

QUILLS IN HAND AND
WRITE!



TOGETHER
WE ARE
UNSTOPPABLE!



SWING INTO ACTION

CALIFORNIA LIBRARY ASSOCIATION

ALL FOR ONE!
ONE FOR ALL!



WE
CAN
DO
IT!

NOVEMBER 3 - 6 * 2016
* SACRAMENTO *

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SWING INTO ACTION

WELCOME



Registration for CLA's 118th annual conference is now open!

This year's conference is November 3-6 in the beautiful capital city of Sacramento. The theme for this year's conference is Swing Into Action and you better believe this conference is full of action. We have over 125 great programs and preconferences, inspiring speakers, more Ignite talks than you can handle, awards honoring the best in our profession, and exhibits (and free food!) from our awesome library partners and vendors. You also won't want to miss the Interest Group Fair, Author events, and career coaching and free professional headshots in the Exhibit Hall.

You'll also want to swing by exciting social events such as miniature golf in the Exhibit Hall, late night swing dance lessons, and the phenomenon known as Battledecks. We will

be continuing the very popular Night Track on Friday, featuring no-holds-barred perspectives on our profession, and also adding an exciting new Saturday evening mini-conference featuring community engagement ideas from outside the Library world.

We are focusing this year on swinging into action and advocating for libraries. We want everyone to leave this conference ready to tell their Library's story to the world and we are bringing in speakers from all different areas such as former VP of BuzzFeed Jonathan Perelman, and Head of the Center for the Future of Libraries Miguel Figueroa to share their knowledge.

So, catch up on your sleep before conference because you aren't going to want to miss a minute of this one. And you will probably want to take off Monday because Sunday, the 6th, is FUNday!

If you have questions or comments about conference, please send us an email at info@cla-net.org. We look forward to seeing all you swingers in Sacramento in November!

Misty Jones, President
California Library Association

Derek Wolfgram
2016 Conference Chair

REGISTRATION & POLICIES

REGISTRATION DEADLINES

EARLY BIRD REGISTRATION

September 2, 2016

ADVANCE REGISTRATION

October 3, 2016

ONSITE REGISTRATION

November 3-5, 2016

CONFERENCE PAYMENT POLICY

Early Bird registrations must be paid in full by check or credit card no later than 5PM, September 2, 2016. Early Bird registrations unpaid as of 9AM, September 2, 2016, will be changed to Advance registrations and the Early Bird discount will be lost.

Advance registrations must be paid in full by check or credit card no later than 5PM, October 3, 2016. Any registrations that remain unpaid after the Advanced registration deadline, will be cancelled.

CANCELLATION AND REFUND POLICY

All cancellation requests must be submitted in to finance@cla-net.org no later than 5PM, October 3, 2016. No cancellation and/or refund requests will be accepted after the deadline. Qualifying refunds will be issued after December 1, 2016.

Refunds will be issued in the same format as payment: checks for payments made by check, credit card refund for payments made by credit card. An administrative processing fee of \$25 will be applied to all refunds. Please note: the application of the processing fee may result in no refund being issued.

CONFERENCE BADGES

Name badges and meal tickets must be picked up onsite at the conference registration desk.

Conference badges must be worn at all times. Entrance to workshops, conference activities, or the Exhibit Hall will not be permitted without the appropriate badge. Lost badges can be reprinted but a small fee may apply.

ATTENDANCE POLICIES

All attendees must be registered to attend conference.

All poster and program presenters are required to obtain a full conference registration by the close of the Early Bird registration period in order to participate at conference. A full one-day registration for the day you are presenting is acceptable; an Exhibit Hall pass does not constitute a full registration.

To maintain a professional atmosphere throughout the conference, as well as to ensure the safety of CLA members, speakers, personnel, and exhibits, CLA does not allow children under the age of 16 years in educational programs, conference activities, or in the Exhibit Hall at any time.

Your attendance at the conference constitutes permission to utilize photos and video taken of you at the event for news, promotion, and similar purposes.

CONFERENCE CODE OF CONDUCT

CLA has adopted a Statement of Appropriate Conduct expected of all attendees, presenters, and exhibitors which can be found on our website at http://conference.cla-net.org/2015/wp-content/uploads/2015/01/cla_code_of_conduct.pdf.

Please visit our conference website under the “Get Involved” tab to sign up and learn more about getting involved. (<http://conference.cla-net.org/>) Thank you!

BECOME A SPONSOR

Conference sponsors contribute to the success of California libraries and receive enhanced visibility and recognition at the CLA Annual Conference.

Your sponsorship enables CLA to deliver the highest quality professional development, advocacy, and programming for California libraries.

EXHIBIT AND ADVERTISE

Exhibiting and advertising at the CLA Annual Conference are excellent ways to promote your organization’s products, services, and programs to California’s professional library community and networks.

RECRUIT AT CONFERENCE

Are you looking for the best of the best to join your team? Secure a table in the Exhibit Hall to promote your organization and job openings to the highly-motivated and engaged professionals, paraprofessionals, students, and library supporters who attend the CLA Annual Conference each year.

SILENT AUCTION

Support CLA by donating a themed basket, work of art, craft, jewelry, gift card, unique experiences or item of your choice to the Silent Auction. Donations at varying price points are greatly appreciated and allow for greater participation of conference attendees at all levels!

CLA’s Annual Silent Auction benefits the California Library Association and the professional development, advocacy, and programming services we provide for the California’s library community.

We welcome Silent Auction donations large and small!

VOLUNTEER

Volunteers enable CLA to provide a vibrant and dynamic conference each year. Please help us present a great conference for you! We will be recruiting volunteers to help with the Registration Desk, Local Arrangements, Silent Auction, and Events, and to serve as Room Monitors.

SACRAMENTO

The 2016 CLA Annual Conference will take place at the Sacramento Convention Center. The Hyatt Regency Sacramento hotel is our conference hotel, offering group rates to attendees. Please visit our website for more information about your visit to Sacramento.

SACRAMENTO CONVENTION CENTER

1400 J Street

Sacramento, CA 95814

<http://www.sacramentoconventioncenter.com/>

HYATT REGENCY SACRAMENTO

1209 L Street

Sacramento, CA 95814

Reservation Website: <https://resweb.passkey.com/go/2016LIB2>



SCHEDULE AT A GLANCE

THURSDAY, NOVEMBER 3

9:00am-12 noon Preconference workshops
1:15pm-4:15pm Preconference workshops
4:30pm-6:30pm Exhibit Hall open
Grand Opening Reception
Interest Group Fair
Various Times Thursday on the Town Events
8:00pm-10:00pm CLA Awards Reception

FRIDAY, NOVEMBER 4

8:00am-8:45am Concurrent & Ignite Sessions
9:00am-10:00am Keynote Speaker: Jonathan Perelman
10:00am-4:45pm Exhibit Hall Open
10:15am-11:00am Concurrent & Ignite Sessions
10:15am-11:45am Poster Sessions
11:15am-12:00pm Concurrent & Ignite Sessions
12:00pm-1:30pm BAYA'S YA Author Blowout
1:30pm-2:30pm Concurrent Sessions
2:45pm-3:30pm Concurrent Sessions
3:00pm-5:00pm California Young Reader Medal
& Beatty Award Literary Tea
3:45pm-4:30pm Concurrent Sessions
4:45pm-5:45pm Concurrent Sessions
5:30pm-7:00pm Library School Receptions
7:00pm-9:00pm CPLA Awards Dinner
7:00pm-7:45pm Night Track Sessions
8:00pm-8:45pm Night Track Sessions
9:00pm-9:45pm Night Track Sessions
Ignite Hater's Ball
9:00pm-1:00am Battledecks Competition
& CLA Swing Dance Party!

SATURDAY, NOVEMBER 5

8:00am-9:00am OCLC Update Breakfast
8:00am-8:45am Concurrent Sessions
9:00am-2:30pm Exhibit Hall
9:45am-10:45am California State Library Discussion
11:00am-12:00pm Concurrent Sessions
12:15pm-1:00pm Concurrent & Ignite Sessions
12:30pm-2:00pm Posters Sessions
1:15pm-2:15pm Concurrent & Ignite Sessions
2:30pm-3:30pm Concurrent & Ignite Sessions
4:00pm-5:00pm Membership Meeting: The Future of
Libraries
6:30pm (*tent.*) An Evening of Community
Engagement at Sacramento PL
(*time subject to change*)

SUNDAY, NOVEMBER 6

Various Times Sunday FUNday Events



EXHIBIT HALL

EXHIBIT HALL HOURS

THURSDAY

4:30 PM - 6:30 PM

FRIDAY

10:00 AM - 4:45 PM

SATURDAY

9:00 AM - 2:30 PM

GRAND OPENING RECEPTION

Thursday, November 3, 2016 | 4:30PM-6:30PM

Please join us in the Exhibit Hall for the ribbon cutting and Grand Opening Reception to kick off the 2016 conference! Your opportunity to spend time with vendors, friends, and colleagues from around the state. Be the first to check out the exhibitors' booths, as well as exhibit hall favorites like the CLA silent auction and career resource booth, plus new features like the Swing Into Action miniature golf course, the first ever CLA Interest Group Fair, and other surprises you won't want to miss.

INTEREST GROUP FAIR

Thursday, November 3, 2016 | 4:30PM-6:30PM

Want to get involved in CLA? Don't know where to start? Meet representatives from CLA's various Interest Groups to learn about opportunities that will get you swinging into action in no time!

BAYA'S YA AUTHOR BLOWOUT

Friday, November 4, 2016 | 12:00PM-1:30PM

Check out our website closer to the conference for the exciting and extensive schedule of authors/illustrators appearing in the Exhibit Hall. This is your chance to meet the YA authors who write the books you and your teens love to read!

GET YOUR SWING ON: MINI GOLF IN THE EXHIBIT HALL

Wanna really swing into action? Take the Mini Golf Challenge at the Exhibit Hall area for a chance at some cool swag and friendly (or perhaps cutthroat?) competition. It's a hole in one!

CALIFORNIA LIBRARY ASSOCIATION PAVILION

The CLA Pavilion is a one-stop-shop for membership information, conference details, and professional development resources (and prizes!). We will have a variety of offerings this year including meet-and-greets with CLA Board Members, information on CLA's varied Interest Groups, headshots just for CLA members, and a preview of the upcoming Reading By Design! summer reading theme from our summer reading partner, iRead. Stop by to learn about CLA membership, CA Center for the Book, and exciting CLA programs like Lunch @ the Library. Every day we're going to be offering new activities and prizes. Be sure to follow us on Twitter (@CalLibAssoc), Instagram (@ca_library_assoc) and Facebook. #CLASwingIntoAction

CAREER RESOURCES @ THE CLA PAVILION

Are you looking for a new position? Or, maybe just to freshen up your interviewing skills? Visit the Career Center at the CLA Pavilion and talk with professionals and paraprofessionals who can help! Helpful experts are standing by to review your resume and get you ready for the next big interview. Stop by to reserve a session for a resume review or headshot photography session.

PREXCELLENCE AWARDS ON DISPLAY

The PRExcellence Awards honor the highest quality efforts of California libraries in promoting and communicating their message to their customers. There are four PRExcellence Award entry categories: Print, Electronic, Event or Campaign, and Wildcard. Awards are given within each of these categories at each of three library budget levels: under \$5M, \$5M-\$10M, and \$10M and above. Please stop by the PRExcellence display to view the showcase of this year's fabulous winners!

SILENT AUCTION: IT'S YOUR TURN TO SWING INTO ACTION – AND GO SHOPPING!

Support CLA and Library Advocacy!

You know all the wonderful things CLA does for libraries and library staff across California:

- Advocacy
- Programming Support
- Professional Development
- Grants
- Lobbying to keep our libraries strong

YOU can help make a difference, too, by donating a themed gift basket, gift card, artwork, special handicraft, jewelry, or similar item to the Silent Auction.

There's no item too big or small. This is one of the conference's best and most fun fundraising opportunities – be a part of it!

For Donors: Visit our conference website to complete the silent auction donation form. (<http://conference.cla-net.org/2016/get-involved/silent-auction/>)

EXHIBITORS

RESERVE A BOOTH

Exhibiting at the CLA Annual Conference is an excellent way to promote your organization's products, services, and programs to California's professional library community and networks.

To reserve a booth in our bustling Exhibit Hall, for the opportunity to network with librarians and information professionals, and introduce yourself and your services, please visit our conference website.

SPECIAL EVENTS

THURSDAY, NOVEMBER 3, 2016

CLA AWARDS RECEPTION

Thursday, November 3, 2016 | 8 PM - 10 PM

Ticketed Event

Join us in a celebration of the best in California Libraries. These inspiring leaders have been swinging into action to make libraries better and this is the opportunity to award their accomplishments. Drinks and dessert will be served.

Special guest to be announced.



FRIDAY, NOVEMBER 4, 2016

KEYNOTE SPEAKER JONATHAN PERELMAN: CREATING YOUR LIBRARY'S STORY AND TELLING IT TO THE WORLD

Friday, November 4, 2016 | 9 AM - 10 AM

Jonathan Perelman shares how to stand out, rise above the noise, and get your organization's voice heard online by telling stories that resonate in a memorable way. He offers audiences eight tips for creating shareable, social content that spurs growth.

Jonathan Perelman *As the vice president of BuzzFeed motion pictures, Perelman was critical to its transformation into one of the internet's biggest – and most effective – producers of video content. Before BuzzFeed, Perelman spent more than six years at Google as the global lead for industry relations. He is also the founder of Lighthouse Group, an independent media firm and currently serves as the head of digital initiatives at ICM Partners.*



CALIFORNIA YOUNG READER MEDAL & BEATTY AWARD LITERARY TEA

Friday, November 4, 2016 | 3 PM - 5 PM

Ticketed Event

Enjoy an afternoon tea while mingling with Children's and YA authors! You will also receive free books and have an opportunity to pose for pictures with the Golden Gate Bridge and your librarian friends in our photo booth.

The California Young Reader Medal (CYRM) introduces young readers to a variety of book genres and formats and gives them an opportunity to honor their favorite books. This year we will honor the CYRM Intermediate and Middle School winners: *A Dog Called Homeless* by Sarah Lean and *Dogtag Summer* by Elizabeth Partridge.

The John and Patricia Beatty Award honors the author of a distinguished book for children or young adults that best promotes an awareness of California and its people. This year we will honor *This Bridge Will Not Be Gray* by Dave Eggers; illustrated by Tucker Nichols.

You won't want to miss the CYRM/Beatty Awards Authors' Tea! Register today!

Honorees: Sarah Lean, Elizabeth Partridge, Dave Eggers, and Tucker Nichols



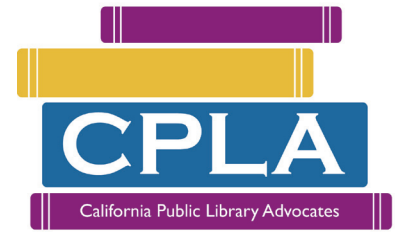
CPLA: STRENGTHENING CALIFORNIA LIBRARIES THROUGH ADVOCACY AND EDUCATION

Friday, November 4, 2016 | 7 PM - 9 PM

Ticketed Event

You are invited to attend the 2016 California Public Library Advocates (CPLA) Awards Dinner, where outstanding library advocates throughout our state will be honored and celebrated. From librarians and the media to legislators and Trustees/Commissioners/Friends and Foundation members, you will be part of an event that recognizes those that go the extra mile in demonstrating by their actions that libraries matter in California! Come hear their inspiring stories and be inspired yourself. Buy your ticket today and be a part of the 2016 CPLA Awards Dinner!

CPLA: Strengthening California Libraries through Advocacy and Education



CLA'S 7TH ANNUAL BATTLEDECKS COMPETITION & CLA SWING DANCE PARTY!

Friday, November 4, 2016 | 9 PM - 1 AM

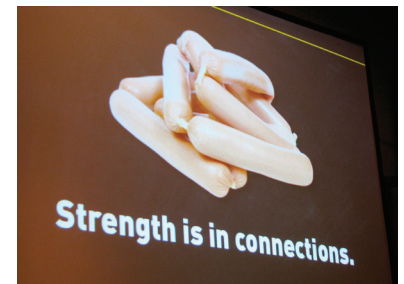
We know it's been a long day but, seriously, this is where the real fun begins!

CLA'S 7TH ANNUAL BATTLEDECKS COMPETITION

Battledecks, also known as PowerPoint Karaoke, is a fast-paced, fun, hilarious event where your colleagues attempt to put together semi-coherent presentations on the fly with random slides they've never seen. Contestants are judged by a panel of low-level celebrities and audience participation. If you are interested in showcasing your gift for talking about subjects you know nothing about, please contact Jennifer Baker at jenrgee@mail.com (subject line: Battledecks). Cash bar. Immediately after announcing our 2016 champion, we will really Swing into Action. Grab another drink and stick around for the best CLA dance party ever!

CLA SWING DANCE PARTY!

Are you ready to Swing into Action? It's time to dust off your spats and Mary Janes. Doesn't matter if you jitterbug, lindy hop, west coast, or just tap your toes; we can accommodate all that jazz! We'll dance the night away to classic big band songs, disco, retro, and 21st Century music too. No dance experience? No partner? No problem! We'll have a beginner friendly lesson for the first half hour so you'll be jumpin' and jivin' in no time. Even if you'd rather just watch, this event is not one to miss! Cash bar.



SPECIAL EVENTS

LIBRARY SCHOOL RECEPTIONS

SJSU SCHOOL OF INFORMATION RECEPTION

Friday, November 4, 2016 | 5:30 PM - 7 PM
Lucca Restaurant, Main Patio (enclosed), 1615 J Street

You're invited! The School of Information is hosting a reception at the California Library Association conference. Meet our Director, Dr. Hirsh, faculty, and mingle with your peers. There will be lite fare and plenty of good conversation. Our school's reception is free to attend, and there's no need to RSVP. We hope to see you in Sacramento!

UCLA DEPARTMENT OF INFORMATION STUDIES RECEPTION

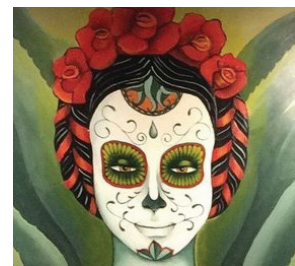
Friday, November 4, 2016 | 5:30 PM - 7 PM
Hock Farm, 1415 L Street

UCLA Department of Information Studies Reception: The UCLA Information Studies Department welcomes alumni, faculty, students, staff and prospective students at its annual CLA reception. Come mingle with world class scholars, researchers, and professionals and learn more about what makes our face-to-face program so excellent.

UNIVERSITY OF NORTH TEXAS COLLEGE OF INFORMATION RECEPTION

Friday, November 4, 2016 | 5:30 PM - 7 PM
Tequila Museo Mayahuel, 1200 K Street
<http://tequilamuseo.com/>

ATTENTION ALL UNT ALUMS!!! Let's get together for a night to remember. Please join us in laughter, friendship, and fun at Tequila Museo Mayahuel located at 1200 K Street, a 5 minute walk from the convention center. Bring along a recruit, or tell your friends and colleagues to stop by the UNT/LIS booth to learn about the California Cohort programs and scholarships. Experience recipes that are truly authentic and unique, and unlike anything you have ever tasted before! Come feel the heartbeat of Mexico and share your success stories with your fellow UNT alums.



UNIVERSITY OF SOUTHERN CALIFORNIA LIBRARY AND INFORMATION SCIENCE PROGRAM RECEPTION

Friday, November 4, 2016 | 5:30 PM - 7 PM
Amourath 1819 Lounge, Hyatt Regency, 1209 L Street

Join Dr. Ken Haycock, director of USC's Master of Management in Library and Information Science program, and research professor of management and organization in the USC Marshall School of Business, for a reception and informal briefing session. USC is the first major research university in more than 30 years to invest in librarianship as a profession for the future. USC is also the first university to develop its degree from the ground up as a program within its business school.

The USC program is fully online and offers both a general approach and opportunities to specialize. We emphasize leadership development across all areas. The USC MMLIS is accepting applications for Spring and Summer 2017 cohorts.

SATURDAY, NOVEMBER 5, 2016

OCLC UPDATE BREAKFAST

Saturday, November 5, 2016 | 8 AM - 9 AM

Please join us at a complimentary breakfast and discussion of what's new at OCLC, your library cooperative. Pam Bailey, Director, OCLC Global and Regional Councils, will present an update on OCLC services developments and recent OCLC research and initiatives.

Pam Bailey is Director, OCLC Global and Regional Councils, and is OCLC's primary liaison with these councils, which help guide the direction of the OCLC cooperative. She also speaks on a variety of topics, including training, library workflows, ways to promote library services and managing diverse workgroups. Pam joined OCLC in 1986.



CALIFORNIA STATE LIBRARY DISCUSSION

Saturday, November 5, 2016 | 9:45 AM - 10:45 AM

Ticketed Event

Meet with colleagues from throughout the state to hear the latest news from the California State Library, as well as to find out what's coming up next from State Librarian Greg Lucas. Unlike past years, this will be a FREE event, but space is limited so attendees will need to pre-register.



MEMBERSHIP MEETING: THE FUTURE OF LIBRARIES

Saturday, November 5, 2016 | 4 PM - 5 PM

Hear from Miguel Figueroa and learn how The Center for the Future of Libraries works to: Identify emerging trends relevant to libraries and the communities they serve, promote futuring and innovation techniques to help librarians and library professionals shape their future, and build connections with experts and innovative thinkers to help libraries address emerging issues

Additionally please attend this year's California Library Association Membership Meeting to hear the State of the Association report, and witness the passing of the gavel from President Misty Jones to Incoming President Helen McAlary.

Miguel Figueroa, ALA Center for the Future of Libraries

Figueroa is the head the new American Library Association Center for the Future of Libraries. He previously served as Director of Member Programs for the American Theological Library Association in Chicago and Director of the Office for Diversity and Spectrum Scholarship Program and the Office for Literacy and Outreach Services at the American Library Association.

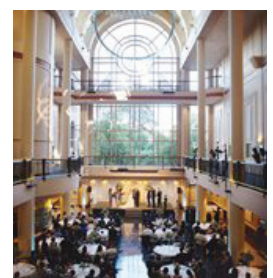


AN EVENING OF COMMUNITY ENGAGEMENT AT SACRAMENTO PUBLIC LIBRARY

Saturday, November 5, 2016 | 6:30 PM (tent.)

Ticketed Event

Hear from a group of dynamic and innovative organizations outside of the library field on their efforts to engage with community. Come get inspired!



THURSDAY ON THE TOWN

BAKER AND TAYLOR: BEHIND-THE-SCENES TOUR

Thursday, November 3, 2016 | 9 AM - 4 PM

Ticketed Event

The B&T Reno facility serves the majority of west coast libraries. Join in on the opportunity to tour the facility, meet the operations staff and learn more about the efficiencies and benefits of a state of the art fulfillment center for a major library vendor.

Wear comfortable clothing and closed toe shoes. This is an on-floor tour in an operations building. A bus/van ride to and from the Reno facility will take approximately 2 hours in either direction. The facility tour will last 2-3 hours. Bottled water will be provided for the facility tour. Lunch is included. Bus seating will be limited – sign up early!

SACRAMENTO BREW BIKE TOUR

Thursday, November 3, 2016 | 5 PM - 8 PM

Ticketed Event

Do you enjoy craft beer with friends? Do you enjoy a good book and a little exercise? Then this event is for you!! The Sacramento Brew Bike tour will take you to local pubs where you will enjoy a pint (or more, but that's on you) and a book talk with a local librarian who will pair the book to the brew. Depending on the number of people that sign up, this will either be a 2 hour or 3 hour experience rain or shine. Here's what you will get:

1. The experience of "cycling" with your 15 new friends (per bike) around Midtown Sacramento (there's a seat for those who choose not to peddle).
2. One pint of beer at each pub visited (a total of 3).
3. Book Talks with a Librarian at each site.
4. All tips are included in the price.

SACRAMENTO THEATRE COMPANY

Thursday, November 3, 2016 | 6:30 PM – 9:30 PM

Ticketed Event

Who doesn't love an evening at the Theatre?! Join us for a wonderful evening at Sacramento Theatre Company's production;

I Ought to be in Pictures

By Neil Simon

Directed by Bill Zarriello

November 2 – December 11, 2016

Pollock Stage

This three-character dramedy involves Herbert Tucker, a struggling screenwriter who abandoned his New York family 16 years earlier. His daughter, Libby, arrives at the West Hollywood home of her father, whom she barely remembers. She is convinced that he can give her the Hollywood acting career she desires. Filled with guilt and demanding love, Libby not only forces Herb to deal with the responsibilities of parenthood, but to come to terms with his relationship with girlfriend, Steffy.

The STC, a long-time partner with the Sacramento Public Library is eager to welcome Library staff from all over the state. The performance features a pre-show where elements of the production are discussed that enhance the understanding of the performance and the play. The Theatre is located on H and 15th, an easy 3 block walk or brief Uber ride from the Conference Center.

MIDTOWN HACKER LAB

Sunday, November 6, 2016 | 10 AM – 1 PM

Ticketed Event

Come see the Hacker Lab that helped launch Sacramento Public Library's Design Spot and the Sierra College own Maker Space. Located on 17th and I, the Hacker Lab is open 24 hours a day, 7 days a week so that members can come explore any time the mood strikes. You will be treated to a continental breakfast and 3 classes, just for our group. The classes are:

1. 3D Printer class (but not your everyday printers!)
2. Laser-cutting class
3. Wood-shop class

LIBRARY SCAVENGER CRAWL & BRUNCH

Sunday, November 6, 2016 | 10 AM – 1 PM

Ticketed Event

Do you put your book down on Friday nights to catch an episode of "The Amazing Race?" Are you highly ambitious and competitive? Do you like mimosas? If you answered yes to any one of these then this event may just be up your alley.

Individuals will be placed into teams to check out different libraries in the downtown Sacramento area. Questions will be required to be answered at the various locations. The first three teams to complete all their questions will be awarded a prize. The scavenger hunt will have a registration period from 9:30 until 10 and will promptly end at noon. Brunch will be served at 12:30 at the Rio City Cafe in Old Sacramento. Vegan and vegetarian options will be available.

Disclaimer: this event requires some walking to get to the various library buildings. Comfortable shoes are advised. It will take place rain or shine.

CALIFORNIA MUSEUM TOUR AND LUNCH

Sunday, November 6, 2016 | 12 PM – 2 PM

Ticketed Event

Participate in a docent led tour of the California Museum which "reflects all aspects of California's diverse population and culture, with an emphasis on the contributions of women and under-represented groups." The featured exhibit is entitled "Voting in California: 1850 – 2016". A box lunch is included. Located on 9th and "O" Street.

UNDERGROUND WINE TASTING

Sunday, November 6, 2016 | 5:30 PM – 6:30 PM

Ticketed Event

Taste the local wines from El Dorado County and the Sierra Foothills in Old Sacramento. Located on the original level in Old Town (now located below street level) you'll climb down the streets onto the bricks to enter the Underground Tasting Room. This can be the perfect start to your evening in Old town Sacramento known for its variety of restaurants, bars, and fun-to-explore shops.

PRECONFERENCES

CQ BUILDING: FOSTERING OUR CULTURAL INTELLIGENCE

Thursday, November 3, 2016 | 9 AM - 4:15 PM

Ticketed Session

You've heard of IQ and EQ, but what about CQ? Cultural Intelligence (CQ) refers to our ability to function effectively across national, ethnic, and even organizational cultural boundaries. Cultural Intelligence involves four interdependent abilities:



- Knowledge
- Motivation
- Interpretation
- Behavior

Cultural Intelligence building is a life-long journey, and all can improve their CQ over time. In a world of culture clashes, any effort towards cultural intelligence will make an immediate and effective impact. Relevant to all staff, this workshop introduces concepts and actions which shape personal and organizational cultural competencies. Through highly interactive content that embraces multiple learning styles, our conversation will change perceptions and actions in a way which encourages and nurtures

Improving our CQ makes us better communicators and more gracious actors in our increasingly diverse world. Build your CQ and learn tools you can apply immediately as you cross cultural Boundaries.

Marla J. Ehlers Trained by CQ expert Dr. Pennylyn Dykstra-Pruim, Marla Ehlers has facilitated multiple workshops on CQ among a variety of learners. Marla most recently presented on cultural intelligence at the American Library Association's annual conference and has spoken on a variety of other topics at state and national conferences. With over 20 years in libraries and a background in teaching and children's services, Marla is currently Assistant Director at the Grand Rapids (MI) Public Library.



INTRODUCTION TO SERIALS CATALOGING WITH RDA

Thursday, November 3, 2016 | 9 AM - 4:15 PM

Ticketed Session

Resource Description and Access (RDA) is the new cataloging standard that replaces AACR2. This Basic Serials Cataloging Workshop, part of the Serials Cataloging Cooperative Training Program, will offer an introduction to cataloging serials with RDA. It will cover RDA and CONSER standards, RDA core elements and terminology, transcribed versus recorded elements, new or revised areas of information, and creation of new records and serial maintenance. Attendees will participate in hands-on exercises which will include use of tools and documentation in support of cataloging with RDA. Access to the PowerPoint presentation will be given to participants ahead of the workshop via email.

Valerie Bross has performed CONSER cataloging at UCLA as a member of the ERM/Continuing Resources Cataloging Team of the UCLA Cataloging & Metadata Center since 1998. Beginning in 2003, she has served as a trainer in the Serials Cataloging Cooperative Training Program (SCCTP); and she participated in the most recent revision of the Basic Serials Cataloging Workshop.

Kevin Balster is the ERM/Continuing Resources Metadata Librarian at the UCLA Cataloging & Metadata Center. As a member of the CONSER and NACO sections of the Program for Cooperative Cataloging (PCC) he contributed to the revisions of the CONSER Cataloging Manual and the Serials Cataloging Cooperative Training Program (SCCTP) to align with RDA. He is currently a member of the ALCTS CRS (Continuing Resources Section) Education, Research, and Publications Coordinating Committee.

MENTAL HEALTH @ THE LIBRARY: THE ESSENTIALS

Thursday, November 3, 2016 | 9 AM - 12 PM

Ticketed Session

The topic of mental health can be one of the most challenging issues for library staff, especially when faced with tough questions or when interacting with patrons who are exhibiting signs of mental illness. Fortunately, a handful of practical skills enable library staff to respond well to difficult situations and have resources at hand to answer just about any question or scenario that comes your way. This interactive session covers the essentials, starting with proven approaches to serving library users with mental illness. We will discuss techniques for building and utilizing community partnerships to connect patrons with appropriate local resources. Additionally, we will evaluate and discuss various reference resources and technologies, including authoritative websites, mobile health apps, and social networking sites used by consumers as emotional support systems. The class will conclude with sharing ideas for compelling programs to raise awareness and improve mental health literacy for patrons, staff, and the entire community.



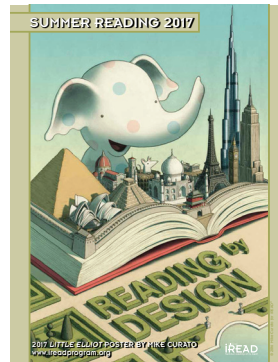
Kelli Ham is the Consumer Health Librarian at the National Network of Libraries of Medicine, Pacific Southwest Region located at the UCLA Biomedical Library. Kelli provides training and outreach services to public libraries, hospital libraries, and community organizations, resulting in improved health and wellbeing of entire communities.

Sponsored by the National Network of Libraries of Medicine Pacific Southwest Region

SUMMER @ YOUR LIBRARY 2017 - SUMMER READING AND LEARNING ESSENTIALS

Thursday, November 3, 2016 | 12:45 PM - 4:15 PM

Ticketed Session



SCHOLARSHARE
CALIFORNIA'S 529 COLLEGE SAVINGS PLAN

indicators; and lots of great programming ideas for the 2017 summer reading theme, Reading by Design. Please join us!

Presented by CLA's California Summer Reading Challenge Advisory Council and iREAD.

Sponsored, in part, by ScholarShare/TIAA-CREF

The California Summer Reading Challenge is a program of the California Library Association, supported in whole or in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.

PRECONFERENCES

EARLY LEARNING WITH FAMILIES

Thursday, November 3, 2016

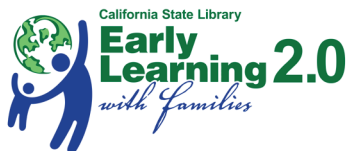
Westminster Presbyterian Church, 1300 N Street

Opening General Session

1 PM - 4 PM

Ticketed Session

Open to the first 100 registrants. Bringing together cutting-edge research from neuroscience, economics, cognitive psychology and education, the Bay Area Discovery Museum's Center for Childhood Creativity, in collaboration with the CA State Library's Early Learning with Families initiative, presents an interactive and engaging session to inspire new library frameworks for stimulating creativity and school readiness in early childhood (0-8).



Closing Reception | 4 PM - 6 PM

Ticketed Session

Open to all. This meet and greet reception is for anyone interested in networking with your early learning library colleagues or learning more about our various ELF initiative partnerships with the Center for Childhood Creativity and the Brazelton Touchpoints Center. Hors d'oeuvres and beverages will be provided.

MANAGEMENT BOOT CAMP: LEARN THE ROPES FROM FRONT LINE MANAGERS

Thursday, November 3, 2016 | 1:15 PM - 4:15 PM

Ticketed Session

Learn down-to-earth wisdom, tips, and tricks from a diverse group of experienced mid to high-ish level library managers in a format that can best be described as speed dating meets Ted talk. Topics will be covered quickly, allowing you to pick and choose the micro-sessions that are most relevant to your current job and career aspirations. This session is perfect for new managers or people who have administrative aspirations. Topics include: Recruitment, Grant Writing, Dealing with Problem Employees, Self-Promotion 101, Professional Development, and many more.

Sponsored by CLA's Management Interest Group and the CLA Membership Committee

THE MESSAGE MATTERS: A HALF DAY PRE CONFERENCE FROM CLA'S LEGISLATIVE & ADVOCACY COMMITTEE

Thursday, November 3, 2016 | 1:15 PM - 4:15 PM

Ticketed Session

Greg Lucas, California State Librarian, will lead this important advocacy session in both his experiences as a journalist and as a library leader in the best way to craft and deliver meaningful messages about the value of libraries. Members of the CLA Legislative and Advocacy Committee will be bringing best practices for effective messaging in an information overloaded world. ALL CLA members at all levels, friends, foundations trustees and commissioners will be encouraged to attend this short but impactful training.

Learn to craft an effective message for your library and work with your colleagues toward crafting a message for improving statewide support for California libraries

Tips/ techniques and outcomes will include:

- Crafting the powerful and effective message
- How and when to present it
- How to spread the message so it becomes unified
- Best practices of successful messages in California/ voter approval for initiatives
- Seek out ideas and aspirations for libraries in the next 5-10 years

Sponsored by CLA's Legislative & Advocacy Committee

STUDENT RESOURCES FOR LITERACY TUTORS

Thursday, November 3, 2016 | 1:15 PM - 4:15 PM

Ticketed Session

Anyone involved in adult literacy knows it's a different beast than early or child literacy. In this preconference session, we'll look at books, apps, and more for adult learners, as well as information on learning disabilities and student resources. This session will be mixed format, with a presentation, hands on activities, and displays.

Sponsored by: CLA Literacy Interest Group

PROGRAMS | FRIDAY 8 AM - 8:45 AM

5 MINUTE MENTORING

Friday, November 4 | 8 AM - 8:45 AM

5 Minute Mentoring consists of quick one-on-one sessions with a mentor and a mentee. Each mentee meets with a mentor and then they switch and the mentor meets with a new mentee. The session will start with a short introduction by Andrew Carlos, who will talk about the value of mentoring.

Nichole Brown, Oakland Public Library; Andrew Carlos, CSU, East Bay; Tamara Evans, Kings County Library; Rebecca Kemp, Tulare County Library

BOARD EFFECTIVENESS TRAINING: A TASTE OF CPLA'S TRAINING SESSIONS FOR COMMISSIONERS, TRUSTEES OR FRIENDS

Friday, November 4 | 8 AM - 8:45 AM

California Public Library Advocates introduces its revitalized Board Effectiveness Training for library commissions and trustees -- and now for Friends as well! This session will give an overview of roles, legal obligations, relationships with the library and goals, and how they are covered in the 1/2 day training sessions. The session will also include an open conversation with attendees about critical issues and concerns facing volunteer or elected supporters of libraries and community organizations that support libraries.

Deborah Doyle and Robin Hoklotubbe, California Public Library Advocates

GIMME SHELTER: PROVIDING HOMELESS TEENS WITH THE RESOURCES THEY NEED TO SURVIVE AND THRIVE

Friday, November 4 | 8 AM - 8:45 AM

Homeless youth in California make up the largest portion of homeless youth in the nation—28 percent of the national total. Libraries have long been a place of refuge for the homeless, and more and more libraries are moving beyond referrals and providing on-site services to homeless patrons. Unfortunately, these on-site services are directed almost exclusively toward adults. In this session, experts from Wind Youth Services and from the California State Library's Homeless Youth Project provide information regarding the problems faced by homeless youth, including challenges specific to the disproportionately large amount of LGBTQ homeless youth. The presenters detail best practices for reaching out to homeless youth, highlighting which services are of particular importance. The session will culminate in a panel where librarians share their own experiences with creating community partnerships to bring much-needed support services to their libraries.

Erica Fonseca, Wind Youth Services; Alyson Hamlin, CLA Youth Services Interest Group; Shahera Hyatt, California State Library; Courtney Saldana, Ontario City Library

LET'S SEE SOME ACTION! INCORPORATE MOVEMENT IN CHILDREN'S PROGRAMMING.

Friday, November 4 | 8 AM - 8:45 AM

Children's programs in libraries often focus on small motor movements with activities that can be accomplished in place, such as singing, fingerplays, crafts, and listening to stories. While these are important program elements, research shows that gross motor movements are just as important to the learning process, as well as to a child's emotional and physical well-being. Although movement and play are necessary, many children simply do not get enough of it. Our aim is to reverse this trend and help participants advocate for children in their community to get moving! In this hands-on, demo-style, panel discussion consisting of three presenters, participants will learn how to incorporate play and movement into library programs. Panel presenters include Anna Hartman, Kristin Ward, and Alli Cuentos. An informative, re-energizing time is promised for all!

Rachelle Lopez, Ontario City Library--Colony High Branch Library; Margaret Stawowy, San Rafael Public Library

PROGRAMS

LOCKED UP: STORIES FROM FIRST YEAR PRISON LIBRARIANS

Friday, November 4 | 8 AM - 8:45 AM

Four state prison librarians share their experiences and offer advice for people considering a career as a prison librarian. They'll talk about what got them into the profession, how they've worked with inmates from various security levels, and how they've run law and recreational libraries.

Erin Farrell, Tanya Lindquist, Tracy McCowan, and Katie Millsap, California Department of Corrections and Rehabilitation

PUTTING POETRY BACK INTO CIVIC LIFE: BELMONT'S STORY OF BUILDING COMMUNITY AND CREATING CONNECTIONS WITH VERSE

Friday, November 4 | 8 AM - 8:45 AM

Since the ancient Greeks, poetry has been an integral part of civic life, commemorating critical events and unifying communities. While popular interest has waxed and waned over the years, California's support of this age-old art form has been robust and has generated a resurgence of local poet laureates both at the county and municipal level. In 2014, the Belmont Library was approached by a Belmont Parks and Recreation Commissioner to join forces in proposing to our City Council an official poet laureate position. Council agreed, and the next year, Tanu Wakefield was selected Belmont Poet Laureate for a three-year term. Since then, she has kicked off City Council meetings, taught poetry workshops, and led poetry gatherings all over the community. We'll share with you how the library has partnered and/or supported all these events, strengthening its role as a gatherer of community both inside and outside the library.

Kathleen Beasley, San Mateo County Library; Mary Frances Frayne, San Mateo County Library; Tanu Wakefield, City of Belmont

SENIORS & EBOOKS: BRIDGING THE TECHNOLOGY GAP THROUGH OUTREACH

Friday, November 4 | 8 AM - 8:45 AM

The library has eBooks. Seniors have eDevices and want to check out said eBooks. What should be an easy relationship between librarian and patron can often turn futile when patrons cannot come to the branch for help. After observing the growing need for eBook help within the local senior community, librarians at the San Jose Public Library Evergreen Branch decided to take eBook help outside of library walls. Librarians designed a workshop for seniors and presented it directly at a local retirement community. Over the course of several months, librarians reached dozens of seniors through a workshop and one-on-one sessions within their own community. In this presentation we will discuss how this program and ongoing service were created, the technologies used, and the hurdles and pitfalls encountered along the way. Come be inspired by this new and fun way to bring technology to the senior community.

Alison de Geus and Amelia Vander Heide, San Jose Public Library

STORYTIME STUDIO: BUILD AND SUPPORT THE STORYTIME SKILLS AT YOUR PUBLIC LIBRARY!

Friday, November 4 | 8 AM - 8:45 AM

Looking for a way to support and expand the skills of all of your storytime staff? Consider a Storytime Studio! Using the idea of studios as a place where people go to practice an art form, Storytime Studios use the strengths of your own staff to create specific storytime trainings; offer needed support and validation to your hard working storytimers; and build collaboration and expertise sharing. Learn from Donna Zick, Early Literacy Specialist with the Sacramento Public Library, about the Storytime Studios model she developed; you'll leave with ideas on how you can make them happen in your own system.

Donna Zick, Sacramento Public Library

TWO BIRDS WITH ONE STONE: USING WEARABLE TECHNOLOGY FOR HEALTH AND TECHNOLOGY EDUCATION

Friday, November 4 | 8 AM - 8:45 AM

Unless you've been living under a stone, it's likely you've encountered the recent buzz about wearable technology and fitness trackers. In this session, South San Francisco Public Library staff will present their experience with circulating wearable technology and integrating it into library programs to spark community interest in technology and health. Join us to gain some hands-on experience with wearable technology and learn about practical considerations for purchasing and circulating equipment as well as helping community members get started with putting their fitness plans into action.

Adam Elsholz, Mo Frencham, Anissa Malady, and Santos Shawnte, South San Francisco Public Library

ANYTHING ALOUD: OPEN MIC NIGHT IN THE LIBRARY

Friday, November 4 | 10:15 AM - 11:45 AM

A youth services librarian explains how she uses an array of social media platforms to host an open mic night for teens and adults. The event brings performers and artists of all kinds together: bands, poets, actors--you name it! The event's success is due to the willingness to take new forms of action inside and outside the library, such as using MeetUp.com and Instagram to locate and reach new audiences.

Amber Clark, Sacramento Public Library, North Highlands-Antelope

APPROACHING LEGAL QUESTIONS IN NON-LAW LIBRARIES: ESSENTIAL STRATEGIES AND ONLINE RESOURCES

Friday, November 4 | 10:15 AM - 11:45 AM

Participants will learn strategies for deconstructing legal reference questions and will gain a better understanding of when and how to direct patrons to free, authoritative websites. Key factors include identification of types of legal questions; coverage of local, state and federal online resources; top websites for general legal and consumer information; and recognizing when to refer patrons to the local county law library. The importance of California County Law Library resources will be emphasized, empowering non-law librarians to refer their patrons to their local public law library for more in-depth research. Overall, participants will gain confidence in their approach to legal research questions and develop a better awareness of the best free legal websites.

Jen Fell and Robyn Moltzen, Sacramento County Public Law Library

BUILDING YOUR OWN COMMUNITY IN AN MLIS ONLINE PROGRAM

Friday, November 4 | 10:15 AM - 11:45 AM

In an online program it is sometimes hard to meet the people you are learning with, but creating a community with them is as important as completing your e-Portfolio! Networking among your peers while in school is essential to building a network outside of school. Swing into action by building a group of friends, contacts, and future co-workers from the ranks of the people who are experiencing the same thing you are, your fellow classmates. You don't have to go it alone --we'll give you lots of helpful resources and techniques to begin building a community of support.

Jillian Holt, San Jose State University; Danielle Rapue, State Center Community College District

POSTERS | FRIDAY 10:15 AM - 11:45 AM

3D PRINTING ON THE GO!

Friday, November 4 | 10:15 AM - 11:45 AM

Create your own portable 3D Printer Lab for under \$1,000! Swing into action with the Maker Space movement, using a minimal amount of funding and space to create a portable 3D Printer Lab that is affordable and fits on a card table. This project is doable by any size library and with any size budget--the key is engaging your community. Creating this portable lab will showcase your library's place at the forefront of technology and innovation.

Carolyn Brooks, El Dorado Hills Library; Greg Self

9 CLASS VISITS A WEEK: A CLOSE PARTNERSHIP BETWEEN A SCHOOL AND A PUBLIC LIBRARY

Friday, November 4 | 10:15 AM - 11:45 AM

9 class visits a week: once you have committed to all that action, how do you make it happen? One of the libraries I supervise has a very close relationship with a local school, and a total of 9 classes come to the library every week. Learn about what this partnership looks like, what challenges it presents and how it benefits the library. Sick days, time management, blocked accounts and what to do with a 5th grade class on the 10th time you have seen them will all be covered.

Chris Durr, Sacramento Public Library

DEFINING SUCCESS IN SCHOLARLY COMMUNICATIONS: A SURVEY OF CALIFORNIA LIBRARIANS

Friday, November 4 | 10:15 AM - 11:45 AM

Scholarly communications encompasses a myriad of processes for the creation, evaluation, dissemination, and preservation of research findings. Many academic and research library directors have acknowledged the need to develop programming and services to support these activities and have subsequently created scholarly communications librarian positions and/or have established institutional repositories. This poster session will present survey results from California scholarly communications librarians who have identified both goals and metrics on what constitutes “success” for their particular institution. The results will provide a snapshot of the scholarly communications priorities and areas that are of significance to California librarians, while indicating potential future directions.

Emily Chan, Dr. Martin Luther King, Jr. Library

DEVELOPING FOREIGN LANGUAGE COLLECTIONS WITH A SMALL BUDGET

Friday, November 4 | 10:15 AM - 11:45 AM

In order to increase our foreign language collection with minimum cost, we thought of getting weeded materials (in good condition) redistributed from libraries who have a larger budget. We contacted the San Francisco Public Library (SFPL), since they have a large Asian languages collection, and they were happy to have their materials re-utilized.. We invited community members to go with us on our book “shopping” trip and point out which subject areas they were interested in. Our initial trip was a big success and we brought back 13 boxes of materials in several languages. This is a “win” for all parties, and a great way to make use of materials, involve the community, and build collaboration between libraries.

Elizabeth Gray, Lana Harman, and Hualing Wan, Yolo County Library

DISPELLING THE MYTHS: THE TRUTH ABOUT PRISON LIBRARIANS

Friday, November 4 | 10:15 AM - 11:45 AM

Hear directly from prison librarians about what it's like to work with inmates. Learn how librarians help serve inmates in legal, recreational, and personal development. Find out what it means to be a prison librarian. Discover that prison librarians are just like other librarians; the reference questions, the book recommendations, and of course all the “shh”. Hear about the amazing trials, tribulations, and successes of Prison Librarianship.

David Greene, California State Prison Solano; David Meeks, Wasco State Prison

GATEWAY AL-BAWABA: HOW SAN DIEGO COUNTY LIBRARY CELEBRATES MIDDLE EASTERN COMMUNITIES FOR 10 YEARS AND COUNTING

Friday, November 4 | 10:15 AM - 11:45 AM

Our county serves as the #1 location in the United States where Chaldeans and Iraqis live outside of Iraq. Ten years ago, SDCL was awarded an LSTA grant that helped us to swing into action with our outreach in El Cajon (CA) and adjacent communities. Learn about creating an Arabic computer class that targets our Middle Eastern residents. Learn how to provide service to a multilingual community when you don't speak Arabic and how to include overlooked segments of your customer base. Let us impress upon you that our key to success depends largely on our flexible and hard working team members.

Safa Arabo, Jacqueline Ayala, and Brenna Ring, San Diego County Library

GETTING TEENS COLLEGE/CAREER READY: GETTING LIBRARIES INTO THE ACTION

Friday, November 4 | 10:15 AM - 11:45 AM

How do libraries help students to become college-career ready? Both school and public librarians are well positioned to vanguard this effort because they provide broad physical and intellectual access to rich collections of resources. This year the Yolo County Office of Education has developed and published a college-career readiness curriculum for grades 5-12, with 4-8 lessons for each grade. The presenter serves on that committee so that information and digital literacy would be incorporated into the curriculum. This session explains the curriculum and suggests ways that librarians can implement this curriculum in collaboration with each other as well as with youth-serving agencies.

Lesley Farmer, CSULB

GROWN-UPS CAN PLAY TOO: GAMING PROGRAMS FOR ADULTS

Friday, November 4 | 10:15 AM - 11:45 AM

Like traditional print resources, games present stories and information in many formats, such as board games, video games, and virtual reality. Many American public libraries have begun offering gaming programs and resources to their communities, and Sunnyvale Public Library (SPL) is one of these public libraries challenging library users to pick up their controllers, roll the dice, and experience the benefits of play. Because play is often associated with childhood, many libraries focus on children and teens as primary target audiences for gaming programs. However, play is a process critically important for adults as it is for children and teens. Using social research to guide program development, SPL created and marketed different gaming programs targeting adult users. Providing these programs gave adult users opportunities to create, learn, and connect and cooperate with others. Programs were evaluated using solicited feedback via surveys and feedback boards by participating library users.

Heather Johnson, Sunnyvale Public Library

POP INTO POP CULTURE: DYNAMIC LIBRARY PROGRAMS FOR CHILDREN

Friday, November 4 | 10:15 AM - 11:45 AM

Do you love Frozen, Marvel, DC Comics, or My Little Pony? You may not, but your young patrons do! This poster session will discuss successful pop culture programs for children and give tips for identifying popular items in your library and parlaying this into successful events.

Programs that will be presented include crafts, games, and activities centered around popular cultural favorites. For example, learn how to have a My Little Pony party at the library and make crafts based on children's favorite characters. The poster will also highlight a superhero program that had over 300 participants and will show how children can participate in a Thor's Hammer toss game, practice their archery skills while pretending to be the Green Arrow, and make a superhero costume. A Frozen party where snowflakes hung from the ceiling and participants made Elsa crowns and Sven reindeer antlers will also be presented!

Lauren Hall, Stanislaus County Free Library

PROGRAMS | FRIDAY 10:15 AM - 11 AM

BEYOND THE BOOKMOBILE: BRINGING THE LIBRARY INSIDE SENIOR CARE FACILITIES

Friday, November 4 | 10:15 AM - 11 AM

Fresno County Public Library's (FCPL) Pop-Up Senior Library program is enriching lives by bringing services directly to senior citizen residential facilities. Bookmobile stops outside area Senior Care Facilities were not well attended; we decided the solution was to pilot bringing our library services inside at these locations. Staff will showcase statistics on attendance, circulation of materials and additional new users to the library. Through this program's success and the community's reception to it, FCPL has now expanded the initiative to offer Pop-Up Library programs at outreach events. FCPL considers its Pop-Up Libraries to be full service libraries by offering services normally only found in a branch: story time, crafts, reference, reader's advisory, computer instruction and technology assistance. This session will share the steps taken to create these full service libraries out in the field.

Michelle Gordon and Shannon Morrison, Fresno County Public Library

HELP IS ON THE WAY: USING CONSULTANTS EFFECTIVELY

Friday, November 4 | 10:15 AM - 11 AM

Have you ever thought you needed a consultant for your library...but dreaded the idea of figuring out how to find one, hire and manage one...and survive the experience with your sanity intact? Do you wonder if you really need a consultant, or why you would hire one in the first place? At this session you'll hear from two well-known library consultants, Anne Marie Gold and Jane Light, with insider info on how to make your project a successful one. Susan Hildreth will discuss how to find the best consultant for your project. Monique le Conge Ziesenhenné, Director of the Palo Alto City Library, will talk about how she has worked successfully with a variety of consultants.

You'll leave with a clear outline of when and why your library would benefit from consulting services and how best to manage the process and project.

Anne Marie Gold, Library Consulting; Susan Hildreth, Califa, PLP, PLS, Northnet; Monique le Conge Ziesenhenné, City of Palo Alto; Jane Light, Jane Light Consulting

PROGRAMS

I'LL BE DARNED: SEWING TOGETHER AT THE LIBRARY

Friday, November 4 | 10:15 AM - 11 AM

Want to start a sewing lab at your library? Learn how 3 different libraries used sewing machines to attract a new crowd of craft enthusiasts. The panel will offer insight into buying sewing machines, seeking expert volunteers, delving into staff's hidden talents and developing programs that focus on creativity and community engagement. At this session you will get to play with a sewing machine, learn best practices for starting your own sewing lab, and walk away with an I'll Be Darned Toolkit. Weave your way into the community and get sewing!

Candace Bowers; Anissa Malady; Rachel Schmidt,
Sunnyvale Public Library

BECOME A MARKETING SUPERSTAR: LEARN FROM THIS YEAR'S PREXCELLENCE AWARD WINNERS

Friday, November 4 | 10:15 AM - 12 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 aspects of 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.

Sponsored by CLA's Marketing and Public Relations Interest Group

Session Moderator: Sharon Tani

SENSORY PLAY DAYS

Friday, November 4 | 10:15 AM - 11 AM

In this session, learn about a program created to supplement the Sensory Story Time at the Pasadena Public Library. Sensory Play occurs during the Sensory Story Time breaks where families will spend a few hours playing and socializing with other families of the community. This particular event is inclusive where typical and atypical children (ages 0-10) can come together while playing with toys to stimulate sensory development or help children who have sensory processing disorders.

This specific program is highly recommended for families with children who have autism and for families looking for families who want to spend quality time in the library with their children. Lastly, the overall goal of the program is to help children in a structured and safe environment.

Marie Plug; Deborah Takahashi, Pasadena Public Library

THE INTERVIEW IMPROV PLAYERS PRESENT 'THE DO'S AND DON'TS OF INTERVIEWING'

Friday, November 4 | 10:15 AM - 11 AM

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, 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.

Gladstone Bucknor; Heather Cousin; Bill Kolb; Carrie Lixey; Betty Waznis, Chula Vista Public Library

THE NETWORK GAME -- PART ONE: HOW TO MAKE THE MOST OF CLA CONFERENCE

Friday, November 4 | 10:15 AM - 11 AM

Networking is important to individual and organizational success, and it's one of the biggest reasons we all come to conferences. But how do you move from theory to practice? In this first of two sessions, participants will learn networking techniques and how CLA participation can be an important piece of the puzzle. Then at the conclusion of this session, attendees will be invited to play The Network Game -- a game-based, conference-long activity where participants earn "achievements" upon completing certain tasks using specific techniques that let them practice networking skills. The game will be played via online tools and will last throughout the conference. It will then conclude at the second session, at which time participants will come back together to debrief and talk about how to take the networking skills they learned from the game back into the real world.

Maria Carpenter; Elizabeth Goldman; Anna Hartman; Erwin Magbanua

WHAT THE HACK: HOW TO HOLD A SUCCESSFUL HACK-A-THON IN A PUBLIC LIBRARY

Friday, November 4 | 10:15 AM - 11 AM

Coding clubs and workshops are growing more and more popular throughout the world of public libraries....but what are the learners creating with their newly acquired skills? Holding a hack-a-thon at your library gives learners the platform to take these coding skills and put them into action by creating new and innovative applications (ie. websites, phone apps, robots). This session will show you how to host your own in-house hack-a-thon which will open doorways to community partnerships, innovative technologies, and groundbreaking platforms for creating inventive applications. We know how this works because on June 20th, 2016, 143 teenagers took over the Cupertino Library for CU HACKS, the first-ever hack-a-thon for teenagers in a public library setting. Participants were given a window of 12 hours to collaborate, design, and code innovative applications (AKA hacks) in the form of phone apps, webpages, and robots to help other teenagers balance responsibilities, recreation, and improve the quality of both education and life.

Throughout the night, a variety of mentor-led workshops helped the teens get their projects up and running. A panel of guest judges evaluated each submission's originality, technical difficulty, user experience, and applicability, and at the end of this 18-hour event, winning and runner-up teams were officially named.

Gayathri Kanth; Matthew Lorenzo, Santa Clara County Library District

PROGRAMS | FRIDAY 11:15 AM - 12 PM

[BREAKING THE] RULES OF ENGAGEMENT

Friday, November 4 | 11:15 AM - 12 PM

How do you engage staff, stakeholders, or even the community-at-large in a way that is truly meaningful? How do you give a voice and a say to create a unifying vision? How do you create project champions?

This highly interactive workshop is a hands-on exploration of out-of-the-box engagement techniques that encourage creativity, diverse perspectives, and collaboration to develop consensus. We invite participants to jump right in and test-drive some of our most successful engagement techniques, each with a specific focus and twist; challenge them to consider how these strategies could be applied on multiple platforms and scales; and ask them to examine how engagement for impact has the power to transform their own libraries.

We will share our stories of how breaking the rules of traditional stakeholder engagement laid the formational groundwork for Alameda County Library's master plan vision and the newly opened award-winning Palo Alto Libraries.

Carolyn Carlberg; Cindy Chadwick

BIBFRAME, LINKED DATA AND THE END OF MARC

Friday, November 4 | 11:15 AM - 12 PM

Linked Data is a method of publishing data (in this case library records) in a way that can be searched and shared automatically by computers. The move to linked data brings libraries in line with standard web practices, highlighting libraries as an integral part of our culture, both off-and on-line. Imagine if Siri could give you the on-shelf availability of a library book as quickly and easily as giving you movie times. Linked Data will make this possible.

Linked Data is so important that the Library of Congress has been working on a new data standard called BIBFRAME that will replace MARC. If this is the first you're hearing about it—don't worry. We'll bring you up to speed. Hear updates on the BIBFRAME initiative and see how some libraries (including ours) are jumping in to linked data using services such as Zepheria.

Michelle Alvarado

FOCUS ON THE FRAMEWORK: LIFELONG LEARNING AND INFORMATION LITERACY

Friday, November 4 | 11:15 AM - 12 PM

Framed within a two-unit information literacy course that emphasizes the value of lifelong learning, the panelists will share activities they developed focusing on the following threshold concepts:

“Research as Inquiry” - Structuring assignments to emphasize the inquiry-based view of research is explored in relation to lifelong learning. The goals of discovering, weighing, and synthesizing various points of view are described within the context of information literacy instruction.

“Authority is Constructed and Contextual” - Assessing the authority of a source cannot be done with a checklist; information need and context of sources must be considered. We will discuss interactive activities pulled from popular culture that can help to drive home this concept.

“Information Creation as a Process” - Information creation means not only doing original research, but also sharing one's own knowledge with the community. Different methods of presenting information will be shared and discussed, with a focus on innovative methods.

Stephanie Alexander, San Diego Public Library; Andrew Carlos, CSU East Bay; Sharon Radcliff

KINDERGO; BUILDING COMMUNITY THROUGH LIBRARY CARDS

Friday, November 4 | 11:15 AM - 12 PM

Are you looking for a surefire way to create library advocacy in your city, increase circulation and develop a stronger relationship with your school district? Look no further! Ontario City Library staff will share how they developed a simple kindergarten library card project into a successful city wide event. Using a three-pronged approach, library staff trained city staff to visit classrooms, developed a kindergarten reading program (KinderReads) and held a fantastic KinderFair featuring live music, early learning stations, community partners and the author of the KinderReads title. Presenters will share success stories, illustrate program hiccups, and inspire YOU to get out and KinderGO!

Amy Chang, Helen McAlary, and Courtney Saldana, Ontario City Library

LOOK LIKE A LIBRARIAN: USING BODY LANGUAGE TO EFFECTIVELY EXECUTE YOUR JOB

Friday, November 4 | 11:15 AM - 12 PM

How do librarians maintain positive approachability while busily multi-tasking at the reference desk? Project calm authority while in the midst of story time chaos? Sound like an expert while providing help for subjects we know nothing about?

We will discuss the use of body language to express authority and friendliness through nonverbal communication. This session will provide tips for how physical behaviors, such as facial expressions, body posture, gestures, eye movement, touch and the use of space, impact your effectiveness and career prospects.

Michele Huie and Holly Okamura, Santa Clara County Library District

MAKING SPACE FOR MAKING

Friday, November 4 | 11:15 AM - 12 PM

As libraries embrace makerspaces, what does that mean for library spaces? We will discuss how to integrate these programs into new and existing library buildings, as well as their potential influence on the overall library facility. Using case studies from both current and past library makerspaces, we will examine the physical and spatial characteristics of successful maker spaces, along with the kinds of building infrastructure needed to support these hands-on activities.

However, these new spaces don't exist in a vacuum—embedded into a library, they can offer an unexpected array of new opportunities for programming and engagement outside the lab. Looking at examples in the world of public museums, especially San Francisco's Exploratorium, we will examine the ways that a practice of making can also inform the spaces beyond the makerspace.

Jennifer Devlin-Herbert, FAIA, LEED® AP, BD+C; Deborah Mazzolini, Belvedere Tiburon Library; Ben Ocon, San Mateo Public Library; Karen Wilkinson

READ, READ, READ - BEATTY COMMITTEE IN ACTION

Friday, November 4 | 11:15 AM - 12 PM

Swing Into Action with the 2016 Beatty Award Committee as we discuss the work of the committee - the ups and downs - from appointment to the committee through reading nominated books, and choosing a winner to planning the award program.

Do you want to be more involved in CLA throughout the year? Is this the CLA Committee for you? Find out more at this session!

Nichole Brown, Oakland Public Library; Myleen DeJesus; Angelique Granados; Sarah Mae Harper, County of Los Angeles Public Library; Jeanne O'Grady, Santa Cruz Public Libraries

SPECIAL NEEDS LIBRARY SERVICES: EVERY CHILD IS INCLUDED

Friday, November 4 | 11:15 AM - 12 PM

Libraries are always looking for inclusive programs to reach out to all users, including children with special needs. There is no doubt that play is essential in child development, yet children with special needs do not participate in regular storytimes and playgroups because most library events are overwhelming for them. For children with developmental delays, quality play time with parents can lead to improvements in their communication skills and cognitive ability. Koch-Young Resource Center library has provided a toy loan program along with play groups, music groups, and parent's workshop to children with special needs and their families. This session provides information and policies of the KYRC library for their toy loan program, including the selection, purchase, cataloging, storage and circulation of items for children with developmental disabilities. Whether or not your library has a toy loan program, or you are trying to expand it, you may find something interesting in this session.

Parisa Samaie, CLA Member

PROGRAMS | FRIDAY 1:30 PM - 2:30 PM

CONNECT WITH 'REVEALING CALIFORNIA': AN UPDATE ON CALIFORNIA STATE LIBRARY'S DIGITIZATION INITIATIVE

Friday, November 4 | 1:30 PM - 2:30 PM

State Librarian Greg Lucas has a big vision - digitize the amazing content in California libraries, schools and cultural heritage institutions to make the K-12 school social studies curriculum vibrant, alive and relevant to students. In achieving that goal, a suite of digitization services ranging from metadata creation to discovery to preservation and curation of digital assets is being assembled for use by public libraries and their partners.

Learn about current activities including a look at beta-testing a process to select collections statewide for scanning and how project plans were created for digitizing and preserving those materials. Discover how these efforts contribute to the work of the Digital Public Library of America (DPLA) and how the State Library and other organizations are planning for collaboration with DPLA.. Find out how your library can become more involved in this exciting opportunity,

Robin Chandler; Janet Coles; Susan Hildreth; Adrian Turner

NEIGHBORHOOD CONNECTIONS

Friday, November 4 | 1:30 PM - 2:30 PM

In 2015, the Azusa City Library created a new social service assistance program in collaboration with the Department of Social Work at Azusa Pacific University. By combining library resources with the approach of academic social work, the Neighborhood Connections program provides individualized guidance for people to create meaningful positive changes in their lives.

In just seven months, we've helped well over 200 people secure housing, employment, food, public benefits, mental health services, and emergency shelter. Our outcome-based approach, with its strong emphasis on careful data collection and consistent follow-up, has yielded results far beyond our expectations.

In our session, we'll share extraordinary success stories from people whose voices are rarely heard by the powerful decision makers in our communities. We'll also provide a model for creating an environment in your library to directly confront the challenges that many visitors face with purpose and compassion.

Yasmin Cardona-Byrne, Azusa City Library; Reed Strege, Azusa City Library

OUT OF WRITE FIELD: SUPPORTING YOUR LOCAL WRITING COMMUNITY

Friday, November 4 | 1:30 PM - 2:30 PM

Brian Selznick is an award winning illustrator and writer whose acclaimed book *The Invention of Hugo Cabret* was adapted into the Oscar- and Golden Globe-winning *Hugo*. His latest work was among hundreds of entries in the San Diego Public Library's 50th Annual Local Author Exhibit boasting over 300 titles. New this year was the inaugural Little Local Author Exhibit to accommodate the growing number of authors ages 12 and under.

This panel will speak to the numerous opportunities and partnerships libraries can have with writers of all levels in their own communities, especially with the growing accessibility of self-publishing. Panelists include Rachel Esguerra, San Diego Local Author Exhibit Assistant; Jayne Henn, Denny Sanford Children's Library Manager and Little Local Author Exhibit Coordinator; (PENDING) Zohreh Ghahremani, Local Author and Friend of the Central Library and (PENDING) Justin Hudnall, Executive Director of literary and performing arts non-profit So Say We All.

Rachel Esguerra, San Diego Public Library; Jayne Henn, San Diego Public Library

THE ART AND SCIENCE OF BEING THE “BAD GUY”: A GUIDE FOR NEW OR NICE MANAGERS

Friday, November 4 | 1:30 PM - 2:30 PM

Making the leap from colleague to boss can be an extremely difficult transition for new managers - specifically for those of us who jump into new management roles with little training. One particular area of complexity for new managers is stepping into disputes and setting boundaries with staff.

This session will give new managers (or anyone who wants a refresher) some no-nonsense coaching in the art of being the “bad guy” - otherwise known as making tough choices for the sake of creating or preserving a peaceful workplace. It’s not easy, especially when you’re trying to build rapport and discover your management style, but acting swiftly to set expectations and settle even tiny staff disputes can make a huge difference in the organization in the long run.

Vanessa Christman and Patricia Rivera, County of Los Angeles Public Library

THE BRAILLE AND TALKING BOOK LIBRARY - IT’S NOT JUST FOR THE BLIND

Friday, November 4 | 1:30 PM - 2:30 PM

The Braille and Talking Book Library (BTBL) and its affiliated National Library Service for the Blind and Physically Handicapped network libraries in California have been serving the needs of print disabled readers since 1904. Many Californians - including library staff -- believe these libraries serve only blind readers.

In this session learn about the variety of Californians with print disabilities that BTBL serves, the resources available for print-disabled readers, and how your library can help. Current and emerging technology will be demonstrated in this session, as well as the transformative nature of library service for people with print disabilities.

Margie Donovan; Mike Marlin; Roslyn Mccoy; Alan Smith, The Braille and Talking Book Library

YOU CAN GET THAT AT THE LIBRARY? ENCOURAGING LIFELONG LEARNING, COMMUNITY CONNECTIONS, AND WELL-BEING THROUGH ‘UNUSUAL’ COLLECTIONS

Friday, November 4 | 1:30 PM - 2:30 PM

Would you like to enhance lifelong learning among adults, families, and senior citizens? Discover and build stronger community partnerships? Expand outreach to better-serve your library’s changing demographics? Would you like to positively impact your community through the expansion of skills and interests and the enrichment of lives?

You can do this (and more) through “unusual” library collections! This panel will showcase some of the special offerings from different libraries across the state and demonstrate how you, too, can begin one of these collections. We’ll take you through all the steps, from the community assessment used to identify collections that meet community need or interest, to collection maintenance, to outcome measures in order to determine if your project is a success!

Ketzie Diaz; Marc Horton; Ashley Kagan, Palos Verdes Library District; Sally Thomas, Hayward Public Library

PROGRAMS | FRIDAY 2:45 PM - 3:30 PM

BRINGING ARDUINO KITS AND CODING TO THE LIBRARY

Friday, November 4 | 2:45 PM - 3:30 PM

Arduino is an open-source platform that makes it easy to prototype robotics and software projects. Working with Arduino combines circuit-building and simple programming. The system is easy-to-use for beginners, yet flexible enough to extend to advanced projects. San Mateo County Library’s new Arduino tech workshops inspire creativity and help to bridge the digital divide by building computer literacy and engineering skills and providing access to technology. The materials are relatively inexpensive. Running the workshops does not require much training. Anyone—children, teens, adults—can start tinkering by following the step by step instructions, or hack and share their creative projects. After providing an overview of the program, we will also share our experiences from organizing and running these workshops, and offer pointers for how to set up and adapt the workshops for different settings and audiences. And our demo of the program will include hands-on exploration.

Marsi O’Malley-Riley, Grand Rapids Public Library; Bitian Zhang

PROGRAMS

CALIFORNIA WRITERS PANEL: CALIFORNIA AS CHARACTER

Friday, November 4 | 2:45 PM - 3:30 PM

California is a state of mind as much as it is a physical being. We love California, and this panel showcases California authors whose fiction and nonfiction books feature the culture, history, or geography of California as a character in and of itself. The work of award-winning journalist and author Mark Arax is deeply rooted in the Central Valley, while Laurie R. King's best-selling Kate Martinelli mysteries conjure up the many faces (physical, social, and political) of San Francisco.

Sponsored by the Collection Development Interest Group and the California Center for the Book.

Mark Arax; Laurie King; Jill Patterson, OC Public Libraries/La Habra

CHOPPED: CRAFT EDITION PART DEUX: 10 NEW CRAFT IDEAS FOR OLDER TEENS AND NEW ADULTS

Friday, November 4 | 2:45 PM - 3:30 PM

Did you know that Pinterest is the fourth most used social media arena in America? Welcome to a group of older teens and adults that are rocking out to craft projects. How do you pull in this illusive market of young twenty-somethings into your library? Learn how at this fun and interactive session. Each of our 10 new craft ideas will include a list of supplies, how-to, challenges, and everything you need to make each program happen at your library. These programs are perfect for the uncrafter, the craft haters, and the reluctant crafter. Even the craft connoisseur will learn something new. You can also participate in our Chopped: Craft Edition Part Deux, based on the TV Show, where a champion (or repeat champion) will be crowned. Our interactive game will be hosted by the fabulous emcee Angela Ocana, a surefire guarantee for laughs.

Nichole King and Angela Ocana, Santa Clara City Library

HOW CULTURAL INTELLIGENCE (CQ) MAKES A DIFFERENCE: ARE YOU CULTURALLY COMPETENT?

Friday, November 4 | 2:45 PM - 3:30 PM

Cultural intelligence (CQ) is a globally recognized way of improving effectiveness for culturally diverse situations, because it helps to reframe the focus of value on people. CQ is a person's capability for successful adaptation to new, unfamiliar cultural settings, whether they are generational or ethnic. This program will give an overview of cultural intelligence, its four capabilities, how it may be applied within the workplace, and how to improve upon your own CQ. What's in it for you? Research demonstrates that improving individual or organizational CQ may result in more effective cross-cultural adaptability and decision-making, enhanced job performance, improved creativity and innovation, and increased profitability and cost savings.

Michele Villagran, University of North Texas

LIBRARIANS IN TRANSITION: STORIES AND JOB STRATEGIES ON DIFFERENT LIBRARY CAREERS

Friday, November 4 | 2:45 PM - 3:30 PM

What if you were a public librarian and wanted to move into academic or special libraries? How would you do that and how different would those worlds be? This session will feature a panel of librarians who have worked in public, academic and special libraries. They will honestly share their experiences in transitioning from one type of library into another by covering their success stories and -- more important -- their challenges along the way. The presenters are contributors to the forthcoming volume "Career Transitions for Librarians: Proven Strategies for Moving to Another Type of Library." The moderator will also highlight other librarian contributors from the book who have transitioned successfully across the world through best practices, job strategies and career advice. Small group discussions and a Q&A panel will help you learn how you can transition successfully and effectively regardless of the library environment.

Sean Flores, Santa Barbara City College; Holland Kessinger, San Diego Public Library; Raymond Pun, California State University, Fresno; Kara West, San Diego Public Library

MEET THE DILLONS - AN OVERVIEW OF THE 2016 LEGISLATIVE SESSION WITH CLA'S LOBBYISTS

Friday, November 4 | 2:45 PM - 3:30 PM

Join CLA Lobbyists, Mike Dillon and Christina DiCaro of Michael F. Dillon and Associates for highlights from the 2016 session at the State Capitol and how library issues and library funding were impacted. In addition, Mike and Christina will discuss their November election predictions as well as the latest developments regarding a potential statewide library construction bond for 2017. Bring your questions for "The Dillons," during the interactive Q&A period.

Christina DiCaro, Lobbyist; Michael F. Dillon and Associates

POP UPS IN PARADISE: SANTA MONICA PUBLIC LIBRARY GOES TO THE BEACH

Friday, November 4 | 2:45 PM - 3:30 PM

Find out what happens when two beach-loving librarians pack up the books and set up shop on the sunny shores of Santa Monica. We'll discuss the epic highs and crushing wipeouts involved in planning and running Southern California's first ever beachside pop-up libraries, SMPL @ The Beach. Topics will include: finding fresh new ways to deliver traditional library services, planning programs in difficult environments, curating the perfect collection of beach reads, media savvy marketing -- and the challenges of finding professionally appropriate beachwear.

Jeff Kaplan and Kane Tsay, Santa Monica Public Library

S.T.E.A.M.ING AHEAD WITH MAKER BOXES

Friday, November 4 | 2:45 PM - 3:30 PM

Our presentation is about developing STEAM programs in a portable box. It's about how the Yolo County Libraries expanded and utilized the Maker Box programming they developed as an outcome of their experiences with the Design Thinking process of Stanford d. school and IDEO consultancy. It's about demonstrating that Maker Boxes appeal to and can be adapted to different venues – single program or Mini Maker Camp. Different objectives – active or passive. Different presenters – expert or neophyte. Different audiences – children, teens, adults. It's about lessening worries about 'subject expertise' and expanding outreach, learning and library influence. It's about teaming to help library staff spring into STEAM programming more quickly, more effectively and more effortlessly. And all of this in a little itty bitty box. Well, maybe not itty bitty.

Laura Benn, Yolo County Library; Sue Billing; Gail Stovall, Yolo County Library

VOLUNTEERS AND DONATIONS: HOW CAN I GET MORE?

Friday, November 4 | 2:45 PM - 3:30 PM

The session will focus on ways to increasing prosocial behavior, volunteering for and donating to charities, in the community. The basis for the presentation will include findings from my study, Thank you for your time! Would you mind donating to our cause? The study was a social science experiment, conducted on a public library friend's group/foundation, which tested participants' response to various forms of gratitude expression. The findings are valuable to any Library, Friends Group and Foundation that is looking to increase the number of volunteers they have and the monetary donations they receive. In addition to the discussions of the study, a panel of other experts in the area will discuss other aspects of attracting, keeping and increasing volunteers and monetary donations.

Matthew Hott, Simi Valley Public Library

PROGRAMS | FRIDAY 3:45 PM - 4:30 PM

I'M OFFENDED – TAKE IT OFF THE SHELF NOW! INTELLECTUAL FREEDOM FOR NEW PROFESSIONALS AND FRONT LINE STAFF

Friday, November 4 | 3:45 PM - 4:30 PM

Do you know how to respond when you are asked to remove an item from your collection? Where do you start? Does your library have a procedure or policy in place to support staff, and where is it? What does “Collection Management Policy,” “Freedom to Read, View, or Review” mean? This valuable session will provide you with resources to use when you encounter someone challenging the inclusion of material to the collection. Join us to learn what you need to know, where to look, and how to handle these queries with diplomacy and customer service savvy

Melanie Lightbody, Butte County Library; Kelly Pepo, CLA Intellectual Freedom Committee; Derek Stalcup

INCREASE PARTICIPATION IN YOUR LIBRARY'S ADULT SUMMER READING PROGRAM

Friday, November 4 | 3:45 PM - 4:30 PM

How can you do it? We will draw on a decade of experience at the Alhambra Library to tell you. By leveraging children's summer reading programs, knowing the traffic patterns in your library, finding the right incentives, and planning your programs carefully, you can have summer reading success!

Michael Whitley, Alhambra Civic Center Library

LIBRARIES AND DISABILITIES: ROOM FOR ALL

Friday, November 4 | 3:45 PM - 4:30 PM

Trips to the library to study or socialize are a fundamental part of a student's life. However, for students with disabilities such as Down syndrome, Asperger's, or developmental disorders, trips to the library are few. Many disabled visitors -- even adults -- are steered toward the children's section, and others have never been taught to read. How can libraries be more welcoming and accessible? How can libraries support and include disabled patrons in programs? We will introduce you to the College of Adaptive Arts, a one-of-a-kind liberal arts college in San Jose whose student body and some faculty and staff have a disability. We'll discuss challenges such as the space and collection development encountered when building the innovative Library and Media Resource Center., and we'll present concepts that can be incorporated into any library.

Amalia Menon; Suzanne Williams

LIBRARIES OUTSIDE - HOW ONE SMALL LIBRARY TEAMED UP WITH SOME HEAVY HITTERS TO ENCOURAGE HEALTH, LEARNING AND EXPLORATION, AND TO BUILD NATURE AND LIBRARY ADVOCATES

Friday, November 4 | 3:45 PM - 4:30 PM

We've heard that getting outside is good for our physical, mental and spiritual health, not to mention strengthening community and creating advocates for both the natural world and the library. Many people, though, aren't conversant with the outdoors and it can seem daunting to contemplate getting "out there." The Libraries Outside project was created to make it easier for everyone to get outside by providing stocked backpacks that can be checked out, opportunities for community members to learn about the parks in our area, go on guided hikes and even volunteer through work days. While we're located in an area of over 120 parks (not including city parks), the Libraries Outside project is easily replicable throughout the state. Start-up can be inexpensive and scalable, and potential partners abound! We'll show you how this can work for your community.

Cosette Ratliff, Alameda Free Library

PURSUIING THE CHALLENGE: LIBRARIES AS ACTIVE AGENTS IN SUSTAINABLE CITIES

Friday, November 4 | 3:45 PM - 4:30 PM

In 2015, the ALA passed the “Resolution on the Importance of Sustainable Libraries,” recognizing that libraries play a unique role in providing venues for community discussions of resiliency, climate change, and a sustainable future. The resolution challenges libraries to be proactive in our application of sustainable thinking in areas like facilities, operations, policy, technology, programming, and community partnerships. Find out how the Hayward Public Library is addressing this challenge by building partnerships with the City of Hayward and its neighboring Cal State University East Bay, creating programming, resources, and facilities that engage community members as active agents in change. Learn how the HPL partnered with CSUEB’s Center for Community Engagement and others on Book to Action: The Future of Food, examining the crucial role that individuals can play in a sustainable future. Brainstorm how you can address similar challenges in your community.

Irene Beebe; Mary Thomas; Sally Thomas, Hayward Public Library; Andrea Wells

SWINGING INTO ADULTHOOD: LIBRARIES AND YOUTH WORKFORCE DEVELOPMENT

Friday, November 4 | 3:45 PM - 4:30 PM

The Mix at the SFPL is a new, youth-designed, 21st century learning space for high school teens. From the very first day of planning, we engaged youth in paid positions to design the space, help conduct outreach to other teens, act as ambassadors in their schools, and plan programs.

This Board of Advising Youth (BAY) works closely with four, college-aged Youth Mentors and The Mix librarians, creating a continuum of workforce development and mentorship relationships between adults, teens, and transitional aged youth that benefits the entire library ecosystem. BAY and Youth Mentors receive valuable professional and soft skills, practical training in our program tracks (audio/video production, writing, performance, maker, etc), and gain confidence in their abilities. In our session, Mix librarians will be joined by Youth Mentors and Board of Advising Youth members who will share their experiences and identify practical ways for any library to implement a youth workforce development project.

Mary Abler, Catherine Cormier, and Leanne DeGuzman, The Mix at SFPL; Eric Hannan, The Mix at Main; Klaine Justo, San Diego Public Library

UNITED WE STAND: THE FUTURE OF SCHOOL AND PUBLIC LIBRARY PARTNERSHIPS

Friday, November 4 | 3:45 PM - 4:30 PM

School and public libraries ought to have a natural partnership. We serve the same constituents, share the same concerns and mission, use the same tools, and face the same challenges. From an outside perspective, we are on the same team. Yet for a variety of reasons, many institutionalized, we operate in separate sectors -- and that needs to change. Join representatives from public and school libraries for an informal discussion about what keeps us from achieving true collaboration and what we can do about it. Moderator Renee Swank from the California Department of Education will help participants create a vision of what true partnership between school and public libraries at the local, regional and state levels can look like. Together we’ll start on a path to jointly advocating for resources, collectively promoting our services, aligning our goals, identifying common problems and developing integrated, smart solutions that serve families across California.

Jennifer Baker, Napa Valley Unified School District [and CLA Secretary]; Sandra Gonnerman, Humboldt County Office of Education; Sandy Killian, American Canyon High School, NVUSD; Kate MacMillan, Napa Valley Unified School District; Renee Swank, California Department of Education

YOUR GALA FUNDRAISER: CREATE, BUILD OR REVITALIZE IT AND MAKE IT UNIQUE!

Friday, November 4 | 3:45 PM - 4:30 PM

Fundraising galas are expensive and time-consuming to plan. Learn how to make them profitable while creating and building strong community support and recognition. Listen to three fundraising experts who have organized very successful, yet different, author gala evenings this year in California. You’ll hear about a successful new author event in Saint Helena; the Sacramento Authors on the Move that, in a few short years, has become a premier community literary event; and the Friends of the SFPL’s classic Library Laureates event, a popular but mature celebration that was revitalized to make it more relevant and much more profitable. Panelists will discuss their expected and surprising problems and successes.

Laurie Berk, Friends of the San Francisco Public Library; April Butcher, California Public Library Advocates and Sacramento Public Library Foundation; Maria Criscioni Stel, Friends and Foundation of Saint Helena Public Library

PROGRAMS | FRIDAY 4:45 PM - 5:45 PM

“WORK/LIFE BALANCE MY A**!” TRIUMPHS, TRADE-OFFS, AND TRICKS OF WORKING AND LIVING FULL-TIME

Friday, November 4 | 4:45 PM - 5:45 PM

Are you ready to swing into action, but aren't sure how to make that happen while you're raising a family/caring for aging parents/in the midst of major life changes/going to school? Two presenters with experience in all of those areas (and more!) will get real about the challenges of growing a career and crafting the life you want.

Join us for an honest discussion of the difficulties and trade-offs; some things to consider when weighing your options; and coping strategies we've used to get through the rough times with sanity (mostly) intact. If the phrase “lean in” makes you want to hurt someone, this is the session for you! We won't sugarcoat, but we're not holding a pity party, either. You'll leave with some good insights and tools to help you build a life and career that works for you and your family.

Genesis Hansen, Mission Viejo Library; Jen Robinson,

ALL FOR ONE: CREATING MEANINGFUL PARTNERSHIPS

Friday, November 4 | 4:45 PM - 5:45 PM

Our session will reveal a winning recipe for working in team with other sectors of our County, not only to bring awareness to our system, but to implement an array of programs and publicity opportunities. From partnering with other County departments, to the County's Superintendent of Schools to non-profit organizations, we have shown that when we are all in, we accomplish greater things such as awareness of the services we offer, program promotion, community's awareness and participation in our Heritage month celebrations and more.

We will show how we took a play from the 3 Musketeer's playbook and pulled together, with other agencies, to give our system the strongest support we can. In working with our partners, we have seen increases in our SRP participation, an increase in our circulation, and heightened awareness of what we do and what we have to offer across the County departments as well as the schools throughout the County. Even more exciting are the additional partnerships that all of these efforts have and continue to provide to us.

Leonard Hernandez; Michael Jimenez; Shauna Merryman; Liz Smith; Patty Turley

BEYOND THE BOOK GROUP – HOW TO CREATE WINNING ADULT PROGRAMMING

Friday, November 4 | 4:45 PM - 5:45 PM

The program will encompass the life cycle of a program, from planning to implementation to evaluation, and will discuss topics of interest to novice and experienced programmers alike.

How to choose programs that my community wants: We will offer questions to ask yourself when choosing a program that will help you uncover the interests of your community. How to choose the right speaker. How to choose the right format for my program: We will discuss a variety of formats, such as passive, open house and the traditional “sit-down,” and address which ones work best for your topic and audience. How to publicize my program: Getting the word out to the right people.

How to evaluate success: There are different measures for success and we will discuss how to find the ones that work best for you.

Michelle Meads; Deborah Raia, San Diego Public Library

GO OUT AND BE AWESOME! TRAINING YOUR STAFF IN EFFECTIVE OUTREACH

Friday, November 4 | 4:45 PM - 5:45 PM

Outreach to the community is increasingly an expectation for all levels of library staff. But how do we prepare them to make the most effective use of that time away from the branch? We train them in outreach! This session will introduce you to our training plan, tips and tricks for ensuring that the quality of our outreach matches the quantity. Getting out the door is step one, this session focuses on taking the next step and making the most of your outreach opportunities with consistency and excellence. Inspire confidence in your staff to go out and represent your library.

Cathy Crosthwaite and Amanda Foulk, Sacramento Public Library

HELPING WRITERS WRITE: EFFECTIVE WAYS TO SERVE OUR AUTHORS

Friday, November 4 | 4:45 PM - 5:45 PM

Local authors are everywhere! Whether they are amateur scribblers or bestselling writers, this program will teach you to turn your literary lions into library champions through innovative and compelling program offerings. In learning about the wide-ranging experiences of our panel members, we are confident that you will hear advice both applicable to most libraries, and immediately useful. Expect to discover the needs of local authors, how to build an enduring writers' community, best practices for facilitating and growing small groups, steps for encouraging creativity, sharing work through traditional and e-Publishing, inspiring grant ideas, and the challenges and successes you can expect in meeting their needs.

Daniel Hernandez; Liz Hickok; Ashley Kagan, Palos Verdes Library District; Oleg Kagan, Topanga Library, County of Los Angeles Public Library; Katharine Schwartz

LEAMOS @ THE LIBRARY: SWINGING INTO ACTION FOR SPANISH LITERACY

Friday, November 4 | 4:45 PM - 5:45 PM

Spanish literacy for non-literate Spanish speakers - Isn't it time to swing into action? Nearly 10% of California's Spanish speaking immigrants cannot read or write in any language, often holding them back from learning English, helping children with schoolwork and being fully integrated into their communities. A panel of Leamos (Let's Read) Partners will give an overview of Leamos @ the Library, share what they have learned, describe the rewards and challenges, and talk frankly with you about if the program is a fit for your community and what is needed for successful implementation. Leamos™ @ the Library is a statewide initiative launched by Centro Latino for Literacy to bring its web-based course to Spanish speakers through public libraries. It is supported by a James Irvine Foundation Impact Award and with an LSTA grant. ¿Are you ready to ponerse en acción/swing into action? Come and find out.

Penny Hinline; Cathay Reta, Azusa City Library; Beverly Schwartzberg; Julian Zamora

RE-EXAMINING "KEEPING THE PROMISE" -- RECOMMENDATIONS FOR EFFECTIVE LIBRARY SERVICE TO AFRICAN AMERICANS

Friday, November 4 | 4:45 PM - 5:45 PM

A panel of library professionals will discuss the document produced by the California State Library, 1996, under the leadership of Kevin Starr, then State Librarian. This publication was created to provide guidance to public service librarians, administrators and library directors on how to improve service to African Americans throughout California. "Keeping the Promise" was written by the California State Library's Task Force on Service to African Americans, a group composed of public library staff from around the state. This Task Force examined several areas of service, including: Access, Materials and Collection Development, Services and Programs, Technology in Libraries, Marketing and Awareness, Funding, and Political Concerns. The panel will discuss aspects of this report that continue to be relevant in the 21st Century.

Linda Jolivet, African American Interest Group

SUSTAINABILITY OF CONTINUING EDUCATION IN CALIFORNIA

Friday, November 4 | 4:45 PM - 5:45 PM

The Infopeople Advisory Board will share an update on Infopeople's past, present, and future goals and funding. Sustainability of continuing education in California is important to everyone; come and share your thoughts on what you find valuable for the future of Infopeople.

Infopeople Advisory Board

SWING INTO YA: WHAT'S NEW AND WHAT'S NEXT

Friday, November 4 | 4:45 PM - 5:45 PM

Discover the titles you and your teens want to read next, stay on the cutting edge of teen lit trends, and be prepared for the next big thing before it's optioned for film rights. This interactive session, presented by three librarians who are passionate about teen literature, will breathe new life into your readers' advisory and empower you with the knowledge you need to fill any gaps in your YA collection. Discover not-to-be-missed 2016 books, collaborate to create lists of titles that fit into new and upcoming trends in teen fiction, and share your prediction for the Printz award. You'll come away with a mile-long "to read" list, guaranteed.

Jennifer Lawson, San Diego County Library; Courtney Saldana, Ontario City Library



TEENS ENGAGE FOR CHANGE

Friday, November 4 | 4:45 PM - 5:45 PM

How do you engage a community group to feel pride of ownership and give them a strong voice in a space? You empower them to design, test, advocate for, and build it. In this session, see how teens became one of the biggest advocates for their library. The results? TeenHQ. TeenHQ was created on site. The 4,700 sq/ft former reading room was transformed into a design studio. The teens brainstormed, sketched, marked-up floor plans and taped-out zones, debated, built cardboard models and slid around furniture. Their ideas shaped their new spaces: Gamer Lounge, Hangout Zone, Recording Studio, Maker Space, and Erik's Desk. The two-part session will be presented by Erik Berman, San José Public Library Teen Librarian, and Louise Mackie, Designer and Educator from Gyroscope Inc. Part one will include a presentation. Part two will be a roll-up-your-sleeves brainstorm. What will you change in your library?

Erik Berman, San Jose Public Library; Louise Mackie

ASSISTANT & DEPUTY DIRECTOR SQUAD

Friday, November 4 | 7 PM - 7:45 PM

A chance for assistant directors, deputy directors, and upper management who aren't directors to come together and talk! What's it like being second in command?

Shawn Thrasher, Ontario City Library

IT'S ALL ABOUT THE STORY

Friday, November 4 | 7 PM - 8:45 PM

From programming to purchasing, from the website to the reference desk, every library, in every action, is telling a story to its community. What story is your library telling?

Join library advocate, marketer, author, and entrepreneur, Ben Bizzle as he discusses the stories libraries tell, how we tell those stories, and ways to enhance the stories we are telling to our communities.

Ben Bizzle, is a 2013 Library Journal Mover&Shaker and John Cotton Dana Award winner, author of the book, Start a Revolution: Stop Acting Like a Library, and founder of library web development and marketing firm, Library Market. For over 7 years, he also did some pretty cool stuff at a library in Arkansas.

NIGHT TRACK | FRIDAY 7 PM - 7:45 PM

ACRYLIC PAINTING AFTER DARK

Friday, November 4 | 7 PM - 7:45 PM

In this session, attendees will be creating their own canvas board painting by following step by step instructions with acrylic paint. This active session allows attendees to create something that they can take with them, while at the same time demystifying and inspiring them to create their own art programs.

All brushes, paints, tablecloths, and canvas will be provided. Each step of the painting will be clearly projected onto a screen from PowerPoint, allowing people to follow along. Attendees will receive lists of materials along with costs associated for hosting their own event. The instructor will provide guidance.

Brian Edwards, Alameda County Library

NIGHT TRACK | FRIDAY 8 PM - 8:45 PM

CATS AND LIBRARIANS: ALLIES

Friday, November 4 | 8 PM - 8:45 PM

This fun and funny program will focus on popular perceptions of librarians and cats as crazy and lonely - and dispel them all! We'll show how cats can bring librarians back from the edge of insanity. This presentation will include videos and images; it will be much-appreciated by cat-loving librarians tired of being told they are socially awkward loners.

Deborah Takahashi, Pasadena Public Library; Michael Whitley

LIBRARY STYLE: WHAT ARE OUR CLOTHES SAYING?

Friday, November 4 | 8 PM - 8:45 PM

“Style is the collision point between our fantasies of who we are, the larger realities we live with and the way we are perceived by others,” writes Cintra Wilson. Whether we spend our days doing storytime, library instruction, 3D printing or budgets, what we are wearing speaks to the world before we even open our mouths. Wear your favorite work drag and get ready to stomp the runway in this interactive session. This session is for you if you love bringing it every day to the library, and if you leave the house just hoping things match. Get ready for tips and tricks, along with mad compliments. You can’t swing into action naked, so let’s get our authentic, individual styles to help us be the most effective voices possible for our libraries.

Nichole King, Santa Clara County Library; Nicole Pasini, San Mateo County Library

THE ROOM WHERE IT HAPPENS: MOCK AWARDS AS PROFESSIONAL DEVELOPMENT

Friday, November 4 | 8 PM - 8:45 PM

Who doesn’t wish they had more time to stay up on the latest kidlit? At Sacramento Public Library, staff-led mock award programs have bolstered staff awareness of the best books of the year, as well as providing space to practice evaluative skills that are applicable to a range of work and committee responsibilities. Have you considered setting up a mock award program for your staff? Are you looking for opportunities to increase your coworkers’ knowledge of the best books on your shelves? We’ll discuss ways we use the award format in our professional development, led by staff who have gone on to serve on book award committees.

Amanda Foulk, Sacramento Public Library

TEEN ZINES: BRINGING CREATIVE TEENS INTO YOUR LIBRARY AND HELPING THEM THRIVE!

Friday, November 4 | 8 PM - 9 PM

Looking for something new & hands-on for your teens? Want to bring your library advisory board together? Have a bunch of creative teens on your hands that want to show off their talent? Try a zine! Zines are easy, DIY magazines about whatever you want. Join two librarians that created zines with their teens and want to share their resources. Learn the do’s and don’t’s, see real life examples from two library locations, and even help create a zine yourself!

Alysha Cisneros; Kayla M. Figard, San Mateo County Library

NIGHT TRACK | FRIDAY 9 PM - 9:45 PM

COME BARK AFTER THE DARK

Friday, November 4 | 9 PM - 9:45 PM

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 and have a fun interactive activities (3-D printing doggy toys) with special guest appearances by our favorite doggy friends and treats for the participants. Participants are encouraged to submit their favorite doggy videos.

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

EVENT STYLE PROGRAMMING: TAKING YOUR EVENT FROM GRAND TO SLAM!

Friday, November 4 | 9 PM - 9:45 PM

Are you a hard-hitting programming superstar? Do you serve aces and continuously get pinged for your programming excellence? Take your programs to the next level by trying an event style program. The idea is, in itself, simple; take a normal program and put some topspin on it. Events, when done right, are a successful technique for marketing, engagement and networking within your community. Benefits are amazing, more customers will attend, they can work their busy schedules around what they want to see, and the community is left abuzz talking about how grand an event. Why aren’t more libraries leading the way and hosting more events? Time, staff, money, planning, and execution are all hurdles to a well-organized event. Learn how event style programming can make an impact in your community and change the way people think about the library, and find out how to do it without losing your cool.

Cheryl Lee; Angela Ocana, Santa Clara City Library - Northside Branch Library

IGNITE: HATER’S BALL

Friday, November 4 | 9 PM - 9:45 PM

Presenters to be determined.

PROGRAMS | SATURDAY 8 AM - 8:45 AM

A NEW EBOOK MODEL – TOTAL BOOX

Saturday, November 5 | 8 AM - 8:45 AM

Ebooks can be challenging and confusing for libraries and for patrons. Digital “copies” have different and complex pricing models, depending on the publisher, and loan periods are treated as if they were physical books. Patrons are confused and frustrated at having to deal with hold queues, due dates and checkout limits. Total Boox offers a new approach to ebooks in libraries by making them instantly available and by charging according to how much patrons actually read. Patrons can put as many titles as they like on their digital “shelves” and keep them there as long as they want with no due dates. The library pays only for the amount the patron reads. Huntington Beach Public Library and San Jose Public Library have been providing Total Boox to their patrons since the fall of 2015 and will talk about their experiences with this new model.

Stephanie Beverage; Peyton Stafford; Laurie Willis, San Jose Public Library

AN ARMY OF AWESOME: THE MAKING OF A NEW BOOK FESTIVAL

Saturday, November 5 | 8 AM - 8:45 AM

With our strengthening budget year after year, we realized that spending a lot of money on new materials didn't make sense if those materials stayed unnoticed on the shelf. The SBCL team jumped at the chance to create a way for our customers to experience exciting new books at a family friendly event: a New Book Festival at which we would unveil thousands of new children's books and encourage customers to check them out. We also assembled and fully trained a special event team who continue to assist with large events throughout our system. This action plan has proved to be successful and so far we have been able to circulate 5,000 items in about 2.5 hours during these events. Our session will cover the process of how this large event grew from a concept to one of the largest circulating single-day events we have ever done. We will showcase some of our publicity items and provide practical tips to help you duplicate this effort in your own library. Every participant in our session will receive a sample of the giveaways that have helped make this event so successful.

Leonard Hernandez, Michael Jimenez, Shauna Merryman, Liz Smith, and Patty Turley, San Bernardino County Library

ARE YOU READY TO BUILD AN ENDOWMENT FOR YOUR LIBRARY?

Saturday, November 5 | 8 AM - 8:45 AM

Library endowments: what exactly are they and why should library advocates be interested? That's what you will learn about in this workshop which will provide a toolkit for creating an endowment for your library. This program will detail the steps in creating a vision and consequent goals, establishing financial capacity and sustainability and taking your first steps toward long-term philanthropy.

April Butcher, California Public Library Advocates and Sacramento Public Library Foundation; Delbert Chang,

CUENTOS Y CANTOS: BRINGING BILINGUAL STORYTIME TO YOUR LIBRARY

Saturday, November 5 | 8 AM - 8:45 AM

This session is for those interested in bringing Bilingual Spanish/English storytimes into their libraries. We'll give you an overview of two successful models currently offered in the Sonoma County Library system. One model is geared to those professionals with limited Spanish language skills and utilizes two storytime presenters, a Librarian and a paraprofessional to tackle the language barrier. The second model uses one presenter who feels comfortable with the Spanish language and caters to the babies and toddlers. Attendees will be provided with resources that include our favorite books, songs, rhymes, and flannel boards to help you step out of your comfort zone and create bilingual storytimes that will reach a wider audience and diversify programming in your library. This session will be filled with songs, rhymes, and movement. Participation is voluntary but highly encouraged.

Charity Anderson and Tiffany Bronzan, Sonoma County Library

FAD OR FOE: HOW TO GET MAKE SURE YOU DON'T MISS THE BOAT AND WHEN TO GET OFF WHEN IT SINKS

Saturday, November 5 | 8 AM - 8:45 AM

Neko Atsume? Podcasts? Maker spaces? Drones? Comic books? Digital collections? Snap Chat? Cat Memes? THE INTERNET?! What do these things have in common? They are some of the things that our community and librarians are talking about. How can we understand which of these will be relevant to our community and which will turn out to be tired fads we shouldn't have wasted time on? Come to this spirited debate as our panel of librarians discuss what is fad and what is foe. (Spoiler alert: They do not agree!!)

Nichole King, Santa Clara County Library; Angela Ocana, Santa Clara City Library - Northside Branch Library

FINDING RELIABLE HEALTH INFORMATION ONLINE: HOW OUR LITTLE LIBRARIES DO HEALTH INFORMATION LITERACY INSTRUCTION IN OUR COMMUNITIES

Saturday, November 5 | 8 AM - 8:45 AM

Every one of us will be a patient or caregiver at some point in our lives, and will need trustworthy health information to make decisions about our care. Internet users are taking the search for information into their own hands – to guide a decision, learn more about a prescribed treatment, or self-diagnose a health condition. Come hear how two consumer health librarians are raising the level of health information literacy in their communities. We work at: the Stanford Health Library, a community service of Stanford Health Care, which provides scientifically-based medical information to help people make informed decisions about their health and health care; and the Bay Area Cancer Connections Medical Information Service, which offers information and support to people touched by breast and ovarian cancer. You'll learn about the free, personalized research service we offer at our libraries, and find out how we can help you help you and your patrons.

Nancy Dickenson; Mira Geffner, Bay Area Cancer Connections

FROM PASSIVE TO PROACTIVE – SWING INTO ACTIVE CUSTOMER SERVICE

Saturday, November 5 | 8 AM - 8:45 AM

Take your customer service team from passive to proactive. Shift your team into a new way to deliver customer service that is not tied to a traditional point of service. Notice customers before they notice you. Focus on self-service and empowerment. Learn how Redwood City Public Library re-imagined customer service by making it a strategic priority. With our new customer service model, we deliver an exceptional customer service experience that makes customers want to keep coming back for more. We'll tell you how we did it and why we think this model is working for our community and staff.

Jenny Barnes and Sarah LaTorra, Redwood City Public Library

HONEY, WE SHRUNK THE NON-FICTION

Saturday, November 5 | 8 AM - 8:45 AM

What will library nonfiction collections look like in ten years? With a wealth of free nonfiction resources on the web (websites, YouTube, Khan Academy), what remains relevant for library shelves? What changes are upcoming for the world of non-fiction book publishing? What action is needed now? And what is the future for NF in the e-world for public libraries? Pose questions to our "Prognosticator Panel" for a speculative look into the future and a conversation about trends and planning.

Sponsored by the Collection Development and Technology Interest Groups.

Jennifer Lawson, San Diego County Library; Donna Mettier; Bridget Watson Payne

PROGRAMS

HOW DO YOU SOLVE A PROBLEM LIKE A FIREPLACE? HISTORIC AND ARTISTIC 'FEATURES' IN LIBRARY BUILDINGS

Saturday, November 5 | 8 AM - 8:45 AM

From fireplaces and fountains, to murals and sculptures, our library buildings may contain historic and artistic features. Come hear from a few libraries who have these unique elements in buildings, and have turned them into something new, incorporated them into modern technology, or simply restored them to glory. From the practical matters of pipes and venting, to artistic creations when something needs to be walled in or is in the way of a remodel, this panel will explore all aspects of elements often lamented as problems. Fountains, dumbwaiters, tile floors, stained glass, and even fully working fireplaces can have a spot in a modern library facility!

Cindy Mediavilla; Hillary Theyer, Torrance Public Library

SCRATCH PROGRAMMING - HOW TO CREATE YOUR OWN VIDEO GAME AT THE LIBRARY!

Saturday, November 5 | 8 AM - 8:45 AM

We'll use Scratch programming to show you the possibilities of being able to code your own games, animations, sounds and even interactive stories. We will design our own version of the video game Pong, from start to finish, and have the opportunity to play it. Attendees with laptops may follow along, but laptops aren't required. This is a very participatory presentation, with an hour of hands-on training, and you'll have lots of opportunities for collaboration and questions with peers. It will be a playful and enlightening meeting for librarians, managers, educators and people of all ages who want to learn how to code while having fun. Let's take advantage of all the tools we have in order to show everyone how to code.

Rodrigo Leyva, City of Riverside - Riverside Public Library

SOCIAL NETWORKING IN ORGANIZATIONAL CULTURES

Saturday, November 5 | 8 AM - 8:45 AM

What are the societal impacts on organizational culture, leadership effectiveness, and communication quality for both internal and external audiences? This program will challenge participants to analyze best practices in organizational culture communication strategies focusing not only on the tools used, but also the trickle-down impact that the communication has on leadership, employees, clientele, and public perception. We'll examine both sides of the coin to understand the benefits and the challenges that come with utilizing social networking within the library and information profession.

Michele Villagran, University of North Texas

STEAM: IT'S GETTING HOT IN HERE, SO TURN ON ALL YOUR NODES

Saturday, November 5 | 8 AM - 8:45 AM

Combining curriculum with augmented reality (AR) creates a dynamic learning experience, outside of the traditional classroom setting, where teens are more open to taking more active roles in their education. San Diego Public Library and Qualcomm® Wireless Reach™ collaborated on the STEAMing Ahead with Mobile Learning project to demonstrate how the integration of technology and learning through AR helps increase student engagement and prepares students for future careers in the fields of science, technology, engineering, arts and mathematics. This project was implemented during the 2015-16 school year with 9th grade students at e3 Civic High, a joint use facility of The Central Library @ Joan Irwin Jacobs Common in downtown San Diego.

Details of the process, challenges, successes, outputs and outcomes, and the future of the project will be presented ending with an opportunity to experience the app. Come see how this project can be adapted to any library.

Sean Flores, Santa Barbara City College; Catherine Hong, San Diego Public Library

PROGRAMS | SATURDAY 11 AM - 12 PM

CALIFORNIA WRITERS PANEL: FIFTY SHADES OF ROMANCE

Saturday, November 5 | 11 AM - 12 PM

Let's do it -- let's fall in love with romance fiction, the billion-dollar genre that our customers love. Join bestselling authors Brenda Novak, Allison Brennan, Theresa Ragan and Cindy Sample for a no-holds-barred discussion of where romance has been, where it's going, and how a diverse array of subgenres is driving romance's appeal in libraries and bookstores around the world. This session will include chocolate, prizes – and who knows? Maybe Fabio will make an appearance.

Sponsored by the Collection Development Interest Group and the California Center for the Book.

Erin Christmas; Brenda Novak

CURIOSITY CREATES!: INSPIRING THE NEXT GENERATION OF MOVERS & SHAKERS

Saturday, November 5 | 11 AM - 12 PM

In this session, attendees will learn about the 7 critical components of creativity as outlined in a recent study by the Center for Childhood Creativity. Attendees will see how 6 winning libraries of the Curiosity Creates grant from the Association for Library Service to Children have taken this research and turned it into innovative library programming. A panel of librarians from Ontario City Library, San Diego Public Library, and San Jose Public Library will discuss creativity-based library programs and provide resources and programming ideas.

Lauren Candia; Kathryn Johnson; Trina Richbourg

GOLD-STANDARD VIDEOS ON A PENNY-WISE BUDGET

Saturday, November 5 | 11 AM - 12 PM

In today's fast-paced world, getting the attention of your audience, ANY audience, is incredibly challenging. We have all heard that a picture is worth a thousand words, so a moving picture (a.k.a. video) is easily the best way to get your message across quickly and effectively. However, the very idea of making quality videos can be daunting. After all, most of us missed the audio/video production class in library school! In this hands-on workshop you'll learn the ins and outs of making a great video even if you don't have the budget for expensive gear. Are you a one-person PR shop? No problem! No fancy camera? Grab your smartphone! We'll show you how to build a mobile studio with less than \$100! And you'll get great tips on how to build and tell your story with simple techniques you can start using tomorrow. Lights, camera, [swing into] ACTION!

Ron Aguilar, Folsom Cordova Unified School District;
Jennifer Baker, Napa Valley Unified School District [and CLA Secretary

LIBRARIES IN ACTION: HOW TO CREATE ADVOCACY THROUGH PROGRAMMING

Saturday, November 5 | 11 AM - 12 PM

We know that library programs bring people together, offer unique learning experiences, and facilitate important conversations, but they also provide some of the best opportunities for creating strong library advocates. In this session, learn how to take your community engagement to a new level and incorporate advocacy in every step of programming. Through outcome-based planning and evaluation, diligent partnership building, and thoughtful interactions with program attendees, you can make your programming a powerful tool in inspiring passionate support for libraries and communicating their value.

Heather Cousin, Oakland Public Library; Erwin Magbanua, San Diego Public Library; Dolly Moehrle, Ventura County Law Library; Courtney Saldana, Ontario City Library

PROGRAMS

LIFE HACKS: SURVIVAL SKILLS FOR TEENS

Saturday, November 5 | 11 AM - 12 PM

It's no secret that teens need life skills to survive in the real world. Libraries are already celebrated as learning institutions - we offer books and resources to expand the fountain of knowledge, but what about soft skills? We're here to tell you that libraries can help with that too! By starting a life skills workshop series for teens at your library, you will be preparing teens for survival in the real world. You will leave this session ready to Swing into Action and start a series of life skills workshops at your library, with or without funds. Three California librarians will share their experience planning, partnering, promoting, and running life skills workshops. As a part of the presentation, we will lead a sampling of different life hacks workshops that can be replicated at any library. Join us for what is sure to be an informative, interactive and inspiring session!

Erik Berman, San Jose Public Library; Kayla M. Figard, San Mateo County Library; Elizabeth (Biz) Tanner, County of Los Angeles Public Library

NEW DEVELOPMENTS IN MUSIC CATALOGING

Saturday, November 5 | 11 AM - 12 PM

It has been three years since the implementation of the new cataloging code Resource Description and Access (RDA). There have been numerous updates to RDA since then, as well as development of best practices for the cataloging of music resources. In addition, the last few years have seen the creation of two new controlled vocabularies for music: the music terms in the Library of Congress Genre/Form Terms for Library and Archival Collections (LCGFT) and the Library of Congress Medium of Performance Thesaurus (LCMPT). This program will provide the recent RDA updates that have an impact on the cataloging of music resources as well as a general overview of the application of LCGFT and LCMPT to provide additional access to music resources.

Hermine Vermeij, UCLA Cataloging & Metadata Center

ROTATING RESOURCES AS A MAKERBOX COLLECTIVE

Saturday, November 5 | 11 AM - 12 PM

Seven libraries in Southern California received a grant from the California State Library to create MakerBoxes and work together to be active in the Makerspace movement. This movement is a new way to help communities learn technology and to expand skills while bringing patrons into the library. We will give advice on how to collaborate and develop grant writing experience with other libraries. We will describe how we worked together to purchase materials, rotate boxes and give suggestions on programming. Each MakerBox contains information, tools and materials required for hands-on learning. MakerBoxes are valuable because they can help libraries be up-to-date with technology and innovative programming for all ages, including the importance of STEAM and the growing number of seniors who need to learn 21st century skills.

Charlotte Burrows; Susan Mikula; Karilyn Steward, CSU, East Bay

STEM INNOVATION BOWL : A LOOK AT INTER-CITY COLLABORATION AND VIRTUAL REALITY

Saturday, November 5 | 11 AM - 12 PM

A series of Unfortunate (fortunate) Events turned one Super Bowl 50 Super Community program from near failure to fantastic. Learn how the Library stepped in and stepped up to create dynamic STEM programming, partnered with IT services, and gathered over 10,000 patrons in one afternoon. Take a hands-on look at some of the STEM products featured at the STEM Innovation Bowl and learn how to create a successful marketing campaign.

Angela Ocana, Santa Clara City Library; John Schlosser

THE FUTURE IS YOURS TO CREATE: AN IGNITE! EVENT AND PUBLIC FORUM ON STATEWIDE LEADERSHIP DEVELOPMENT

Saturday, November 5 | 11 AM - 12 PM

The California State Library has issued us a challenge to re-envision statewide leadership development for the 17/18 Fiscal Year. So we're turning it over to you with one simple question about statewide leadership development: "What would you do differently?" The first half of this session will showcase a diverse panel of presenters who have answered this question in five-minute Ignite micro-presentations. Who knows what fun and fantastic new ideas your colleagues have dreamed up? Next, we will hold a public forum to ask audience members to tell us their ideas and hopes for the future of library leadership development in California. The change is happening now and we want to include as many voices as possible.

Vanessa Christman, County of Los Angeles Public Library; Kathy Gould, Palos Verdes Library District; Susan Hildreth, Califa, PLP, PLS, Northnet; Misty Jones, San Diego Public Library

THE GOOD, THE BAD AND THE LOVELY: ADVENTURES IN RURAL LIBRARIANSHIP

Saturday, November 5 | 11 AM - 12 PM

The term "rural" may be defined in various ways: population size or density, lack of proximity to larger cities or towns, demographics, or industrial/economic data. Whichever way you define it, almost half of all the libraries in the US are rural, and yet most librarians are unaware and unprepared for serving in rural areas. Rural libraries face unique challenges, but serving a rural population can be fun and highly rewarding. This panel of library directors from a variety of fully or partly rural systems will share ideas and real life experiences to help you understand the reality of rural libraries. One thing they all have in common: these leaders are always ready to swing into action no matter what comes at them. This session is sure to be an eye opener for anyone who is interested in working in or advancing their career in rural libraries.

Jayanti Addleman, Monterey County Free Libraries; Melanie Lightbody, Butte County Library; Rita Lovell; Victor Zazueta

PROGRAM | SATURDAY 12:15 PM - 1 PM

11 LIBRARIES IN 11 YEARS: BUILDING CAPACITY THROUGH COOPERATION AND PARTNERSHIPS

Saturday, November 5 | 12:15 PM - 1 PM

Over the last 11 years, San Diego County Library has opened 11 new facilities while maintaining full service. Using innovative strategies and critical assessment of collections and programs we have been able to use existing buildings and temporary spaces to build public anticipation. Not only does SDCL limit customer impact during construction, but we are positioned to immediately introduce expanded services upon opening. By strategically marketing these building projects, SDCL has been able to harness community support and build momentum. In order to accomplish this goal, various library departments have worked together with elected officials, key community partners and the Friends of the Library to not only build a library but to build a community. The session will encourage participants to actively engage with key stakeholders and staff to successfully develop a workable plan for advocacy to promote critical conversations that can help your library work towards a new building for your community that reflects current and future library service trends.

Sheila Crosby; Charles Jarman, California Public Library Advocates; Susan Moore, California Public Library Advocates; Ceci Rincon, Wind Youth Services

BUILD A CONNECTION WITH ASIAN IMMIGRANTS IN YOUR COMMUNITY

Saturday, November 5 | 12:15 PM - 1 PM

According to the census, 2014 marks the first year that Asia was the largest source of immigrants to the United States, and many of those immigrants head to California. We'll discuss how you can build a collection and create programs that connect with these new immigrants. We'll help participants understand the diversity of ethnic identities in Asia and some of their special interests and needs. Much of this will draw on our experience working in a majority-Asian community but we will look to other communities as well.

Michael Whitley, CLA Youth Services Interest Group

PROGRAMS

FORMING NEW COLLABORATIONS BETWEEN PUBLIC AND ACADEMIC LIBRARIES: A CASE STUDY OF FRESNO STATE AND FRESNO COUNTY PUBLIC LIBRARY

Saturday, November 5 | 12:15 PM - 1 PM

This session explores how the academic library in Fresno State collaborates with the Fresno County Public Library to provide new services and support to the Fresno community. One innovative service came from a grant project from Fresno State that the Library was awarded: the Touch Community Project, which encourages students from Fresno State to become involved in community service. The Library created a grant proposal focusing on bridging the digital divide in Fresno and selected student ambassadors visit different library branches in Fresno County Public Library system and teach various technology workshops in fall 2016. The presentation will explore the challenges and opportunities of creating this collaborative program and will emphasize the importance of such partnerships between public and academic libraries. Attendees will also gain ideas on best practices in creating collaborative programs with their local stakeholders, partners or public/academic libraries.

Raymond Pun, California State Library

GROWING COMMUNITY PARTNERSHIPS WITH A LIBRARY GARDEN

Saturday, November 5 | 12:15 PM - 1 PM

The Sanchez Library Community Garden in Pacifica, CA was started in 2009 by a single library assistant with a passion for gardening. The garden has grown from a single bed on a previously unused patio to ten beds that produced 835 pounds of fresh vegetables last summer. Throughout each summer the garden produce is donated to the Pacifica Resource Center food pantry and shared with community members who struggle with food insecurity. The library also presents successful gardening programs in partnership with the Master Gardeners of San Mateo County, as well as programs that teach participants to cook healthy foods for all ages. At the end of this session, participants will be ready to start their own library garden; know how to recruit volunteers to start and maintain a robust garden program; have ideas for forming partnerships with agencies that meet community needs for fresh nutritious foods.

Julie Finklang, Ontario City Library; Paula Teixeira, Ontario City Library; Chris Vance, San Rafael Public Library

OUT OF THE SHADOWS: TAKING ACTION TO COMBAT SEX TRAFFICKING

Saturday, November 5 | 12:15 PM - 1 PM

After library staff's encounter with a runaway teen who was a sex trafficking victim, the idea to form a collaborative program to raise awareness of sex trafficking was ignited. The San Diego Public Library consequently took action, applied for, and won a 2015 grant that funded the Sex Trafficking Awareness: Out of the Shadows Program. Staff acknowledged that disseminating sex trafficking information was essential while simultaneously joining forces with the community and experts to ensure the program's success and effectiveness. Six components of the program will be discussed: providing appropriate and mandatory sex trafficking awareness training to all library staff; executing the Out of the Shadows marketing and outreach plans; empowering teens to become leaders of the program's Teen Peer Advocates volunteer group; building Sex Trafficking Resource Centers at eight library locations; forming a unified collaborative via Community Conversation Meetings at each location; and designing anti-sex-trafficking events and programs.

Adriana Huertas, Eileen Labrador, and Monnee Tong, San Diego Public Library

START UP AN IMMIGRANT YOUTH ACTION TEAM TODAY

Saturday, November 5 | 12:15 PM - 1 PM

Following a call to action by a needs assessment of the community 5 years ago, the Redwood City Public Library has worked collaboratively with Sequoia High School Dream Club and many community partners to increase visibility of resources for immigrant youth in our community. We have raised awareness about the challenges and opportunities for immigrant integration throughout the community.

Through fundraising efforts, we have helped graduating seniors to attend college. Through workshops, we have provided a venue for undocumented youth to share their stories. And by talking directly with teachers and public officials, we have improved the perception of undocumented youth and have directly impacted the students' lives. We hope to share our success with other libraries interested in helping this marginalized group. We will present a successful model for working with community partners to accomplish great things for immigrant youth.

Sarah LaTorra, Redwood City Public Library; Jane Slater, Sequoia High School

STARTING FROM SCRATCH IN A CITY LIBRARY: CREATING AN AWESOME TEEN ADVISORY BOARD BY BUILDING PARTNERSHIPS IN THE COMMUNITY.

Saturday, November 5 | 12:15 PM - 1 PM

Within one year, City of Woodland Public Library's first-ever Teen Services Librarian built an amazing Teen Advisory Board from the ground up. TAB consists of 25 students from all five major schools in Woodland. Through trainings with UC Davis's Early Academic Outreach Program (EAOP), TAB members receive instruction on: leadership, event planning, time management, public speaking, communication and organization... to name a few! This partnership with EAOP is vital to the success of TAB. Members are better prepared and confident to represent the library and lead library events. TAB members have presented at school board meetings, led a successful Teen Halloween Party, and had a record number of volunteers and participants in the 2015 Summer Reading Program. This session will focus on building and maintaining these relationships with schools and organizations for dynamic and active Teen Advisory Boards.

Rhea Fabricante, City of Woodland Public Library; Amber Irfan; Kai Owens; Rogelio Villagrana, California Public Library Advocates

SUMMER READING IS FOR EVERYONE

Saturday, November 5 | 12:15 PM - 1 PM

Over the past five years Sacramento Public Library has worked to expand the reach of Summer Reading in their community, reaching 40,000 participants in 2015. For the past two years they have participated in the CLA software pilot, offering a program that connected both in-person and online participation. How do they do it? This session will showcase their approach to in-person and online participation, their successful adult program, training, outreach, and evaluating. They will share everything they have identified as key factors in their previous success, as well as identifying current opportunities.

Amanda Foulk, Sacramento Public Library; Christie Hamm,

POSTERS | SATURDAY 12:30 PM - 2 PM

GIS: DEMOGRAPHIC MAPS OF YOUR PATRONS - HOW TO MAKE THEM AND WHY THEY HELP

Saturday, November 5 | 12:30 PM - 2 PM

Attendees will learn how to create maps that can be used for a visual representation of their library's area of service. Although most of this software can cost thousands of dollars and have a very steep learning curve, I will show attendees free methods that can be learned by anyone who is willing to learn a few simple computer functions. We will use software that is provided for free by Google and Microsoft. I will demonstrate, step by step, how to prepare data and how to use that data to create organized, visually pleasing, and readable maps that will provide many benefits to the library system. I will also discuss different ways the maps can be used by your library to help in planning events and other library functions.

Rodrigo Leyva, City of Riverside - Riverside Public Library

HIGH-LOW RECOMMENDED READING LISTS FOR ADULT LEARNERS

Saturday, November 5 | 12:30 PM - 2 PM

A collaboration between a public services librarian and a prison librarian to create recommended reading lists for adult learners. The lists are compatible with the California Code of Regulations, Title 15 section regarding contraband materials, and are arranged by: elementary, middle grade, and high school. These lists will provide high interest-low reading level options for emerging adult readers in the California Department of Corrections and Rehabilitation and can be seamlessly integrated into any adult learning curriculum.

Nichole Brown, Oakland Public Library; Velva Hampson, California Department of Corrections and Rehabilitation

PROGRAMS

INSTA-LOVE: TAP INTO THE INSTAGRAMMERS WHO LOVE THE LIBRARY

Saturday, November 5 | 12:30 PM - 2 PM

All libraries are connected to Instagram - whether they have an account with active followers, likes and comments or whether their location is tagged. San Francisco Public Library has an active Instagram and decided to work creating fun, free programs around Instagram. One was a partnership with Chronicle Books and creating a special guest-listed event with a behind-the-scenes tour called #emptysfpl. This occurred before National Library Week and we had so much content at our screen-fingertips to repost. The bonus was a representation of SFPL's location and hashtag with over a half of million likes from beginning to end. SFPL's second program was creating "Main at 20: Instagram Picture Spots." We selected 20 popular Instagram-med spots in the Main and identified locations with themed placards and a "Main at 20" handout for the 20th anniversary of the Main. So much fun will be shared on a poster!

Christina Moretta, San Francisco Public Library

LEVEL-UP @ YOUR LIBRARY : CODING FOR KIDS

Saturday, November 5 | 12:30 PM - 2 PM

This poster discusses effective and affordable coding programming for young patrons. Coding and computer skills are necessary to succeed in the job market, yet schools and community organizations are often underprepared to aid students in obtaining these skills, said a recent article from the Sacramento Bee. User need: For young patrons, who need coding knowledge the most, early training is difficult to come by. We resolved to use Google: CS First, a free program, to reach out to young patrons interested in leveling-up their coding skills. The success, as well as the challenge, of providing such programming will be presented. Expanded use of staff: We seek to emphasize partnerships between librarians and technology support staff, utilizing their unique skillset in conjunction with the youth centered approach of librarians. Time, often a hurdle for librarians, shouldn't factor into coding programs when paraprofessional staff may be utilized.

Nate Halsan; Laurel Owens, Sacramento Public Library

MONEY SMART WEEK AT THE MALLS

Saturday, November 5 | 12:30 PM - 2 PM

The Fresno County Public Library WoW! (Without Walls Library) team took Money Smart Week to several local malls in 2016. With Americans lacking in financial literacy, libraries need to ignite innovative approaches to bring financial literacy to the public. The Fresno County Public Library's poster will illustrate processes, outcomes, and lessons learned from taking Money Smart Week to the local malls.

Shannon Morrison, Fresno County Public Library

OAKLANDHASJOBS: A LIBRARY INSTAGRAM SUCCESS STORY

Saturday, November 5 | 12:30 PM - 2 PM

Teen Librarian and Oaklandhasjobs (instagram.com/oaklandhasjobs) founder Brian Boies describes how he created and uses the account to meet people where they are and connect patrons and non- patrons with local job opportunities. He is now posting at least five local job opportunities (all kinds of jobs, but mostly entry level) every weekday. The poster will present how the account has changed and blossomed to 3,500 followers, hosting two job fairs through the site, and show how you can use this model in your own library system. This is a great way to answer the common question "Do you know anyone who's hiring?"

Brian Boies, Oakland Public Library

PLAY CAFÉ – RE-PACKAGING “TRADITIONAL” STORYTIME

Saturday, November 5 | 12:30 PM - 2 PM

Talk. Jump. Read. Dance. Sing. Twirl. Play. Oakland Public Library’s Play Café builds community by sharing stories, ideas, and support, while developing early literacy and school readiness skills. Storytime anyone? In Oakland, as in most libraries, storytime is a traditional, core service. Oftentimes attendance is strongest in branches serving affluent families and their caregivers while attendance in at-risk neighborhoods has been persistently spotty, limited, and often non-existent.

We’ve unpacked some of the underlying racial, economic, and cultural assumptions inherent in storytime, and with that in mind, repackaged the traditional elements. Play Café looks to meet caregivers where they’re at by providing a deconstructed storytime. Almost immediately, we gained astounding traction in 2 different at-risk communities. In Play Café, our communities teach us what they need, and we adapt or reinvent our offerings to fill those needs. Hurray (for deconstructed) storytime!

Mary Dubbs, Oakland Public Library; Kate Hug, California Public Library Advocates

SACRAMENTO COUNTY PUBLIC LAW LIBRARY: ADAPTING TRADITIONAL SERVICES TO PROMOTE ACCESS TO JUSTICE

Saturday, November 5 | 12:30 PM - 2 PM

Public Law Libraries must continually evolve in order to stay relevant as indispensable resources of legal information. The Sacramento County Public Law Library’s mission—to meet the ever-changing legal information needs of our community—has forced us to adapt our once-traditional services. Currently, our four areas of focus are: 1) fostering community connections and relationships; 2) providing hands-on legal assistance through the Law Library’s Civil Self-Help Center and Lawyers in the Library Programs; 3) improving the substantive and procedural content of our research guides; and 4) expanding the content of our website, thus creating a “virtual branch library,” conveniently accessible at any time. This poster session documents the evolution of our traditional services, including samples of the material that made, and continues to make, our Library a success.

Amanda Watkins, Sacramento County Public Law Library

SHARE THE PLAYGROUND: OUTREACH USING TABLETS IN RURAL COMMUNITIES

Saturday, November 5 | 12:30 PM - 2 PM

This poster describes an initiative to bring iPads and Samsung tablets to rural branch libraries and their communities. We will describe how the tablets were used to do outreach to the local elementary schools’ Spanish speaking parent group. Additionally, we will talk about how library patrons use the tablets in the rural branches and share ideas for developing this project further.

For example, rural libraries use the tablets in the branch to play slideshows of recent library events, to highlight the digital download collection, to provide examples of educational apps (Khan Academy, Star Reading, NASA, etc). We see the potential to use these tablets for additional projects such as: helping show parents how to access their children’s school webpage and other school resources, creative activities (taking pictures, creating art) and STEAM activities.

Elizabeth Gray, Yolo County Library; Toni Mendieta; Margaret Pelrine

STEAMWALK: STEAM UP YOUR LIBRARY ONE STEP AT A TIME

Saturday, November 5 | 12:30 PM - 2 PM

Is your library looking for creative new ways to bring STEAM programming to families and young children? Are you intrigued by the Storywalk® concept but want to do something unique and 21st century with it? Then you’ll want to learn how and why to create a STEAMwalk at your library. A STEAMwalk is a STEAM-themed storywalk and a simple yet innovative way to bring STEAM learning to your library everyday. We’ll share best practices for installing a self-guided STEAM reading experience for families with young children, and ways to expand the experience through coordinating passive programming, librarian-led STEAM challenges and library displays. We will discuss the popular monthly STEAM programs we’ve held, books we’ve chosen to display, and ways we’ve evaluated use and success of the program.

Amanda Choi; Emily Stratford

PROGRAMS

SWING INTO STEAM (SCIENCE, TECHNOLOGY, ENGINEERING, ART, AND MATH): ACTIONABLE YOUTH PROGRAMS

Saturday, November 5 | 12:30 PM - 2 PM

This poster session will highlight 8 STEAM (Science, Technology, Engineering, Art, and Math) programs for children. Specifically, it will demonstrate how libraries can use reusable and rebuildable science kits to create engaging, fun, and educational programs! For example, in one program children discuss and learn about space exploration and then build a model rover or model space shuttle. Another program focuses on wind power and participants build a working model of a wind turbine. The wind power program introduces children to alternative energy sources and demonstrates how wind turbines generate electricity. Other programs focus on solar-powered robots, climate and weather, electricity and magnetism, and creating electrical circuits. These hands-on programs are a great way to inspire an interest in the sciences!

Lauren Hall, Stanislaus County Free Library

THE PUBLIC LIBRARIES AND REFUGEES: INFINITE PARTNERSHIP IN BUILDING A BETTER LIFE FOR NEW ARRIVALS

Saturday, November 5 | 12:30 PM - 2 PM

The United States, a land of immigrants since its founding days, has long resettled refugees as well. In the 1940s, refugees from World War II, including the first wave of Jewish refugees, resettled in the United States from European countries. From the 1970s to present day, refugees have predominately been from Southeast Asian and African countries. More recently, many refugees from Middle Eastern countries such as Iraq and Afghanistan have resettled into communities across the country. While some American communities are better equipped to help with refugee resettlement, libraries are behind in responding to the influx of refugees into “their” communities. In this poster session, attendees will receive a 10-step community/insider guide for librarians to serve refugees and for libraries to serve as places of information to facilitate refugees struggling with life adjustments in their new homeland.

Touger Vang

VIKINGS IN THE LIBRARY! ADULT AND FAMILY PROGRAMS THAT TIE INTO CULTURAL TRENDS

Saturday, November 5 | 12:30 PM - 2 PM

There are many ways to program for adults. One is to find an expert who is able to speak to a topic that is, for lack of a better word, trendy - a topic that is currently big in pop culture.

During the summer and early fall of 2016, local Viking researcher Dr. Dayanna Knight partnered with the Lodi Public Library to bring two different, wildly successful programs to the library. Learn how this partnership came about, and what the results were when the library learned that “it takes a Viking to raze a village.”

Dayanna Knight; Ryan Szichak, Wind Youth Services

PROGRAMS | SATURDAY 1:15 PM - 2:15 PM

EARLY LITERACY ON THE MOVE! PUBLIC LIBRARY OUTREACH TAKES OFF!

Saturday, November 5 | 1:15 PM - 2:15 PM

Have you ever felt a gravitational pull to expand or update your outreach efforts in the community? See how the El Dorado County Library put a “rocket boost” in a public library outreach program with the Early Literacy on the Move project. This unique program was created to support local Family Childcare Providers in their homes by providing professional development and mentoring through site visits and interactive storytimes utilizing the CA Preschool Learning Foundations and Framework subject areas. Along with our community partners in CA Quality Rating and Improvement System work, we will review how collaboration was critical in the development of this project, discuss how the project was implemented, and highlight ways to support parent engagement strategies. An Early Literacy on the Move mentoring session will be modeled and conference attendees will be invited to explore a sample of one hands-on activity used in our project to expand children’s STEAM curiosities.

Jan Robbins, El Dorado County Library; Christina Roseli,

EVERYTHING YOU WANTED TO KNOW ABOUT CONNECTING TO CALREN, BUT FORGOT TO ASK: AKA 1 GIGABIT LIBRARY INITIATIVE

Saturday, November 5 | 1:15 PM - 3:30 PM

Although 128 jurisdictions have joined the Gigabit Library Initiative in Years 1 and 2, there are still many questions that libraries have expressed, not only about the potential of the resource, but also about their network designs, infrastructure, and how they will be maintained and continue to be state-of-the-art. What is CENIC's ongoing role and how and what services will Califa, as the aggregator, provide? Learn what has been accomplished to date, how it has been implemented and received both by staff and communities, and the stages of implementation.

Jarrid Keller, Sacramento Public Library; Brian Court, CENIC; Linda Crowe, Califa

IMPROVING OUTCOMES FOR DISENFRANCHISED YOUTH: PAPER TIGERS [MOVIE SCREENING AND DISCUSSION]

Saturday, November 5 | 1:15 PM - 3:30 PM

This program will feature a screening of the documentary Paper Tigers, directed by James Redford, portraying a high school's remarkable success with youth coping with school attendance, substance use, and childhood trauma. Lincoln High School abandoned most of its punitive responses to inappropriate behavior and other issues in favor of trauma-informed teaching approaches to address the outcomes of untreated "toxic stress" – a term describing how traumatic childhood experiences affect developing brains. The school's approach is informed by the "Adverse Childhood Experiences" (ACE) studies, which have found that exposure to abuse, neglect, violence, or other adverse experiences increases the risks for later substance use, behavioral and health challenges, barriers to learning, and early death. The screening will be followed by a facilitated panel discussion featuring Amy Cheney, Librarian, Juvenile Justice Center, Alameda County; Julie Winkelstein, PhD, MLIS, postdoctoral researcher, University of Tennessee; and Patricia Evans, MSW, CASA of Sacramento County.

Amy Cheney, Librarian, Juvenile Justice Center, Alameda County; Patricia Evans, CASA of Sacramento; Jennifer Sweeney, JK Sweeney & Associates; Julie Winkelstein, School of Information Sciences, University of Tennessee, Knoxville

TAKE ACTION AGAINST HACKERS & SNOOPS: DIGITAL SECURITY AND PRIVACY IN LIBRARIES

Saturday, November 5 | 1:15 PM - 2:15 PM

Online privacy and security are top priorities for libraries these days. But where to start? And how can libraries help their users navigate today's Internet with all its risks? In this presentation, we will explore these risks and the methods for countering them. Who are the bad guys? What tools are they using? What are they after? How are they doing it? Who are they targeting? We'll talk about how to stay safe at your library and home. We'll also demo tools that will help secure your network, website, PCs and browsers. Along the way, we'll tackle security myths and discuss best practices for password management, controlling web trackers, dealing with malware, and more. This session will be appropriate for all library staff with any level of technical expertise. Participants will be able to take this information back to their library to share with their colleagues and patrons.

Blake Carver, LYRASIS; M. Ryan Hess, Palo Alto City Library

THE NETWORK GAME -- PART TWO: HOW TO TAKE NETWORKING BEYOND THE CLA CONFERENCE

Saturday, November 5 | 1:15 PM - 2:15 PM

Now that you've put into practice the networking skills you learned at CLA Conference, what next? Where do you take what you learned from here? In this second of two sessions, you will have the opportunity to discuss lessons, share success stories, and identify challenges from your networking experience at CLA Conference -- either from participating in the conference-long game initiated in Part One or on your own. Participants will then be provided guidance and tools for networking beyond the conference for continued professional and leadership development.

Maria Carpenter; Elizabeth Goldman, CLA Youth Services Interest Group; Anna Hartman; Erwin Magbanua, San Diego Public Library

THINKING OUTSIDE THE CELL: SIX INNOVATIVE LIBRARY PROGRAMS IN THE CALIFORNIA DEPARTMENT OF CORRECTIONS AND REHABILITATION

Saturday, November 5 | 1:15 PM - 2:15 PM

Prisons may be places of confinement but that doesn't mean prisoners should stagnate. With the goal of genuine rehabilitation, prison librarians are running vibrant programs that are engaging the minds of inmate patrons. Join six California Department of Corrections and Rehabilitation (CDCR) librarians as we discuss music appreciation, pub trivia, creative writing projects, book clubs, peer to peer seminars, and a reading program that seeks to bridge the gap between incarcerated fathers and children. Learn about how we navigate the restrictions inherent in the prison environment to bring innovative programming to these unique libraries.

Danielle Ball, California Men's Colony; Andrea Dennehey, CSP Sacramento; Velva Hampson, California Department of Corrections and Rehabilitation; Shalyn Pineda, Wasco State Prison; Elise Rotchford, Duel Vocational Institution; Shelley Tomlinson, Salinas Valley State Prison

WHAT'S NEW IN CATALOGING – AN UPDATE FOR NON-CATALOGERS

Saturday, November 5 | 1:15 PM - 2:15 PM

A series of quick presentations for the non-technical services librarian, designed to get you up to speed with what's new. FRBR (Functional Requirements of Bibliographic Records) – a conceptual model, independent of any cataloging codes or standards. Uses the terms work, expression, manifestation and item to explain the relationship between different library resources.

RDA (Resource Description and Access) – a cataloging standard that is replacing AACR2. It has a greater emphasis on relationships, more natural language (no more Latin) and more flexibility for catalogers. The BIBFRAME Initiative—an initiative of the Library of Congress investigating all aspects of data creation and data exchange. BIBFRAME is a data model that will replace AACR2.

Linked Data /Semantic Web – a method of publishing structured data (like library records) so they can be easily linked and searched by computers.

Michelle Alvarado, Sacramento Public Library

PROGRAMS | SATURDAY 2:30 PM-3:30 PM

HOW'D YOU GET THAT COOL JOB? ALTERNATIVE CAREER PATHS FOR THE INFORMATION PROFESSIONAL

Saturday, November 5 | 2:30 PM - 3:30 PM

Are you defining or redefining your own career path? Come and be inspired by several information professionals who have chosen or created careers for themselves in special or nontraditional environments. You'll hear about what they do and how they wound up doing it. A Q&A session at the end will provide attendees with the opportunity to ask for recommendations on pursuing their own career alternatives to traditional librarianship.

Elizabeth Borghi, California State Library; Andrew Carlos, CSU, East Bay; Ana Macias; Dolly Moehrle, Ventura County Law Library; Joy Rodriguez

MIND MATTERS: MAKING PATHWAYS TO MENTAL HEALTH SUPPORT & RECOVERY AT THE PUBLIC LIBRARY

Saturday, November 5 | 2:30 PM - 3:30 PM

Half of us will experience a mental health challenge at some point in our lives. Good news: recovery is also common—and the public library can play a significant role in promoting good mental health for the entire community! Find out how two very different library systems—urban and rural—successfully partnered with local mental health services and community organizations to empower staff, reduce stigma and increase access to life-changing prevention information and support resources. Learn about varied approaches to staff training, outreach and community connections, gaining ideas and resources ready to adapt for your library.

Anara Guard, Each Mind Matters & Know the Signs Campaigns; Sarah Vantrease, Ontario City Library; Jesse Walker-Lanz, County of Los Angeles Public Library; Jeremy Wilson, Butte County Department of Behavioral Health

STEAM POWERED ROBOTS: LEARNING IN THE LIBRARY WITH HANDS-ON, CHALLENGE BASED CURRICULUM

Saturday, November 5 | 2:30 PM - 3:30 PM

Picture this: a library on the edge of Silicon Valley, a community whose teens are challenged by basic STEM programming, a school district without a robotics curriculum. That's the problem, what's the solution? STEAM Powered Robots and Beyond! Gilroy Librarians will talk about their curriculum based robotics program for K-12. We'll outline the challenges of a staff with a great deal of enthusiasm but zero robotic experience, and our efforts to launch a comprehensive STEAM based program. Learn why we choose Carnegie Mellon Robotics Academy curriculum and how we adapted programs to work in the public library space. We'll talk about why robots, how K-12 became the target and our successes, failures and results so far. Meet the robots (Dash and Dot by Wonder Workshop and Lego's EV3) in a live demonstration and participate in a robotic challenge to put the robots through their paces.

Lisa Duff; Kelly McKean, Santa Clara County Library District

TAKE YOUR LIBRARY ON THE ROAD: CONNECTING WITH YOUR COMMUNITY THROUGH A STORYWALK®

Saturday, November 5 | 2:30 PM - 3:30 PM

Whether you choose to hike your park path or stroll city sidewalks, StoryWalks® are a great way to actively connect with your community. This session provides an action plan using two successful StoryWalks® from libraries in Contra Costa County Public. Celebrating the National Park Service Centennial, Moraga Library partnered with their Parks and Recreation Department to host a "Party in the Park" featuring Elizabeth Scanlon's book, *In the Canyon*. Fun activities included outdoor events, crafts, T'ai Chi, Teddy Bear Ziplining, and more! Award-winning Last Stop on Market Street took the Pittsburg Library's StoryWalk® to their Historic Downtown, partnering with the transit system, the City's Art Foundation, a local soup kitchen, schools and downtown businesses. Matching the book's themes, month-long activities included art, music, bus storytimes, and food drive, all culminating in a visit from illustrator Christian Robinson. Walk with us through the steps and be inspired to swing into action!

Ginny Golden, Pittsburg and Bay Point Libraries of Contra Costa County Public Library; Ann Miller, Moraga Library of Contra Costa County Public Library

THINK, MAKE, TRY: A CASE STUDY ON AN INNOVATIVE LIBRARY AND MUSEUM PARTNERSHIP FOR CHILDREN AND FAMILIES

Saturday, November 5 | 2:30 PM - 3:30 PM

Looking to infuse research-backed, creativity-building activities into your library's programming for children and families? The Bay Area Discovery Museum and its Center for Childhood Creativity are collaborating with library branches, including Marin County Free Library and San Francisco Public Library, to provide active, child-directed STEM learning experiences that stimulate curiosity and critical thinking in young children, inspire parents and caregivers to develop skills to foster creativity in their own children, and support libraries' ongoing summer reading initiatives.

This session will include a demonstration of the popular "Think, Make, Try" program; a dialogue between museum and library partner staff members on the research backing the curricula, the process of program planning for the specific context of each branch, and the effect of the partnerships on librarians once programs are complete; and time for audience questions, feedback, and discussion about how they can swing into action with these new ideas.

Babe Liberman, Bay Area Discovery Museum; Heather Miller, Bay Area Discovery Museum; Bonny White, Marin County Free Library