



## PRELIMINARY CONCURRENT SESSIONS SCHEDULE

### PROGRAMS - FRIDAY

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#### **A National Database Connecting Library Makerspaces with Artists who Teach**

Friday, November 3, 2017 | 8:00 AM - 8:45 AM

Artists who want to support libraries and share knowledge with their local community are in the process of developing a national database to connect teaching artists with library makerspaces. This session will include an overview of free alternative art school models developed within the past five years, to highlight the current shift within traditional art schools, and to consider library makerspaces in the context of emerging educational systems. A range of innovative partnerships between libraries and artists will be presented, and challenges will be addressed. Inspired by crowd-sourced, collective, and localized approaches to knowledge systems, this database is meant to fill a need, while opening a larger dialog surrounding how-new worlds emerge" in libraries through cross-disciplinary collaboration.

Katie Herzog, University of California, San Diego

#### **Increasing Talk with Tech: Powering Up Parents to Promote Early Language Development**

Friday, November 3, 2017 | 8:00 AM - 8:45 AM

Imagine a world full of happy babies, talking toddlers, grade-level readers, and successful, engaged citizens. SMCL's Talk Read Sing classes use LENA-talk pedometers" to help parents know both why they should talk and precisely how many words their kids hear and how to improve their language environment. Since parent-child talk between birth and three has a powerful impact on grade-level reading, which is in turn a top indicator of graduation and career success, we believe that promoting talk at home can raise California's third-grade reading level rate of 37% and break a crisis pattern for our communities' futures. Learn how research, technology, and community partnerships come together in our award-winning, first-of-its-kind program and how you can increase the potential and possibilities for your parent education programs.

Garrett Kuramoto, San Mateo County Libraries

## **It Starts Here: Teaching and Promoting Anti- Bias and Social Justice in Children's Programs**

Friday, November 3, 2017 | 8:00 AM - 8:45 AM

It's never too early to change the world. This program will explore how libraries can foster social change by encouraging anti-bias, even among our youngest patrons. Children are not color blind. Studies show that even several weeks after birth, babies already demonstrate that they prefer the faces of their caregivers. As they grow, children discern the most minute differences, but note that the adults in their lives are often mysteriously silent on the subject. How can we assist families to nurture socially conscious children by offering resources, programs, and techniques via age-appropriate channels? In this program, Miriam Medow of Oakland Public Library will discuss how her Library offered the community a program that presented a panel about race and racism with parents. There will be a co- TBA. Margaret Stawowy will moderate.

Miriam Medow; Margaret M. Stawowy, San Rafael Public Library

## **Mindful Tech: Digital Distractions and How to Find Them**

Friday, November 3, 2017 | 8:00 AM - 8:45 AM

This session shares our experience introducing the work of Dr. David Levy in professional spaces, as professional development as well as support for workplace wellness. Dr. Levy has worked with students at the University of Washington Information School for many years to identify how our online lives can contribute to anxiety, and how to create a more careful and caring relationship with our digital tools. In his book, "Mindful Tech: How to bring balance to our digital lives", Dr. Levy encourages readers to complete the mindfulness exercises he has developed in peer groups in social or workplace settings. We will discuss the workshop that we developed to facilitate this work in a professional setting at a public agency, as well as sharing a reflection on the process and how it was received.

Cathy Hardin; Emily Grantz

## **The Soundwaves New Music Series: A Programming Experiment and What I've Learned So Far**

Friday, November 3, 2017 | 8:00 AM - 8:45 AM

In late 2015 SMPL became the first public library to offer the DRAM (Database of Recorded American Music) streaming service for independent and musician-run art music labels. In January 2016 I launched Soundwaves, a monthly concert series of performers and composers from DRAM. As these projects reach the two-year mark, I will take stock of their successes and failures and attempt to draw some more general conclusions. While public libraries are often turning to business and entertainment models, Soundwaves has found success presenting challenging, obscure, academic, and underground music and connecting with its scenes. As gentrification, driven by Richard Florida's "Creative Class" of tech entrepreneurs, drives arts spaces out of communities, public institutions can step in and ameliorate what Scott Timberg calls the "Culture Crash."

Jeff Schwartz, Santa Monica Public Library

## **A Tale of Two Librarians: Building Partnerships between High School & Public Libraries**

Friday, November 3, 2017 | 9:00 AM - 9:45 AM

Do you have trouble providing outreach to your local high school? Do you have an in, but want to expand your reach? No idea where to start? We're here to help. Two librarians (one high school and one public) will tell you about their long journey of working together to create an engaging collaboration that serves students, teachers, staff, and parents. From simple book talks to lunchtime book clubs to life skills classes to fake news presentations to a full-scale One Book, One Community Program, we'll share our experience with each step of the process. By the end of our presentation, you'll be ready to transform your relationship with your local high school.

Kayla Marie Figard, San Mateo County Libraries - Belmont Branch; Alice Laine, Carlmont High School, Belmont, CA

## **BLAST: Yes-Focused Library Service**

Friday, November 3, 2017 | 9:00 AM - 9:45 AM

BLAST! Believe, Listen, Assist, Solve, Thank.

Remove obstacles that block the universe of possibilities for your customers by launching BLAST at your library. BLAST customer service is based on the transformative culture of Yes, and is driven by library staff who are empowered, trusted and believed. The results of practicing BLAST? --a yes-focused library experience for customers, and increased happiness for staff. Simple steps make practicing BLAST at your library easy to launch and sustain! In a fast-paced session of sharing, and small group exercises you'll learn: 1) Customers will experience yes-focused transactions, when library staff practice BLAST; 2) Staff are the greatest asset in the library, and can positively influence customer support and loyalty; 3) Customers seek what draws us to our favorite businesses; 4) Recognize and remove obstacles that commonly block positive customer experiences; 5) Evaluate and respond to "triggers" voiced by customers, in order to personalize transactions.

Kathy L. Middleton, Sacramento Public Library; Christopher Trew

## **Fighting Words: A Program Description of a Salon-Style Discussion of Intellectual Freedom in Children's Literature**

Friday, November 3, 2017 | 9:00 AM - 9:45 AM

Children's Literature Council of Southern California (CLCSC) has hosted two renditions of Fighting Words bringing together librarians, authors, and teachers to discuss hot topic issues in children's and young adult (YA) literature. This program description will include an outline of the event connected to learning objectives, highlights of successful components using evaluation data, and a toolkit for all attendees to host salons at their organizations.

Maxine Lucas; E. Katherine Kottaras; Lynn Kysh, University of Southern California & Children's Hospital Los Angeles

## **Free Your Fines And the Rest Will Follow**

Friday, November 3, 2017 | 9:00 AM - 9:45 AM

Do you have a sneaking suspicion that library fines are creating barriers for the very people your library is supposed to help? Guess what? You're right! Individual fines may be small, but they are the biggest burden to the people who can least afford to lose access to library materials and services.

Three library directors make the case for reducing or eliminating fines by any means possible. Derek Wolfgram will discuss Redwood City/PLS elimination of overdue fines for Children's and Teen accounts. Genesis Hansen will talk about how the Mission Viejo Library's auto-renewal program has reduced fines by 60% so far. Misty Jones will discuss her proposal to eliminate fines altogether. We'll talk about getting buy-in from staff and government officials, working through the logistics, and the results we've seen so far.

Genesis Hansen, Mission Viejo Library; Misty Jones, San Diego Public Library; Derek Wolfgram, Redwood City Public Library

## **Libraries and Summer Camps?: San Mateo County Library and the Big Lift Inspiring Summers Program**

Friday, November 3, 2017 | 9:00 AM - 9:45 AM

In summer 2014, San Mateo County Libraries and our Peninsula Library System partners held in-library camps through the support of an LSTA grant and served 127 children. In summer 2017, we will partner with seven local school districts and the County Office of Education, 2 nonprofits, other local libraries and a community foundation to provide Big Lift Inspiring Summers camp to 1,530 low-income youth in our county. This program is one pillar of The Big Lift, a bold venture to transform early learning and get 80% of San Mateo County 3rd graders reading proficiently by 2020. Learn about the collective impact model behind this work, and how San Mateo County Libraries has transformed summer the library model for summer enrichment.

Stephanie Saba, San Mateo County Library; Nicole Pasini, San Mateo County Library; Carine Risley

## **Linked Data for Users**

Friday, November 3, 2017 | 9:00 AM - 9:45 AM

Libraries can benefit greatly from linked data beyond helping to locate library holdings. In fact, linked data can engage current users and possibly bring in new users. Let's explore how linked data provides opportunities for user participation. We might imagine the user contributing data to the library (like volunteers currently do with the Smithsonian, for example), and we also might imagine them creating and sharing their own linked collections (like the Hathitrust library currently does). Worried that your library is not set up with or for linked data? These ideas can help convince stakeholders that linked data is not just for coders anymore. We will explore how linked data works beyond the library catalog, discuss some of the potential pitfalls (and how they are overcome), look at products that provide linked data compatibility for the library and user and actual user projects in libraries developed with linked data.

Mary Vasudeva, San Jose State

## **Mind in the Making: New Skills Emerge**

Friday, November 3, 2017 | 9:00 AM - 9:45 AM

Marin County Free Library received an LSTA grant to offer- "Mind in the Making" training to its entire staff. Based on research collected by Ellen Galinsky, MITM is a 16-hour course which supports library staff in understanding brain development and Executive Function Life Skills. Staff discovered how libraries are already promoting these Life Skills in children, teens and adults, and discussed how to improve or expand programs and services to better promote the skills. The program will explain the basics of MITM, the ways the program contributed to staff professional development, and the grass-roots innovations being planned as a result of the training.

Sara Hathaway; Kathleen Fitzhugh-Remitz; Margaret Miles, Marin County Free Library; Suzanne Flint, California State Library

## **Networking 2.0: The Student Edition**

Friday, November 3, 2017 | 9:00 AM - 9:45 AM

Students and recent graduates will have a chance to learn new techniques and strategies for building professional relationships while they are enrolled in an LIS program or working in a library environment. A panel of guest speakers will give valuable tips on how to maximize social media for networking in an effective way, as well as advice about virtual internships, and the significance of belonging to professional associations. While nothing can truly top an in-person meeting or face-to-face, the Information Age demands that networking and professional development take place across the miles in many instances. Join us to find out how to graduate with a base of contacts and supporters that will guide and work with you for years to come.

Kimberlee Wheeler, CLA Board; Stacey A. Akahoshi, Upland Public Library

## **¿Cómo lo hago?: Demystifying Selection of Spanish language Materials**

Friday, November 3, 2017 | 11:15 AM - 12:00 PM

"¿Cómo lo hago?: Demystifying Selection of Spanish Language Materials" will offer an overview of the Spanish language publication market, and will teach attendants about the different vendors available to purchase Spanish language materials in California and nationwide, as well as the difference between Spanish language vs. translation works. The webinar will also focus on best practices for Spanish-language collection development, review sources for Spanish-language materials, and important book fairs, publishers and awards.

Adan Griego; Sonia Bautista, City of Commerce Public Library; Madeline Peña

## **Choose Your Own Adventure: Creating a Fabulous Staff Development Day**

Friday, November 3, 2017 | 11:15 AM - 12:00 PM

Not every employee is automatically excited about attending a staff development day, but a well-planned day of personal and professional development can be a positive experience for even the most jaded library staff member. By creating a staff development day with connections to current library priorities and industry trends, libraries have opportunities to offer training to staff members who might never sign up for an outside workshop, as well as offering presentation opportunities for staff members with expertise from which their colleagues can benefit. Two library leaders share the planning tips and tricks to ensure that your day creates opportunities for every Library staff member to learn something new, improve morale and performance, and contribute to the learning of others. Whether your budget or your staff are large or small, you will leave with practical strategies for planning and delivering a truly memorable day of professional development and employee engagement.

Derek Wolfram, Redwood City Public Library; Misty Jones, San Diego Public Library

## **Congratulations, You're Connected to CalREN. Now What?**

Friday, November 3, 2017 | 11:15 AM - 12:00 PM

California's public libraries are the newest addition to CalREN. Historically, California libraries have labored to provide online services to their patrons. Now that bandwidth is no longer a limitation, libraries have the opportunity to think in new ways about the online services they offer to their communities. There are many possibilities and options, but where is the best place to start? Join library leaders Jarrid Keller, Jeanette Contreras, and Stephanie Beverage to discuss what programs and services libraries are offering now that they have connected to CalREN, and to share your ideas.

Jarrid Keller, Sacramento Public Library; Stephanie Beverage, Huntington Beach Public Library; Jeanette Contreras, Placentia Library District

## **Fake News Invasion-A Collaboration Between Public & School Libraries**

Friday, November 3, 2017 | 11:15 AM - 12:00 PM

The librarians at Nevada Joint Union High School District and the Youth Services Librarian at Nevada County Community Library collaborated on a project to address the spread of "fake news" and how it effects the daily lives of teens and adults. They worked together to create an engaging and informative seminar which they presented to high school classes and the public. Teen Services Librarian Lisa Nowlain, and Bear River High School Librarian Josie Andrews will talk about the collaborative process and how you too, can team up to fight fake news with your community.

Josie Laine. Andrews, Bear River High School; Lisa Nowlain, Nevada County Community Libraries

## **Not Just for Kids: Adults in the Library**

Friday, November 3, 2017 | 11:15 AM - 12:00 PM

How many times have you heard an adult utter "Oh, I love the library but I haven't been there since my kids were little"? The right programming can unlock an exciting new world for the adults in your community, tempting them to explore what your library has to offer. Audience members will walk away from this presentation and hands-on activity with three adult programming ideas - ranging from simple, to intermediate, to advanced - and all adaptable to your programming experience, needs, and budget. Learn the intricacies of hosting a library-wide poker run, the Zen of an adult coloring program, and the boisterous competition of an adult spelling bee.

Sandy Brimer, Mission Viejo Library; Kathleen Kelton, Mission Viejo Library; Lulu Hallenbeck, Mission Viejo Library

## **Reading Takes You Everywhere - Ideas for iRead SRP 2018**

Friday, November 3, 2017 | 11:15 AM - 12:00 PM

Get the goods on implementing iRead's 2018 summer reading theme Reading Takes You Everywhere. s from iRead and California's iREAD Advisory Committee will address programming, decorations and more. Learn how to best serve up summer reading and learning for early learners, children, tweens, teens, and adults.

Morgan Pershing, County of Los Angeles Public Library; Jill Donovan; Elyse Barrere

### **They Didn't Teach Me This in Library School!**

Friday, November 3, 2017 | 11:15 AM - 12:00 PM

In this engaging session designed for students and recent graduates, we will hear from a panel of information professionals about what they learned in their early career roles that could not have been expected based on schooling alone. For some it may be the complex nature of human relations or the rules of local governments, and for others it might be trauma-informed services or how to work well with Friends groups. There are many aspects to librarianship that can only be truly learned through experience, and we hope to help prepare students for the unexpected in professional settings with this eye-opening program session.

Kimberlee Wheeler, CLA Board; Stacey A. Akahoshi, Upland Public Library

### **Your First Step to Better Privacy at Your Library**

Friday, November 3, 2017 | 11:15 AM - 12:00 PM

It's one small step for your library, one giant leap for protecting privacy, confidentiality, and intellectual freedom!

Have you checked out ALA's privacy guidelines and checklists, yet? Are you trying to figure out where privacy falls into your list of library priorities? Does the whole idea of improving privacy at your library seem too overwhelming to pursue? San José Public Library is here to help you take your first step: a privacy audit. Attendees will learn about the process we went through and also get practical steps for starting an audit at their libraries.

Erin Berman; Julie Oborny, San José Public Library

### **"Forgot to Include the Teens, We Did" – the Youth Opportunity Design Approach (YODA)**

Friday, November 3, 2017 | 1:00 PM - 1:45 PM

Young adults have the potential to be valuable contributors to a library planning and design process - not just for teen spaces but for the library as a whole - but both librarians and designers have struggled to come up with successful ways to meaningfully involve them. For the past few years, architects at Noll & Tam have collaborated with youth specialist Anthony Bernier of SJSU SLIS, as well as librarians, to develop a successful model for incorporating young adults into a design process: the Youth Opportunity Design Approach (YODA). In this session we will describe our research, share our evidence-based inclusive design guidelines, and walk you through key steps for implementing the YODA process at your own library. By the end you will be convinced that, in the words of Yoda, - Overlook the wisdom of youth, we should not!"

Chris Noll, Noll & Tam Architects; Alyson Yarus, Noll & Tam Architects; Anthony Bernier, San Jose State University School of Information

## **A Conservative, Older White Gentleman and a Young Transgender Activist Walked Into a Library and Really Hit It Off, or How to Sneakily Encourage Positive Social Change Through Community Storytelling at Your Library**

Friday, November 3, 2017 | 1:00 PM - 1:45 PM

Fresno County Public Library (FCPL) is bridging social divides by providing forums for community members to tell their stories and learn from others' experiences. In fall 2016, FCPL hosted a digital storytelling workshop as part of the California State Library's-California Listens" initiative. The spontaneous, surprising connections that developed between the storytellers as a result of having shared in the process inspired us to facilitate more community storytelling.

Since-California Listens," we have undertaken more ambitious ventures, including a California State Library-sponsored listening station project and StoryJam (a monthly night of true stories told live), and we have created storytelling opportunities in several formats (food, written, physical artwork, and live performance) through the California Center for the Book program, Community Conversations about Immigration. This session will share outcomes from these programs that speak to the value of public library community storytelling projects, as well as recommendations for implementing such programs.

Kristin A. Baer, Fresno County Public Library; Michelle L. Gordon, Fresno County Public Library

## **Adult Program Showcase: How CCFB Can Help you Explore New Worlds in Adult Services!**

Friday, November 3, 2017 | 1:00 PM - 1:45 PM

What is California Center for the Book and what can it do for you? Learn about Book to Action, Californians: Community Conversations about X, Library Bingo, and Poetry Workshops. CCFB hosts programs and training focused on serving adults, like the Free Programming Ideas for Adults symposium. Learn from those who have done these programs well, give input on future programs, tell us what you need in adult programming, and get ready to apply for 2018. Our panel will share their experiences and lessons learned in a fun, informative, interactive and inspiring session. Please join us.

Julianna Robbins, California Center for the Book

## **From the Inside Out: public library services in Los Padrinos Juvenile Hall**

Friday, November 3, 2017 | 1:00 PM - 1:45 PM

The County of Los Angeles Public Library entered a whole new world with the opening of an embedded public library inside Los Padrinos Juvenile Hall! Come learn from four of the key players in the development of this library who will talk about the strengthening of the existing partnership between the County of Los Angeles Public Library and the LA County Probation Department, the creation of the new library space, development of an awesome team to run the library, and how they brought innovative programs to an at-risk teen population. This session will demonstrate the realm of possibilities partnerships create when you put two very different departments together. Pick up helpful tips and tricks for working on the inside to help youth succeed on the-outs".

Jesse Walker-Lanz, County of Los Angeles Public Library; Elizabeth Tanner; Amy Trulock; Ken Kurose

## **Moving On Beyond Google -- Or Is Reference Dead?**

Friday, November 3, 2017 | 1:00 PM - 1:45 PM

In a world where information is instantly available anywhere and everywhere, do we still need reference services in our libraries? What do reference librarians do these days and what value does reference service offer to our libraries and our users? What aspects of reference service remain essential -- and which ones are no longer needed? How do we provide service in this environment -- and how do we train our staff and ourselves to provide good service to our users? Join the debate as we attempt to answer these questions and discuss what it means to be a reference librarian in a Google-ized world.

David A. Tyckoson, California State University, Fresno; Jill Patterson, CLA/CDIG and RIG

## **Outcome Measurement Made Easy: Project Outcome's FREE Online Toolkit for Public Libraries**

Friday, November 3, 2017 | 1:00 PM - 1:45 PM

While many public libraries collect data about their services and programs, what is often lacking are the data to support what good they are providing their communities, such as programs serving childhood literacy, digital and technological training, and workforce development. The Public Library Association's Project Outcome offers a FREE, innovative and easy-to-use online platform for public libraries to measure the outcomes of their programs and services. Staff are able to view their results in an innovative and interactive data dashboard almost immediately, allowing them to respond quickly to insights gained from member feedback. For the first time, public libraries have free access to an aggregated set of performance measurement data and analysis tools they can use to affect change within their communities and beyond. This session provides an overview of the tools and shares lessons learned from libraries using Project Outcome.

Emily Plagman

## **Picturing Phenomenal Performance**

Friday, November 3, 2017 | 1:00 PM - 1:45 PM

When you became a manager you were probably not given a very clear picture of what phenomenal performance looked like. However, creating such a picture can be a fun and easy process when we rely on our collective understandings. Many hands make light work.

The CLA Leadership Development Committee will convene a workshop where we collectively identify the behaviors we associate with phenomenal library management and supervision.

Collectively we'll develop a picture, not just of what behavior makes up phenomenal management, but also flesh out the picture by discussing what these behaviors look like and how we know someone's embodying the behavior.

We'll then identify what that same performance looks like within a team, so we understand both the personal and collective implications. The process we use will also be one you can replicate back home with your team, equipping you to identify phenomenal performance within every position you manage.

Chris M. Brown, Leadership Development Committee; Misty Jones, San Diego Public Library

## **Virtual Reality at Your Library**

Friday, November 3, 2017 | 1:00 PM - 1:45 PM

Learn how to incorporate Virtual Reality into your library. This session will cover everything from VR Gaming, the technology required to create VR worlds, and dreams and goals for VR in a library setting.

Kate Shumaker; Ryan Roy; Christopher Kellermeyer

## **A Conversation About Turning Outward: Implementing the Harwood Practice and Philosophy in California's Libraries**

Friday, November 3, 2017 | 3:30 PM - 4:15 PM

Librarians across California are implementing the Harwood Institute's Turning Outward practice and philosophy to change the way they and their libraries work, make more intentional judgments and choices in creating change, and have greater impact and relevance in the community.

s from six libraries will talk about how they are embedding the Turning Outward approach into library operations. They will discuss the community conversations they are conducting, the knowledge they are acquiring during those conversations, and the ways in which they are applying the knowledge they gather. They will also share the successes they have achieved, challenges they have overcome, and lessons they have learned along the way. The session will be valuable for anyone who is implementing Harwood's Turning Outward practice as well as anyone who is interested in learning more about Harwood.

Moderator: Cindy Mediavilla, Consultant

Cindy Mediavilla, self-employed; Erwin Magbanua, San Diego Public Library; Krista Riggs, Fresno County Public Library; Derek Wolfram, Redwood City Public Library

### **Become a Marketing Superstar: Learn from this year's PRExcellence Award Winners**

Friday, November 3, 2017 | 3:30 PM - 5:00 PM

This session will showcase this year's PRExcellence Award winners by allowing each of the 13 category award recipients a few minutes to discuss their projects and/or campaigns. Some of the topics may include: how the project evolved, the impact of their marketing upon the library's community, challenges they faced and lessons they learned, what they would do differently next time and advice they have for other libraries regarding promotions and public relations.

The goal of this session is to celebrate the success of the award winners and to provide a learning opportunity for all session attendees about marketing and public relations. Following all presentations, there will be further engagement between attendees and participants through a stimulating question and answer period.

Sharon Tani, Le Cordon Bleu College of Culinary Arts

### **Leamos (Let's Read) at the Library -- Lessons Learned for Teaching Spanish Literacy**

Friday, November 3, 2017 | 3:30 PM - 4:15 PM

New worlds do emerge when you learn to read for the first time. For adult Spanish speakers who never attended school, that is exactly what is happening at libraries throughout California. They are learning to read and write in Spanish and the world is opening up to them -- from the basics of reading street signs to reading to their children or taking tests for advancement in the workplace. Throughout the past two years, 19 libraries throughout California have participated in Leamos (Let's Read) @ the Library, a project funded by the James Irvine Foundation and LSTA funding. The project focus also includes exploring how to effectively conduct outreach to these non-library users. Attendees will receive a copy of the Leamos @ the Library Toolkit to guide project replication. Plus you will hear directly from an adult who has learned to read at a Riverside County Library.

Cathay Reta, Azusa City Library; Rolando Olivo

### **MāKMō:the LA County Library MakerMobiles**

Friday, November 3, 2017 | 3:30 PM - 4:15 PM

Want to offer STEM programming at your libraries but don't have enough room to create a makerspace? Thinking about ways your library can emerge into a new world of mobile services? Learn about LA County Library's new MāKMō makerspace vehicles, which offer STEM programming to all 87 LA County public libraries and the communities they serve. This easy transportable van loaded with supplies and equipment gives libraries and communities easy access to STEM and maker programs for adults, teens and children. We'll outline the steps taken to define, purchase and create inventory required for programming.

The session will include a detailed description of the vehicle and inventory purchased, and will share lessons learned as we rolled out this new mobile service. Learn about the success and challenges of developing and implementing this unique new program.

Leticia Polizzi, County of Los Angeles Public Library; Jesse Walker-Lanz, County of Los Angeles Public Library

### **Managing Up? But I'm Not a Manager!**

Friday, November 3, 2017 | 3:30 PM - 4:15 PM

Have you heard the phrase "Managing up" and wondered what the heck it means? And why the heck you would want to do it? If you want to learn how to become a more effective employee, build a better relationship with your boss, or help yourself get ahead at work by helping your boss this is the session for you. You will gain tips you can immediately put into practice on how to create value for your boss and for your employer without feeling like a suck-up. Jennifer Addington, Erin Christmas, Nicole Pasini, and Patricia Rivera have all worked in multiple library systems reporting to many different supervisors and have had many people reporting them. They will share their tips on how to successfully manage up both from their perspectives as employees but also as supervisors.

Erin M. Christmas, Riverside Public Library; Jennifer Addington, Palos Verdes Library District; Nicole Pasini, San Mateo County Library; Patricia Rivera, County of Los Angeles Public Library

## **Placemaking through Partnerships in Florence-Firestone**

Friday, November 3, 2017 | 3:30 PM - 4:15 PM

South Central Los Angeles evokes many images, associations, and assumptions. For too long, negative portrayals in the media have influenced these notions. The will tell the story of a unique partnership that challenged these stereotypes in the unincorporated community of Florence-Firestone in South Central. Through a creative placemaking project called the Some Place Chronicles, community leaders, artists, and employees from the County of Los Angeles Public Library, Department of Regional Planning, and Arts Commission collaborated to write A Paseo Through Time in Florence-Firestone, the first-ever published history book on this rich and diverse neighborhood. Attendees will learn how the partnership tapped into archival materials, community memory, and lived experience to produce an uplifting representation of Florence-Firestone and South Central L.A. The session will be instructive to librarians, archivists, and other information professionals engaged in local history and neighborhood empowerment initiatives, especially in underserved communities of color.

Jonathan Pacheco Bell, County of Los Angeles Department of Regional Planning

## **The Source' @ Los Angeles Public Library: An innovative collaboration to help the homeless improve their lives one Tuesday at a time**

Friday, November 3, 2017 | 3:30 PM - 4:15 PM

With the goal of providing meaningful and sustainable assistance to homeless individuals who frequent the library, The Source is a monthly service event organized by the Los Angeles Public Library and the L.A. County Department of Mental Health to offer a-one-stop shop" to access services and resources. Employing a-No Wrong Door" approach, more than a dozen agencies gather at The Source, offering services in-house in order to cut through much of the bureaucratic red tape and hurdles that can delay the process of attaining temporary housing or even emergency shelter. In this session you will learn how this unique collaborative program came about, gain insights into making community connections and partnerships, and understand how to develop your own Source to engage library patrons experiencing homelessness in purposeful and connected ways.

Alicia Moguel, Los Angeles Public Library; Joyce Cooper, Los Angeles Public Library

## **California Writer's Panel: Not of This World**

Friday, November 3, 2017 | 4:30 PM - 5:15 PM

UC Riverside is the home of the Eaton Collection of Science Fiction and Fantasy, so what would be more apropos than focusing on these two genres and discovering more about this special collection? Join SF and fantasy authors and a grad student familiar with the Eaton as we explore new worlds and realms.

Jill Patterson, CLA/CDIG and RIG; Garrett Calcaterra; Miranda Butler, U.C. Riverside

## **Exploring Low-Cost/High-Impact Ways to Engage Adults with Intellectual and Developmental Disabilities in the Public Library**

Friday, November 3, 2017 | 4:30 PM - 5:15 PM

This presentation will feature librarians that are working with individuals with intellectual and developmental disabilities. We will discuss the nuts and bolts of putting together a program as well as the challenges and benefits we have encountered. San Diego County Library, Oceanside Public Library and San Francisco Public Library all offer programming specific to this population, including craft and game sessions and book clubs. -Next Chapter Book Club" is offered specifically at San Francisco and Oceanside Public Library. Awarded the 2016-Innovations in Learning" Prize by the National Book Foundation,-Next Chapter Book Club" offers community-based book clubs for adolescents and adults with Down syndrome, autism, cerebral palsy and other intellectual and developmental disabilities. Susan Berg, executive director of Chapters Ahead will be on the panel speak about what's involved with offering a-Next Chapter Book Club" at your library.

Jennelise Hafen, Oceanside Public Library

## **Making the Most of Your Library Bingo Game**

Friday, November 3, 2017 | 4:30 PM - 5:15 PM

Are you offering the California Center For the Book's (CCFB) Library Bingo game at your library? If so, you will want to attend this program! If not, you will want to attend this program! Learn how to customize the game to fit your community and collect those all important outcomes to better tell your story. You will leave this session with plenty of tools for a fantastic Adult program for 2018.

Cathy J. Crosthwaite, Sacramento Public Library

## **Rethinking Stage Fright**

Friday, November 3, 2017 | 4:30 PM - 5:15 PM

What do you have in common with Adele, Hugh Grant, Octavia Spencer and Eleanor Roosevelt? That's right - stage fright. But, as they all found, stage fright doesn't have to keep you from succeeding. This interactive presentation will explore current research on performance anxiety and will offer some new ways to think about stage fright. You can join the conversation even if you're petrified of speaking in public; we will use the conference app to include audience questions and insights. Think of the new worlds you'll conquer once stage fright isn't holding you back!

Mary Menzel, California Center for the Book

Katy Azevedo called on USA Learns, after being introduced to the online platform last November at CLA. USA Learns worked closely with Katy to create an account and introduce tools developed for ESL teachers; the teacher's account allows Katy to monitor student progress and offer assistance. USA Learns is working extremely well and has provided the flexibility needed to address participants' extremely varied literacy levels from no formal education ever to community college experience, all wanting to improve their English skills.

Come explore how you can use USA Learns to help ESL community members.

Susan Hanks, California State Library; Andrea Willis; Katy Azevedo

## **Rural California + Digital Literacy + ESL Instruction**

Friday, November 3, 2017 | 4:30 PM - 5:15 PM

Learn how Butte County Library established a digital literacy program for rural valley residents at a farm labor camp. A Butte County grant provided funding to support rural broadband access. Working with community residents, improving their English skills was identified as the top priority.

## NIGHT TRACK

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### **Get your CLA Game On**

Friday, November 3, 2017 | 8:00 PM - 12:00 AM

Come play a selection of games and get to know the new CLA Games and Gaming Interest Group. Members will bring a selection of their own games and you are welcome to bring yours. No gaming experience required - we will introduce you to some of our favorite games and walk you through if you want to try a game you haven't played before. Get to know your fellow conference attendees in a relaxed environment and unwind at the end of the conference day and get some great ideas for your next gaming event at your library.

Teresa Slobuski, San Jose State University

### **Night Owls Emerge for DIY Programming**

Friday, November 3, 2017 | 8:00 PM - 8:45 PM

Searching for snazzy DIY adult program ideas? Then owl you need is crafts! This session will kick off with a quick overview of how craft nights fit in with libraries missions, persuading the nay sayers, program timelines, and what craft nights were a hoot and which were not worth venturing out at night for. Then it is time to get your craft on and try your hand at one of our projects, share your best crafty program ideas and steal pre-made instruction guides for your future DIY nights. But the best part about tonight, no clean-up for you!

Jessica J. Young, Yorba Linda Public Library; Amy Côté

### **Drag Queen Storytime**

Friday, November 3, 2017 | 8:30 PM - 9:30 PM

Lauren Salerno

### **5 Minute Mentoring**

Friday, November 3, 2017 | 9:15 PM - 10:00 PM

We are offering our mentees a chance to talk to mentors, but for only 5 minutes. Think 'Speed Dating' for careers. We are hoping that the wide variety of mentors will give participants a chance to ask for different angles on the same topic and/or talk to people in different types of positions.

Rebecca Kemp, Tulare County Library; Nichole Brown, Oakland Public Library; Tamara Evans, Kings County Library

### **All-Star Panel Q&A: The After Dark Edition**

Friday, November 3, 2017 | 9:15 PM - 10:00 PM

We look forward to hearing from a panel of esteemed professional librarians about anything and everything in this fun and informative night track session, thanks to an-"All Q&A" format designed for the benefit of students of Library and Information Science, who have a million burning questions. We will keep the atmosphere casual but honest, relaxed but also deep. Watch students put library leaders on the spot after they've had a few cocktails, and see what results are retrieved...for science. We will ask about everything from the future of libraries to the path of leadership, as well as trends in library service and advice about how to succeed in an ever-changing professional environment. The mic will never drop at this program because we are loaded with questions, lots of questions.

Kimberlee Wheeler, CLA Board; Stacey A. Akahoshi, Upland Public Library

### **Bark After Dark-The Sequel**

Friday, November 3, 2017 | 9:15 PM - 10:00 PM

Building off the success of the 2016 Bark After Dark, join library leaders Jarrid Keller and Jeanette Contreras for the second annual Bark After Dark. Dogs are not only man's best friend, they provide guidance and comfort for many of our patrons of all ages. At this session we will celebrate the role of the dog in our libraries with fun interactive activities. Test your barking skills with dog karaoke, or your knowledge of dog trivia, and more! Participants are encouraged to submit their favorite doggy videos.

Jarrid Keller, Sacramento Public Library; Jeanette Contreras, Placentia Library District

### **When Two Worlds Collide: Garage Bands Versus the Library**

Friday, November 3, 2017 | 9:15 PM - 10:00 PM

If Led Zeppelin can love The Lord of the Rings, then local garage bands can love your library! At this session, learn how the Upland Public Library joined forces with local teen bands and other community partners to host a semi-annual Battle of the Bands event. You'll get to hear tips and tricks to bridging the gap between the local music scene and the library, listen to a panel of musicians discuss how this event has supported their careers, and you'll get to enjoy some live music from past Battle of the Bands winners! You'd be surprised at how little it takes to host this event; just add electricity, bands, and your library! No moshing gear required for this session, but come ready to rock out.

Stefanie N. Ulate, Upland Public Library

### **Haters Ball/Battle Decks**

Friday, November 3, 2017 | 10:00 PM - 12:00 AM

### **Check Me Out! A Librarian Fashion Show**

Saturday, November 4, 2017 | 12:00 AM - 1:15 AM

Want to show off your eccentric style, or just want to enjoy a good show? The comedic trio of Nicole/Nichole and Angela will be MC'ing an amazing display of librarian fashion. Come check out what your colleagues are wearing and what their style means to them. There will be cardigans, there will be buns, there will be Modcloth dresses and LuLaRoe leggings. Just show up, sign up and walk down the runway to the comedic musings of our MC's.

Nichole M. King, Santa Clara County Library District - Campbell Library; Angela Ocana, Santa Clara City Library; Nicole Pasini, San Mateo County Library

### **The Buzzed Bee: BYOB Adult Spelling Bee**

Saturday, November 4, 2017 | 12:00 AM - 1:15 AM

Spelling bees are the hot new trend on the adult programming scene. Designed to engage your brain, spelling bees offer a lifelong learning opportunity in an atmosphere that fosters community. Come see how one library integrated this program into their adult summer reading program, and experience firsthand the intoxicating nature of the Buzzed Bee. Contest rules and a spelling bee study guide will be available for download or you may contact Sandy at [sbrimer@cityofmissionviejo.org](mailto:sbrimer@cityofmissionviejo.org). Prizes will be awarded!

Sandy Brimer, Mission Viejo Library; Allison Tran, Mission Viejo Library; Allen Kesinger, Mission Viejo Library

## PROGRAMS – SATURDAY

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### **ACES: A Card for Every Student**

Saturday, November 4, 2017 | 8:00 AM - 8:45 AM

"I need to do homework but I don't have my library card!" How many times have we heard this? As public libraries narrow the digital divide, we seek ways to better serve our customers without the need for a physical card. What began as a service for one high school has now expanded to an entire district of 23 high schools, junior high schools, and continuation sites with two critical time saving factors:

- Students sign up for public library access during their fall registration at school.
- Their student ID card scans exactly like a public library card and since students have their ID number memorized, the need for the card is gone.

Through an effective partnership between public library staff members, public school staff members, and IT departments from both sides, this program includes the automatic loading of student ID numbers into the public library's database.

Tasneem Watts, Anaheim Public Library; Regina Powers

### **From Zero to Makerspace: The UC Riverside Creat'R Lab Story**

Saturday, November 4, 2017 | 8:00 AM - 8:45 AM

Modern Libraries are places which provide the haves and the have-nots with equal access to the tools they need to improve the quality of their lives. When this meant books, we had books. When this meant computers and the internet, libraries added those components to their offerings. Now a new culture is emerging, a culture of making things. Join us as we tell our tale of implementing the University of California, Riverside Library Creat'R Lab, a space which encourages and supports collaborations across disciplines, and allows creative engagement and discovery. We will discuss the challenges and successes experienced while envisioning and bringing to fruition a user-centered and driven makerspace. These include funding challenges, identifying and fostering (sometimes unlikely) partnerships, the nitty-gritty logistics, and how we focused on user needs when building our services.

Katherine Koziar, University of California, Riverside; Michele Potter

### **My Crazy Year: dealing with rapid change and opportunity**

Saturday, November 4, 2017 | 8:00 AM - 8:45 AM

Ever had one of those weeks, months, years when everything seems to happen at once? Tulare County Library and Upland Library have, and they want to talk with you about dealing with change, opportunity, and challenges when work becomes a high speed roller coaster and you must keep on track and not crash. They'll share their highs and lows, give tips, and learn from your stories as well. No matter your positions, these tips on time management, goal achievement, and keeping sane in chaotic times will help in both large and small ways. Tulare County Library had 50% staff turnover, staff on leave, grants, new programs, promotions, and three new libraries opening in one year. Upland Library combined digital services and teen services into one position and asked an almost-librarian to tackle it all in one go. Attend this session to find out how both libraries survived their crazy years!

Darla Wegener, Tulare County Library; Stefanie N. Ulate, Upland Public Library

### **Play and Words – Setting the Stage for High Performance Library/Recreation Partnerships**

Saturday, November 4, 2017 | 8:00 AM - 8:45 AM

Libraries and recreation departments are both integral to community quality of life, with a natural overlap between services provided and populations served. However, library operations and facility management practices often are very different from those of their recreation counterparts - creating rich opportunities for joint facilities that increase service, expand capacity, and enhance creativity.

Session participants will learn about how two California libraries are partnering with recreation departments to develop highly collaborative service and operational models for new joint-use facilities. The Yorba Linda Public Library is partnering with the Parks & Recreation Department to create a joint new library, cultural arts center, and performance venue in the heart of downtown Yorba Linda. The City of South San Francisco has developed a highly collaborative model for its new joint library, recreation, and cultural center.

Carrie Lixey, Yorba Linda Public Library; Adam Elsholz, South San Francisco Public Library; Dawn Merkes, Group 4 Architecture, Research + Planning, Inc.; David Schnee, Group 4 Architecture, Research + Planning, Inc.

## **Tried and true tips and tricks for your next successful special event @ your library!**

Saturday, November 4, 2017 | 8:00 AM - 8:45 AM

This session will give you an opportunity to learn tried and true special event tips and ideas. A panel of experienced library event coordinators will share their best ideas on how to make your next special event an "Out of the World" success! From initial planning tips to day of survival advice to dynamic Marketing and PR ideas, our goal is to help you plan and execute a successful special event! Example: Best practices for planning and organizing. Attendance too low? Attendance too large? Need to develop staff buy-in? What to know day of survival techniques for a big event? Need to create new and exciting Marketing items? Need volunteer help? Want tips on holding staff committee meetings? All of this and more will be discussed. Join us for a fun and engaging session where you will learn and be inspired to plan your next library special event!

Robin D. Hoklotubbe, CLA; Erwin Magbanua, San Diego Public Library; Beatriz Presicado; Ashley Kagan, Palos Verdes Library District

## **Using Edge to Lead Digital Inclusion Efforts in Your Community Through Strategic Partnerships**

Saturday, November 4, 2017 | 8:00 AM - 8:45 AM

Join this interactive session to learn how public libraries use Edge to create digital inclusion partnerships that support community priorities such as education, workforce development, and healthy communities throughout North America. Edge highlights libraries as technology hubs by affirming that libraries actually are measuring their technology performance in an effort to better meet community needs. Data that libraries receive from Edge enable them to educate local government officials and other partners about the strategic value of public libraries. This results in informed leaders who understand the value of the public library and support the library's role in the community.

Engage with a panel of library leaders on how they're making a difference in their community by using Edge to establish critical partnerships with schools, community organizations, and local government. Leave with concrete strategies and tools to communicate how library technology supports the local economy, workforce, and strong communities.

Janet Coles, California State Library; Lourdes Aceves, Urban Libraries Council; Nancy Giddens, Calaveras County Library; Elizabeth Gray, Yolo County Library

## **Zines**

Saturday, November 4, 2017 | 8:00 AM - 8:45 AM

Zines are a unique expression of the do it yourself culture (D.I.Y.) and surprisingly are found in more and more library systems, public & academic. What are zines and how did they get into libraries and archives? How may your library system use them for instruction and programming? Join us to find out as an MLIS candidate walks you through the history of zines, a public librarian illustrates her journey in getting zines to circulate in her system, an archivist at an academic library describes zines as instructional materials in the classroom and academic library staff take you on their journey of creating a zine fest on campus!

Ziba P. Zehdar-Gazdecki, Long Beach Public Library; Jonathan G. Zehdar-Gazdecki, Wayne State University; Kelly Spring, University of California, Irvine Libraries; Christine Kim, University of California, Irvine Libraries

## **Book First: How a collaboration with the Friends of the Sacramento Public Library increased school partnerships, developed a new role for our Friends, and supported 9,000 first graders to become readers.**

Saturday, November 4, 2017 | 11:00 AM - 11:45 AM

To support beginning readers, Sacramento Public Library collaborated with our system Friends group to raise money for and support the Book First project, which provides a free book to keep for nearly 9,000 first graders in 118 economically challenged schools. Beyond the benefits of increasing access to reading materials, the project achieved new organizational growth in positive and unexpected ways. This included expanded staff capacity to support families of beginning readers in the library, new school partnerships, increased collaboration between branch and system Friends groups, and a new tool to help branch Friends groups to revitalize their membership. Donna Zick, Early Learning Specialist with the Sacramento Public Library will discuss how this project grew from a one branch pilot to a system wide effort and the multiple organizational benefits that resulted from a common desire to get beginning readers the tools they need to be successful.

Donna Zick, Sacramento Public Library

### **Comic Con: How to do it BIG**

Saturday, November 4, 2017 | 11:00 AM - 11:45 AM

Have you ever thought about hosting a library Comic Con? Were you debating about doing it small and informal? Did you then reconsider and decide to GO ALL OUT and dominate the library Comic Con world?! Then this panel is for you. Learn how one library drew in over 7,000 visitors in six hours at their first Comic Con event. Pick up tips for going big or going small at your own library Comic Con.

Angela Ocana, Santa Clara City Library; Kelly Chiu; John Schlosser

### **Kahoot 'n Libraries, We Do – What About You?**

Saturday, November 4, 2017 | 11:00 AM - 11:45 AM

Kahoot!, a free trivia game-based learning platform, makes learning fun! Developed as a joint project between Mobitroll and Nowegian University of Technology & Science, launched in 2013, it is now played by over 50 million people in 180 countries. Kahoots are multiple-choice quizzes and may be played using any device, desktop or laptop with a web browser; it is very easy to create your own or borrow from thousands freely available online.

Introduced to Kahoot Hunger Games Teen Trivia Gala in Fargo North Dakota, while attending the Association of Rural and Small Libraries (ARSL) Conference, the value Kahoot could bring to library programs was immediately evident. Come see why Kahoot not only offers an awesome online trivia game platform, but has been used successfully to support reluctant readers with academic achievement; the results have been amazing.

Susan Hanks, California State Library; Sue Billing, Yolo County Library

### **Open Library: How extending your library hours with an Open Libraries model can be a success**

Saturday, November 4, 2017 | 11:00 AM - 11:45 AM

Open Library, or Open+, is the concept of securely providing access to your library during non-standard times, without the need for staff to be present. Using an Open Library model can complement the core hours of your library, by providing secure access to your busy library users when it's convenient for them. Libraries can increase their usage, grow circulation and become more relevant in their communities. This model has been successfully implemented in almost 500 libraries of all types and sizes in Europe since 2004, and is picking up traction in North America. Learn how libraries across the world have made this concept a reality and a success.

Jeanne Parsons; Scott Hackstadt; Dave Noll

### **The Virtual Reality Experience Project**

Saturday, November 4, 2017 | 11:00 AM - 11:45 AM

Learn how California public libraries are bringing the excitement of virtual reality (VR) technologies to their users. VR, or the use of technology to create an immersive experience that can be explored or interacted with, can bring stories, and experiences to life like never before. VR is emerging as the new medium for 21st century learning. New interfaces, and software are being released daily.

Building on a successful 2016 pilot, this year the State Library partnered with Califa, the Marin County Free Library, and New Media Learning, to create the Virtual Reality Experience Project, to bring VR to over 100 California libraries, thereby creating the largest installed base of VR in libraries in the world.

The partners will describe the project and demonstrate how public libraries are positioned to be catalysts for community engagement and VR content development.

Janet Coles, California State Library; Paula MacKinnon, Califa Group; John Macleod, New Media Learning; Sara Jones, Marin County Free Library

## **Top 5x5 Reads for Adults: A Librarian Power Panel Presentation**

Saturday, November 4, 2017 | 11:00 AM - 11:45 AM

5 voracious readers recommend the top 5 reads (across 5 genres or more) of the past 5 years. Diverse, irreverent, smartypants librarians will sell you on hidden gems, popular titles you had no interest in touching, and genre-bending picks! We will also invite submissions for "One Book One City" or other group reads for adults and select the Top 5 in this category. Lists will be available on the CalBook.org website and GoodReads after the conference. You will EMERGE with lists of must-reads to recommend to your community, straightforward readers advisory tips, new people to follow on GoodReads, and enough reading inspiration to last you through the year.

Julianna Robbins, California Center for the Book; Shawn Thrasher, Ontario City Library

## **We All Die Alone But First Live Together: Death Cafes, End of Life Discussions, and Making Space for the Uncomfortable Conversations**

Saturday, November 4, 2017 | 11:00 AM - 11:45 AM

Some people would rather die than talk about death. Literally. Unfortunately this means many of our patrons are unprepared both practically and emotionally when they are faced with end of life decisions for themselves or a loved one. Come hear how one library took a lighthearted book about the death industry and turned it into two weeks of programming that got people openly discussing their plans, wishes, and fears about one of life's most taboo topics. But death is not the end (of this program at least). Let's explore how libraries can take the lead in creating space for our communities to have the uncomfortable conversations and the power that publicly speaking about these topics can have on how we see ourselves and each other.

Justin Wasterlain, Santa Clara City Library

## **Beyond the Trauma: Resilience-Informed Services for Teens**

Saturday, November 4, 2017 | 1:00 PM - 1:45 PM

Teens are no strangers to trauma. From adverse experiences in the home and at school to natural and human-caused disasters, the teenage population is at least as susceptible to trauma as adults. In this session a trainer from the Trauma Resource Institute (TRI) will delve into the physiological effects of trauma on teens, while teaching six wellness skills that librarians can impart to teens through programming. These six skills make up the Community Resilience Model(R) (CRM), a trauma-informed and resiliency-focused model that has been successfully implemented in communities the world over. The session will begin with an explanation of the Adverse Childhood Experience Study and how trauma affects the brain, and then move on to discuss neuroplasticity - the brain's natural ability to be resilient in the face of trauma. Librarians will gain concrete examples of youth engagement which can nurture resilience to trauma. Q & A to follow.

Elaine Miller-Karas; Nick Skenderian; Alyson M. Hamlin, CLA Youth Services Interest Group

## **Building Capacity in Staff with STEAM**

Saturday, November 4, 2017 | 1:00 PM - 1:45 PM

An LSTA grant funded project titled Cooking with STEAM has helped Rancho Cucamonga Public Library staff develop a line-up of STEAM based programs for a new interactive discovery space. Learn how this grant has helped staff build confidence and create programs that do not generally fit into their job descriptions. Does your Technology staff present programs to children? Does your Children's services team dive head first into new technology? Speak directly to the people who created themes such as Cosplay Science: Armor Building 101 (ages 10-14), Math Gymnasium (ages 5-8), Circuit Sculptures (ages 7-12) and more. From heat guns to vacuform machines, these programs have helped staff become more creative and daring at the same time.

Many of these programs were developed with inter-generational learning and family experience in mind. This interactive program is all about hands-on learning and you will get the opportunity to play and learn.

Wess Garcia, Rancho Cucamonga Public Library

## **Cataloging Objects in the Final Frontier Using RDA and MARC21**

Saturday, November 4, 2017 | 1:00 PM - 1:45 PM

If the thought of having a model of the planets kit, a meteorite, or a plush space shuttle landing on your desk to be cataloged sends you to the moon, this is the program for you! You will not only learn the rules and tools of how to tackle these challenging materials, but you will also find out how much fun they can be. Come to this empowering cataloging program!

Julie R. Moore

## **Emerging New Worlds via Community Conversations: Taking Action and Engaging Communities**

Saturday, November 4, 2017 | 1:00 PM - 1:45 PM

By engaging in Community Conversations throughout several neighborhoods in the City of San Diego, The San Diego Public Library has been deliberate in efforts to emerge new worlds. Community Conversations are the vehicles that enabled library staff to delve deep into areas that focus on social justice and inclusion issues; allowing library staff to discover the concerns and dreams of diverse populations while simultaneously fusing collaborations together at the grass roots level of San Diego communities. Discussion of the different types and examples of Community Conversations such as: raising sex trafficking awareness in our City, creating Trans inclusive spaces, queer conversations, and introducing the Harwood Institute approach to community conversations will be presented in addition to the benefits and challenges of facilitating these conversations. Discussion of consequent results such as outcomes, future plans, and new partnerships will also be highlighted.

Gina Bravo, San Diego Public Library; Adriana (Ady) Huertas, San Diego Public Library; Eileen Labrador, San Diego Public Library

## **Entrepreneurs and Engineers: Information Literacy Beyond the Classroom**

Saturday, November 4, 2017 | 1:00 PM - 1:45 PM

In designing course integrated instruction, librarians often focus on database searching to prepare students to do research for academic papers. But sometimes the course goes beyond academic concerns and requires real-world research skills. Learn how two librarians incorporate resources beyond the library to help prepare students for life beyond the academy.

Many Business programs incorporate entrepreneurship into their curriculum; this requires a variety of research skills beyond mere academic company and industry research searches. Business librarian Sharon Radcliff describes a workshop for entrepreneurship students, catering to their varied business interests and goals.

Engineering librarian Andrew Carlos presents a series of activities that he implements with Construction Management graduate students to help them better understand where the academic work they do ends, and the real world begins. As construction professionals, these students must be able to find academic information to inform their decisions and industrial information to develop their project plans.

Sharon Radcliff, Cal State East Bay; Andrew Carlos, CSU, East Bay

## **Library Boomers vs Library Gen Xs vs Library Millennials Trivia Challenge**

Saturday, November 4, 2017 | 1:00 PM - 1:45 PM

Prepare for the Battle of the Wits engaging library staff across Generations. Test your knowledge of amazing and interesting library trivia. Teams will face several trivia challenges including audio, visual and virtual exploring books, authors, California libraries, library milestones, State Librarians, and more. Participants will be introduced to <https://getkahoot.com/> Kahoot, an online free trivia platform developed in Norway. Be sure and bring a personal device that can connect to the Internet.

Will you discover the more things change, the more they stay the same, or are we truly on the edge of an information apocalypse that will forever change the way libraries do business?

Susan Hanks, California State Library; Janet Coles, California State Library

## **Shaking Things Up: Sparking Change through Community-Driven Programming**

Saturday, November 4, 2017 | 1:00 PM - 1:45 PM

Feel like you're stuck in a programming rut with your wheels spinning? Get a push in new directions by re-examining community needs and discovering new audiences. Hear how the Fresno County Public Library Programming Department implements aspects from the Harwood Institute for Public Innovators, Brazelton Touchpoints for Libraries, and growth theory to improve communication, deconstruct legacy programs, and better reach underserved populations. Increase relevancy in programming, marketing, and partnerships by forming trusted and long-lasting relationships with the true experts: members of the community. Hands-on activities will encourage participants to overcome a fixed mindset, embrace reflective practice, and find new ways to motivate a creative team. Learn to seek feedback and pursue positive change driven by community need in programming for all ages.

Krista Riggs, Fresno County Public Library

## **Touchpoints in Libraries**

Saturday, November 4, 2017 | 1:00 PM - 2:45 PM

Designed specifically for the more than 350 California library staff who have attended a Touchpoints in Libraries training, this 90-minute interactive and engaging session will provide opportunities to hone various Touchpoints skills from active listening and perspective taking to utilizing strengths based attitudes and reflective practice. This session will also serve as an opportunity to network with your colleagues from around the state who have embarked on incorporating the Touchpoints approach into their daily work with children, families, staff and community partners. Come share your stories about putting Touchpoints into practice and collaborate with your colleagues as we envision how Touchpoints can inform our practices into the future.

Suzanne Flint, California State Library; Madeline Walton-Hadlock, Sacramento Public Library; Patrick Remer, Contra Costa County Library; Carolyn Brooks, El Dorado County Library

## **Transform Your Library Users' Experiences**

Saturday, November 4, 2017 | 1:00 PM - 1:45 PM

Stop guessing and start researching what your customers want. User Experience (UX) research can help us identify and prove or disprove the assumptions we make about our customer's interactions our physical and online spaces.

It doesn't take fancy consultants, expensive equipment, or tons of time out of your work week either. Julie Oborny, Web Librarian at San José Public Library, will share practical first steps you can take toward improving the experiences you provide your customers.

Be warned! A new world will emerge for you, your library crew, and your customers when you start applying UX. This world champions your customers and transforms you and your library crew into creatures of curiosity, who regularly ask, -Why do we do it that way? Let's find out!"

Julie Oborny, San José Public Library

## **Book to the Future: Books Teens Will Still be Reading In the Year 2067**

Saturday, November 4, 2017 | 2:00 PM - 2:45 PM

Fifty years after its publication, S. E. Hinton's *The Outsiders* still resonates with teens. What recently published YA books will teens still be reading in 50 years? Will *Eleanor and Park*, or *Gus and Hazel* have the enduring power of *Darrell, Ponyboy and Sodapop*? In this interactive session participants will work in groups to evaluate YA novels, and then passionately promote which titles will still be relevant for future generations. Attendees will cast their votes for their top choices and may also advocate for their own-write-in" favorites. Printz Award winners and popular titles will be considered, and books to be discussed will be posted in advance. Participate in this fast moving, thought provoking session for a thoroughly fun time!

Silvia Gutierrez, Palos Verdes Peninsula High School; Genavieve Gualano, San Jose State University School of Information

## **Creativity Does Not Equal Innovation! Don't Wait for New Worlds to Emerge - Create Your Own.**

Saturday, November 4, 2017 | 2:00 PM - 2:45 PM

Creativity does not equal innovation. Innovation requires both practice (build the skills) and process (build the container). Innovation skills include Resourcefulness, Improvisation, Design Thinking, Diversity, Learning, and Engagement. When you combine the acronym from those elements, you get 'RIDDLE'. We'll interactively explore what each of these traits is, and how you discover, build, and appreciate them all. When RIDDLE is present in your staff, combined with a community-centric mindset and an environment that allows working from strengths, you'll have a library that innovates to build agile service responses to community issues and opportunities. You'll model and teach individuals and groups and help to create resilient communities (and libraries) that are equipped to thrive now and in the emerging worlds that we can already see and imagine on the horizon.

Sam McBane Mulford, ideation collaborative; Cheryl Gould, Fully Engaged Libraries; Melinda Cervantes, Contra Costa County Library

## **From Advocates to Activists**

Saturday, November 4, 2017 | 2:00 PM - 2:45 PM

In this session, P.C. Sweeney will discuss moving from the discussion from an advocacy model to an activist model for libraries in order to build the public and political support that we need to survive. Through his experience as the Political Director of EveryLibrary, he will explore many of the strategies and tactics used by some of the best community organizers, political action committees, and politicians and discuss how librarians can adapt these techniques to take action on behalf of libraries. Patrick will emphasize the resources and skills that libraries need to develop in order to have the political and community support that they need in order to have the resources they need to be able continue to serve the public.

Patrick Sweeney, EveryLibrary

## **Retrotech: Preserving memories at the public library, one shoebox of snapshots, slides, and Super 8's at a time**

Saturday, November 4, 2017 | 2:00 PM - 2:45 PM

Make every day Throwback Thursday with tips, tools and equipment to digitize all those snapshots from 80s prom, those vacation slides from the Grand Canyon, or Super 8 film from your parents' wedding that are sitting forgotten in a shoebox in your garage or the back of your closet.

We will show you how Santa Clara City Library is helping the community bring all that old media back and share it before it disappears for good. Not only are we helping folks digitize their past but helping them tell the stories of their lives, their families and the world we live in. Get hands-on time with the digitizing equipment. Of course you are invited and strongly encouraged to bring your own memories in the form of snapshots of any shape or size, 35mm slides, Super 8 and 8mm film, LPs, VHS tapes, and even those mix tapes.

Paul Sims, Santa Clara City Library; Rachel Schmidt, Santa Clara City Library

## **Super Heroes Unite: Combating the Book Desert in our Public Housing**

Saturday, November 4, 2017 | 2:00 PM - 2:45 PM

Don your cape and join us in defeating the opportunity gap facing children living in public housing. Partnering with non-profit and government agencies in the national-Book-Rich Environment Initiative", Contra Costa County Libraries are battling these-book deserts" with superhero-like efforts.

"Spiderman" made his way to the El Pueblo Housing Authority Center in Pittsburg, CA to share our message-Reading gives you Super Powers". The day was full of games, stories and free books! We empowered children at Las Deltas in Richmond with books and high-energy drumming! Next we flew over to DeAnza Gardens in Bay Point for a day with the amazing Todd Parr! Children visited a StoryWalk (R) featuring Todd's book-Reading Makes You Feel Good", created art with Todd, and left with arms full of autographed books.

Ready to change your world? Come prepared to share ideas! Let's aim high as we build readers and boost literacy!

Ginny Golden, Contra Costa County Library; Paola Gothold; Amy Mockoski; Gia Paolini

## **The Interview Improv Players Present-The Do's and Don't's of Interviewing"**

Saturday, November 4, 2017 | 2:00 PM - 2:45 PM

Having a tough time figuring out what job is for you? Getting the interview but not the job? Join the Interview Improv Players for a fun, interactive series of skits and debriefs. Our (more or less) talented improv artists will bring to life some of the dread pitfalls of the unsuccessful interview - hey, we've all been there. Do you ramble? Do you downplay your accomplishments? Do you clam up? Watch as the Interview Improv players act out your worst memories and fears, no matter which side of the table you were on. Then we'll work together to turn the same situations into success stories. A fun casual session designed to give you the insight you need to make your future library career a reality.

Joy C. Whatley, Chula Vista Public Library; Gladstone Bucknor

## **Volunteer Away Your Library Fines: Reducing Barriers to Library Use Through One-Time Volunteer Events**

Saturday, November 4, 2017 | 2:00 PM - 2:45 PM

One-time volunteer events can be intimidating, but they can also help you engage a whole new group of people to provide an avalanche of meaningful service to your library. The San José Public Library's Volunteer Away Your Fines Program leverages large, one-time volunteer opportunities to reduce economic barriers to Library use. Do you struggle to find opportunities for short term volunteers? Are you interested in starting a program where people can use volunteer service to waive library fines? This presentation will give you the strategies you need to empower a legion of one-time volunteers, and provide a pathway to continued Library use in the process. Topics will include: using community data to determine the scope of your program, gaining staff buy-in through an inclusive planning process, identifying appropriate roles for one-time volunteers, and creating an infrastructure to support large one-time volunteer events.

Jason Pell

## **An Invitation to Family Literacy: the Reading Ambassadors Program**

Saturday, November 4, 2017 | 3:00 PM - 3:45 PM

Let's be honest, when it comes to family reading, California families don't have a level playing field. Caregivers who value literacy seek out libraries, while those caregivers who may need the most support are often unaware of the free resources available. What can libraries do to support less literate families to create a culture of reading in their homes? How do we focus on families' strengths when language barriers and lack of educational opportunities create conditions where caregivers are not equipped to support literacy? One library's answer: empower emerging readers - "child-Reading Ambassadors" - to become family storytellers. Learn about our IMLS-funded Read Together Project that prepares and motivates underprivileged children in afterschool programs and summer camps to bring reading to their families in a new way. We'll share a tool kit of program resources, discuss lessons learned in developing new partnerships, and reveal what we learned from project outcome surveys.

Lisa A. Gonzalez, Santa Barbara Public Library System

## **Ask the RDA Experts! : Cataloging with Resource Description & Access**

Saturday, November 4, 2017 | 3:00 PM - 3:45 PM

The cataloging code Resource Description and Access has been around since 2013. Libraries have been implementing RDA to different levels and many still have questions about decisions related to the implementation of RDA, specific cataloging issues related to both book and non-book resources. Questions may involve both basic and challenging issues related to description and access points to different types of resources. It has been said that RDA is a-moving target" with numerous updates to the cataloging instructions. Bring your questions to a panel of experts on problems encountered while cataloging with RDA. Panel represents both public and academic libraries.

Julie R. Moore: Mary Cohen, Palos Verdes Library District;  
Luiz H. Mendes, California State University, Northridge

## **Revisiting Afterschool Homework Programs**

Saturday, November 4, 2017 | 3:00 PM - 3:45 PM

Over the past 20 years, many public libraries have hosted afterschool homework programs, some more successfully than others. This panel brings together a variety of large and small libraries that offer formal homework help as part of their mainstream public services. One of the programs is funded through a \$1 million endowment, while the others rely on volunteers and library funds. They all represent model programs and together serve a widely diverse array of students. Homework centers expert Cindy Mediavilla will moderate.

Cindy Mediavilla, self-employed; Melissa Bailey; Candice Mack; Jill Patterson, CLA/CDIG and RIG

## **Success on a massive scale: library cards for all students - a toolkit from the California Student Success Initiative**

Saturday, November 4, 2017 | 3:00 PM - 3:45 PM

Based on the experiences of 10 Northern California libraries who are participating in the Student Success Initiative, we will show you just how easy it is to get library cards into the hands of all the students in your local school system in one fell swoop. This program will help participants learn all that they need to know to create a successful library card drive using bulk data exchange with their local school district. Participants will be given tools and basic steps that will allow them to replicate our success. This includes: ideas on how to work with local schools; templates and examples to aide participants in crafting a joint Memorandum of Understanding with the school district to protect student data privacy; examples and ideas about branding and marketing your program and information about how to best accomplish data integration with your integrated library system (ILS).

Henry Bankhead, San Rafael Public Library; Carol Frost, Pacific Library Partnership; Dolly Goyal, Los Gatos Library; Katie Leach, Pacific Library Partnership

## **The Innovation Station: From Underused Backroom to Maker Space Showcase**

Saturday, November 4, 2017 | 3:00 PM - 3:45 PM

When Chula Vista Public Library lost 50 of its 70 staff members in the economic downturn, its once-bustling Technical Services Department was left with 9 empty desks, 2 permanent employees and 1000+ square feet needing a new reason to exist. Learn how the library re-imagined staff space, managed internal fears, explored community needs, and reached out to potential partners. In collaboration with Chula Vista Elementary School District and Qualcomm, the- Innovation Station," a workforce initiative and STEM lab inspired by Qualcomm's in-house Thinkabit lab, opened in the former Tech Services Department in August 2016. The result was a dynamic new public space and compelling community programming. Qualcomm and school district partners share their stories to complete a 360 degree picture of the project's success. What happened to Tech Services? Did library personnel survive the invasion of staff space by sixth graders? Join us and find out.

Betty Waznis, Chula Vista Public Library; Erin Gavin; Matthew Tessier; Michael Bruder

## **The Way to LSTA: LSTA Grant Project Development**

Saturday, November 4, 2017 | 3:00 PM - 3:45 PM

This session will provide the background information and tools for library staff to develop competitive projects for LSTA grant funding from the California State Library. Topics covered will include LSTA eligibility and allowable costs; needs assessment; project and proposal development; evaluation (including outcomes measurement); and project management and reporting.

Janet Coles, California State Library; Natalie Cole, California State Library; Susan Hanks, California State Library