Annual Conference
OCTOBER 4 – 7, 2015 • STATE COLLEGE

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Photograph by Emma Alexander; available at Old Main Frame Shop & Gallery, State College, PA
9:00 a.m.–11:45 a.m.
Governor’s Advisory Council (GAC) on Library Development Meeting

Double Session

Cynthia Richey, Chair of the GAC, Director, Mt. Lebanon Public Library
Brian Dawson, Acting State Librarian, State Library of Pennsylvania

The Governor’s Advisory Council on Library Development, established by the Library Code, offers advice and recommendations to the Governor, the Secretary of Education and the State Librarian in areas relating to general policies and operations of the State Library and the Commonwealth’s library program. Council members represent library trustees, librarians and lay advocates.

Sponsor: Office of Commonwealth Libraries

11:00 a.m.–11:45 a.m.
PCBL Annual Business Meeting

Sue Solarczyk, President, Pennsylvania Citizens for Better Libraries (PCBL)

Sponsor: PCBL

12:00 p.m.–1:45 p.m.
Trustee Division/PCBL Awards Luncheon

Join the Pennsylvania Citizens for Better Libraries Board for their Awards luncheon as they honor Friends Groups, individuals and corporations for the tremendous support that they have given libraries in the past year. Also, this is a chance to hear the details about the second Friends Institute planned for late October. This luncheon is a great opportunity to network with other Friends. PaLA’s Trustee of the Year Award will also be presented.

Your choice of lunch event is included with your conference registration, however, pre-registration and meal selection are required.

Sponsor: PCBL/Trustee Division

1:00 p.m.–2:45 p.m.
President’s Opening Keynote Luncheon: Slaying the Gorgon — How the Various Mediums of Storytelling Shape How We Think and Act

Joseph McHugh, Journalist and Storyteller

President David Schappert will officially kick off the conference with lunch and a keynote presentation by storyteller and public radio journalist/producer, Joe McHugh. McHugh provides a fascinating and provocative look at how we tell stories in the modern age given the dynamic and transforming influence of new technologies. From the venerated saints and cathedrals of the Middle Ages to the pop stars and cineplexes of today, he explains why images and sound are increasingly supplanting the authority of the printed word and, by so doing, radically altering the cultural, economic, and political landscape of the United States and the rest of the world. He then explores ways libraries can better respond to the evolving needs and expectations of their patrons and communities.

Your choice of lunch event is included with your conference registration, however, pre-registration and meal selection are required.

Sponsor: Penn State University Libraries

2:00 p.m.–4:15 p.m.
Beyond Setting Policies: The Board’s Role in Transforming Your Library’s Future

Sara Jane Lowry, Consultant, Sara Jane Lowry Consulting
Michael Kumer, Principal, Boards MTO

What would 100% success look like for your community if the problems you struggle with were no longer a problem? How does the library play a role in transforming the future for your community? It starts with transformational leadership from the library’s trustees, including friends and foundation boards. This workshop will provide a process for the board for moving past problem solving into proactive planning by reverse engineering from a transformational future, creating win-win success for the library and the community it serves.

Sponsor: Trustee Division
3:00 p.m.–4:15 p.m.

Governor’s Advisory Council (GAC) on Library Development Open Forum

Cynthia Richey, Chair of the GAC, Director, Mt. Lebanon Public Library

Brian Dawson, Acting State Librarian, State Library of Pennsylvania

This open forum will afford all participants the opportunity to learn about the role of the Governor’s Advisory Council and for Council members to hear first-hand, the issues and concerns of the library community.

Sponsor: Office of Commonwealth Libraries

Recruiting and Retaining Friends Members; How to Get ‘em and Hold ‘em

Mimi Weakland, Membership Chair & Website Coordinator, Friends of the East Shore Area Library

Nancy Musmanno, Corresponding Secretary, Friends of the East Shore Area Library

Bonnie Hindman, Vice President, Ways & Means Co-Chair, Book Sale Co-Chair, Friends of the East Shore Area Library

This program will deal with recruiting and retaining members for your Friend Group. It will provide a guide on how to get ‘em and how to hold ‘em through innovative ideas and techniques.

Sponsor: PCBL

Engaged Scholarship: Joining the Conversation

Jeffrey A. Knapp, Larry & Ellen Foster Communications Librarian, Penn State University Libraries

Nicholas J. Rowland, PhD, Associate Professor of Sociology and Science & Technology Studies, Penn State Altoona

Join the presenters—a librarian and a sociology professor—to learn more about the Engaged Scholarship movement in higher education: What is it? What role can librarians play in it, and why? A group discussion will follow to reflect on how librarians can increase their visibility by connecting to this movement.

Sponsor: College & Research Division

Volunteer Management—You Can Do It

Wendy McClure, Human Resources Coordinator, Cleve J. Fredricksen Library

This session is structured for public libraries seeking to start or improve upon a volunteer program. Fredricksen Library is a mid-sized institution which employs predominantly part-time staff. The library relies heavily on 400+ volunteers to meet the changing needs of the community. The principles of building and sustaining a volunteer force remain the same, regardless of the library’s size. This session will cover creation of core documents, management of the program, development of policies and appreciation of the volunteers. Open discussion will be encouraged.

Sponsor: Public Library Division

Act 48 and PaLA

PaLA is pleased to announce that several conference sessions meet the requirements for Act 48 credit. Consult the conference program book for those programs identified with the Act 48 label.

What is Act 48? Act 48 of 1999 requires those holding Pennsylvania professional educator certification to complete 180 continuing education requirements every five years in order to maintain their certification. This law applies to those with certification as school librarians, classroom teachers, and school administrators.

Why should public and academic librarians care about it? A survey of PaLA members uncovered the astounding fact that approximately 30% of our membership holds teaching certification and needs (and wants) Act 48 credit in order to maintain their certification.

Important Change to Act 48

The Act 48 database does not accept workshop or conference activities that award less than three Act 48 credits. If you attend the conference, be sure to attend at least three sessions that qualify for Act 48 credit. You may earn more than three credits, but the minimum is three.

What do you need to do if you need Act 48 credit? Consult your conference booklet for the sessions approved for Act 48 credit, collect the special voucher at the end of the session, take at least three vouchers earned to the Act 48 table at the end of the conference, and sign the credit sheet, using your PDE-selected professional personnel identification number. Credit will be entered in the state database by January of next year. If you do not need Act 48 credit, but would like to collect a voucher for the state’s requirement for continuing education for public library staff, those vouchers will be made available at the end of the session as well. (See below for more details on this program.)

Continuing Education

Please note that all PaLA Conference sessions, with the exception of the business meetings, exhibit activities, and meal events, meet the state’s requirements for continuing education for public librarians and staff. Vouchers will be distributed at the conclusion of each session and should be collected until the end of your conference attendance. Simply turn in your collected vouchers at the Registration Desk to receive a CE certificate noting the number of credit hours you have earned. If you have any questions about the requirements, please contact the District Consultant for your area.

LSTA Funding

Acknowledgment

Some conference programs were made possible by a grant from the U.S. Institute of Museum and Library Services as administered by the Pennsylvania Department of Education and the Commonwealth of Pennsylvania, Tom Wolf, Governor, through the College & Research Division (http://crdpala.org/) of PaLA. Show your appreciation by becoming a member of PaLA! If you are already a member—thank you.
3:00 p.m.–4:15 p.m. (cont.)

**YOUNG ADULT AUTHORS PANEL**

_We Need Diverse Books_

I.W. Gregorio  
Eric Smith  
E.C. Myers  
Justina Ireland  
Randy Ribay  
Rachel Tafoya

Hear what these authors have to say about _We Need Diverse Books™_, a grassroots organization of children’s book lovers that advocates essential changes in the publishing industry to produce and promote literature that reflects and honors the lives of all young people. The organization recognizes all diverse experiences, including, but not limited to, LGBTQIA, people of color, gender diversity, people with disabilities*, and ethnic, cultural, and religious minorities. www.weneeddiversebooks.org

Following the session, an autograph session will take place outside the PaLA Store.

**Sponsor:** Conference Committee

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**Cruise Into Kindergarten @ Your Library**

Cheri Crow, Youth Services, Montgomery County-Norristown Public Library  
Paula Bannon, Children’s Librarian, Schlow Centre Region Library  
Rebecca Pollino, Youth Services Coordinator, Cambria County Library System  
Lisa Schmittle, Children’s Program Manager, York County Libraries  
Heather Smith, Youth Librarian, Eastern Lancaster County Library  
Susan Pannebaker, Library Development Director, Commonwealth Libraries

**Cruise into Kindergarten Committee Members**

Want to know how you can help your youngest patrons get ready for Kindergarten? Come learn about the Cruise into Kindergarten initiative and how you can become a Cruise partner. Presenters will take you on a tour of the new Cruise website, which is full of early literacy resources, story-time activities and links to research to help you design programs and spaces that incorporate Kindergarten readiness skills. Afterwards, presenters will show you examples of PlayK stations highlighting the seven key learning areas of language and literacy, social and emotional development, mathematical thinking, scientific thinking, social studies thinking, creative thinking, and health, wellness and physical development that help prepare all children for Kindergarten.

**Sponsor:** Youth Services Division

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**3:00 p.m.–5:45 p.m.**

**TOUR**

**PENN STATE’S KNOWLEDGE COMMONS**

The Tombros & McWhirter Knowledge Commons renovation project opened in 2012 and is an innovative collaboration between Penn State University Libraries, Media Commons, and Information Technology Services. The tour will begin with a presentation by WTW Architects to review current learning and collaboration trends, and the types of spaces, furniture and equipment available today that support these trends. Following the presentation, one-half hour tours of The Commons and other key areas of Penn State Libraries will be provided. Tour options include:  

1. **Experience** - first-hand, the spaces, furniture and equipment that support the latest teaching pedagogies, as you move through the various phases of The Tombros & McWhirter Knowledge Commons renovation project. There will also be an opportunity to see a demonstration of the One Button Studio, a simplified video-recording studio used by both students and faculty.

2. **See highlights** of the Sister Joan Chittister papers in the Special Collections Library. The Benedictine nun is a well-known international lecturer on topics of justice, peace, human rights, women’s issues and contemporary spirituality in the church and in society and was recently featured on Oprah’s Soul Sunday.

3. **Go behind the scenes** to see how the Department of Digitization, Preservation and Conservation manages the tasks of treating, restoring, preserving maintaining, converting, stabilizing and preventing decay and damage to collections. A highlight of the tour will be the newly acquired Phase One digital capture device.

**Bus transportation will be provided, and tour participants will be returned to the hotel in time for evening activities. Pre-registration and additional fees are required. Space is limited.**

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**4:30 p.m.–5:45 p.m.**

**Cream of the Crop**

Helen Taylor, Outreach Librarian, Indiana Free Library/PA Forward  
Panelists to be determined

Back by popular demand! Librarians from across the state will share exemplary program models, information resources, and other initiatives that bring the PA Forward five literacies to their patrons, all of which have been selected as “Best Practices” by PA Forward committee members. You won’t want to miss learning about these great programs and how you can implement them in your library!

**Sponsor:** PA Forward

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**Simple School-Age Solutions**

Laura Arnhold, Children’s Librarian, Upper Merion Township Library

Looking for a new way to interest your school-age crowd? Tired of the same old book parties based on popular characters? Look no further than Simple School-Age Solutions for easy to replicate ideas for 45-minute programs specifically geared for first through fourth graders! With everything from lemon powered batteries that light up LEDs to puffy paint snow and our very own mock Caldecott Award, these programs won’t break the bank and the kids in your library won’t be able to wait to come back next time!

**Sponsor:** Youth Services Division

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4:30 p.m.–5:00 p.m. (cont.)

**Reinventing Your Friends Board: From Book Sales to Best Practices**

Lori Hunter Overmyer, MBA, CFRE, Vice President, Goettler Associates, Inc.

David Goettler, CEO, Goettler Associates

Changing demographics and the advent of episodic volunteerism have significantly impacted who volunteers, and why. As libraries adapt to a changing customer base, demands for electronic service delivery, and even-increasing funding challenges, many Friends boards lag behind in their growth and development. Friends boards must attract talent and expertise in fundraising, advocacy and community outreach to maintain significance and relevance. In return, board work must offer fulfilling and meaningful opportunities that match the mission, goals and objectives of the library. This workshop will provide participants with a practical toolkit to analyze, redefine, and re-energize Friends volunteers.

Sponsor: Trustee Division

**Dynamic Duo: Reference and Instruction Are Better Together**

Anna Mary Williford, Instruction/Public Services Librarian, Millstein Library, University of Pittsburgh at Greensburg

Kelly Bradish, Reference/Public Services Librarian, Millstein Library, University of Pittsburgh at Greensburg

Amanda Folk, Director, Millstein Library, University of Pittsburgh at Greensburg and Coordinator, Regional ULS Libraries

Amanda Miller, Public Services Librarian, Millstein Library, University of Pittsburgh at Greensburg

Reference and instruction are often seen as separate entities, despite both being fundamental aspects of public services. When they are viewed as two sides of the same coin, however, this facilitates the development of more formal and informal teaching and learning opportunities between students and librarians. This coordination also creates opportunities to connect with faculty and students in new and exciting ways, including a potential increase in face-to-face reference interactions. After a brief description of the presenters’ successful experiences with this approach, attendees will be invited to brainstorm and/or share ideas about what they are doing at their own institutions.

Sponsor: College & Research Division

**Prioritizing When Disaster Strikes: Library Triage for Small/Medium Libraries**

Susan Jeffery, Library Director, North Pocono Public Library

Ann Shincovich, Director, Pocono Mountain Public Library

Joanne Austin, Branch Manager, North Branch of the Osterhout Public Library

Ann Bramblett-Barr, Director, West Pittston Public Library

You get the call on a Saturday morning that the library is flooded or the fire department calls that there is a fire at your building. What do you do now? Hear from other librarians who have successfully survived a building disaster about how to prioritize, who to call, and what you need to know. This program will cover dealing with the immediate crisis, talking to the media and the public, handling insurance claims, and the aftermath of a disaster. Learn how to develop a one page disaster plan that you can have ready to go at a moment’s notice!

Sponsor: Buildings, Equipment & Furnishings Round Table

**Conference 101; New Member/First Time Conference Attendee Orientation**

Come and learn how to make the most of your conference experience and get excited about what you can do for your profession through PaLA. All who can benefit are welcome to attend.

Sponsor: Membership Committee

**New Member Reception**

New PaLA members are invited to join members of the PaLA Board & Council and Membership Committee at this informal, “getting to know you” event. PaLA Chapter and Division representatives will present posters on their activities. Light snacks and beverages will be served.

Sponsor: Membership Committee

**Chapter Dine Outs**

Join fellow chapter members for some information networking and fun. Registration information will be available on the PaLA website, http://www.palibraries.org/?page=2015DineOuts

**Paint Space: A Metamodern Approach to Makerspaces**

Joshua McConnell, Outreach/Community Educator and Archivist, Altoona Area Public Library

Paint Space is a program that allows patrons to utilize technology while they immerse themselves in the time-honored art of painting. This program allows the patron to learn how to learn, using iPads to access Youtube to paint their own creations. Unlike traditional art classes, participants in Paint Space are free to learn, practice, relax, or utilize the space and materials however they wish. Come learn how this program works, how you can start your own Paint Space program, and experience the program first hand, leaving with your own painting.

Additional fee to cover materials. Limited to 20 participants.

Sponsor: Conference Committee
MONDAY, OCTOBER 5

Registration Desk
7:30 a.m.–5:00 p.m.
PaLA Store
8:00 a.m.–5:00 p.m.
Exhibits
12:00 p.m.–5:00 p.m.
Career Center
To be determined

8:00 a.m.–10:15 a.m.

CAROLYNE L. SMITH
BEST PRACTICES IN EARLY LEARNING BREAKFAST

Ellysa Cahoy, Assistant Director, Pennsylvania Center for the Book

Pennsylvania libraries are providing fun, instructional and developmentally-appropriate programs and services to youth of all ages and their families. The Carolyne L. Smith Best Practices Awards recognizes the best programs of the year. Find out about these wonderful library programs from around the state, as you view poster demonstrations of the award-winning programs. In addition, Ellysa Cahoy from the PA Center for the Book will be the featured presenter and will share a presentation on the Baker’s Dozen.

Pre-registration and an additional fee required.
Sponsor: Boyds Mills Press

9:00 a.m.–10:15 a.m.

Seating Sweeps: A Data Collection Tool for Observing Patron Behavior

Joe Fennewald, Head of the Thomas McWhirter Knowledge Commons, Penn State University
Victoria Raish, PhD, Student and Graduate Assistant, Pennsylvania State University Libraries

Beginning a research project can be overwhelming. One of the decisions that need to be made is how to collect the data to address the problem you want to explore. For example, researchers frequently want to better understand how patrons use their libraries. Obtaining helpful data through observation alone can be challenging. ‘Seating sweeps’ is a data collection technique used in libraries that streamlines and focuses the observation process and can provide valuable information. Come to this session to learn about them and how to design a ‘seating sweep’ for your library.
Sponsor: College & Research Division

7:45 a.m.–10:00 a.m.

TOUR
ARBORETUM AT PENN STATE

Wake up and enjoy a guided tour through Penn State Arboretum and its beautiful and peaceful gardens and groves. On the way, we’ll make a stop at the famous Berkey Creamery for purchases of coffee or sweet breakfast treats.

Bus transportation will be provided, and tour participants will be returned to the hotel in time for late morning sessions. Pre-registration and additional fees are required. Space is limited.

9:00 a.m.–10:15 a.m.

Every Reader Their Book: Promoting Books That Celebrate the Lives of All Young People

Joel Nichols, Data Strategies Manager, Free Library of Philadelphia;
Christine Caputo, Children’s Services Administrator, Free Library of Philadelphia;
Floyd Cooper, independent author and illustrator;
Jennifer Walker, Library Supervisor, Free Library of Philadelphia;
Sarah Stippich, Library Coordinator, Free Library of Philadelphia;
Rachel Fryd, Library Coordinator, Free Library of Philadelphia

A panel of children’s librarians and a children’s author/illustrator will describe the latest and best picture books that embody diverse ways of being and living, including racial and ethnic, gender and sexuality, body shape and ability diversities and suggest ways of using them. There will be an interactive question and answer period where participants can share examples of their favorite diverse children’s books and how they use them.
Sponsor: Youth Services Division
9:00 a.m. – 10:15 a.m. (cont.)

I Read, I Heard, I Want to Know: Health Issues in the Headlines

Lydia N Collins, Consumer Health Coordinator, National Network of Libraries of Medicine, Middle Atlantic Region (NNLM MAR)

Dark chocolate, red wine, vitamin C and cranberry juice—what do these have in common? All have been reported in the news as having health benefits. Often the first place your library users will hear about health issues is in the media. Attendees will learn about how health is reported in the news as well as how to evaluate the accuracy and validity of health and science stories in the headlines. By the end of the session, attendees will be better equipped to help their library users look more critically at health issues that are being reported in the news media.

Sponsor: PA Forward

Coins in the Ashes

Joe McHugh, Writer, Musician, Storyteller and Award-winning Public Radio Journalist, American Family Stories

Coins in the Ashes is an engaging presentation that chronicles the presenter’s remarkable quest to find the family of an African-American woman who cared for him as a child and helped his family survive a terrible tragedy. Combining his skills as a storyteller, with projected images of family photographs, McHugh brings the experiences of two unique families to life and explores the mysterious and dynamic role grace plays in our lives, often through the agency of serendipity, and the faith people discover when forced to cope with genuine tragedy and the painful separation that comes to most of us in the course of time.

Sponsor: Conference Committee

You Can Talk the Talk: Local Advocacy 101

Rob Lesher, Executive Director, Adams County Library System
Karla Trout, CEO, Palmyra Public Library
Jennifer Stocker, Director, Easton Public Library and District Center Facilitator: Brady Clemens, District Consultant Librarian, Schlow Centre Region Library

A panel of three librarians will discuss their advocacy plans for local elected officials. The panel will include librarians from a county library, a library with a number of local municipalities and library funded by a school district. Learn how to develop the relationships that will assure your library a place at the table.

Sponsor: Legislative Committee

The Vital Library

Catherine Alloway, Director, Schlow Centre Region Library
Randy Hudson, Partner, Hayes Large Architects, LLC

A library leader must stay abreast of trends in order to keep his/her library vital for its patrons. This presentation on the near future of library design examines The Vital Library. The Vital Library is sustainable, cosmopolitan, and above all, place-based. Its staff and visitors are comfortable with technologies, whether 15th- or 21st-century. It is a place for making content, as well as consuming it. The presenters will give library leaders and advocates powerful insights and tools to create or reinvent their own Vital Library, and to communicate its lasting value and relevance.

Sponsor: Public Library Division

PaILS & SPARK PA Update

Lew Maurer, Executive Director, Pennsylvania Integrated Library System
Scott Thomas, Head of IT/Technical Services, Lackawanna County Library System

Innovation in the ILS industry leap frogs from vendor to vendor. But the difference between buying a system based on proprietary software from a commercial vendor compared to joining PaILS, Pennsylvania’s non-profit library cooperative, and migrating to SPARK, our open-source ILS is stunning! Joining PaILS 70+ member libraries to use SPARK is more than an ILS decision. It is a choice to be part of a movement of PA libraries that speaks directly to core values of librarianship (working together and sharing) and returns control to libraries, setting the foundation for future resource sharing, technological innovations and opportunities. The program will include a brief PaILS update and a presentation from library systems that recently migrated to SPARK.

Sponsor: EQUINOX Software, Inc.

10:30 a.m. – 11:45 a.m.

Linking RDA and RDF: Connections Made and Benefits Explored

Ashleigh Faith, Doctoral Student, University of Pittsburgh

Resource Description and Access (RDA) is getting to a higher adoption rate but the possible connections between RDA and Resource Description Framework Schema (RDF) linked data is only a recent development. The Library of Congress has started to make these connections as well as the Dublin Core Metadata Initiative (DCMI). In this session, the connections being made inside and outside the library field, how library patrons and staff may benefit from leveraging linked data, and how to communicate to staff and patrons the usefulness of linking these data will be covered.

Sponsor: Technical Services Round Table

Painless Ways to Introduce STEM Into Your Outreach and Library Programs

Courtney Bonnet, Children’s Librarian, Northland Public Library
Kim Enlgert, Library Assistant/Program Specialist, Northland Public Library

STEM can be overwhelming to anyone not trained in the fields of Science, Technology, Engineering, and Math. Learn fun ways to incorporate literacy and STEM to your programs with a few simple and affordable materials. Enjoy hands-on action and worksheets to take home to pump up your enthusiasm for STEM and dial down the pain.

Sponsor: Youth Services Division

One Size Does Not Fit All: Crafting Your Grant Request to Each Funder

Laurie Anderson, Grants & Special Projects Coordinator, Allegheny County Library Association

Mass mailings of the same proposal to multiple funders may be easy, but that approach will yield poor results. Grant writing best practices include identifying funders that are a good “match” and then crafting a proposal suited to each one. Attend this session to learn about the myriad factors you must consider when developing a grant application. Techniques for improving clarity and brevity will be shared to help prepare grant requests that are limited to brief letters or online applications with character constraints.

Sponsor: Public Library Division
**10:30 a.m. – 11:45 a.m. (cont.)**

Why the “Accidental” Manager Model Doesn’t Work Anymore

*Michele Leininger, Post-Doctoral Researcher and Instructor, University of Pittsburgh School of Information Sciences*  
*Sue Banks, Deputy Director, Carnegie Library of Pittsburgh*  
*Jennifer Pickle, Library Service Manager, Carnegie Library of Pittsburgh*  

Public libraries have grown in complexity over the past decades, requiring these organizations to be more knowledgeable and responsive to communities, have a deeper understanding of fiscal issues, participate more actively in governmental activities, and continually assist staff in adopting new approaches and skills. Yet, it remains unclear how successful managers are created and adapt. Discussion of the results from a research case study reveals the details of this journey, what impact gathering this information could have on the profession, and how individuals and organizations can replicate the study to discover their own journeys.

*Sponsor: Library Administration & Management Round Table*

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**Cream of the Crop: PA Forward and Academic Librarians**

*Kelly Cannon, Outreach and Scholarly Communication Librarian, Muhlenberg College*  
*Barb Eshbach, Head Librarian, Penn State, York*  
*Lauren Reiter, Assistant Librarian, Penn State Paterno Library*  
*Stephanie Riley, Library Instruction & Outreach Librarian, St. Joseph’s University*  
*Josefine Smith, Instruction Coordinator, Shippensburg University*  

PA Forward is a great way to demonstrate the impact academic libraries and librarians have on student success and retention. This session will provide examples from five librarians on how they have used PA Forward tools to create innovative programming touching on all five literacies.

*Sponsor: PA Forward*

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**Expect the Unexpected: Engaging Students in Special Collections and Archives**

*Karen Rice-Young, Manager of Archives and Special Collections, Schmidt Library; York College of Pennsylvania*  
*Harrison Wick, Special Collections Librarian and University Archivist, Indiana University of Pennsylvania*  

It is often assumed that digitization is the answer to increasing access and awareness of archival collections. Since 2007, usage by students and instruction at two academic institutions have increased by more than 300%. Student engagement has increased significantly by utilizing instruction and research that combines both traditional paper-based archival collections with electronic records and digital collections. Statistical analysis shows that in-person research requests have increased as a result. Through successful collaboration and education, there has been a significant improvement in student engagement, the number of student-centered projects, and public awareness of archival resources at both institutions. Learn about specific examples that can help you engage more students as well as promote your institution’s Special Collections and Archives to other constituents.

*Sponsor: College & Research Division*

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**Children’s Author Panel: The PA One Book Reunion**

*Lindsay Barrett George, Author*  
*Katherine Ayers, Author*  
*Suzanne Bloom, Author*  

This year is the 10th Anniversary of the PA One Book. To celebrate, we have brought back the first three authors whose books were selected for this prestigious honor. Lindsay Barrett George was the first to receive the award with “Inside Mouse, Outside Mouse,” the story of friendship between two diverse mice. The following year, Suzanne Bloom’s “A Splendid Friend Indeed” was the winner. This is a tale of a wonderful bond between a polar bear, and his unlikely best friend...a Goose! The third awardee was “Up, Down, and Around” by Katherine Ayers, where a fun trip around a garden makes for a busy day. Be part of the reunion and celebration of these three great authors and their work!

*Following the session, an autograph session will take place outside the PaLA Store.*

*Sponsor: Conference Committee*

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**Pennsylvania Community College Library Consortium (PCCLC) Luncheon**

The PCCLC invites librarians and staff to have lunch with their peers and discuss the latest issues pertinent to community, junior and technical college libraries.

*Your choice of lunch event is included with your conference registration, however, pre-registration and meal selection are required.*

*Sponsor: PCCLC*

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12:00 p.m. – 1:30 p.m.

EXHIBITS GRAND OPENING LUNCH

A walk-around lunch will kick off the opening of the exhibit hall and allow time to visit the exhibits while enjoying a complimentary lunch.

12:00 p.m. – 5:00 p.m.

Library Products & Services Trade Show

See the schedule of exhibit activities on page 22.

12:45 p.m. – 1:45 p.m.

POSTER SESSIONS

See the poster descriptions on page 10.

2:00 p.m. – 3:15 p.m.

Research Design and Analysis Made Easy!

Christine Iannicelli, Reference Librarian and Director of Sponsored Research, Immaculata University

Do you want to design a research study but don’t know where to start? Are you intimidated by statistical analysis? Then you’ve come to the right place! This presentation will help dispel those anxieties by providing a simple step-by-step process for designing, conducting, analyzing, and presenting your research. You will leave this session with a concrete game plan that will help you complete your research projects in no time!

Sponsor: College & Research Division

Building Literacy Skills in At-Risk Populations

Kelli Knapp, District Consultant, Seneca Library District
Susan Jeffery, Director, North Pocono Public Library

Through a variety of programs, community outreach services, print and online resources, and direct assistance from librarians, libraries help people meet the demands of life by building their literacy skills. Three librarians will share their experiences working with special populations whose needs present special challenges: incarcerated people, autistic adults, and families wrestling with poverty. We will look at practices that work and partnerships that support these efforts. Bring your own stories to share about how to best serve populations in need.

Sponsor: PA Forward

Providing a Safe Library to Your Patrons and Staff

Michael Perelman, President, Perelman Security Group

This session provides librarians and library administrators basic knowledge and skills they need to develop and maintain a safe and secure environment for their patrons and staffs. When correctly designed and enforced, these safety measures operate in the background, invisible to the patron.

Sponsor: Public Library Division

Penny Pinching Programs

Karen Payonk, Youth Services Director, Lititz Public Library
Mary Anne Stanley, Youth Services Manager, Manheim Township Public Library
Jan Betty, Children & Youth Coordinator, Milanof-Schock Library
Aimee Nelson, Youth Services Team Leader, Elizabethtown Public Library
Renee Christiansen, Youth Services Manager, Library System of Lancaster County

No money? No worries—we’re there with you! Our thrift store-shopping youth librarians will share some tried and true effective low-cost programs for preschoolers to teens. Get budget-friendly tips on mining the wealth of your community, “how-to” strategies and resources from our panel of speakers to make these programs and others, attainable.

Sponsor: Youth Services Division

Board Room Basics

Denise Sticha, System Administrator/Executive Director, Berks County Public Library System

This program will focus on board development and best practices from the perspective of the library director. Using a case-study approach, the session will explore board orientations, board-level legal responsibilities of public libraries as non-profit organizations, meeting preparation and facilitation, board recruitment, separation of duties between the board and the executive director, managing small group dynamics and dealing with conflict.

Sponsor: Trustee Division

Local Author Panel: So You Want to Get It Published?

Dr. Nichola Gutgold, Author
Jodi Moore, Author

These authors will discuss the ins and outs of the publishing world and share their individual experiences with publishing their works. Nichola Gutgold will discuss her book, “Madam President: Five Women Who Paved the Way,” which tells the story of five women who tried to make their way into the White House. Jodi Moore’s books include “When A Dragon Moves In,” “When A Dragon Moves In Again,” and “Good News Nelson.” This session is a must for any author seeking to get published, or for those who have an interest in this intriguing industry.

Following the session, an autograph session will take place outside the PaLA Store.

Sponsor: Conference Committee

Calida Barboza, Ithaca College
Maggie Young, Chemung County Library District

The Ithaca College Library used DASH!™—a complementary feature of a subscription to ebrary Academic Complete—to create an open collection of theses on the ebrary platform.

Disasters and Emergencies: Are You Prepared?

Diane Whitaker, Annie Halenbake Ross Library

Ross Library received a grant for Emergency Preparedness. Community participants received an overview on the importance of planning and preparing for emergencies that impact family, homes and pets.

Who’s Your Daddy? Genealogical Resources at the State Library of Pennsylvania

Ellen Shenk, State Library of Pennsylvania
Kathleen Hale, State Library of Pennsylvania

We will exhibit various resources and tips about searching through the numerous books, newspapers, and other stuff available to genealogical researchers. Where do I find my people?

Starting a Bike Share Program at a University Library

George J. Aulisio, University of Scranton

This poster will describe the Bike Scranton initiative which is a local government funded community bike share program. One of the major locations for the Bike Share program is the University of Scranton’s Library. The poster will share details on the grant that funded the program, the collaborations between the library and the organizing government body, the bike shop, and the university’s office of sustainability and department of facilities. Details on the logistics of the program will also be presented.

Librarian to Cybrarian: Where ARE YOU on the Embedded Continuum?

Jordana Shane, D. Leonard Corgan Library, King’s College
Elizabeth Reichart, Penn Foster Online

Learn how librarians can initiate, enhance, and advance an embedded presence. Whether working in a bricks-and-mortar, hybrid, or fully online environment, we’ll share technology, collaboration, and other tips with you!

Genealogy: Let It Take Root @ Your Library

Marcina Wagner, Muhlenberg Community Library
Mary Ellen Heckman, Reading Area Community College

Genealogy continues to increase in popularity, and your library, regardless of size, can take advantage of this trend. Learn how the collaboration between a public and academic library resulted in regularly held genealogy programs and the development of a genealogy collection and website. And follow the story of how one of our patrons found his long-lost cousin.

Time Out for Fun—Successful Outreach Events in the Academic Library

Melissa Correll, Snowden Library, Lycoming College

With a positive attitude, effective marketing, and awesome events, your library can be serious about both research and fun! Take away dynamic event ideas from a small college library.

By the [Call] Numbers: Converting a Collection From Dewey to LC

Robert Gessner, Blough-Weis Library/Susquehanna University
Tracy Powell, Blough-Weis Library, Susquehanna University

In 2014, Susquehanna University’s Blough-Weis Library converted 175,000 items from Dewey Decimal to LC. Our lessons learned may benefit other libraries contemplating a conversion as they navigate the challenging course that lies ahead.

Keystone Grants—Acquisition, Construction and Rehabilitation for Pennsylvania’s Public Libraries

Stacey Mulligan, State Library of Pennsylvania

The Keystone Recreation, Park and Conservation Fund provides funds to public libraries to make critical repairs, renovate existing space or to build new public library buildings. Learn how your library might benefit from a Keystone Grant.

Creating Interactive Learning Objects for Online Training and Instruction

Stephanie Riley, Saint Joseph’s University

Using interactive learning objects can liven up online courses, reinforce content, and provide assessment. See examples created in SoftChalk, Articulate Storyline, and Versal for information literacy instruction or staff training.

Pardon the Interruption: Creative Engagement on a Shoestring

Tanya Frederick, Duquesne University Gumberg Library

Want to engage users’ creativity? No budget for a makerspace? We’ll share how Gumberg Library transformed a staff development activity into an opportunity to challenge students’ perception of the library.

Reflections of a University Community: Inclusion, Instruction, and Inspiration Through Library Displays

Sandra Janicki, Indiana University of Pennsylvania

This poster session will illustrate how library displays can be used to build community by engaging diverse populations, provide educational opportunities, and enrich campus/community experiences.

Publishing Coffee House: A Winner for Libraries and Faculty

Theresa McDevitt, Indiana University of Pennsylvania Libraries
Joann Janosko, Indiana University of Pennsylvania

This session illustrates how librarians at IUP offered a writer’s coffee house as part of Research Week to highlight how library resources and consultations can help faculty get published.
### 2:00 p.m.–3:15 p.m. (cont.)

**Career Development @ Your Library**

*Tina Hertel, Director, Trexler Library, Muhlenberg College*

Pennsylvania was one of 22 state chapters selected to have an individual certified as a Career Development Facilitator. Tina Hertel was selected as the representative from PaLA. Come learn about the program and how it will help PA librarians *engage, educate, enrich* through career development. This session will be the start of an ongoing program that will provide additional training and resources to help build your own career development toolkit.

*Sponsor: Conference Committee*

### 2:00 p.m.–4:00 p.m.

**Performers Showcase**

Get a preview of library performances sure to fit the bill for your library’s programming needs. Puppeteers, magicians, story-tellers and more will provide 10-minute snapshots of what they do best. Attendees will receive a printed booklet of performer descriptions, contact information and area of travel. Admission is included with your Monday, or full-conference registration.

*Sponsor: Conference Committee*

### 3:30 p.m.–5:00 p.m.

**Visit the Exhibits/Refreshment Break**

Don’t miss this final opportunity of the day to enjoy a cold beverage and a snack while visiting the exhibits. In addition, a raffle drawing for prizes donated by our generous exhibitors will take place at 4:45 p.m. Make sure you visit lots of booths to obtain raffle tickets to increase your chances of winning! *(You must be present to win.)*

### 5:00 p.m.–6:15 p.m.

**PaLA Annual Business Meeting**

PaLA members are encouraged to attend this meeting to get updates on the latest association activities. Recognition of conference grant recipients, as well as the presentation of several PaLA awards will also take place, followed by remarks from president-elect, Jennifer Stocker, director of the Easton Area Public Library.

### 6:30 p.m.–8:30 p.m.

**DIVISION DINE OUTS**

Join other division members for informal dining and networking. [www.palibraries.org/?page=2015DineOuts](http://www.palibraries.org/?page=2015DineOuts)

### 6:30 p.m.–9:30 p.m.

**BIG SPRING SPIRITS RECEPTION & PHILATELIC SOCIETY TOUR**

Spend your evening at the lovely Match Factory Place in Bellefonte, located just minutes from the Penn Stater Hotel & Conference Center. Tour the [Big Spring Spirits Distillery](http://www.bigspringspirits.com), enjoy some light fare and handcrafted spirits in the Big Spring tasting room, and take a walk to the adjacent [Philatelic Society](http://www.palibraries.org/?page=2015DineOuts) for a tour of their library. Tour includes round-trip transportation to Match Factory Place and food. A cash bar will be available.

*Transportation is provided. Pre-registration and additional fee required. Space is limited.*

### 6:30 p.m.–7:30 p.m.

**Ex Libris Society Reception**

Ex Libris Society members are invited to attend this special “thank you” reception to be hosted by PaLA past presidents. Not a society member? To become a member of this annual giving society to support PaLA now, and into the future, go to [www.palibraries.org](http://www.palibraries.org), click on “Support PaLA,” select “Ex Libris Society” and “Donate Now” from the drop down menus. We appreciate your support!

### 8:30 p.m.–10:00 p.m.

**PaLA Trivia Competition**

Come one, come all! Test your trivia skills against those of your colleagues from across the state at the 5th Annual PaLA Trivia Competition. Bring a team or come and meet some new friends. Proceeds will benefit the David Roberts Best of the Best Practices Award.

*Pre-registration is not required. Participation fee will be collected at the door.*
**TUESDAY, OCTOBER 6**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:30 a.m. – 8:45 a.m.</td>
<td><strong>PUBLIC LIBRARY DIVISION BREAKFAST</strong>&lt;br&gt;What Makes a Great Civic Gathering Space?&lt;br&gt;&lt;br&gt;<strong>Elena Madison</strong>, Vice President, Project for Public Spaces&lt;br&gt;&lt;br&gt;Placemaking is a movement that re-imagines public spaces as the heart of every community. Rooted in community-based participation and grass roots collaboration, Placemaking guides the planning, design, management and programming of public spaces and capitalizes upon a community’s assets — social and physical, as well as creative — to create vibrant destinations that serve a local as well as regional audience. Libraries already play a key role in strengthening local communities, and they can be at the center of Placemaking efforts. Elena Madison is a Vice President at the Project for Public Spaces (PPS), the hub of the worldwide Placemaking movement. She will share a systematic approach to transforming libraries into community destinations based on PPS’s work with libraries around the country. PPS has worked with library staff on Placemaking efforts in small rural communities, large urban centers, and everything in between.&lt;br&gt;&lt;br&gt;Pre-registration and an additional fee required.&lt;br&gt;Sponsor: Association of Pennsylvania Public Library Systems (APPLS)</td>
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<td>9:00 a.m. – 10:00 a.m.</td>
<td><strong>Moving Together: Using Volunteers, Staff and Professional Movers to Successfully Move a Library Collection While Saving Time and Money</strong>&lt;br&gt;&lt;br&gt;<strong>Karla Trout</strong>, President &amp; CEO, Palmyra Public Library&lt;br&gt;&lt;br&gt;<strong>Bill Overton</strong>, President, Overton &amp; Associate&lt;br&gt;&lt;br&gt;This program will outline how a library can make a successful move of its collection utilizing a combination of movers, staff and volunteers. Based on the very successful move of Palmyra Public Library, the presenters will describe how the successful move was orchestrated using 160 community volunteers within the span of less than a week, saving the library more than $10,000 in moving costs. The session will show how each group added significant value to the process and saved the library money.&lt;br&gt;Sponsor: Buildings, Equipment &amp; Furnishings Round Table</td>
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<td>10:00 a.m. – 10:15 a.m.</td>
<td><strong>Bringing Some Cents to Collection Development in a Consortium Environment</strong>&lt;br&gt;&lt;br&gt;<strong>Cathy Wilt</strong>, Executive Director, PALCI&lt;br&gt;&lt;br&gt;<strong>Scott Anderson</strong>, Chair, PALCI eBooks Task Force, Millersville University&lt;br&gt;&lt;br&gt;<strong>Robert Alan</strong>, Member, PALCI eBooks Task Force, Penn State University&lt;br&gt;&lt;br&gt;<strong>Jeremy Garskof</strong>, Member, PALCI eBooks Task Force, Gettysburg College&lt;br&gt;&lt;br&gt;Academic libraries have traditionally purchased books to support current and future curricular and research needs at their individual institutions. At the same time academic libraries have been challenged to balance patron demand for access to content against the security of owning collections uniquely tailored to the communities they serve. The costs associated with ownership of many of the same e-book titles combined with the duplication of effort by members of the Pennsylvania Academic Library Consortium (PALCI) led to the development of a consortium demand driven acquisition (DDA) model. The PALCI DDA project was initially piloted in 2014 and continued in 2015.&lt;br&gt;Sponsor: PALCI</td>
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<td>10:15 a.m. – 10:30 a.m.</td>
<td><strong>Let Them Lead: School District and Library Partnerships Where Everyone Wins</strong>&lt;br&gt;&lt;br&gt;<strong>Molly E. Kane</strong>, Head of Teen Services &amp; Emerging Technology, Upper Dublin Public Library&lt;br&gt;&lt;br&gt;Via Skype:&lt;br&gt;&lt;br&gt;<strong>Martin Schneider</strong>, UDHS Class of 2015, MIT Class of 2019&lt;br&gt;&lt;br&gt;<strong>Lauren Pyfer</strong>, UDHS Class of 2015, Lehigh University Class of 2019&lt;br&gt;&lt;br&gt;<strong>Daniel Warszawski</strong>, UDHS Class of 2016&lt;br&gt;&lt;br&gt;<strong>Mary Jane Lyons</strong>, Librarian &amp; Media Specialist, Upper Dublin High School&lt;br&gt;&lt;br&gt;Are you wracking your brain for ways to connect with teens? Do you plan exciting programs only to get low attendance? Rather than planning programs for them to attend, why not develop programs for them to lead? This session will provide a practical model for partnering with school organizations to create low-cost and high-interest programming where teens are the instructors rather than the learners. Hear from the teen leaders themselves as they Skype into the session to explain the role they play in these exciting and fun library programs.&lt;br&gt;Sponsor: Youth Services Division</td>
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9:00 a.m. – 10:00 a.m. (cont.)

At a Tipping Point: Online Learning, Is Your Library in the Loop?
Rob Favini, Member Liason—Northeast Region, OCLC

Online learning is mobile, and is for everyone. According to the recent OCLC membership report, At a Tipping Point: Education, Learning and Libraries, nearly half of Americans 16 and older have participated in online learning. In this program we’ll explore who is turning to online learning, why, what they hope to accomplish, and what impact this has on libraries. In addition, attendees will be invited to share what they are doing to curate online learning opportunities in their libraries. Come share ideas on how all types of libraries can get into the loop.

Sponsor: OCLC

Improving Students’ Information Literacy Skills: From Googlers to Researchers

Alessia Zanin-Yost, Reference & Instruction Librarian, Penn State Altoona
Kay Chick, Professor of Curriculum and Instruction, Penn State Altoona

This project explores the collaboration between education faculty members and the academic librarian to improve information literacy skills for intended education majors at one institution. The project was divided into three phases: a) development and implementation in first year courses; b) assessment; and c) development and implementation in second, third, and fourth year courses. Specific projects and assignments were created to intentionally integrate the ACRL information literacy standards in targeted courses. Using the preplanned methodology and education assessment matrix, presenters will share evidence of positive student learning outcomes. Collaborative efforts will be highlighted.

Sponsor: College & Research Division

Is Your Library a Destination in Your Community? How Placemaking Can Make It So

Elena Madison, Vice President, Project for Public Spaces

Elena Madison of the Project for Public Spaces will lead a session focusing on the practical aspects of community participation in the Placemaking process. Small groups will learn about various “audits” they can use in their own communities to measure the success of their library as a public space, and will get a chance to apply these tools in a supervised setting. Discussion topics may include the “Power of 10,” the qualities of a great public spaces, the importance of programming, and managing public spaces.

Sponsor: Public Library Division

10:00 a.m. – 11:00 a.m.

POSTER SESSIONS

See poster descriptions on page 14

11:00 a.m. – 12:00 p.m.

State Library of Pennsylvania’s Town Hall

Alice Lubrecht, Bureau Director, State Library, State Library of Pennsylvania
Brian Dawson, Acting State Librarian, State Library of Pennsylvania

Join this session to learn more about the statewide projects and initiatives that the State Library of Pennsylvania is working on to support Pennsylvania libraries. Come and meet the State Librarian and staff from several areas within the State Library.

Sponsor: Office of Commonwealth Libraries

Assessing ‘Libraryness’ Using ACRL’s Standards for Libraries in Higher Education

Melissa Gold, Science Librarian, Millersville University
Greg Szczyrbak, Learning Technologies Librarian, Millersville University
Krista Higham, Access Services Librarian, Millersville University

The Association of College and Research Libraries’ Standards for Libraries in Higher Education provide a useful framework for studying the role of libraries and demonstrating their value in advancing the mission of academic institutions. Using surveys with questions that mapped to the Standards, a panel of students rated our library’s performance. The presenters administered each survey twice over two years, capturing data during and after the recent library building renovation. Session participants will be guided through an investigation of the methodology and results of the study, while also considering alternative methods of using the standards for assessment.

Sponsor: College & Research Division
**myPAD: Providing Technology to Support Digital Literacy Programs**

*Dana Farabaugh, Altoona Area Public Library*

In 2015, the Altoona Area School District subscribed to myON, a digital literacy program similar to Accelerated Reader that uses digital books. The Altoona Area Public Library applied for a grant to support the school’s myON program by purchasing 10 iPad Minis to give to elementary school students who were identified by the school district as having low LEXILE scores and being economically disadvantaged. The iPads were loaded with the myON app and various educational games. Students kept the iPads from January to June. This poster will cover the logistics of beginning a similar program, problems we discovered, and outcomes.

**ILEAD USA Teams Share Their Final Products for Your Library to Use or Duplicate**

*Diana Megdad, Office of Commonwealth Libraries*

**OCL and ILEAD USA mentors and teams: Adult Literacy, Bookends, Job Squad, Memory Masters, Techni-Gals**

2015 ILEAD USA leaders were charged with selecting a community problem and solving it using participatory technology. Leaders will share their journey and final products, including “Seed and Grow” videos that will assist other libraries to use or duplicate their products. Community problems included: adult literacy, capturing, recording, storing and exhibiting of oral and visual histories, PA Forward literacies on an individual basis, unemployed or under-employed patrons, creating interest in STE(A)M careers in middle school age girls.

**Marketing Library Programs in the 21st Century**

*Heather Weleski, Community Library of Castle Shannon*

This poster will provide research based marketing strategies and tools to help librarians develop an appropriate marketing plan for their programs through using the tools of social media and email.

**Leading Into the Future—Interviews With Library Deans and Directors**

*John Meier, Penn State University*

Forty-four interviews with library deans and directors revealed a number of significant themes for the future of our libraries: digital projects, teaching and learning, constant change, and professional development.

**Eating Like a Super Hero**

*Kelly Pulice, North Pocono Public Library*

*Susan Jeffery, North Pocono Public Library*

In partnership with Giant Foods and using their Passport To Nutrition kit which includes workbooks and a DVD, this educational program helps kids age 8-12 learn about 6 different areas of proper nutrition. This was done in a 3-part series of story times in all of the libraries in Lackawanna County and featured experiments from the DVD/workbooks and a visit from the Giant Foods nutritionist.

**Sensory Storytimes at Your Public Library!**

*Melanie Ramsey, Hollidaysburg Area Public Library*

*Linda Filkosky, Altoona Area Public Library*

*Kim Parker, Appalachia Intermediate Unit 08, Hollidaysburg Area School District*

*Shelly Beaver, Penn State University, Altoona Campus*

Sensory Storytimes are traditional storytimes integrated with sensory components of touch, smell, movement, and music to benefit participants on the spectrum. These added components are fun and they benefit everyone!

**Architecture Students Envision New Ideas for Clymer Library**

*Laura Laspee, Clymer Library*

*Melissa Lopez, Clymer Library*

Interior Architecture students from Marywood University in Scranton are lending a helping hand to the Clymer Library by offering their vision on renovating existing space and possibly adding on to the library in Pocono Pines.

**Engaging Your University’s Mission Through Library Programming**

*Leslie Worrell Christianson, Marywood University*

*George J. Aulisio, Weinberg Memorial Library, University of Scranton*

We will explain why we planned a forum called Social Justice in the Information Society, how we managed the project, and what the program contributed to the University.

**The Stream Team and Other Digital Dreams for Libraries**

*Kathleen Loudon, MLIS, Haverford Township Free Library*

The Haverford Township Free Library (HTFL) embraces the goal to explore ideas to supplement the library’s physical collections with 21st century digital multimedia and streaming services for patrons.

**System Dreams: Public Libraries and the Politics of Regional Library Service in Allegheny County, 1935–1989**

*M. M. Widdersheim, School of Information Sciences at the University of Pittsburgh*

This narrative contributes to local library history and political theory by tracing how visions of scale were circulated and contested in 20th-century Pittsburgh prior to county amalgamation.

**Learn to Zentangle**

*Shelley Williams, Altoona Public Library*

Zentangle is an easy to learn method of creating beautiful images from repetitive patterns. It is a fascinating new art form that is fun and relaxing. It increases focus and creativity.

**One Library, Many Campuses: Using LibChat & LibAnswers at Penn State to Connect With Students Near & Far, Night & Day**

*Tom Reinsfelder, Penn State University Libraries*

Penn State’s 24-hour online reference service is staffed by library employees from over 20 campuses. Hear about challenges and successes related to scheduling, training, technology, and patron satisfaction.

**Let Them Eat Cake! Connecting With Library Users**

*Vanessa Eyer, Penn State University Libraries*

*Angela R. Davis, Penn State University Libraries*

The Penn State Engineering Library tailored events to demonstrate the value of its resources and services to the College of Engineering community; many of whom are infrequent library users. Learn about the strategies needed to create a personalized event in your library that doesn’t break the bank.

**How Libraries Can Help the Pennsylvania Earth Science Teachers Association (PAESTA) During National Earth Science Week**

*Laura Guertin, Penn State Brandywine/Pennsylvania Earth Science Teachers Association*

Public/School libraries can play several key roles in assisting the Pennsylvania Earth Science Teachers Association (PAESTA, http://www.paesta.org/) call attention to and celebrate Earth science with book displays and programming.
11:00 a.m. – 12:00 p.m. (cont.)

Effective Job Searching Techniques for the Average Adult
Rebecca Diehl, Career Library Assistant, Penn State Career Services - University Park

There are literally thousands of resources available to young people who are looking for a job after college, but what about the rest of the population that have been navigating the career jungle gym for years? This session will explore some valuable job searching techniques and tools that are not simply geared toward your average college grad.

Sponsor: Public Library Division

The Digitization of Special Collections and University Archives: Answers to Open Access and Awareness
Harrison Wick, Special Collections Librarian and University Archivist, Indiana University of Pennsylvania

Too often non-current publications, records, and other resources can become lost or obscured over time. This presentation will discuss how digitization initiatives and open access policies have increased research usage of the IUP Special Collections and University Archives. This was important to improve public awareness of the department, and statistics show that research has increased by more than 200 percent since 2007. Institutions of higher education must embrace new innovations to reach today's students and future researchers. Archival repositories can no longer remain in the dark ages, when at all possible, open access digitization must be utilized to increase accessibility.

Sponsor: Preservation Round Table

Infomaniacs!: Using Informational Text in School-Aged Programming
April Mintschenko, Youth Services Librarian, Chester County Library
Meghan Lynch, Business Outreach Librarian, Chester County Library

Learn how your library can incorporate informational text into any school-aged program! Infomaniacs! is a program at the Chester County Library for students in grades 2 – 5 that pairs informational text with hands-on activities and experiments. Objectives of this session include making informational text accessible and exciting to school-aged children and identifying topics and titles that will encourage participation and discussion, as well as inspire curiosity.

Sponsor: Youth Services Division

STEM for Little Friends
Allison Frick, Youth Services Librarian, Glenside Free Library

How do you incorporate STEM into library programming? Conductive play dough, working in a vegetable garden and watching things grow, building robots and then having them race, or light up felt monsters are all examples of effective, popular STEM programming for young people in a library setting. In this session you will learn a variety of ways to incorporate STEM ideas into library programming in a way that is fun for patrons and not too stressful on staff.

Sponsor: Rural & Small Libraries Round Table

12:15 p.m. – 1:45 p.m.

COLLEGE & RESEARCH DIVISION LUNCHEON

The Souls of Our Students, the Souls of Ourselves: Resisting Burnout Through Radical Self-Care
Maria Accardi, Coordinator of Instruction and Reference, Indiana University Southeast (IN)

Burnout is a psychological condition in which workers feel cynical, depersonalized, and emotionally disconnected from their work. The emotional labor required by much of the public service work we do in the academic library fosters a culture that is unusually conducive to burnout. This presentation will identify solutions and remedies for burnout, explore the systemic forces that contribute to this condition, and argue that a cultural shift in how we conceive of affective dimension of library work is necessary to transform it into truly sustainable, invigorating profession that feeds the souls of students and librarians alike.

Your choice of lunch event is included with your conference registration, however, pre-registration and meal selection are required.

Sponsor: College & Research Division

Exhibits Walk-Around Lunch

A complimentary walk-around lunch will be available for you to enjoy while visiting the exhibits—a great way to maximize your time and resources at the conference!
12:45 p.m.–1:45 p.m.

P O S T E R  S E S S I O N S

See poster descriptions on page 17.

2:15 p.m.–3:30 p.m.

Bringing Out the FUN in FUNdraising: How to Create Fresh Fundraisers and Amped-Up Annual Campaigns

Anne Bramblett Barr, MA, MLIS, Director, West Pittston Library
Michele Legate, District Consultant, Northeast Library District

Public librarians are asked to be marketing specialists, technology gurus, social media experts and even (gasp!) fundraisers. With our many roles, asking for donations and organizing creative fundraising events can be overwhelming and intimidating. Increased service demands and funding challenges, however, require we take a more active role. By introducing you to basic fundraising principles and best practices, Anne and Michele will teach you how to re-vamp your Annual Campaign, create a Major Gifts program and see examples of “out of the box” fundraising ideas that will take you beyond the usual suspects of 5K runs, galas and wine tastings.

Sponsor: Rural & Small Libraries Round Table

Plays Well With Others: Getting Your Digital Collections Metadata Ready for the World

Linda Ballinger, Metadata Strategist, Penn State University Libraries
Doreva Belfiore, Digital Projects Librarian, Temple University Libraries
William T. Fee, Library Development Advisor for IT, State Library of Pennsylvania
Kristen Yarmey, Associate Professor and Digital Services Librarian, University of Scranton

Several Pennsylvania libraries, museums, and cultural heritage organizations have been collaborating to explore ways to make Pennsylvania’s digital collections widely and freely available in the Digital Public Library of America (DPLA). DPLA brings together millions of items and makes them findable in innovative ways, including timelines, maps, and more. The magic behind these searches is your metadata. It doesn’t have to perfect, but there are ways to make it play well in DPLA and across the web. This session will offer best practices for metadata cleanup and enhancement, with a focus on preparing one’s digital collections for contribution to DPLA.

Sponsor: College & Research Division

Copy! Right?

Calvin Wang, Assistant Librarian and Sciences Librarian, Arcadia University

Copyright is complex. Like a lawyer, it always answers you with “It depends.” In the first half of the session, the presenter will provide both an overview of copyright and a deeper look into various issues like Fair Use and licenses. Fair Use is like a balance scale. Learning how to weighing its four factors can help you decide how to act in your copyright situations. In the second half of the session, we’ll talk about issues you bring up. The presenter is not a lawyer and doesn’t play one on television, but has taught a university seminar about copyright for 4 years, and is presently pursuing SLA’s Certificate of Copyright Management.

Sponsor: Public Library Division

Connecting and Collaborating: Using PA Forward in an Academic Library

Barbara Eshbach, Head Librarian, Penn State York
Stephanie Diaz, Reference and Instruction Librarian, Penn State, York

The Penn State York library piloted ConnectED, a first-year experience (FYE) complete with Flash Forums, Speak Easies, Marathon Reads, ConnectED Talks, games, and special events, all aimed at increasing social engagement and supporting first-year student success on our small commuter campus. All 23 events were based on one of the five literacies of PA Forward. This game-based FYE expands the library’s role beyond academic support by providing social engagement in the form of programs and events meaningful to college students, increasing the visibility of the library on campus, and helping students make connections to other students, faculty, and staff.

Sponsor: PA Forward

Access PA and POWER Library Update

Maryam Phillips, Executive Director, HSLC

Let’s Talk! You are invited to meet with HSLC staff to discuss the status of the Access PA Database and ILL system. This meeting is intended to update you on the status of the RFP responses, and to get your feedback on the transition from the current systems to the next.

Sponsor: HSLC
**Poster Sessions:** Tuesday, October 6, 12:45 – 1:45 p.m.

**Artful Stories: Bringing Artists to Life!**
*Caralee Sommerer, Carnegie Library of Pittsburgh*
*Patte Kelley, Carnegie Library of Pittsburgh*
*Debbie Priore, Carnegie Library of Pittsburgh*
*Lisa Strabala, Carnegie Library of Pittsburgh*

Combining literature, artists and a hands-on project, children gain a greater understanding of the creative process. Learn how CLP librarians created a program that expands on picture books of famous artists.

**Librarians as STEM Educators**
*Carrie Lane, Allegheny County Library Association*
*Laurie Anderson, Allegheny County Library Association*

The poster includes an overview of the “Librarians as STEM Educators” project, as well as how the participants are adapting their current programs, including storytime, summer reading and outreach.

**One Card, Every Student Library Card Initiative**
*Debbie Jack, Parkland Community Library*

To increase library card holders we decided to focus on the students in the school district. The goal was to have all students have a card. A visit from a book character went to the school that obtained the most new library cards.

**Civil War 150 Programming**
*Diane Whitaker, Annie Halenbake Ross Library*
*Lou Bernard, Annie Halenbake Ross Library*

Ross Library was selected to host Civil War 150 programming in 2014. In 2015 the Library received recognition from The Gilder Lehrman Institute of American History for the Best Program of the Year.

**American Girl Lending Library**
*Gabrielle Bolland, Robinson Township Library*
*Leslie Paulovich, Robinson Township Library*

RTL is one of ten pilot libraries in Allegheny County that lends out American Girl Dolls and accessories! The program began in 2014 and has been a huge success!

**Sing, Shake and Sway**
*Janet Betty, Milanof-Schock Library*

A family-friendly program using stories, music, simple rhythm instruments (shakers and bells), scarves and movement to enhance the story time experience.

**Creative Aging: Transforming Seniors’ Lives Through Art**
*Laurie Anderson, Allegheny County Library Association*
*Bob Metz, Wilkinsburg Public Library*
*Meghan Snatchko, Sewickley Public Library*

Encouraged by teaching artists and peers, seniors overcame their fears and tried new art forms (memoir, oil painting, photography, paper cutting) at 8-week workshops held at four public libraries.

**Got Competencies? Understand your Professional Literacies.**
*Marilyn Harhai, Clarion University of Pennsylvania*
*Janice M. Krueger, Ed.D, Clarion University of PA*

Hoping to expand your professional competencies and literacies to grow in your career? Aggregate data on targeted areas are presented. Compare your skill set to peer data.

**Ukuleles in Your Library: Community, Friendship and Fun!**
*Melanie Ramsey, Hollidaysburg Area Public Library*
*Mike Holzer, Allegheny Ukulele Kollective*
*Louise Troxell, Allegheny Ukulele Kollective*

The Hollidaysburg Area Public Library and the Allegheny Ukulele Kollective have developed a partnership to bring circulating ukuleles and free ukulele programs to their community. All ages and abilities welcome!

**Getting Wild at the Library**
*Nicole Husbands, Librarian for Outreach Services, Indian Valley Public Library*
*Lauren Pfendner, Indian Valley Public Library*

This poster will describe the annual event called “Wild about Wildlife and Our Home.” Partnerships between community organizations and non-profits that make this event a huge success will be highlighted.

**Read...and Enjoy the Wait!**
*Paula Kelly, Whitehall Public Library*

The Whitehall Public Library, in partnership with the Friends of the Whitehall Public Library, have assembled small table-top community bookshelves that have been branded with the library's logo and the tagline, Read...and enjoy the wait. Maintained by Friends volunteers, they reside in a variety of community locations including doctor’s offices, local magistrate’s office, food pantries, a mall lounge and a car dealership waiting room. This initiative is inexpensive and easily replicated.

**Are You Game? Planning Video Game Tournaments at Your Library**
*Robert Kirkner, Chester County Library*
*Jeremy Way, Chester County Library*

This poster session will show the process that Chester County Library uses to host successful video game tournaments which bring public awareness of library services while having fun.

**Food Science**
*Dawn States, Martin Memorial Library*

Martin Library Food Science is an interactive STEM program that focuses on feeding and educating teens. This engaging, interactive, and educational program is able to be replicated at other libraries.
2:15 p.m. – 5:00 p.m.

Makerspaces for Kids: 3D Printer NOT Required

Double Session
Tracee Yawger, Head of Children’s Services, Montgomery County-Norristown Public Library
Mary Glendening, Director, Middletown Free Library
Laura O’Grady, Youth Services Librarian, Martin Library
Allison Frick, Youth Services Librarian, Glenside Free Library

Want to encourage the children in your library to tinker, invent, and create? Explore the makerspace movement with a panel of librarians who have integrated makerspace activities into their kids programming. We will share the reasoning behind our decisions and describe how we facilitate hands-on learning with some exciting new technology for kids 12 and under. Have a tight budget with no dedicated space? We can help! Makerspaces for Kids: 3D Printer NOT Required – Part 2 The second part of this session will include a brief discussion regarding the equipment and materials used in programming and will feature plenty of hands-on time to explore—a great opportunity for attendees to see what the buzz is all about.

Sponsor: Youth Services Division

3:45 p.m. – 5:00 p.m.

TOUR ARBORETUM AT PENN STATE

Take a break from a busy day to enjoy the great outdoors! Tour Penn State Arboretum’s beautiful and peaceful gardens and groves. On the way, we’ll make a stop at the nearby Berkey Creamery for purchases of one of their famous ice cream cones!

Bus transportation will be provided, and tour participants will be returned to the hotel in time for evening activities. Pre-registration and additional fees are required. Space is limited.

3:45 p.m. – 5:00 p.m.

Open Access and IRs: Educating and Empowering the Campus Community

Adam N. Hess, Assistant Professor & Digital Resources Librarian, Landman Library, Arcadia University

With the trend moving toward universities developing their own institutional repositories (IRs), the need to educate and empower the campus to embrace this new space for publishing research has grown exponentially. This session will provide a background on open access and IRs, including the many benefits and complex issues, as well as an overview of the scholarly communication crisis and the importance of authors’ rights education. The session will go on to provide practical examples and guidance from several pilot projects launched at Arcadia University that emphasized open access education and participation.

Sponsor: College & Research Division

How to Use the PA Forward Brand, and Keep Your Identity

Members of the PA Forward PR/Marketing Committee & PPO&S

Branding is one of the most important aspects of any organization or business, large or small. More than a logo, a brand lives and evolves in the minds and hearts of its customers. An effective brand strategy gives you a major edge in your community. But what exactly does “branding” mean? Libraries across the state are successfully using the Pennsylvania Library Association’s 21st Century Literacies Initiative, PA Forward, to showcase that libraries are ideally positioned to become the community centers of information, technology, and learning that will fuel educational and economic opportunity for all of our citizens. How will using PA Forward affect a library like yours? Learn how to make PA Forward work for you to enhance your programs, promote your library, get more funding, and empower the citizens of Pennsylvania through the five literacies. Wondering how to incorporate PA Forward without losing your library’s unique identity? Bring your marketing materials and program material and get hands-on help from members of the PaLA PR/Marketing Committee with incorporating PA Forward into your library’s mission and vision.

Sponsor: PA Forward

Legos in Any Library: Adaptations for Lego Programming

Abigail Kurtz, Assistant to the Children’s Services Supervisor, Altoona Area Public Library
Adrienne Brown, Children’s Services Supervisor, Altoona Area Public Library

Lego programs provide an opportunity for children to express their creativity and develop STEM skills through play. Lego programs are simple to implement and lend themselves well to a variety of library situations. Whether you are contemplating starting a Lego program in your library, or have questions about modifying an existing program for wider appeal, this session will provide you with ideas and experience. Three types of Lego programs will be discussed in order to give participants ideas applicable to their own library situation.

Sponsor: Public Library Division
3:45 p.m.–5:00 p.m. (cont.)

Interlibrary Delivery Service of PA: Expanding the Boundaries of Interlibrary Loan

Barbara Zaborowski, Board President, Interlibrary Delivery Service of PA
Pamela Dinan, IDS Administrator

Join us to learn more about interlibrary loan in Pennsylvania! IDS has launched several new options over the past year, including nationwide shipping and smart pickup. All of the statistics from these projects will be shared, along with a general update on IDS operations. This meeting will serve as the Annual Member Meeting; however, all are welcome to attend.

Sponsor: IDS

Geovisualizing Collections of Penn State University Libraries: A Geographic and Statistical Perspective of Use, Age and Relevancy to Our Patrons

Sherry Steele Roth, Supervisor, Life Sciences Library, Penn State University

A 2011 article in the journal Library Hi Tech provocatively indicated, “The libraries that implement GIS [Geographic Information Systems] early will have an intellectual advantage over those coming on-board late.” Well, better late than never! Learn how having a geographic perspective of your collections can highlight and “heatmap” usage, age, and relevancy. Applying data that resides in your ILS to your library maps can make static data come alive in a visual and intuitive display and can add value to your library and its resources. Expect a 3-D fly-around of the “geovisualized” stacks of Penn State Libraries.

Sponsor: Conference Committee

5:00 p.m.–6:00 p.m.

Poster Updates of PALS Graduates’ Activities

Updates on group projects from the PALS class of 2015, as well as information on completed projects from the PALS class of 2014.

Sponsor: Pennsylvania Academy of Leadership Studies (PALS)

6:00 p.m.–9:30 p.m.

ALL-CONFERENCE SOCIAL AND DINNER

This prestigious conference event includes the Pre-Dinner Social, the presentation of PaLA’s Distinguished Service Award and will feature an interview with author, Jennifer Haigh. This lively and informal interview will explore the Pennsylvania-born author’s critically acclaimed novels: Faith, The Condition, Baker Towers and Mrs. Kimble.

Pre-registration and an additional fee required.

TIPS FOR JUSTIFYING YOUR CONFERENCE ATTENDANCE TO YOUR BOARD OR SUPERVISOR

Library budgets are tight, so how do you justify attending the PaLA Annual Conference to your board or supervisor with a lean budget? We have a few tips to not only sell your attendance at this important event, but also how to increase your library’s ROI:

1. Point out that the conference offers more than 70 concurrent educational sessions, 40 poster sessions, as well as ample opportunities to network with your peers from across the state.

2. The conference exhibit hall contains a wealth of information on new products or services for your library, all under one roof. Shop now or “window shop” for future purchases. It’s a one-stop shop, and will make the most of your time when considering purchases for the library.

3. Create a report to describe what you’ve learned and how you will share it with others in your library.

4. Create an action plan to implement what you’ve learned into your work or programming at the library. Periodically report on the actions that have been taken, and the improvements they have made in the library.

5. Train others. Share the session handouts and ideas you’ve learned with your co-workers.

6. Compare the cost of conference registration to the cost for other conferences, educational courses or consulting fees. The PaLA Conference is likely to be the better bargain.

7. Report your conference attendance, and the fact that you are continuing your education to improve library services to your local newspaper, bringing your library into the public light in yet another way.

8. While discussing purchases or programming for your library with your supervisor, be sure to pref ace your statement with “One of the speakers at the PaLA Conference said….” Or, “I saw this new product at the PaLA exhibits, with it, we can….” Giving credit like this will reinforce the thought that the PaLA Conference is a benefit, not only to you, but to the library overall.

Easy, fast and secure online registration for the conference is available at www.palibraries.org. By registering online you will avoid the $10 processing fee. Register by August 31 to save even more! See you in State College.
PA Backward (One Year Later): An Update (and More) on Historic Digital Collections and Statewide Collaboration
Scott Thomas, Head of IT/Technical Services, Scranton Public Library
Alice Lubrecht, Director, Bureau of State Library
Kristen Yarmey, Digital Services Librarian, Weinberg Memorial Library, University of Scranton
Martina Soden, Head of Reference Services, Scranton Public Library
Cathy Wilt, Executive Director, PALCI
Maryam Phillips, Executive Director, HSLC
Are there valuable historic documents in your town or county? Are you concerned about how to get them digitized? How to make sure they are preserved, yet accessible? Are you interested in hearing the latest on statewide efforts to get PA collections into the Digital Public Library of America? More than just an update, this panel discussion will also serve as a venue for exploring issues of how we, as a community, identify and work to digitize important and often hidden historic collections and provide open access.
Sponsor: Preservation & Technical Services Round Tables

Teaching as a Learner, Learning as a Teacher: Energizing Your Library Instruction Practice Through Feminist Pedagogy
Maria T. Accardi, Coordinator of Instruction and Reference, Indiana University Southeast (IN)
Feminist pedagogy is an approach to teaching and learning that is informed by feminist theory. A form of critical pedagogy, feminist pedagogy seeks to raise consciousness about sexism and other forms of oppression through a collaborative, student-centered classroom. Feminist teaching strategies include decentering the authority of the teacher, empowering student voice, and privileging experimental knowledge. This interactive workshop will engage participants in a conversation about what feminist pedagogy might look like in the library instruction classroom and other kinds of learning experiences the academic library helps facilitate, with an emphasis on practical applications that can transform and invigorate student learning.
Sponsor: College & Research Division
9:00 a.m.–10:15 a.m. (cont.)

**Coding in the Library Makerspace: No Experience? No Problem!**

*Sara Frey*, Instructional Media Specialist/Librarian, Plymouth Whittemarsh High School

Whether you have a makerspace or are looking for new ideas for programming, get started with coding and programming at this session. Bring your own device (laptop or tablet) for hands-on exploration of different applications while we discuss ways the library can promote coding with children and young adults.

*Sponsor: Teaching, Learning & Technology Round Table*

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**Library Policies and Practices Related to Changes in the Child Protective Services Law and Mandatory Reporting**

*Alan Carlos Blanco*, Partner, Rothman Gordon P.C.

Effective the end of last year, Pennsylvania overhauled its child protective services legislation. Libraries are covered by new standards that require, among other things, background clearances for staff and volunteers who come into contact with children and mandatory reporting of child abuse. Library administrators must assures their libraries comply with new screening, hiring, and reporting requirements. We will review the new legislation as it affects public libraries, including elements to consider in drafting employment policies and volunteer policies to comply with the new legislation, and we will discuss training options which libraries should consider for staff and volunteers.

*Sponsor: Public Library Division*

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10:30 a.m.–11:45 a.m.

**Putting the Framework to Work for You: Using the Framework for Information Literacy in Higher Education to Design Information Literacy Instruction**

*Carrie Bishop*, Regional Campus/First-Year Experience Librarian, Indiana University of Pennsylvania, Punxsutawney Campus

The newly accepted ACRL Framework for Information Literacy for Higher Education now stands as academic librarians’ guidepost for teaching information literacy. This session will present a case study of how the presenter designed two information literacy courses based on the threshold concepts, knowledge practices, and dispositions outlined in the Framework. Ms. Bishop will guide attendees along the roadmap Megan Oakleaf provided in “A Roadmap for Assessing Student Learning Using the New Framework for Information Literacy for Higher Education.” The session will provide timely and practical information for those wanting to integrate the Framework into their practice.

*Sponsor: College & Research Division*

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**The Value of Active Teen Programs: Stories From Teen Reading Lounge**

*Marcia Stiller*, Director, Cory Public Library

*Dan Flaherty*, Director, Oil City Library;

*Marcy Hall*, Outreach Services Manager, Erie Public Library

*Jen Danifo*, Program Officer, Pennsylvania Humanities Council

It’s no secret that engaging teens in library programs takes dedication, patience and flexibility. But what keeps them coming back for more? Three libraries from Northwest PA will talk about how they used PHC’s Teen Reading Lounge program to launch teen followings. Part presentation, part candid discussion, participants will learn about the value of active programming as well as how to be more inclusive and intentional in designing experiences that build meaningful experiences for teens.

*Sponsor: Youth Services Division*

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**Roll, Flatten, Scan and Store: The A.E. Bye Landscape Architectural Drawings Project at the Penn State University Libraries**

*Jackie Esposito*, University Archives; Digitization, Preservation and Conservation Dept, Penn State University Libraries

*Paul Dzyak*, University Archives Assistant, Penn State University

*Bill Minter*, Conservator, PSU Libraries Digitization, Preservation and Conservation Department

*Ann Passmore*, Penn State University Libraries Digitization, Preservation and Conservation Department

*Cheri Banks*, Penn State University Libraries, Digitization, Preservation and Conservation Department

Oversize drawings and maps are by far the most unwieldy library materials to deal with due to size, shape and even weight! They frequently become worn and torn more easily; they are difficult for patrons to access; and storage is always an issue. Whether your library has a few or many oversize drawings or maps, the processes and lessons learned shared by the Penn State University Libraries staff from four units will inspire you to consider new innovative options for your collection.

*Sponsor: Technical Services Round Table*
### Employment Issues: Ask the Lawyer

**Alan Carlos Blanco**, Partner, Rothman Gordon P.C.

Community libraries face complex legal issues related to employment, sometimes with limited access to legal support. This session is an experiment in a free form discussion in which participants will have an opportunity at the start of the session to submit questions or scenarios to the instructor. Because it is inappropriate to provide legal advice in a public session without confidentiality, all issues will be generalized and discussed in a hypothetical and instructional context. The format will allow for a sampling of some typical employment problems encountered by libraries, to be discussed based on the time available.

*Sponsor: Public Library Division*

### Engaging your Community: Developing a Dialogue With Community Leaders

**Kathy Silks**, PA Forward Program Coordinator, Pennsylvania Library Association

**PA Forward Community Partners and Committee Members**

PA Forward is an excellent platform to help Pennsylvania libraries move forward, and to validate our importance in the community through the five-literacy model. You have heard about the value of the elevator speech. This session will help you take the conversation to the next level. Learn ways to engage the community about the successful programs and services that you offer in your library. We will provide you with strategies to open a dialogue that will help you get donations, funding, and generate awareness about how your library positively impacts the community.

*Sponsor: PA Forward*

### PaLA’S 2015 TRADE SHOW

**Library Products & Services**

Find out what’s new in library services, equipment and technology at the 2015 PaLA Exhibits!

Interaction between conference attendees and exhibitors is crucial for the success of the conference and benefits all. For this reason, PaLA has set aside a generous amount of “no conflict” time to make sure you have plenty of time to visit the exhibits. “Exhibits Only” passes will be available for purchase at the PaLA Registration Desk for individuals who are not registered for the conference. Free passes are available through some member libraries or registered exhibitors – contact a favorite vendor and ask for a pass!
Exhibit Hall Activities

**Monday, October 5**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>12:00 p.m. – 1:30 p.m.</td>
<td><strong>Exhibits Grand Opening Lunch</strong> (complimentary)</td>
</tr>
<tr>
<td>12:45 p.m. – 1:45 p.m.</td>
<td><strong>Poster Sessions</strong>&lt;br&gt;Learn about successful programs and events taking place in Pennsylvania libraries.</td>
</tr>
<tr>
<td>3:30 p.m. – 4:45 p.m.</td>
<td><strong>Exhibits Afternoon Break/No-Conflict Time</strong>&lt;br&gt;No sessions scheduled to allow time to visit the exhibits and enjoy a cold beverage.</td>
</tr>
<tr>
<td>4:45 p.m.</td>
<td><strong>Raffle Prize Drawing</strong>&lt;br&gt;Be sure to deposit your exhibitor-supplied raffle tickets for the chance to win a great prize! You must be present to win.</td>
</tr>
</tbody>
</table>

**Tuesday, October 6**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 a.m. – 11:00 a.m.</td>
<td><strong>Exhibits Mid-Morning Break/No-Conflict Time</strong>&lt;br&gt;No sessions scheduled to allow time to enjoy a cup of coffee while visiting the exhibits.</td>
</tr>
<tr>
<td>12:15 p.m. – 1:45 p.m.</td>
<td><strong>Walk-Around Lunch in the Exhibit Hall</strong> (complimentary)</td>
</tr>
<tr>
<td>12:45 p.m. – 1:45 p.m.</td>
<td><strong>Poster Sessions</strong>&lt;br&gt;Learn about successful programs and events taking place in Pennsylvania libraries.</td>
</tr>
<tr>
<td>2:00 p.m.</td>
<td><strong>Raffle Prize Drawing</strong>&lt;br&gt;Last call for prizes! Be sure to deposit your exhibitor-supplied raffle tickets for the chance to win a great prize! You must be present to win.</td>
</tr>
</tbody>
</table>

2015 Exhibitors (as of July 20)

- ABDO Publishing
- Auto-Graphics, Inc.
- AWE
- Baker & Taylor
- Basch Subscriptions Inc./Prenax, Inc.
- Books Galore, Inc.
- Book Systems, Inc.
- Boyds Mills Press (a division of Highlights Press)
- Brainfuse
- Britannica Digital Learning
- Brodart Co.
- Capstone Press
- Cavendish Square
- Clarion University of PA
- DRS Imaging Corp
- EBSCO Information Services
- El Associates
- Enslow Publishing
- EQUINOX Software, Inc.
- Findaway
- Gareth Stevens Publishing
- HSLC
- IMR
- Infobase Learning
- Infovision Software, Inc.
- INGRAM Content Group
- Innovative
- J.P. Jay Associates, Inc.
- James Bradberry Architects
- JanWay Company
- KINBER
- LEGO Education
- Library Interiors Inc.
- LYRASIS
- National Network of Libraries of Medicine, Middle Atlantic Region
- Pennsylvania Integrated Library System, Inc. (PaILS)
- Penn State Press (of the Pennsylvania State University)
- Plymouth Rocket Inc.
- Recorded Books
- Reynolds Business Systems, Inc.
- Rosen Publishing
- Salem Press
- Sebco Books
- SirsiDynix
- Supply Source Inc.
- University of Pittsburgh, School of Information Sciences
- WTW Architects

Is your favorite library supplier missing from this list? Call the representative and personally invite him/her to attend. The 2015 Exhibitor Prospectus and application form are available on the PaLA website, http://www.palibraries.org/?2015ExhibitorInfo.
PaLA encourages attendees and exhibitors to reserve a room in the PaLA room block, which will assist us in meeting our obligation with the hotel to present an affordable conference now, and in the future. Thank you for your cooperation.

PaLA has reserved a block of rooms at the Penn Stater Hotel at the conference rate of $127/night plus applicable occupancy taxes. To make a reservation, call the PSHS Reservations Department at 800-233-7505 and reference the group identification code: PALJ15A.

NOTE

The conference block expires at midnight EST on September 3, 2015. Reservations received after this date will be subject to prevailing room rates and availability.
PaLA Conference Registration • October 4–7, 2015

Complete one form per person—register online at www.palibraries.org or complete and mail to:
PaLA Headquarters, 220 Cumberland Parkway, Suite 10, Mechanicsburg, PA 17055

>>> Forms must be received by October 2.
On-site registration will be required after October 2. <<<

Please note that a $10 processing fee, per registration, will be assessed for all paper registrations.

Name (as it should appear on your name badge):

☐ I would like to receive a supply of business cards for use in the exhibit hall.
☐ I would like to be excluded from receiving vendor information on show specials, invitations, or product information.

Library: _______________________________________ Title/Position: ______________________________________

Mailing Address: ____________________________________________________________________________

City: ____________________________________________________________________________ State: _____ Zip: __________

Phone: ___________________________ Cell: ___________________________ Email: ___________________________

Type of Library: ☐ Public ☐ Academic ☐ School ☐ Special (Corporate, Medical, Law) ☐ Other: ___________________________

Are you a PaLA Personal Member? ☐ Yes ☐ No Are you a new PaLA Member for 2015? ☐ Yes ☐ No
Are you a PSLA or PCBL Member? ☐ Yes ☐ No (PSLA and PCBL Members are invited to register at the PaLA Member rate.)

Special Needs/Emergency Contact

Please indicate if you have a disability requiring special materials or services: __________________________

In case of emergency during the conference, please contact:

Name: ______________________________________________________________________ Phone: ___________

Conference Registration Fees

Paper registrations will incur a $10 per registration processing fee.

>>> REGISTER ONLINE FOR LESS at www.palibraries.org <<<

<table>
<thead>
<tr>
<th>Full Conference</th>
<th>Please check selection and circle fee.</th>
<th>Early Bird By 8/31</th>
<th>Regular After 8/31</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW! Full Conference Registration includes free parking, Wi-Fi, and lunch each day. Please indicate your meal registration on the following page. Pre-registration is required. Includes all sessions, exhibits, President’s Program &amp; Reception, Performers’ Showcase, and lunch each day of attendance.</td>
<td>☐ PaLA/PSLA/PCBL Member</td>
<td>$325</td>
<td>$350</td>
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<td></td>
<td>☐ Non-member</td>
<td>$425</td>
<td>$450</td>
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<tr>
<td></td>
<td>☐ Full-time Student/Retired Librarian Member</td>
<td>$190</td>
<td>$215</td>
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<tr>
<td></td>
<td>☐ Student/Retired Librarian Non-member</td>
<td>$250</td>
<td>$275</td>
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</tbody>
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<thead>
<tr>
<th>Daily Rates Sunday and Wednesday rates are reduced to reflect shorter programming</th>
<th>Please check selection and circle fee.</th>
<th>Monday/Tuesday By 8/31</th>
<th>After 8/31</th>
<th>Sunday/Wednesday By 8/31</th>
<th>After 8/31</th>
</tr>
</thead>
<tbody>
<tr>
<td>Days Attending: ☐ Sunday ☐ Monday ☐ Tuesday ☐ Wednesday</td>
<td>☐ PaLA/PSLA/PCBL Member</td>
<td>$145</td>
<td>$170</td>
<td>$110</td>
<td>$135</td>
</tr>
<tr>
<td>Includes all sessions, exhibits, free parking, Wi-Fi, and lunch each day of attendance.</td>
<td>☐ Non-member</td>
<td>$190</td>
<td>$215</td>
<td>$155</td>
<td>$180</td>
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<tr>
<td></td>
<td>☐ Student/Retired Librarian Member</td>
<td>$85</td>
<td>$110</td>
<td>$70</td>
<td>$95</td>
</tr>
<tr>
<td></td>
<td>☐ Student/Retired Librarian Non-member</td>
<td>$120</td>
<td>$145</td>
<td>$105</td>
<td>$130</td>
</tr>
</tbody>
</table>

| Exhibit Pass Only | | | | | $30 |

| Exhibit Pass Only For admittance to one day of exhibits and exhibits lunch—no activities or programs included. | n/a |

<table>
<thead>
<tr>
<th>Conference Tours/Events</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Tour of Penn State’s Knowledge Commons &amp; Other Key Areas (Sunday)</td>
<td>$15</td>
</tr>
<tr>
<td>☐ Paint Space: A Metamodern Approach to Makerspaces (Sunday)</td>
<td>$5 at the door</td>
</tr>
<tr>
<td>☐ Tour of the Arboretum at Penn State (Monday)</td>
<td>$15</td>
</tr>
<tr>
<td>☐ Big Spring Spirits Reception &amp; Philatelic Society Tour (Monday)</td>
<td>$45</td>
</tr>
<tr>
<td>☐ PaLA Trivia Competition (Monday)</td>
<td>$5 at the door</td>
</tr>
<tr>
<td>☐ Tour of the Arboretum at Penn State (Tuesday)</td>
<td>$15</td>
</tr>
</tbody>
</table>
Meal Events
- Conference registration includes admission to any one lunch event on days of attendance.
- No cash value for unused lunches.
- Breakfast or dinner events may be selected for the fee indicated.

Please note that pre-registration is required for all meal events.
- Options for alternate meals to address food allergies & preferences will be available, but will be chef’s choice.
- No refunds on meal reservations.

Meals Events
Please indicate your meal selections below.

<table>
<thead>
<tr>
<th>Meal Events</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trustee Division/PCBL Awards Luncheon (Sunday)</td>
<td>Included</td>
</tr>
<tr>
<td>Cheese Ravioli with Tomato Ragout &amp; Garlic Bread</td>
<td></td>
</tr>
<tr>
<td>President’s Opening Keynote Luncheon (Sunday)</td>
<td>Included</td>
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<tr>
<td>Cheese Ravioli with Tomato Ragout &amp; Garlic Bread</td>
<td></td>
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<tr>
<td>Carolyne L. Smith Best Practices Breakfast (Monday)</td>
<td>$25</td>
</tr>
<tr>
<td>The Penn Stater Breakfast Buffet: Selection of Fresh Fruit, Assorted Bakery Pastries, Muffins &amp; Bagels, Selection of Cold Cereals with Milk, Scrambled Eggs with University Cheddar Cheese, Bacon &amp; Dutch Style Sausage, Home Fried Potatoes, Hot Oatmeal with Brown Sugar &amp; Raisins</td>
<td></td>
</tr>
<tr>
<td>Carolyn W. Field Award Luncheon (Monday)</td>
<td>Included</td>
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<tr>
<td>Seared Breast of Chicken with a Green Chili &amp; Black Bean Sauce</td>
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<tr>
<td>Vegetable Stir Fry topped with Cashew Egg Rolls</td>
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<tr>
<td>PCCLC Luncheon (Monday)</td>
<td>Included</td>
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<tr>
<td>Seared Breast of Chicken with a Green Chili &amp; Black Bean Sauce</td>
<td></td>
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<tr>
<td>Vegetable Stir Fry topped with Cashew Egg Rolls</td>
<td></td>
</tr>
<tr>
<td>Exhibits Grand Opening Lunch (Monday)</td>
<td>Included</td>
</tr>
<tr>
<td>Walk-Around Lunch in the Exhibit Hall (Tuesday)</td>
<td>Included</td>
</tr>
<tr>
<td>All-Conference Banquet (Tuesday)</td>
<td>$45</td>
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<tr>
<td>Slow Roasted Sirloin of Beef with Wild Mushroom Bread Pudding</td>
<td></td>
</tr>
<tr>
<td>Mahi-Mahi with a Pear &amp; Jalapeno Chutney</td>
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<tr>
<td>Grilled Vegetables over Green Chile Polenta with Roasted Pepper &amp; Tomato Coulis</td>
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<tr>
<td>Closing Luncheon (Wednesday)</td>
<td>Included</td>
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<tr>
<td>Parmesan Crumb Chicken with a Mustard Demi Glace</td>
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<tr>
<td>Roasted Vegetable Goulash over Spaetzle</td>
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Registration Policies & Deadlines
1. Early registration must be received by August 31, 2015. Registrations postmarked after this date will be invoiced if appropriate fee is not remitted.
2. Regular registration must be received by October 2. Registrations received after this date will not be accepted—on-site registration will be required. Note: The availability of meal & tour tickets can’t be guaranteed for on-site registrations.
3. In order to register as a PaLA member, 2015 dues must be paid in full at the time of registration. Institutional membership does not entitle employees of the institution to register as members; the non-member rate will apply, unless PaLA BUCKS are used.
4. Corrections or additions to existing registrations must be made by September 20. Changes will not be accepted after this date.
5. Refunds of registration fees must be requested in writing before September 27, 2015.
6. No refunds for meal or tour registrations. Substitutions are permitted.

Photography Release Information
Photographs will be taken during the 2015 PaLA Annual Conference. Conferees attending the event are advised that their attendance grants all rights of permission for non-commercial purposes, including possible publication in the PaLA Bulletin, Exhibitor Prospectus and on the PaLA website.

Anti-Harassment Policy
PaLA is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, gender identity and expression, sexual orientation, disability, physical appearance, body size, race, or religion. We do not tolerate harassment of conference participants in any form. Conference participants violating these rules may be sanctioned or expelled from the conference (without a refund) at the discretion of the conference organizers.

Payment Information

Conference Registration Fee
Tour Fee(s)
Meal Event Fee(s)
Paper Processing Fee
Contribution to offset conference program expenses (optional)
Total Amount Due PaLA

My check # _________ for $ _________ is enclosed.
I would like to pay □ VISA □ MasterCard □ Discover
Account # ________________
Expiration Date _________ Card Verification # _________
Amount $ __________
Signature

Name: __________________________ Phone: __________________________

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To aid in our planning and session room assignments, please indicate which sessions you plan to attend and return this form with your conference registration form. (Note: some titles have been abbreviated.) Registration for meals and tours should be completed on the previous page. Thank you!

### Sunday, October 4

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</thead>
<tbody>
<tr>
<td>2:00–4:15 p.m.</td>
<td>- Beyond Setting Policies: The Board’s Role in Transforming Your Library’s Future – Double Session</td>
</tr>
</tbody>
</table>
| 3:00–4:15 p.m. | - Governor’s Advisory Council (GAC) on Library Development Open Forum  
- Recruiting and Retaining Friends Members  
- Engaged Scholarship: Joining the Conversation  
- Cruise Into Kindergarten @ Your Library  
- Volunteer Management  
- Young Adult Authors Panel: We Need Diverse Books |
| 4:30–5:45 p.m. | - Cream of the Crop  
- Simple School-Age Solutions  
- Reinventing Your Friends Board  
- Dynamic Duo: Reference and Instruction Are Better Together  
- Prioritizing When Disaster Strikes: Library Triage for Small/Medium Libraries |
| 4:30–5:00 p.m. | - Conference 101 |
| 5:00–6:00 p.m. | - New Member Reception |
| 8:30–10:00 p.m. | - Paint Space: A Metamodern Approach to Makerspaces |

### Monday, October 5

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</table>
| 9:00–10:15 a.m. | - Seating Sweeps: A Data Collection Tool for Observing Patron Behavior  
- Every Reader Their Book: Promoting Books that Celebrate the Lives of All Young People.  
- I Read, I Heard, I Want to Know: Health Issues in the Headlines  
- Coins in the Ashes  
- You Can Talk the Talk: Local Advocacy 101  
- The Vital Library  
- PaILS & SPARK PA Update |
| 10:30–11:45 a.m. | - Linking RDA and RDF  
- Painless Ways to Introduce STEM Into Your Outreach and Library Programs  
- One Size Does Not Fit All: Crafting Your Grant Request to Each Funder  
- Why the “Accidental” Manager Model Doesn’t Work Anymore  
- Cream of the Crop: PA Forward and Academic Librarians  
- Expect the Unexpected: Engaging Students in Special Collections and Archives  
- Children’s Author Panel: The PA One Book Reunion |
| 12:45–1:45 p.m. | - Poster Sessions |
| 2:00–3:15 p.m. | - Research Design and Analysis Made Easy!  
- Building Literacy Skills in At-Risk Populations  
- Providing a Safe Library to Your Patrons and Staff  
- Penny Pinching Programs  
- Board Room Basics  
- Local Author Panel: So You Want to Get It Published?  
- Career Development @ Your Library |
| 2:00–4:00 p.m. | - Performers Showcase |
| 5:00–6:15 p.m. | - PaLA Annual Business Meeting  
- PaLA Trivia Competition |

### Tuesday, October 6

<table>
<thead>
<tr>
<th>Time</th>
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</table>
| 9:00–10:00 a.m. | - Is Your Library a Destination in Your Community?  
- Bringing Some Cents to Collection Development  
- Moving Together: Using Volunteers, Staff and Professional Movers to Successfully Move a Library Collection  
- At a Tipping Point: Online Learning, Is Your Library in the Loop?  
- Let Them Lead: School District and Library Partnerships  
- Improving Students’ Information Literacy Skills: From Googleers to Researchers |
| 10:00–11:00 a.m. | - Poster Sessions |
| 11:00 a.m.–12:00 p.m. | - State Library of Pennsylvania’s Town Hall  
- Assessing ‘Libraryness’ Using ACRL’s Standards for Libraries in Higher Education  
- Effective Job Searching Techniques for the Average Adult  
- The Digitization of Special Collections and University Archives: Answers to Open Access and Awareness  
- Infomaniacs!: Using Informational Text in School-Aged Programming  
- STEM for Little Friends |
| 12:45–1:45 p.m. | - Poster Sessions |
| 2:15–3:30 p.m. | - Bringing Out the FUNdraising: How to Create Fresh Fundraisers and Amped-Up Annual Campaigns  
- Copy! Right?  
- Plays Well With Others: Getting Your Digital Collections Metadata Ready for the World  
- Connecting and Collaborating: Using PA Forward in an Academic Library  
- Access PA and POWER Library Update |
| 2:15–5:00 p.m. | - Poster Sessions  
- Machines for Kids: 3D Printer NOT Required – Double Session |
| 3:45–5:00 p.m. | - Open Access and IRs: Educating and Empowering the Campus Community  
- How to Use the PA Forward Brand and Keep Your Identity  
- Interlibrary Delivery Service of PA: Expanding the Boundaries of Interlibrary Loan  
- Legos in Any Library: Adaptations for Lego Programming  
- Geovisualizing Collections of Penn State University Libraries |
| 5:00–6:00 p.m. | - Poster Updates of PALS Graduates’ Activities |

### Wednesday, October 7

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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| 9:00–10:15 a.m. | - Data Insights Into Your Digital Branch  
- Coding in the Library Makerspace: No Experience? No Problem!  
- PA Backward (One Year Later): An Update (and More)  
- Storytime 101  
- Teaching as a Learner, Learning as a Teacher: Energizing Your Library Instruction Practice Through Feminist Pedagogy  
- Library Policies and Practices Related to Changes in the Child Protective Services Law and Mandatory Reporting |
| 10:30–11:45 a.m. | - Poster Sessions  
- The Value of Active Teen Programs: Stories From Teen Reading Lounge  
- E-rate: Easy as 1, 2, 3!  
- Roll, Flatten, Scan, and Store: The A.E. Bye Landscape Architectural Drawings Project  
- Employment Issues: Ask the Lawyer  
- Engaging Your Community: Developing a Dialogue With Community Leaders |
| 2:15–3:30 p.m. | - PaLA Conference Unconference: Lessons Learned |
Informal networking to build or foster relationships with other librarians or library suppliers is one of the perks of conference attendance and conference special events provide the perfect vehicle to network, experience the local area and have fun! Following is a list of planned events that require additional registration fees and have limited space, but feel free to visit the Local Information Desk for information on other sites to visit on your own.

**Sunday, 3:00 – 5:45 p.m.**

**TOUR: Penn State Knowledge Commons**

The Tombros & McWhirter Knowledge Commons renovation project opened in 2012 and is an innovative collaboration between Penn State University Libraries, Media Commons, and Information Technology Services. The tour will begin with a presentation by WTW Architects to review current learning and collaboration trends, and the types of spaces, furniture and equipment available today that supports these trends. Following the presentation, one-half hour tours of The Commons and other key areas of Penn State Libraries will be provided. Tour options include:

1. Experience, first-hand, the spaces, furniture and equipment that support the latest teaching pedagogies, as you move through the various phases of The Tombros & McWhirter Knowledge Commons renovation project. There will also be an opportunity to see a demonstration of the One Button Studio, a simplified video-recording studio used by both students and faculty.

2. See highlights from the Sister Joan Chittister papers in the Special Collections Library. The Benedictine nun is a well-known international lecturer on topics of justice, peace, human rights, women’s issues and contemporary spirituality in the church and in society and was recently featured on Oprah’s Soul Sunday.

3. Go behind the scenes to see how the Department of Digitization, Preservation and Conservation manages the tasks of treating, restoring, preserving maintaining, converting, stabilizing and preventing decay and damage to collections. A highlight of the tour will be the newly acquired, Phase One digital capture device.

**Sunday, 8:30 – 10:00 p.m.**

**Paint Space: A Metamodern Approach to Makerspaces**

Paint Space is a program that allows patrons to utilize technology while they immerse themselves in the time-honored art of painting. This program allows the patron to learn how to learn, using iPads to access Youtube to paint their own creations. Unlike traditional art classes, participants in Paint Space are free to learn, practice, relax, or utilize the space and materials however they wish. Come learn how this program works, how you can start your own Paint Space program, and experience the program first hand, leaving with your own painting.

**Monday, 8:00 – 10:00 a.m. or Tuesday, 3:45 – 5:45 p.m.**

**TOUR: Arboretum at Penn State**

Enjoy a guided tour through Penn State Arboretum and its beautiful and peaceful gardens and groves. Berkey Creamery is nearby for a coffee or sweet treat on the way to or from the conference center. Transportation provided.

**Monday, 6:30 – 9:30 p.m.**

**TOUR: Big Spring Spirits Reception & Philatelic Society**

Spend your evening at the lovely Match Factory Place in Bellefonte, located just minutes from the Penn Stater Hotel & Conference Center. Tour the Big Spring Spirits Distillery, enjoy some light fare and handcrafted spirits in the Big Spring tasting room, and take a walk to the adjacent Philatelic Society for a tour of their library. Tour includes round-trip transportation to Match Factory Place and food. A cash bar will be available.

**Monday, 8:30 – 10:00 p.m.**

**PaLA Trivia Competition**

Come one, come all! Test your trivia skills against those of your colleagues from across the state at the 5th Annual PaLA Trivia Competition. Bring a team or come and meet some new friends. Proceeds will benefit the David Roberts Best of the Best Practices Award.