue Spruce**

Presentation will provide highlights of the valuable lessons learned through training provided by WESTPAS (Western States and Territories Preservation Assistance Service) as well as personal experiences learned through formulating our disaster preparedness plan and training staff to implement it. Attendees will be introduced to the freely available resources that will help make disaster planning easy. Practical strategies that will make a difference to libraries facing an emergency will be shared, strategies ranging from the supplies every library should have on hand to prioritizing collections for recovery and salvage. This is a practical workshop that will help attendees be better prepared for any disaster.

## **Getting to Know the EBSCOhost Interface**

Tim Heiges      Trainer  
EBSCO

### **Room: Serena**

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.

## **Work on the Web: Dimdim, the Free Open Source Web Conference Platform**

Paul Betty      Distance Learning Librarian  
Regis University

### **Room: Cottonwood**

Examine the use of the free open source web conference platform Dimdim. Dimdim is an entirely web-based conference platform that requires no downloads or installation of additional software or plug-ins. The use of web conferencing software can help save time and money for libraries, while simultaneously enhancing public services and organizational effectiveness. In a period of increasing remote access by library patrons, libraries need to extend services to the online environment.

## **From Inspiration to Implementation: Public Library-Style Programs in Prison**

Erica MacCreaigh      Regional Librarian  
Colorado State Library

### **Room: ASG Chambers**

Ideas and best practices for providing great library programs behind bars:

- Where to get ideas for programs
- How to approach potential presenters who may be reluctant about “coming to prison”
- Partnering with your public library
- How to get buy-in from Department of Corrections administrators
- Security measures
- Evaluating success
- Program etiquette

## **Auto Graphics: Tips, Tricks, and Challenges**

Kendra Schwindt Swope      Director of Learning Resources  
Otero Junior College

Susan Ooton      Director  
Canon City Public Library

### **Room: Computer Lab**

This session is aimed at those libraries that have migrated to Auto-Graphics Agent Verso ILS system and will showcase various tips, tricks and techniques to improve workflow and capitalize on the rich functionality built into the Auto-Graphics system. Bring any questions and your own discoveries to share as well.

**10:15 – 10:30: Break**

**10:30 – 11:45: Session Two**

## **Who Cares about the Patrons? Communicating in Libraryland**

Victoria Petersen      Technology Manager  
Mancos Public Library

### **Room: Ballroom Central**

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.

## **New on the Job? Survival Skills for School Librarians**

Shelley Walchak      Senior Consultant  
Library Community Programs  
Colorado State Library

### **Room: Ballroom East**

Some things change and some stay the same. The "how" of what school librarians do has changed dramatically, but the "what" would be recognizable to librarians from the 20th century. Come to this workshop to learn about the essentials of running a school library as well as to share and discuss your specific challenges.

## **Developing a Computer Training Program at Your Library**

Nancy Trimm      Head of Reference & Instruction  
Librarian  
Mesa County Libraries  
Paul Mascarenas      Reference & Instruction Librarian  
Nielsen Library-Adams State College

### **Room: Blue Spruce**

Librarians will learn how to enhance the value of the library to their community by providing community outreach via patron computer instruction. Presenters from Nielsen Library at Adams State College and Mesa County Libraries will discuss the planning, implementation, and evaluation of their patron computer instruction programs. Presentation highlights include discussions on teaching to a diverse audience, implementing a mobile laptop learning center program, and engaging community agencies as collaborative partners. Presenters will provide insight into creating successful computer training programs that are valued by the communities they serve.

## **Marketing AIRS Resources at Your Library**

Lisa Holmberg      Project Coordinator  
BCR  
Tim Heiges      Trainer  
EBSCO

### **Room: Serena**

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!

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

Melissa Powell      Consultant  
Authentic World LLC

### **Room: Cottonwood**

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.

## **Analyze This! A User-Centered Approach to Evaluating Library Collections**

Diana Reese      Coordinator  
Institutional Library Development  
Colorado State Library

### **Room: ASG Chambers**

Will provide those who manage small library collections with tools for qualitative collection analysis, including:

- How to utilize the data in developing an acquisitions/collection development plan
- Types of collection analysis/assessment
- Purposes and benefits of analyzing a collection
- Information about collection and its use
- How to customize a typical collection analysis tool for your library's needs
- How to use the analysis data to develop an acquisitions plan
- Other great ways to use the analysis data

## **Keeping up with iGoogle and Google Reader**

Mary Beth Faccioli      Member  
CAL Intellectual Freedom  
Committee

### **Room: Computer Lab**

Need help keeping up with all the information and other contributions published online by colleagues in our profession? Join this hands-on session where you'll set up a custom "personal learning environment" using iGoogle. Then you'll learn how to set up Google Reader for subscribing to library-related (and other!) news, blogs and more. This session will be hands-on in a computer lab. Participants will need a google account (can be setup during the session).

## 11:45 – 12:45: Lunch

Room: Ballroom Central

## 12:45-1:30: Optional Unconference

Join us for informal discussions on the following topics. Suggest discussion ideas beforehand on sign-up sheets on room doors.

### Rooms:

School Libraries: Ballroom Central

Public Libraries: Ballroom East

Let's All Share: Blue Spruce

Technology: Cottonwood

Corrections: ASG Chambers

## 1:30-2:45: Session Three

### 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

### Room: Galera Pequena

Enhance knowledge of the content and navigation strategies for the Library of Congress website ([www.loc.gov](http://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.

### Shelf Space for Voice: Oral History in the Library

Cyns Nelson

Oral History Specialist

Voice Preserve

### Room: Blue Spruce

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.

### Top Twelve Innovations in Colorado Libraries

Sharon Morris

Director of Library Development

Colorado State Library

### Room: Serena

Join the discussion about innovation in Colorado libraries. This session will present a survey of libraries throughout Colorado and common trends in library services, spaces, and staffing. This session will provide a snapshot of some of the most exciting projects happening in Colorado and the opportunity to get ideas for your library.

### 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: Cottonwood

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.

### Selecting Library Materials in Department of Corrections Libraries

Diane Walden

Senior Consultant

Institutional Library Development

Colorado State Library

Teresa Allen

Acquisitions/Youth Institutions Consultant

Institutional Library Development

Colorado State Library

### Room: ASG Chambers

Strategies for selecting library materials to library staff in state-operated institutions, including:

- How to prioritize selections on a limited budget
- Locating web sites, e-subscriptions, and print resources
- Advanced tips for using online ordering software such as iPage from Ingram

### A Hands-on Review of the AIRS Databases

Tim Heiges

Trainer

EBSCO

### Room: Computer Lab

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: Blue Spruce**

### Bean Counting and Number Crunching, Library Style

Chris Brogan      Chief Finance Officer  
Pueblo City/County Public Library

**Room: Serena**

This session will provide a brief overview of budgeting, auditing, legal requirements and guidelines, and how/who to ask for help when the accounting issues seem daunting. Bring your questions, concerns, and anecdotes so we can all share information.

### The Future of U.S. Libraries in a Post-Carbon World

Eric Green      Library Director  
Lamar Community College

**Room: Cottonwood**

A discussion on how to deal with the current and future global energy crisis. Be aware of the current crisis and brainstorm on how libraries will deal with the changes. We will be covering:

- Current energy issues facing our country and the correct and incorrect aspects that are discussed in society.
- Social predictions of societal change from 5 years to 20 years.
- Predictions for changes libraries in the US in the Next 20 years and what could be expected.

### Programming and Collection Development for Young GLBT Patrons

William Hudson II      YA/Teen Specialist  
Spanish Peaks Library District

**Room: ASG Chambers**

This workshop will focus on programming and collection development to help accommodate GLBT Young Adult/Teen patrons. Participants will learn how to facilitate diversity among their younger patrons, open lines of communication, and dispel universal falsehoods and myths. This workshop is open to all library staff most especially staff that works with YA/Teen populations.

### Play with the AIRS Databases of Your Choice

Tim Heiges      Trainer  
EBSCO

**Room: Computer Lab**

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.