

LV PaLA 70TH ANNIVERSARY

KEYNOTE PRESENTATION

From Power-Ups to Hackathons: Pioneering "Choose Civility" in your Community



*Christie Lassen, Director of Public
Relations
Howard County Library System*

Are you looking for ways to position your library as a change agent in your community? Learn how Howard County Library System's internal campaign to encourage civility became a successful community-wide initiative with more than 100 local partners and a national initiative with chapters in Maine, Maryland, and Minnesota. Learn how to build partnerships and take the lead on discussions about hot topics in your community. Discover why the library is a natural choice to be the lead organization and how your library can join this growing movement.

REGISTER TODAY!

- **Breakfast and Lunch**

A continental-style breakfast will be served during morning registration. Lunchtime will feature a buffet with a variety of options, including a vegetarian option. For dietary restrictions, please contact Christie Himmelreich at chimmelreich@hotmail.com

- **Registration**

Register online at palibraries.org

\$40 PaLA Member / \$45 Non-member

On-site registration fees will be increased by \$10.

Registration deadline is Friday, May 6th.

- **Conference Scholarships**

The LV Chapter has scholarships available for library school students and new librarians to attend both the chapter workshop and the annual PaLA Conference.

Contact Christie Himmelreich (chimmelreich@hotmail.com).

ABOUT THE KEYNOTE SPEAKER

Christie Lassen is the Director of Public Relations for Howard County Library System. A graduate of Leadership Howard County, she is a board member for Blossoms of Hope, Howard County Public School System's (HCPSS) Career Academy Visual Communications Advisory Committee and Career Research and Development Advisory Board, and HCPSS / Howard Community College Local Advisory Council. Christie has 20+ years experience in public relations and fundraising and a marketing degree from Texas A&M University.

This project is 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 and Research Division (<http://crdpala.org/>) of PaLA.

Continuing Education and ACT 48 hours will be given. Be sure to bring your PPID number as social security numbers can not be accepted.



2016 ANNUAL SPRING CONFERENCE 70TH ANNIVERSARY

THURSDAY, MAY 19TH



KUTZTOWN UNIVERSITY

KUTZTOWN, PA 19530

SESSION 1 : 9AM—10:15AM

Updates from the Archives: Increasing Community Engagement Using Historical Collections

Susan Falciani, Muhlenberg College

Elaine McClusky Stomber, Lafayette College

Ilhan Citak, Lehigh University

Three Lehigh Valley archivists demonstrate ways to get your historical materials better known and better used by encouraging students, library patrons, and alumni to participate in exhibits, anniversary events, and research. Ideas include crowd-sourcing photography exhibits, manuscript transcription, and digital projects. Come with questions or with examples of collections you would like to utilize more fully.

Strategic Planning Untangled

Cathi Alloway, Director, Schlow Centre Region Library

Enjoy this lively presentation about fun, fast and fundable surveys, planning retreats, data analysis and other activities that will help your library or department launch onward and upward. Bring your own experiences to share. Cathi Alloway has helped libraries and nonprofits with planning with the Ivy Group, Ltd. and other partners.

Super Program Success Stories: An Un-Conference for Programming Librarians

Janet Yost, Director, Kutztown Community Library,

Alison Trautmann, Youth Services, Parkland Community Library

Come share your innovative, and interesting programs at our special un-conference for every librarians who creates programs for their libraries. Attend with a program to share or just listen to others and take some notes.

Info Fluency Online: Apps, Tips & Tricks to reach your Learners Virtually

Brenda Boyer, PhD, Kutztown Senior High School Librarian

Librarians need to assist learners wherever they are. Increasingly this means helping people online with just what they need to know just in time. This session explores tools for creating online instruction and offers ideas for integrating these RLOs (reusable learning objects) into your existing online library spaces.

SESSION 2 : 10:30AM—11:45AM

APA Style: What Students Need to Know: A Success Story

Molly Wolf and Jill Borin, Widener University

After hearing from graduate students across several disciplines that there was a pressing need for instruction on the APA citation style and no existing services at their disposal, Librarians created an APA workshop specifically for this population. This workshop has grown to a series of workshops, both in-person and online. Librarians Molly Wolf and Jill Borin will share their development process, successes, and challenges with creating student-generated library programming.

Boardroom 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.

Teen Programming: The Long and the Short of It

Mary Ann Lewis, Teen Librarian, Associated Libraries of Monroe County

Planning a lock-in or extended length event? Need some "filler" activities for shorter programs? From ice-breakers to group games to the logistics of planning an after-hours library event, get ideas for activities and tips for running a program your teens will talk about for years to come.

Fundraising

Anne Bramblett Barr, MA, MLIS, Director, West Pittston Library

Michele Legate, MLS, District Consultant, Northeast Library District

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 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.

LUNCH /KEYNOTE/AWARDS: 12PM—1:45PM

From Power Ups to Hackathons: Pioneering "Choose Civility" in Your Community

Christie Lassen, Director of Public Relations, Howard County Library System

SESSION 3 : 2PM—3:15 PM

Big, Fast, and Familiar: Looking at and past Google as a BFF

Calvin Wang, Arcadia University

An observation of search behavior reveals that users lose the forest for a single tree by clicking on promising search results too quickly. This session will help you see connections that you might already see intuitively so that you can help users refine their own judgment skills about what Google results are telling them.

Better Than Shelf-Reading: Creating Authentic Volunteer Experiences for Teens & Young Adults

Molly Kane, Upper Dublin Public

Mary Jane Lyons, High School Media Specialist (via Skype)

Teens and young adults are turning to libraries for authentic volunteer experiences. This session will explore ways to set up teen volunteer guidelines so that students can participate in meaningful community service without over-taxing library staff. Partnerships with school librarians and other educators to develop teen volunteer programs will also be discussed.

Coding in the Library *Sara Frey, Instructional Media Specialist, Plymouth Whitmarsh High School*

Libraries can support computer science by offering coding and programming resources to patrons. Bring your own device (laptop or tablet) to this session for hands-on exploration of different applications and discussion. No experience necessary.

Insect pests of archives and libraries: An entomologist's perspective on bookworms

Gregory P. Setliff, PhD, Associate Professor, Department of Biology, Kutztown University

Most insects are harmless, but some "bad bugs" do cause problems for patrons and staff and a few may even damage materials. This talk is an introduction to the biology of the most common insect denizens of libraries and archives. Learn how insects get in, how to detect them once they arrive, how to recognize their damage, and what are the best practices for dealing with insect pests.