Annual Conference

OCTOBER 13–16, 2019
Bayfront Convention Center
Erie, PA





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2019 Conference

SUNDAY, OCTOBER 13

Pre-Conference: Fire Up Your Fundraising!

Registration Desk PaLA Store Exhibits 8:30 AM – 5:30 PM 12:00 PM – 5:30 PM Closed for set-up

PRE-CONFERENCE

Pre-Conference — Fire Up Your Fundraising!

Fundraising success never "just happens." Successful fundraising depends on the right people asking the right prospects, in the right way, for the right amount of money — for the right reason and at the right time. The principle may sound simple, but the execution is not. And if you want to be prepared to raise more money this year than you did last year you need a sound strategy and resilient plan to get there.

This workshop will cover the foundational concepts that must be kept at the forefront of your planning efforts and how to set yourself apart from the competition for funding. Whether you are raising money for a county-wide library system, a large metropolitan library, or especially for a small library in a rural area — this is information you can use to FIRE UP YOUR FUNDRAISING!

Additional fee registration fee required and includes continental breakfast and both sessions.

8:30 AM - 9:00 AM

Registration & Continental Breakfast

9:00 AM - 10:30 AM

Part I: How to Create a Successful and Recurring Fundraising Plan for Your Library

David Goettler, CEO, Goettler Associates

Lori H. Overmyer, Ex. VP, GoettlerAssociates

We will set the stage for planning by defining the fundraising process, stabilizing your plan with the donor's tripod of giving, and creating a path for success with the development pyramid. Armed with these essential concepts the discussion will move to helping participants define the best elements for developing their comprehensive fundraising plan, what strategies, methods and appeals should be employed, how to create a unique fundraising metric, and which constituents should be targeted when and for what. Fundraising success is dependent on people, so your fundraising plan must also incorporate a specific plan for involvement of key community leaders and stakeholders, and a dynamic communication plan for inspired advocacy.

About the Presenters: Goettler Associates was founded in 1965 to serve the nation's nonprofit organizations. The firm brought together a group of highly qualified professionals to serve the total funding and marketing requirements of clients' major fund-raising initiatives. Since 1965, GoettlerAssociates has helped more than 1,500 nonprofit entities raise over \$1 billion to fund capital projects, build endowment, or facilitate special projects.

David Goettler is CEO of Goettler Associates, Inc., and is a strong proponent of carefully conceived strategies for the mobilization of a total advocacy program. Mr. Goettler first joined the firm's management team in 1987, following a brief career in public accounting. Since that time he has served as counsel for a wide range of cultural, higher education, health care, religious, and social service institutions. As the chief executive officer of the firm, Mr. Goettler will provide periodic consulting services, direct campaign planning studies and development assessments, and provide a supervision and support to many of the firm's engagements.

Lori Hunter Overmyer, MBA, CFRE is Executive Vice President of Goettler Associates and has more than 25 years of professional fundraising experience. She is skilled in marketing research, proposal writing, personal donor cultivation, recognition strategies and motivating board members to participate in the process. As a former chief development officer, Ms. Overmyer has served and continues to serve on a variety of nonprofit boards where she has lent her expertise in the area of board development, volunteer training and management, strategic planning, and fundraising. An adjunct professor at the Ohio State University Glenn College of Public Affairs since 2011, she teaches graduate and undergraduate courses on Board Skills and Fundraising and Philanthropy. Ms. Overmyer was recently re-elected for a second term to the Association of Fundraising Professionals (AFP) international board of directors, and also serves as the chair of the AFP Research Council.

10:45 AM - 12:15 PM

Part II: Donor Stewardship 101 — Five Simple Things to Grow Your Fundraising

Sophie Penney, Senior Program Coordinator and Lecturer for Penn State Certificate Program in Fundraising Leadership and Founder, i5 Fundraising

Brady Clemens, District Library Consultant, Schlow Centre Region Library

Libraries are increasingly in competition with other non-profits for donors and for limited public funding. How can you set yourself apart from the competitors and keep growing your fundraising? This introductory, interactive session will combine theoretical knowledge with practical examples from public libraries to discuss how libraries can better engage donors through the incorporation of five simple, donor-centered fundraising practices.

About the Presenters: Sophie W. Penney, Ph.D. is the Senior Program Coordinator and Lecturer for Penn State's all online Certificate Program in Fundraising Leadership. Sophie is also the founder and President of consulting firm i5 Fundraising.

Brady Clemens is the District Library Consultant for the Central Pennsylvania Library District. He additionally serves as a Director-at-Large for the Pennsylvania Library Association, and as a member of the Standards for Excellence Committee for the Pennsylvania Association of Non-Profit Organizations.

9:00 AM - 11:00 AM

Track: Social

Presque Isle Bay Breakfast Tour aboard the Victorian Princess

Hop aboard Erie's only authentic paddlewheel boat and enjoy a hearty breakfast buffet and a narrated tour while cruising the beautiful Presque Isle Bay! The cruise is rain or shine and departs from the nearby Dobbin's Landing. Breakfast menu available upon request.

Additional \$35 fee required and covers breakfast and tour.



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 social 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 through the Office of Commonwealth Libraries and the Commonwealth of Pennsylvania, Tom Wolf, Governor.

SUNDAY, OCTOBER 13

Pennsylvania Library Association 2019 Conference: Shine On!

Registration Desk PaLA Store Exhibits 8:30 AM – 5:30 PM 12:00 PM – 5:30 PM Closed for set-up

1:00 PM - 2:30 PM

Opening Keynote Luncheon: Rubber Band Resilient



Kathy Parry, Corporate Energy & Productivity Expert

Track: Career & Leadership

.75 Hour

Education Level of Presentation: Introductory/New Idea

A tragic event, budget cuts, staff shortages. Road blocks and

unforeseen adversity, both personal and professional, stretch us every day. In this powerful keynote Kathy will share how devastating news led her on a journey to discovering the keys to thriving in the face of challenging circumstances. Kathy will inspire and encourage your audience to stretch, not snap when faced with disruption. Learn the secrets, tips and tactics to becoming Rubber Band Resilient.

About the Presenter: Kathy Parry has coupled her experience as a trainer on a merger and acquisition team for a super-regional bank with what she has learned to help her child, whose cells did not properly turn food into energy, to become a recognized authority in personal energy and productivity. Kathy uses her passion to ignite positive changes for professional services leaders and early-career associates. Ms. Parry is a professional member of The National Speakers Association and has authored three books: The Ultimate Recipe for an Energetic Life and Hung Over, Sleep-Deprived, Over-Caffeinated and Living on Pizza and Eating for Energy: Four Seasons of Real Food. Kathy lives in Pittsburgh, PA. She enjoys a mild dark chocolate addiction and cooking for her hungry friends.

2:45 PM - 4:00 PM

Governor's Advisory Council on Library Development Open Forum

Mary Garm, Chair, GAC

Glenn Miller, Deputy Secretary & Commissioner for Libraries

Track: Contemporary Issues

Education Level of Presentation: Introductory/New Idea

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.

About the Presenters: The Governor's Advisory Council (GAC) on Library Development is established in the Public Library Code and consists of 12 members that are appointed by the Governor. In order to represent the community, three members are trustees of local libraries, six professional librarians, and three laypeople. The GAC is responsible for offering 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 of Pennsylvania and the Office of Commonwealth Libraries' programs. For more information, and a list of Council members, go to https://www.statelibrary.pa.gov/Libraries/LawsRegulations/GovernmentAdvisory/Pages/default.aspx.

Mary Garm, Chair of the Governor's Advisory Council on Library Development (GAC), is a passionate library advocate with a special interest in the sustainability of library services and in the development of creative leaders for libraries throughout Pennsylvania. She is a Past President of the Pennsylvania Library Association (2008) and a recipient of its Distinguished Service Award (2009). Mary received her master's degree in Library and Information Science from Drexel University. Mary has worked as the Administrator of the Lackawanna County Library System (LCLS), a seven-member federated system, since 2003. She has overseen the building of three new libraries and the renovation and expansion of two others, as well as the inauguration in 2005 of a highly successful Library Lecture Series that has brought nationally recognized authors to Lackawanna County.

Glenn R. Miller is the Deputy Secretary and Commissioner for Libraries for the Pennsylvania Department of Education's Office of Commonwealth Libraries. An Information Science graduate of the University of Pittsburgh, he served for 20 years as the Executive Director of the Pennsylvania Library Association. Prior to that, Glenn also led two other state associations and, for 10 years, served as a congressional assistant in Washington and Pittsburgh for a Pennsylvania Member of Congress. A native of Coraopolis in western Pennsylvania, he resides in Lancaster with his wife, Marion, a sixth-grade public school teacher.

Stop Running on Empty: Fuel Up, Power Up and Get on the Road to Better Health

Kathy Parry, Corporate Energy & Productivity Expert

Track: Career & Leadership

Education Level of Presentation: Introductory/New Ideas

Work must get done. But while your team is meeting deadlines, plowing through strategy sessions and meeting the demands of patrons, they are also exhausting their personal resources. In this powerful session, Kathy will take you on a trip to help your group understand how refueling, routine maintenance and a good old pleasure ride can increase utilization, engagement and productivity. Stress, long hours and compromised health are results of the demands on your team, but they don't have to ruin their well-being and effectiveness. Full of real-life antidotes, humorous stories and tactics that can be used immediately, Kathy will leave you supercharged!!

About the Presenter: Kathy Parry has coupled her experience as a trainer on a merger and acquisition team for a super-regional bank with what she has learned to help her child, whose cells did not properly turn food into energy, to become a recognized authority in personal energy and productivity. Kathy uses her passion to ignite positive changes for professional services leaders and early-career associates. Ms. Parry is a professional member of The National Speakers Association and has authored three books: The Ultimate Recipe for an Energetic Life and Hung Over, Sleep-Deprived, Over-Caffeinated and Living on Pizza and Eating for Energy: Four Seasons of Real Food. Kathy lives in Pittsburgh, PA. She enjoys a mild dark chocolate addiction and cooking for her hungry friends.

ACT 48

1.25 Hour

Copyright Essentials for Digitized Collections

Brandy Karl, Copyright Officer, Pennsylvania State University Libraries

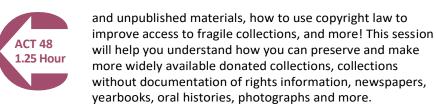
Doreva Belfiore, Director of Library Services, Hosting Solutions and Library Consulting

Gabe Galson, Technology Projects Librarian, Temple University Libraries

Track: Collections

Education Level of Presentation: Introductory/New Ideas

Interested in creating a collection of digitized materials but don't know what you can include? What are the copyright rules for reproducing collections materials — and what can you do with those digital copies? Hear about low-risk digital collections, copying public domain materials, and learn how to use the PA Digital Rights Infographic to implement a rights-oriented digital collection process. We'll also discuss the new items that entered the public domain on January 1, and explain the differences in copyright between published



About the Presenters: All speakers are active members of the PA Digital (http://padigital.org) Metadata and Rights Teams that work to create educational materials around the subject of copyright and digital collections, and providing in-person and virtual training across the state on the application of copyright and rights statements for digital objects.

Brandy Karl is the Copyright Officer of Penn State University Libraries, where she advises the libraries on national and international copyright matters and serves as an expert in the University community for copyright, fair use, Teach Act, and other similar issues. Her outreach and training help students, staff and faculty understand how copyright and related concepts affect their work, as well as how they can make informed decisions in the use and creation of copyrighted works. Ms. Karl is also an Affiliate Law Library Faculty Member and the Head of the Department of Scholarly Communications & Copyright. She holds an LL.M. from the Georgetown University Law Center and a J.D. from the Boston University School of Law.

Doreva Belfiore is a digital librarian who has over 10 years of experience in digital library maintenance and administration, including work on the founding team of PA Digital and the development of data aggregation in Pennsylvania for ingestion into the Digital Public Library of America. She currently administers the PA Photos and Documents (http://www.powerlibrary.org/collections) digital repository for the POWER Library (http://www.powerlibrary.org). With Rachel Appel of Temple University Libraries, she co-created an educational video on rights statements and licenses for PA Digital [What is a Rights Statement? — https://ensemble.temple.edu/Watch/x7KQe3p5].

Gabe Galson is a Technology Projects Librarian at Temple University, where he's managed web, tech, metadata, and digitization projects. He created the rights statement infographic for PA Digital (http://bit.ly/RightsTool), and has served on the Digital Public Library of America's national rights statements working group, and PA Digital's Rights and Metadata groups. He has taught numerous copyright and metadata themed workshops and webinars through PA Digital and has led workshops on metadata cleanup using Open Refine at Temple University Libraries, MARAC 2017, and multiple PA Digital sponsored workshops.

Dollars and Sense: Managing Your Library's Financial Future

Catherine Alloway, Director, Schlow Centre Region Library

Track: Library Administration

Education Level of Presentation: Intermediate

Learn tips and best practices for long-range budgeting, managing reserves, investments, and other strategies that can strengthen the library's sustainability and finances. This session is geared to small to medium-sized public libraries.

About the Presenter: Cathi Alloway has over 30 years of public library administration experience, including her work at Schlow Centre Region Library, Dauphin County Library System, and Hershey Public Library. She is a past president of PaLA and has presented at national and state conferences on management matters.

How to Host a Library Con

Tammy Blount, Teen Services Librarian, Erie County Public Library

Marcy Hall, Library Assistant, Erie County Public Library

Track: Youth Services

Education Level of Presentation: Introductory/New Ideas

The Erie Library Comic Con is a six-hour event with vendors, workshops, panel discussions, food trucks and more. This free comic con program has grown in popularity over the last four years, with an estimated attendance of over 1500 adults, teens and children. The addition of a Cos Prom, hosted by the Teen Advisory Board expanded the comic con to an extra night for the event. This presentation will outline what it takes to host a successful library comic con and how to garner community support. It will include planning, marketing, budgeting, and scheduling. We will also discuss challenges and obstacles to hosting a program of this size. We will share stories, photos and let you in on all of the secrets to a hosting a great con.

About the Presenters: Marcy Hall coordinated this event since the beginning and **Tammy Blount** has co-chaired since 2016. Both Hall and Blount have education backgrounds and a love for all things library!

Customer Service Excellence

Molly A. Hetrick, Manager of Philanthropy, Schlow Centre Region Library

Track: Community Service & Engagement

Education Level of Presentation: Introductory/ New Ideas



Excellent Customer Service is vital to creating strong relationships with customers/patrons and maintaining a positive image as part of the community for libraries. Expectations of customer service are changing and the prevalence of social media puts us in the spotlight. Having high quality customer service training is a positive, impactful step towards improving and continuing a culture of excellent service. This Customer Service Excellence training program can be an introduction or a boost of energy for current staff. Training provides Customer Service overview and delivery steps for customer care, along with clear expectations and guidelines for staff for common situations. Also discussed are the impact and importance of great customer service, how to work with an upset customer, internal customer service and working as a team. Participants will leave the session feeling energized to make a positive impact with their customers and have take-aways to share with their peers.

About the Presenter: Molly A. Hetrick is a Fundraiser, Instructor, Supervisor and Trainer and is blessed to have several careers that she loves! Molly has combined her natural enjoyment for working with people and her educational background to provide quality development and training sessions to help clients advance their professional goals. Molly is currently the Manager of Philanthropy at the Schlow Centre Region Library in Central Pennsylvania. Molly also started "Training with Molly" to offer training programs on development and fundraising and encourage non-profit and recreation organizations on how fundraising and development fit into staff and board roles. For 15 years, Molly was the Supervisor of a regional nature center in Pennsylvania. Since 2006, Molly worked as a Freelance Trainer for The Meeting Institute, until 2014. She was also Adjunct Faculty at the Pennsylvania State University for several years. Molly has taught customer service for over 10 years, including recreation and library settings.





Don't Post That!

Grace Bradley Kelly, MBA, SPHR - RC Kelly Law Associates

Track: Contemporary Issues

Education Level of Presentation: Introductory/New Ideas

A review of social employees, social supervisors and social media – legal considerations, proactive suggestions and how to handle employee issues.

About the Presenter: Grace Bradley Kelly, MBA, SPHR is a Human Resources Consultant for RC Kelly Law Associates, LLC. Grace's diverse background brings a well-rounded perspective and expertise to her practice. She received her undergraduate degree in Business Administration from Gwynedd Mercy College; completed her M.B.A. at DeSales University and has taken post graduate classes in Human Capital Management at Villanova University. She is certified by The HR Certification Institute as a Senior Professional in Human Resources. Ms. Bradley Kelly's experience includes national corporations as well as privately held family businesses. Working with frontline supervisors, field managers and C-level executives, Grace imparts education and training that provides businesses with practical human resources and risk management solutions that helps clients develop their business structure while maintaining their unique culture and values.

4:15 PM - 5:15 PM

Pennsylvania's Right-to-Know Law for Librarians

Erik Arneson, Executive Director, Office of Open Records

Track: Contemporary Issues

Education Level of Presentation: Introductory/New Ideas

Erik Arneson, executive director of the Office of Open Records, will discuss how librarians can use Pennsylvania's Right-to-Know Law and help their patrons do the same. The Right-to-Know Law is used to access records from state and local government agencies, and this presentation will include numerous specific examples of the kinds of records that can be obtained.

About the Presenter: Erik Arneson is executive director of the Office of Open Records. He has spoken about the Right-to-Know Law across the commonwealth many dozens of times.

Taking a Proactive Approach to Security

Carlton Stout, Library Services Administrator, Carnegie Library of Pittsburgh

Ian Eberhardt, Library Services Manager, Carnegie Library of Pittsburgh (CLP)

Track: Library Administration

Education Level of Presentation: Introductory/New Ideas

The security and safety of library staff and customers is a concern we all share. Through implementation of a variety of initiatives, tools and partnerships, CLP is taking a proactive approach to security and safety. Multiple locations use a

central software system to track and manage incidents. Uniformed security is present in most locations. After an increase in overdoses in our spaces, we partnered with our County Health Department to provide doses of Narcan and train staff on how it administer it. We are also providing CPI training for all staff to manage and de-escalate situations, and protect ourselves.

About the Presenters: Carlton and Ian are longtime public service professionals at the Carnegie Library of Pittsburgh. Each has a decade plus of experience dealing with library security issues, training staff in appropriate security responses, as well as working with law enforcement and library administrators to deal with security situations.

Defining Student Success: What It Means and How to (Try to) Do It

Kelly Banyas, Research & Instruction Librarian for Student Success, The University of Scranton



Track: Community Service & Engagement

Education Level of Presentation: Introductory/New Ideas

Student success is a buzzword in today's academic libraries, but what does it actually mean? And how do you make students successful? This presentation will tell the story of a librarian charged with the responsibility of student success through the creation of a new librarian position. The presentation will feature various outreach strategies used to encourage first-year student engagement, including examples of possible collaborators that can be found at many universities and colleges. Also discussed are ways to promote student learning within the library, with the implementation of a student worker training program encouraging peer-to-peer research support. Information literacy instruction sessions are also an important part of the first-year student experience, but how successful are we at teaching in a way that they learn best? The presenter will analyze assessment strategies and learning activities, as well as share stories of both success and failure.

About the Presenter: Kelly Banyas is the Research & Instruction Librarian for Student Success at The University of Scranton's Weinberg Memorial Library.

STEAM Into Imagination Station

Leigh-Anne Yacovelli, Director, Wernersville Public Library



Tara Gouldey, Youth Services Coordinator, Wernersville Public Library

Track: Youth Services

Education Level of Presentation: Introductory/New Ideas

Imagination Station is a STEM program for children 6–11. Children are exposed to scientific concepts, mathematical problems, and toys from the latest tech gadgets like Little Bits to mainstays like Legos. They have fun interacting with

Continued on page 8

Continued from page 7

each other while engaging in a whimsical story that keeps them laughing while teaching them. Imagination Station is similar to storytime's traditional layout: read a book, sing a song, repeat. Children hear the start of a story, do a STEM activity to move the characters in the story, and repeat until the story's problem is solved. It is simple in design with minimal setup and clean up. Any library can put on this program while staying within budget. The program's appeals are STEM brand-recognition, the characters are boys and girls and they build the story. Children feel successful, and learn leadership and team work when done.

About the Presenters: Leigh-Anne Yacovelli is the director of a small library in Berks County. She holds a MSLS from Clarion University, and is certified as a professional librarian. She has held positions in public, university, and corporate libraries and archives.

Tara Gouldey holds a B.A. in English/Professional Writing from Kutztown University. An avid reader since her youth, her goal is to inspire literacy and creativity in the hearts of the community's children. When she is not at the library, she focuses on writing her first draft of her fiction novel, playing with her two calico cats (Freckles and Buttercup), and spending time with her loved ones.

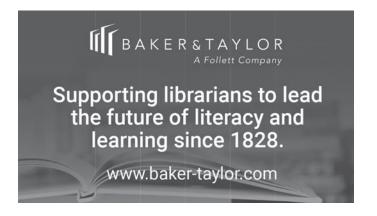
Intro to Advocacy Strategies

Jay Breneman, Director of Community and Government Services, Strategy Solutions Inc.

Track: Advocacy & Development

Education Level of Presentation: Introductory/New Ideas

Doing advocacy, as opposed to being an advocate, is the process of working with and/or on behalf of groups or communities to obtain resources and services, modify policies or procedures that adversely affect them, or to promote new legislation or policies that will result in additional resources. This hands-on workshop begins with a series of vignettes to better understand the definition of advocacy and the role and relationship of libraries, along with a review of the local and regional legislative and policy-making process specific to Pennsylvania. From there, small groups will work through a set of criteria for deciding when and what level of advocacy is needed, and a process to better understand and frame



the issue, while exploring the strengths and challenges of different advocacy strategies. Attendees will complete this workshop with a better understanding of their advocacy roles and potential, and direction to hone their advocacy competencies.

About the Presenter: As Director of Community and Government Services, Jay Breneman is responsible for providing leadership, project and client management for planning, research, training, facilitation, organizational and program development projects for community, government, and selected nonprofit clients. Jay's role includes municipal, community and economic development training programs, and helping organizations to advance their mission through public policy advocacy. Jay is also an adjunct professor at Case Western Reserve University where he teaches community development and public policy coursework. He is a certified trainer, consultant and peer reviewer for the National Standards for Excellence in Nonprofit Ethics and Accountability®. Following his military service, which included senior communications and intelligence roles in Iraq, Jay served as a Human Rights organizer for Change.org, and has co-authored a peer reviewed book chapter on post-colonial policy influence in Africa. In 2017, Jay completed his four-year term in office while serving as Chairman of Erie County Council, having led several major initiatives and modernization efforts.

Taking the Lead!

Wanda K. Brown, President, American Library Association; Director, C. G. O'Kelly Library, Winston-Salem State University (NC)

Track: Career & Leadership

Education Level of Presentation: Introductory/New Ideas

As libraries grow and change, you may be pondering what the future holds for you and the library profession. You may ask yourself, what is your role in taking the lead? How will you ensure that your library is positioned as an indispensable community asset? What can YOU do to embrace your community and help move it forward? ALA President, Wanda Brown, shares her vision for the future of libraries and discusses how library staff can embrace and capitalize on the important role libraries play in their communities. Wanda will share her thoughts on how we may best prepare ourselves for the future and how this will not only benefit our libraries and the profession, but ourselves. During this inspirational keynote you'll learn how library workers can adapt and thrive in this changing environment.

About the Presenter: Wanda Kay Brown is the Director of Library Services for the C. G. O'Kelly Library. A leader in her profession, Brown is the current President of the American Library Association and has served as President of the North Carolina Library Association and President of the Black Caucus of the American Library Association. She is the 2015 recipient of the DEMCO/Black Caucus Award for Excellence in Librarianship and the 2013 University of North Carolina – Greensboro School of Education, Outstanding Alumni Achievement Award.

Lightning Talks: Sunday, October 13, 4:15 - 5:15 PM

Lightning talks are new to the PaLA Conference and offer an opportunity for attendees to hear about successful programs, resources and study results from their counterparts in the library community during this series of 5-7 minute "mini" presentations. Get ready for some quick-fire inspiration!

Celebrating Scholarship

Tina Hertel, Director, Trexler Library, Muhlenberg College

This lightning talk will highlight some of the ways we celebrate scholarship at Muhlenberg, and how you can, too, at your own institution.

Cross-Campus Collaborations: Using littleBits to Promote Science Literacy

Andrea Pritt, STEM Librarian, Pennsylvania State University Libraries

Join Penn State Harrisburg's STEM Librarian to learn about utilizing littleBits to promote science literacy to upper-level college students. Challenges and successes will be presented as well as opportunities for growth and future collaborations on the college campus.

Equity, Diversity, Inclusion, and Accessibility Staff Development Resources

Robbin Degeratu, Administrative Director, Centre County Library & Historical Museum

How do you create buy-in for professional development in the areas of equity, diversity, inclusion, and accessibility? Where do you get started when trying to find speakers or resources to support that development? Explore those questions and more in this report-out from an Emerging Leaders project for ALA's Learning Round Table.

Information Privilege: How Search Algorithms Reinforce Marginalization

Ian O'Hara, Assistant Professor/Research & Instruction Librarian, Weinberg Memorial Library, University of Scranton

Information privilege is a pertinent and sweeping issue for the creation and maintenance of a just and equitable society. Unfortunately, algorithmic creation can contain inherent biases which contribute to marginalization.



New Developments in Archives and Preservation Practices Emerging from the Black Lives Matter Movement

Shaun-Marie Cooke, Archival Assistant, Rutgers University Libraries

The Black Lives Matter Movement (BLM) necessitated emerging practices in archives and library science different from earlier movements such as Civil Rights and Second Wave Feminism. A recent review of articles and web-based archives dedicated to BLM revealed innovative archival and library science practices emerging directly from this movement.

Special Collections In-Reach: Examples of How to Connect with Internal Colleagues

Beth Kilmarx, Assistant Dean of Libraries, Indiana University of Pennsylvania

In the last 20 years, special collections librarians have been working to transform their departments and to engage in instruction and outreach activities in order to attract new and non-traditional users. While promoting their collections to external audiences though various outreach programs and collaborative projects, special collections librarians unknowingly neglected to promote their collections to their internal colleagues. As a result, the disconnect that has long existed between special collections librarians and their intra-library colleagues has seemingly widened. The reasons for this disconnect are varied and are often library-specific, but a review of the literature indicates special collections librarians now realize that in-reach efforts — that is — the promotion of special collections to internal colleagues are as much needed as outreach activities for the growth and support of their departments.

Teaching First-Year Students About Fair Use

Samantha Martin, Research & Collections Librarian, Washington & Jefferson College

Beth Miller, Copyright & Subscription Services Librarian, Washington & Jefferson College

Learn about an instruction session on copyright & fair use that introduced the four-factors of fair use to first-year students who were then asked to apply them in copyright debates.

Transitions

Linda Struble, Engineering Library Manager, Pennsylvania State University Libraries

Hear one library manager's experience in helping a team member come out and transition in the workplace. Get ideas on how to create a welcoming work environment for members of the LGBTQ community. Learn about resources on this topic.

10:30 AM - 11:45 AM

Lightning Talks

Track: Lightning Talks

Education Level of Presentation: Introductory/New Ideas

Lightning talks are new to the PaLA Conference and offer an opportunity to hear about successful programs, resources and study results from your counterparts in the library community during this series of 5–7 minute "mini" presentations. For a listing of talks, see page 9

5:30 PM - 6:30 PM

Member Mixer

Track: Social

All PaLA members are invited to help welcome new members of the organization at this informal, "getting to know you" event. A number of PaLA Chapter, Division and Round Table representatives will present posters on their activities for attendees to view as they mill about and network. Light hors d'oeuvres and a cash bar will be available.

6:30 PM - 8:30 PM

Chapter Dine Outs

Track: Social

Join your fellow chapter members for some informal networking and fun as you share a meal at local restaurants. You may also want to form teams to compete in the Trivia Competition to take place back at the hotel after dinner. A link to the sign-up page can be found at https://www.palibraries.org/page/2019DineOuts. Shuttle transportation to/from convention center and downtown restaurants provided by Visit Erie.

8:30 PM - 10:00 PM

PaLA Trivia Competition

Track: Social

Come one, come all! Test your trivia skills against those of your colleagues from across the state at the 9th Annual Trivia Competition! Bring a team, form one on the fly, or just observe the fun!

Additional \$5 fee required. Proceeds will benefit the David J. Roberts EXCEL Library Service Award.





Join Us!

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MONDAY, OCTOBER 14

Registration Desk PaLA Store Exhibits 8:00 AM - 5:00 PM 8:00 AM - 5:00 PM 12:00 PM - 6:00 PM

7:30 AM - 10:30 AM

Breakfast with Nature

Track: Social

A coach bus will transport participants to two local coffee shops: Pressed Coffee & Gifts and Romolo Chocolates and Cocoa Cafe to purchase breakfast to go, then will depart for Presque Isle for a narrated bus tour to learn about the 3200-acre sandy peninsula and the many different forms of life that inhabit it. A National Natural Landmark, Presque Isle is a favorite spot for migrating birds. Because of the many unique habitats the park contains a greater number of the state's endangered, threatened and rare species than any other area of comparable size in the state. After the tour, we'll return to the Tom Ridge Environmental Center (TREC) for some exploration of the center's interactive exhibits. In addition to an educational center, TREC serves as a center for research – contributing to conservation efforts and promoting environmental awareness, helping to preserve the beauty of Presque Isle, the site of Pennsylvania's only seashore!

Additional \$15 fee required and includes transportation, narrated tour and admission to TREC.

8:00 AM - 8:45 AM

APPLS Forum

Denise Sticha, Centre County Library Association **Marilyn Jenkins**, Allegheny County Library Association

Track: Business Meeting

The Association of Pennsylvania Public Library Systems (APPLS) will conduct a moderated panel discussion comprised of a few System Administrators reflecting the diversity of federated county library systems across the commonwealth.

Discussion will include responsibilities of county library systems, engaging with county government, county-wide funding issues and system level programs and services. As there are more than 35 federated county library systems in Pennsylvania, our target audience is library directors and staff of libraries who are members of a federated library system. We think all conference attendees would be interested to learn more about the challenges that county systems face. A complimentary continental breakfast will be offered during the session.

About the Presenters: Denise Sticha is the current PaLA president and has presented numerous programs at PaLA on board development and advocacy and will serve as program moderater.

Marilyn Jenkins is Executive Director of the Allegheny County Library Association and will serve on the panel.

8:00 AM - 8:45 AM

Technical Services Round Table Business Meeting

Track: Business Meeting

9:00 AM - 10:15 AM

Small Library, Big Partnerships

Leah Hamilton, Executive Director, Phelps Library & STEAM Lab Makerspace

Track: Advocacy & Development

Education Level of Presentation: Introductory/New Ideas

In 2025, three million job openings will go unfilled due to technical skills gaps, an inability to pass drug tests, and a lack of awareness that these opportunities exist. Libraries have the power to change these statistics by developing strategic alliances and providing innovative educational opportunities to meet the social, technical, and economic needs of our communities. Hear how one library nurtured unique partnerships, designed new marketing strategies, and expanded STEAM and technical classes to connect people to educational and workforce opportunities, while simultaneously increasing the library's visibility, community impact, and helping your library shine!

Continued on page 12

Continued from page 11

About the Presenter: As Director of the Phelps Library, Leah Hamilton wholeheartedly believes in community building, collaboration, and being courageous with high-quality public education for all. In October 2013, Leah was honored as Director of the Year by the Pioneer Library System, and in 2017, she was the recipient of the statewide Moshier/ Wynkoop Award for Distinguished Librarianship by the Public Libraries Section of the New York Library Association. In addition to her work as a STEAM Educator, Leah is a Career and Technical Education Consultant and Presenter for school districts, BOCES, libraries and library systems, and organizations regionally, statewide, and nationally. In 2013, Leah facilitated the design, development, and implementation of the award-winning Phelps Library's STEAM Lab, a creative space for technical skills education. The STEAM Lab provides more than 3,000 hands-on programs per year, including the STEM Explorers, which teaches advanced manufacturing skills to 8-12 year olds. Leah's passion is working to bridge the technical skills gap by partnering with manufacturers and schools in innovative ways because she truly believes that we can only be stronger together.

Intellectual Property: Ask Me Anything

Jonathan D'Silva, Lawyer, MMI Intellectual Property

Rachel Stevenson, Librarian, Erie County Public Library

Track: Contemporary Issues

Education Level of Presentation: Intermediate

Intellectual property lawyer, Jonathan D'Silva, and librarian, Rachel Stevenson, will be available to answer questions that any type of librarian has involving intellectual property and how it relates to libraries.

About the Presenters: Jonathan D'Silva has been working presenting the Ask Me Anything IP workshops at the Blasco Library for the past year with librarian, Rachel Stevenson. D'Silva is a local Intellectual Property lawyer in Erie, PA.

Rachel Stevenson is the programming librarian at Blasco Library. She received her MLIS from Pitt in 2009 and her MAAA from Goucher in 2014. She is an avid reader and made recommendations for books as Lois Alter Mark's bibliotherapist. She's been featured in Midlife at the Oasis, RA for All, The Huffington Post, and Forbes.com. Her interest in copyright stems from her time at both grad schools.

Rocking the Boat: Resetting Library Student Worker Culture

Sara Kern, Access Services & Instruction Librarian, Juniata College

Christine Elliott, Learning Services & Assessment Librarian, Juniata College



ACT 48

1.25 Hour



Education Level of Presentation: Intermediate

Is it possible to create a brand-new employment program for students in the library without scaring them away? At Juniata College, two new librarians were tasked with injecting a culture of outreach, collaboration, and professional development into the existing library student worker program. In this session, attendees will be presented with the procedures and documentation that lead to the Spring 2019 launch of the new student worker program. Students are now involved with various initiatives in the library, which include: creating displays, generating social media content, developing tutorial content for patrons and peers, and managing a new graphic novel reading group. Attendees will walk away with actionable goals for their own training programs. They will also receive access to a digital tool kit, which includes guidelines for orientations, job descriptions, face-to-face and online training modules, and more. These resources can be used for training in both academic and public libraries.

About the Presenters: Christine Elliott is a Learning Services & Assessment Librarian at Juniata College in Huntingdon, PA. Christine's interests include universal accessibility, library marketing, innovative technologies, information literacy instruction, and open educational resources (OERs). She has published in College & Undergraduate Libraries (Taylor & Francis, 2018), Teaching Technology in Libraries (McFarland, 2017), and the Discovery Tool Cookbook (ACRL, 2016). Sara Kern is the Access Services and Instruction Librarian at Juniata College in Huntingdon, PA. She received her MA in History from the Pennsylvania State University and her MLIS from Syracuse University.

Workplace Investigation

Grace Bradley Kelly, MBA, SPHR — RC Kelly Law Associates

Track: Library Administration

Education Level of Presentation: Introductory/New Ideas

Why attend this workshop? Two words ... Harvey Weinstein. Need more? Nassar, Cosby, Lauer. With the issues of workplace harassment seemingly in the news every day, business owners should take this opportunity to review best practices to insure your team knows how to handle a harassment complaint in a legal, compliant and defensive manner. Grace Bradley Kelly SPHR, AWI-CH from RC Kelly Law Associates will walk you through the basics of a proper workplace investigation providing real life examples to test your skills.

About the Presenter: Grace Bradley Kelly is a Human Resources Risk Management Consultant with RC Kelly Law Associates. Grace has concentrated her practice on proactive employee management and regulatory compliance. With two decades of operational management experience

Continued on next page

along with formal MBA training, postgraduate certification in human resources and workplace investigations, Grace has the insights and business acumen to help clients with day-to-day HR Risk Management decisions for thousands of employees (she has seen or heard it all!). She is an experienced speaker, presenting on HR Risk Management topics at both the state and national level. Grace holds a Master's in Business Administration from DeSales University and has taken post graduate classes at Villanova University. Grace obtained her Certificate as a Senior Professional in Human Resources (SPHR) from the HR Certification Institute and holds a certificate from The Institute for Workplace Investigators.

SPARKing Relationships & Resource Sharing

Carrie Cleary, Executive Director, Pennsylvania Integrated Library System

Katie Greenleaf Martin, County Coordinator, Blair County Library System

Mark Sullivan, District Consultant, Allentown Public Library

Elizabeth Davis, Head of Digital Services, Scranton Public Library

Mariann Kmetz, Head of Technical Services, Parkland Community Library

Roane Lytle, Director, Williamsburg Public Library

Track: Collections

Education Level of Presentation: Introductory/New Ideas

Some public libraries who are members of PalLS and use the SPARK Evergreen ILS now offer patron-initiated resource sharing. Learn how individual libraries and systems handled the migration to SPARK and how they introduced the concept of Resource Sharing to staff, boards, and patrons. You will learn the level of coordination that was needed to make the ideas work, tips on writing a Memorandum of Understanding, how projects are faring after go-live, factors in reporting outcomes, and ideas for next steps.

About the Presenters: Carrie Cleary is the new Executive Director of PalLS. All other presenters have led their libraries in the migration to SPARK.

9:00 AM - 11:45 AM — Double Session

Carolyne L. Smith Best Practices Awards Program

George Matthew, Chair, 2019 Best Practices Committee

Track: Youth Services

Education Level of Presentation: Introductory/New Ideas

Pennsylvania libraries are providing fun, instructional, and developmentally-appropriate programs and services for youth and their families. The Carolyne L. Smith Best Practices Award recognizes the best programs of the year.

10:30 AM - 11:45 AM

Assessment and Accreditation: An Unsession

Kate Cummings, Electronic Resources Librarian/Luzerne County Community College

Tina Hertel, Director/Trexler Library

Leslie Christianson, Assistant Provost/Marywood University

Track: Library Administration

Education Level of Presentation: Introductory/New Ideas

Ongoing assessment and the college accreditation process often invokes a range of emotions — fear, rage, apathy — but they are rarely thought of as positive or exciting. In this "unsession," participants will choose topics related to assessment and accreditation to explore, and facilitators from varied backgrounds will guide a participant-driven conversation. The goal is to head back to our institutions with a renewed confidence and commitment to improving student learning, which is truly what it is all about! Librarians with any amount of experience (in the library or collegewide) are encouraged to join in. Plan to bring questions and do not be surprised if you will supply some answers!

About the Presenters: Kate Cummings is the Electronic Resources Librarian at Luzerne County Community College. Kate is a key part of the assessment and analysis of information literacy as a core competency at the college and also chairs the college's working group for Standard V of the Middle States Accreditation.

Tina Hertel is the director of the Trexler Library at Muhlenberg College. Working closely with the library staff, Tina shapes the strategic direction of the library and oversees budget allocation, personnel, and services. Assessment plays a key role in making informed decisions that help ensure the library regularly exceeds expectations across the campus. Tina and members of her staff also played key roles in Muhlenberg's most recent Middle States accreditation self-study and visit.

Leslie Christianson is Assistant Provost for Marywood University. Formally a librarian at Marywood, Leslie has the unique experience of participating at a departmental level within the library, and now, as Assistant Provost, assessment and accreditation has become a primary focus of her work.

The Library's Role in Student Debt Education: Resources for Librarians, Students and Families

ACT 48 1.25 Hour

Emily Mross, Business Librarian and Library Outreach Coordinator, Penn State Harrisburg Library

Kristen Evans, Section Chief for Students and Young Consumers, Consumer Financial Protection Bureau

Track: Contemporary Issues

Education Level of Presentation: Introductory/New Ideas

Continued on page 14

Continued from page 13

Students and families have many complex and important decisions to make regarding post-secondary education. These decisions include whether or not to go to college, how to pay for their education, and how the family and student will manage money during this new life stage. Libraries can play a crucial role in providing financial literacy programming and resources that help families navigate this process. This session will provide librarians with an overview of free resources to educate students and families on evaluating information and making informed decisions regarding how to pay for college and repay student debt, and will present strategies for working with financial literacy partners in a library setting to help students prepare for financial life during and after college.

About the Presenters: Emily Mross is the Business Librarian and Library Outreach Coordinator at Penn State Harrisburg Library. Emily conducts financial literacy programming for college students with PA Forward Partners and has previously presented on this work at the PaLA 2018 Conference.

Kristen Messina Evans is the Section Chief for Students and Young Consumers within the Office of Financial Education at the Consumer Financial Protection Bureau.

How To Get Patrons Off the Couch and Into Your Library

Leslie Pallotta, Director Cranberry Public Library **Maria Joseph,** Library Services Manager, Carnegie Library of Pittsburgh – West End

Sharon Helfrich, Director Robinson Township Library



Beth Mellor, Director Oakmont Carnegie Library

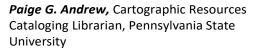
Track: Community Service & Engagement

Education Level of Presentation: Introductory/New Ideas

Sports, history, booze and death are all unique programming opportunities that can get your community out of their homes and into your library. Based on unique community interests, these programs have helped create a new community of library users and advocates. Take away tools that will help you plan, create and partner with community members to create programs your community will embrace and come back to your library

About the Presenters: Sharon Helfrich, Maria Joseph, Beth Mellor and Leslie Pallotta have multiple years of both management and programming experience. They each work in communities of varying size and demographics. Each has had failures and successes with programming and community outreach.

Describing Maps: Basic Cataloging Techniques and Skills





Track: Collections

Education Level of Presentation: Introductory/New Ideas

Both small or large collections of maps and/or other cartographic items (atlases, globes, etc.) deserve as much descriptive detail to make them accessible to your users as any other library resource. We will focus on core descriptive areas of the bibliographic record: title(s), mathematical data, and physical description but also cover basic principles. There will be at least one hands-on exercise — how to use the Natural Scale Indicator. And we will look at some full records to see how information about the resource is conveyed in full.

About the Presenter: Paige Andrew has been the faculty Cartographic Resources Cataloging Librarian (maps cataloger) at the Pennsylvania State University Libraries since 1995. He achieved tenure at Penn State in 2001, was promoted to the rank of Librarian in 2012, and honored with the rank of Distinguished Librarian in 2018. Penn State holds one of the largest research-level map collections in the country, and Mr. Andrew has been leading a team effort to completely catalog Penn State's cartographic collections. He has authored and co-authored several publications on cartographic resources and has served his profession through his leadership with several map librarianship organizations. He is currently chair of the Technical Services Round Table of the Pennsylvania Library Association. In 2009, he was awarded the Nancy B. Olson Award for significant contributions to audiovisual cataloging by Online Audiovisual Catalogers, Inc. (OLAC). In 2016 he received the ALCTS Margaret Mann Citation for outstanding professional achievement in the cataloging profession. His MLS is from the University of Washington, Seattle, (1986) and BA, majoring in Geography, from Western Washington University, Bellingham (1983).

The Librarian is IN: 24/7 Virtual Reference and Chat with a Librarian

Erica Swenson Danowitz, Professor/
Reference & Instructional Librarian, Delaware
County Community College



Ed Wolf, Information Technology Librarian, Peters Township Public Library

Lori Rounsville, Director, Hamlin Memorial Library

Mary Spila, PA State Documents Cataloger, State Library of Pennsylvania

Panel Moderator : Tracy Carey, Chat Support Specialist, Hosting Solutions & Library Consulting (HSLC)

Track: Technology

Education Level of Presentation: Introductory/New Ideas

In an increasingly digital world, Chat with a Librarian (formerly Ask Here PA) assists libraries in meeting their patrons' reference needs in real time, anywhere, anytime of the day. Learn how four different libraries are using the statewide Chat with a Librarian service to communicate with not only their patrons but residents across Pennsylvania. Each library will share their unique experience in staffing live chat as well as how virtual reference is both the same and different as traditional in-house reference service. Hear how the Chat with a Librarian software can not only assist with virtual reference but also track and manage in-house statistics, create local library chat access, provide customized email forms and more — at no additional cost!

About the Presenters: The session panelists represent a broad spectrum of libraries and are all experienced chat service librarians. Each speaker will bring their own unique experiences to offering virtual reference in an increasingly digital world.

12:00 PM - 6:00 PM

Library Products & Services Expo

Track: EXHIBIT HALL

Find out what's new in library design, furnishings, services, equipment and technology all under one roof! Take part in the Exhibit Raffle with prizes donated by our generous exhibitor partners, for a chance to win a great prize (or two!)

12:00 PM - 1:30 PM

Exhibits Grand Opening Lunch

Track: EXHIBIT HALL

A complimentary walk around lunch will kick off the opening of the exhibit hall and offers time to visit the exhibits while enjoying tasty lunch treats.

12:00 PM - 1:30 PM

Carolyn W. Field Award Luncheon

Track: Youth Services

Carolyn W. Field dedicated her life to advancing children's literature and the powerful role that libraries play in the lives of youth. Since 1983, PaLA's Youth Services Division has recognized the best book for youngsters written or illustrated by a Pennsylvanian with the Carolyn W. Field Award. Please join us as we recognize the 2019 winners, **Amy June** and **Juniper Bates** for The Big Umbrella. Pennsylvania is setting the bar high for exceptional children's literature and services for our youth — help us celebrate these achievments!

Pennsylvania Community College Library Consortium (PCCLC) Luncheon

Track: Contemporary Issues

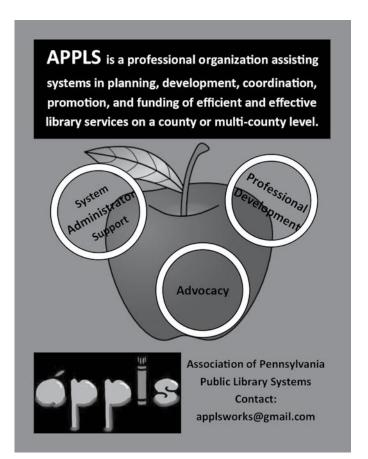
The PCCLC invites librarians and staff to have lunch with their peers and discuss the latest issues pertinent to community, junior and technical college libraries.

12:30 PM - 1:30 PM

Poster Sessions

Track: POSTERS

Poster sessions are a great way for librarians to share information about successful ideas or programs with their colleagues. The exchange is informal and highly interactive! For a listing of posters to be presented, see page 16.



Poster Sessions: Monday, October 14, 12:30 – 1:30 PM

Get the Grant and Find Your Funding

Susan Mcclellan, Millvale Community Library

This poster session will cover best practices for grant writing. The poster will cover creative ways to find grant and other funding, secrets of grant writing, and best practices to use when submitting your grant proposal.

How to Hold a College Alternative Fair

Kelley Moten, Director of Library Services, Northland Public Library

How to go from, "I have this idea for a library-sponsored event that would benefit our community" to hosting a successful College Alternative Fair with 20+ participating organizations.

Quick, to the Reference Cave! Gain New Librarian Superpowers to Rescue College Students from Library Anxiety

Megan Babal, Public Services and Outreach Librarian, Henry Buhl Library, Grove City College

Kimberly Marks, Reference/Instruction Librarian, Henry Buhl Library, Grove City College

Each year, college students around the world fall victim to the library's archnemesis: Library Anxiety. We can help you foil this dangerous foe by unmasking the causes of library anxiety through a literature review. Learn best practices so that you and your Reference League can bring students into the library without needing to send up the bat signal!

Sharing Some Thoughts about Withdrawing Material from Collections

Christopher Herlein, Annex Supervisor/Manager, Penn State University Libraries

Verne Neff, Manager, Collection Maintenance and Annex, Penn State University Libraries

The decision to permanently remove material from a collection can be a difficult one. Several factors must be considered for good stewardship. Once completed there is no going back. This poster will cover Penn State's process for withdrawing material, while maintaining green standards.

Sharing the Spotlight: Transforming Student Employment into Student Engagement

Hailley Fargo, Student Engagement and Outreach Librarian, Penn State University Libraries

Megan Gilpin, Outreach Coordinator, Penn State University Libraries

This poster will show how, with proper training and mentoring, student employees can go beyond simple shelving duties — they can provide creative, authentic library programming, inform collection development decisions, and contribute to the growth and success of a libraries' student engagement and outreach program in meaningful ways.

Shining a Spotlight on Outreach Assessment in PA Academic Libraries

Nathan Fralick, Technical Services Librarian, Baron-Forness Library, Edinboro University

Stephanie Diaz, Reference & Instruction Librarian, Lilley Library, Penn State Behrend

How do we demonstrate the impact of outreach in academic libraries? We surveyed Pennsylvania academic librarians to identify how and why they assess outreach and student engagement in their libraries. Stop by to learn how PA librarians are using their assessments to make lasting impressions on their stakeholders!

Solving the Mystery: The Quest for an Interactive First Year Orientation

Kayla Van Osten, Research and Instruction Librarian and Assistant Archivist, Widener University

Wanting to create a dynamic and active orientation for firstyear students, the library created an interactive mystery event to introduce students to library services and resources. By following clues and solving a cypher, students learned to use the library's resources, to navigate the building, and met the library's staff.

Using a Campus-wide Symposium to Raise Awareness of Issues in Scholarly Communication

Marilia Antúnez, Assistant Professor of Bibliography, The University of Akron

Lori Fielding, Associate Professor of Bibliography, The University of Akron

This poster will highlight the collaboration for planning a panel presentation for the 2019 University of Akron Interdisciplinary Symposium, to promote and introduce scholarly communication issues to the campus community. We will detail how librarians partnered with the planning committee to inform on key aspects of the scholarly publication cycle.

What if Libraries are NOT for Everyone? Perceptions of and Attitudes Toward the Academic Library by the LGBTQ+ Community

Matthew Ciszek, Library Director, Penn State Behrend

Megan MacGregor, Student Engagement and Outreach Librarian,

Penn State Wilkes-Barre

Academic libraries strive to create an environment that is welcoming for everyone. In order to serve our LGBTQ+ students, we commissioned a survey of perceptions and attitudes about the Penn State University Libraries by the LGBTQ+ community and will share our preliminary results in this poster session.

1:45 PM - 2:45 PM

PICTURE THE SOUL: How Authors and Illustrators Engage Children in their Work

Lindsay Barrett George, Author/Illustrator *Mark Weakland,* Author, Musician, Educator



Track: Youth Services

Education Level of Presentation: Introductory/New Ideas With this session, children authors and illustrators will share how they tailor their writing and drawing to engage and make an impression on their main audience — children. We'll also discuss how librarians can utilize these works to gain full impact of interest level with young readers.

About the Presenters: Lindsay Barrett George is an award-winning children's author and illustrator. Her work includes Box Turtle at Long Pond, which was chosen as a Children's Book of the Year by the Library of Congress and received the Carolyn W. Field Award in 1989. Inside Mouse/Outside Mouse was chosen as the first selection in Pennsylvania's 'One Book Every Young Child' initiative and Maggie's Ball was a Bank Street College Best Picture Book of the Year selection in 2011. Lindsay began her career in the children's book field as a book designer in a New York city publishing house. She's combined a fine arts background with her graphic design experience to produce books that, hopefully, make the animals that she cares about come alive for children. Lindsay enjoys speaking and sharing with booklovers of all ages, but has a particular passion for leading family drawing workshops.

Mark Weakland holds a master's of education degree from the University of Pittsburgh and has worked as a teacher, reading specialist, writer, and musician. Mark enjoys exploring the intersections of education, literacy, science, and the arts. As a national and regional consultant and coach, Mark works with students, teachers, and administrators to create effective literacy programs, as well as authentic and extended reading and writing experiences. As an artist, Mark strives to write books, play music, and craft workshops that engage and inspire.

Shared Educational Programmers

Marcia Wilking, District Library Consultant, Erie/Crawford District

Abby Textor, Educational Programmer, Erie/Crawford District

Track: Community Service & Engagement

Education Level of Presentation: Introductory/New Ideas

Looking for a way to offer more programs but can't afford to hire more staff? Come learn how the Erie/Crawford District contracted an Educational Programmer to share between fifteen locations. The District Educational Programmer program was a response to a need that the libraries involved couldn't solve alone. Patterned slightly off of Intermediate

Unit (IU) programs as well as traditional library-sponsored and library partner programs, the District Educational Programmer program made it possible for libraries to offer programs to their communities that they otherwise couldn't have. Addressing everything from lack of staff time, lack of expertise in program topics, as well as marketing help, having a shared educational programmer elevated library services. We will discuss:

- 1.) What is an educational programmer and how do I find one?
- 2.) How we set-up the program what agreements were made.
- 3.) Things we learned that didn't work.
- 4.) Things we did that worked well.
- 5.) How we incorporated PA Forward.
- 6.) The changes we made for the second year.

About the Presenter: Marcia Wilking has worked with libraries as a volunteer, director, and district consultant helping them to tailor their communications, services, and programming to best fit the diverse and dynamic service populations.

Learn to Shine ... with Networking!

Tina Hertel, Director of Trexler Library, Muhlenberg College

Track: Career & Leadership

Education Level of Presentation: Introductory/New Ideas

Many of us would rather shy away from any kind of networking. With the right tools, some useful tips, and a little practice, you will learn to love networking, and will even want to create your own opportunities to connect effectively and purposely. In this session, we will turn networking into a tool that will broaden your contacts, expand your perspective, and give you the confidence to shine at networking events!

About the Presenter: Tina Hertel is a PaLA past president and shepherded the current PaLA Academy for Leadership Studies (PALS) program. She has presented several times on Networking ... at previous conferences, workshops, PALS, and in several states (PA, NJ, IN, NY). She is also a career development facilitator (sponsored PaLA attendance).



OKRs: Unifying Mission and Assessment

David Runyon, University Librarian, Harrisburg University of Science and Technology



Calida Barboza, Assistant Resources Librarian, Harrisburg University of Science and Technology

Emily Reed, Assistant Resources Librarian, Harrisburg University of Science and Technology

Track: Library Administration

Education Level of Presentation: Introductory/New Ideas

The Association of College & Research Libraries has identified the need for libraries to document, demonstrate, and communicate their value alignment with the mission and goals of their institutions. Librarians from Harrisburg University of Science and Technology piloted the OKR — Objectives and Key Results — goal-setting framework in order to make the connections between the library's strategic plan and the institution's strategic plan explicit, and assess the library's contributions to achieving institutional goals. The Harrisburg University librarians will highlight how the system, used at Google, Intel, and other cutting-edge organizations, has helped them define how to make progress toward meeting those goals.

About the Presenters: As the University Librarian at Harrisburg University of Science and Technology (HU), David Runyon collaborates with leadership, faculty, and staff to support University goals and assess student learning.

Calida Barboza, Assistant Resources Librarian at HU, manages the library's institutional repository and assists faculty with selecting and implementing Open Educational Resources (OERs).

Emily Reed, Assistant Resources Librarian at HU, supports and engages college students in the learning and research process.

Great Youth Services Programs: Save Time and Money

Paula Gilbert, Youth Services Director, York and Adams County



Lisa Schmittle, Youth Services Program Manager, York County Libraries

Felicia Gettle, Program Coordinator, Salem Square Library; Children's Coordinator, Kreutz Creek Library, York County Libraries

Track: Youth Services

Education Level of Presentation: Intermediate

Big, small, or somewhere in between, these proven practices can save your library time and money. Using some of these simple ideas can help your library become more efficient and will expand and energize your program offerings. This panel includes a director and youth services staff from libraries of various sizes and diverse communities. They will share their

experiences on how to save time and money while providing quality STEM, Early Childhood, Elementary, Tween, and Teen programming. Learn how to make maximum use of state resources and community partners. This program is PA Forward focused and uses PA Learning Standards.

News Literacy Tool: Nutrition Labels for News

Macaela Bennett, Director of News Literacy Partnerships, NewsGuard



Track: Contemporary Issues

Education Level of Presentation: Introductory/New Ideas

The internet has upended the news landscape, making it increasingly difficult for patrons to navigate the web and discern between true, false, sponsored, and satirical information. NewsGuard uses trained journalists to research and review news sites and provide credibility ratings, which are accessible via a free browser extension that hundreds of library branches across the U.S. are using. NewsGuard's rating methodology is transparent and, like librarians, emphasizes not censoring readers' options. Instead, NewsGuard aims to equip readers with important context about their sources, such as by identifying networks of health sites promoting dubious, potentially harmful practices. Join a discussion about how NewsGuard is working with librarians to fight misinformation and spread news literacy skills.

About the Presenter: At NewsGuard Technologies, Macaela Bennett researches, writes, and edits its Nutrition Label reviews of news and information websites in addition to collaborating with educators and librarians in teaching news literacy skills through hosting webinars and in-person workshops. This includes at schools in the northeast and a U.K.-based conference focused on online misinformation. Before joining NewsGuard, Macaela reported on politics and business at local and regional newspapers across the U.S.

2:45 PM - 3:45 PM

Exhibit No Conflict Time Posters & Refreshment Break

Track: Posters/Exhibit Hall

Take a break from formal education settings and enjoy a complimentary beverage while strolling among the exhibits to gather information on new library innovations and collect tickets for the exhibit raffle. View the posters presented by your colleagues about successful ideas or programs that could be replicated in your library. See page 19 for a listing of poster presentations.

Poster Sessions: Monday, October 14, 2:45 – 3:45 PM

Collection Redistribution – Shifting for the Future

Earl Houser, Supervisor, Collection Maintenance, Penn State University Libraries

Verne Neff, Manager, Collection Maintenance and Annex, Penn State University Libraries

Collection redistribution is a continuing process. This poster session takes a look at methods used at the Pattee/Paterno Libraries from the past using growth rate calculations in a mixed collection of journals and monographs. We show a fresh updated method to better serve all stakeholders involved.

Creating Websites, Original Content, & Databases for Small Libraries

Autymn Maas, McCord Memorial Library

Websites, Original Content, and Simple Databases for small libraries at low or no costs. Uses visual examples to highlight offerings and how to get started.

Curating Content: Using Digitized Items to Create Exhibits

Barbara Zaborowski, Dean of Learning Resources, Pennsylvania Highlands Community College

Now that you have items digitized in Pa Photos and Docs, how can you use that content to bring people into your library? Learn how to pull items together into themes and ways in which to display them for viewing in-person and online.

Diversifying STEM: A Holistic Approach to Inclusive Collection Development

Christina L. Wissinger, Health Sciences Librarian, Penn State University Libraries

Kat Phillips, Nursing and Allied Health Liaison Librarian, Penn State University Libraries

Carmen Cole, Sally W. Kalin Librarian for Learning Innovations, Information Sciences & Business Liaison Librarian, Penn State University Libraries

To support the retention of underrepresented populations in STEM majors, librarians must build collections representative of all individuals. This poster will highlight the implementation of holistic collection development to address inequities in STEM.

Everyone Has a Story: The Human Library

Corri Hines, Assistant Director, The Public Library for Union County

Ryan Ake, Outreach & Collection Development Librarian, Susquehanna University

Elizabeth Kielley, Technical Services Coordinator, Messiah College

Cultivate a collection of exceptional stories and experiences that reflect the diversity and strength in your community through The Human Library. Promote empathy, challenge prejudices, and raise awareness of diversity through meaningful, constructive dialogue sessions in which readers "check out" a "human book."

In Sync: Partnering with the Writing Center on a Calendar of Events

Jessica Showalter, Student Engagement & Outreach Librarian, Robert E. Eiche Library, Penn State Altoona

Jeannette Lang, Interim Director of the Writing Commons, Penn State Altoona

A librarian and a writing center director co-present their "Calendar of Collaborations." From August to May, each month spotlights a timely idea for a co-hosted outreach event, writing workshop, participatory exhibit, or maker program. We've tried 'em, students loved 'em, and now we'll share all the practical details with you!

Is Marie Kondo Wrong? Stacks Managements on a Book-by-Book Basis

Emily Szitas, Electronic Resources and Collection Development Librarian, Indiana University of Pennsylvania

During a deselection process, collections managers may be examining each book using reports in a data-driven approach, or they may examine the shelves personally to assess the book's condition and attractiveness. Is there a sweet spot in the decision process that will spark joy for patrons?

Optimizing the Library Newsletter: A Tool for Library Promotion and Donor Outreach

Frank Conserette, Research & Instruction Librarian for Business, The University of Scranton

This presentation discusses the importance and use of a library newsletter in the promotion of library achievements and strategic outreach to donors. The poster summarizes the design and planning stages, collaborations, and best practices contributing to the success of The Weinberg Memorial Library's newsletter, Information Update.

Pokémon? At My Library? It's More Likely Than You Think.

Elizabeth Martin, Children's Librarian, Erie County Public Library

This poster session will focus on the specifics of starting a Pokémon League at your library. Pokémon League is sanctioned by The Pokémon Company, International. The session will explain how to sign up for a Pokémon League, what being a Pokémon Professor entails, and any challenges and roadblocks.

3:45 PM - 4:45 PM

Bringing Up A Youth Services Coordinator

Leigh-Anne Yacovelli, Director, Wernersville Public Library

Tara Gouldey, Youth Services Coordinator, Wernersville Public Library

Track: Youth Services

Education Level of Presentation: Introductory/New Ideas

Being the head of a children's department, even a department of one, is no easy task. Many libraries look outside of their existing staff for someone with an education background for this position. But why not consider your circulation staff? The benefits often outweigh the negatives. One Pennsylvania library took a chance, and did this — and it worked! Bringing someone up from the circulation desk meant more than just a promotion with a title. By definition, it also meant ensuring that she became the best she could be by providing an environment that met her needs. Take some time to hear how this decision came about, the feelings felt over the first year by the director and the former circ staffer, and the training involved to "bring up" a Youth Services Coordinator.

About the Presenters: Leigh-Anne Yacovelli is the director of a small library in Berks County. She holds a MSLS from Clarion University, and is certified as a professional librarian. She has held positions in public, university, and corporate libraries and archives. Leigh-Anne has presented at several venues, including the ALA's Annual Conference, state level conferences for Pennsylvania, Maryland and Delaware library associations, and at the Pennsylvania State System of Higher Education Libraries' Council (SSHELCO) Annual Conference.

Tara Gouldey holds a B.A. in English/Professional Writing from Kutztown University. An avid reader since her youth, her goal is to inspire literacy and creativity in the hearts of the community's children. When she is not at the library, she focuses on writing her first draft of her fiction novel, playing with her two calico cats (Freckles and Buttercup), and spending time with her loved ones.

RE- Words in the Library: REsearch, REsources, REserves, and REference

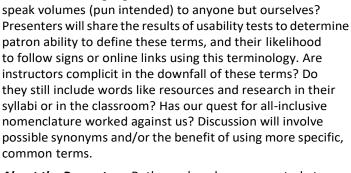
Bonnie Imler, Head Librarian, Penn State Altoona

Valerie Lynn, Head Librarian, Penn State Hazleton

Track: Collections

Education Level of Presentation: Introductory/New Ideas

The library world loves its "RE" words! Research, resources, reserves, and reference have been library staples for centuries. What do they mean to our current patrons? Have they become obsolete? We continue to use these terms in



our instruction, signage, and online sites. Do these terms

About the Presenters: Both speakers have presented at many state, national, and even international conferences. Their research and usability study findings have been published in journals, library trade magazines, and book chapters. They have not previously presented or published on this particular topic.

Digging into Programming Data: Tracking and Using Statistics with Google Forms

Dana Farabaugh, District Consultant, Westmoreland County Federated Library System

Elizabeth Davis, Head of Digital Services, Scranton Public Library

Track: Technology

ACT 48

1 Hour

Education Level of Presentation: Introductory/New Ideas

We look to our ILS for statistics when making collection development decisions--why not apply the same concepts to programming? Learn how to use Google Forms to collect data about your library programs, and how to use Google Sheets to measure and share information about popularity, true cost, and other key metrics.

About the Presenters: Dana Farabaugh is the District Library Consultant for the Westmoreland District, where she regularly holds workshops on data collection and analysis for library directors. Through a grant from the Office of Commonwealth Libraries, she attended the Research Institute for Public Libraries in 2018, where she learned new strategies for collecting and using data. She has presented at the District Consultants' Summit and the Pitt-Greensburg Children's Literature Conference.

Elizabeth Davis is the Head of Digital Services for the Scranton Public Library where she serves as the lead for data collection and analysis for the Lackawanna County Library System. She is also the Reports Chair for the SPARK Users Group. Through a grant from the Office of Commonwealth Libraries, she attended the Research Institute for Public Libraries in 2015, where she discovered her love of spreadsheets and collecting data. Elizabeth has presented at past PaLA Conferences, Northeast Chapter Workshops and SPARK Users Group Meetings.

Town Hall with Deputy Secretary for Libraries Glenn Miller

Glenn R. Miller, Deputy Secretary and Commissioner for Libraries, Pennsylvania Department of Education's Office of Commonwealth Libraries.

Track: Contemporary Issues

Education Level of Presentation: Introductory/New Ideas

Join this session to hear Glenn Miller, Deputy Secretary for Libraries, discuss the Office of Commonwealth's current initiatives and its priorities for 2020. He'll be taking questions from attendees — so come prepared to listen and be heard!

About the Presenter: Glenn Miller has served as Deputy Secretary for Libraries since 2015. Prior to that, he was Executive Director for the Pennsylvania Library Association for more than 20 years.

No License, No Problem!: Trusted Online Health Resources

Kate Flewelling, Executive Director, National Network of Libraries of Medicine, Middle Atlantic Region



Track: Community Service & Engagement

Education Level of Presentation: Intermediate

Do you work with students or users who need trusted, reputable health information? Does your library have limited access to licensed resources to provide this health information, or will your students be working in health professions after graduation without access to licensed resources? This session is perfect for you! In "No License, No Problem!: Trusted Online Health Resources," an experienced medical librarian will introduce National Library of Medicine (and other) resources all users can access and interpret. Learn how to support your users and their health needs, and how to support your students and their future work as health professionals. This hands-on session is particularly relevant for libraries working on achieving their Health Literacy Star!

About the Presenter: Kate Flewelling, is Executive Director of the National Network of Libraries of Medicine, Middle Atlantic Region, based at the University of Pittsburgh, Health Sciences Library System. NNLM MAR provides funding to libraries and other organizations for health information outreach and programming. NNLM MAR leads a national partnership with the Collaborative Summer Library Program and has partnered with the All of Us Research Program. Prior to joining NNLM MAR as Outreach Coordinator in 2011, Kate was Coordinator of Instruction at SUNY Upstate Medical University, Health Sciences Library, and a National Library of Medicine Associate Fellow in 2017.

Board Governance for Sustainability

Debra A. Thompson, President, Strategy Solutions

Track: Library Administration

Education Level of Presentation: Introductory/New Ideas

Truly effective partnerships require a clear definition of the distinctive partner roles and the boundaries between them. In the board/staff relationship, a proper division of labor is essential. The violation of the boundaries will, over time, erode the trust, mutual support and good communications that are essential for any partnership to succeed. Many board members were taught by the last board they served on and often lack an understanding of how the board/ staff relationship should be managed. Many executive directors are reluctant to provide appropriate guidance to the board, fearing they are overstepping their bounds. This workshop also covers the role(s) of the board in governance, fundraising, management and direct service volunteerism, along with how to recruit and retain a diverse board, truly representing the population served by the nonprofit. This helps board and staff members recognize which "hat" they are wearing, and how to work together more effectively.

About the Presenter: Debra Thompson is President of Strategy Solutions. In this position, she provides strategic planning facilitation, training and planning, and research project management services to organizations and communities. Debra spent 10 years as an adjunct faculty member at Duquesne University where she taught Organizational Development, Program Development/ Evaluation, Leading Organizational Change and Community Leadership in the Master of Organizational Leadership program. She was also an adjunct professor at Gannon University for 10 years where she taught Strategic Planning, Research Methods and Program Development. She is a certified trainer, consultant and peer reviewer for both the PA and National Standards for Excellence*: An Ethics and Accountability Code for the Nonprofit Sector. She is also a member of the National Standards Council and is a certified BoardSource trainer.

4:45 PM - 5:45 PM

Exhibit Hall Reception

Track: EXHIBIT HALL/Social

Network with our exhibitor partners over light food and drink and discuss what's new on the library scene. Ask for a raffle ticket for a chance to win one (or more) of the prizes donated by these generous library supports. The Raffle Drawing will take place at 5:30 PM.

6:00 PM - 8:00 PM

Shine On Talent!

Track: Social

Join us for a new twist on the former Performers Showcase — this new event will focus on library programming for ages 2–100! View video snippets of library performers doing what they do best to entertain your patrons and hear from a number of your colleagues as they present lightning talks on successful library programs such as Harry Potter and the Five Literacies of PA Forward, Library Quizzo, Spinechillers: A Book Club for Young Horror Fans and more! All can be easily replicated in your library. A cash bar for beverages and snacks will be available.

The five dollar entrance fee will benefit the David J. Roberts EXCEL Award.

6:30 PM - 8:30 PM

TASTE of Erie! at the Erie Art Museum

Track: Social

Whether you're a first-timer or returning visitor to Erie, we invite you to sample some of the wonderful flavors that Erie residents have come to love. Enjoy samples of Smith's Hot Dogs, Pepperoni Balls and Lake Erie Perch, tastings from local wineries and breweries and more! After this culinary quest, select museum exhibits will be open for further exploration! Additional \$30 fee required and covers food, beverage tastes and museum admission.

Free parking is available in the nearby Erie Insurance lot, just a two-minute walk from the museum.

8:00 PM - 9:30 PM

The Pizza Bomber: The Real Story!

Track: Social

Join us for some post-dinner entertainment and intrigue as we hear from two of the people who followed the case of the Erie pizza bomber which involved crimes so bizarre that they seem unreal. Jerry Clark, the lead FBI Special Agent who cracked the case, and investigative reporter, Ed Palattella, will discuss their books, "Pizza Bomber: The Untold Story of America's Most Shocking Bank Robbery" and "Mania and Marjorie Diehl-Armstrong: Inside the Mind of a Female Serial Killer," about one of the main players in the pizza bomber plot. They will also discuss the Netflix docuseries "Evil Genius," which took a different approach in exploring the case. Both books, plus the duo's latest book, On the Lam: A History of Hunting Fugitives in America will be available for purchase and autographing after the presentation. Five dollar entrance fee can be applied to book purchase.

Share more; have more.



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PHC is a proud supporter of PaLA and all the incredible libraries of Pennsylvania.

"Shine On"!





www.pahumanities.org

Shine On Talent! With a Spotlight on Programming for Your Library!

Monday, October 14, 6:00 – 8:00 PM

Join us for a new twist on the former Performers Showcase! This special evening event will focus on library programming for ages 2–100! View video snippets of library performers doing what they do best to entertain your patrons and hear from your colleagues as they present lightning talks on successful library programs that you can replicate in your library!

Stay tuned for an announcement of participating library performers.

Lightning Talk Presentations

Full STEAM Ahead

Denise Ignasky, Children's Librarian, Whitehall Public Library

Jennifer Fraticelli, Library Assistant, Whitehall Public Library

Full STEAM Ahead is an outreach program designed to promote parental engagement while educating families about the benefits of participating in STEAM based activities. We created transportable kits for schools, preschools, daycares, and camps. Included in the kit are materials, take-home activities and information sheets. The library facilitates this program.

Harry Potter and the Five Literacies of PA Forward

Laura Swanson, Library Manager, Chartiers Houston Community Library

Think you can't incorporate all five PA Forward literacies into one (budget friendly) family program? Think again! It's not magic, it's just a little creativity and enthusiasm.

Historical Tours of Andrew Carnegie's Palace of Culture

Jessica (Jess) Smith, Teen Librarian, Carnegie Library of Pittsburgh

A child-sized sink. Hidden passages. A "book hospital." Dinosaur views. Learn how to develop historical tours at your location, utilize volunteer docents effectively and show off your library's unique history!

In-Between Tween Scene

Maggie Ignasiak, Youth Services Librarian, Erie County Public Library

Britney Spears griped "I'm not a girl, not yet a woman" and many tweens express the same frustration. This presentation validates this feeling, meeting tweens halfway. Let's program with guided independence and respect for developing autonomy! We'll unwrap tricky situations like noise wars, cursing, and bullying at the library.

Make Library Quizzo a Monthly Program at Your Library

Katie Nicholson, Reference Librarian, Indian Valley Public Library

You can make Quizzo (trivia night) a monthly program for adults at your library. This talk will show you what to do to put on a monthly trivia night.

Online Bookclubs

Mina Edmondson, Director, Martin Library

You can increase your outreach into the community through online book clubs. Building partnerships with like-minded community organizations helps to connect individuals who may not be familiar with library services.

Spinechillers: A Book Club for Young Horror Fans

Amberlee McGaughey, Children's Librarian, Erie County Public Library

Are your young patrons hunting for the scariest book in the library? Spinechillers is a program for horror fans ages 8–12. Participants receive themed reading suggestions, listen to book talks, and enjoy activities including a creepy doll tea party, a monster slime workshop, an escape room, and graveyard cake decorating!

Totally Toddler: Story Time & Crafts for the Wet Set

Gwen Gatto, Belmont Hills Library

Totally Toddler: Themed Story Time & Crafts for the Wet Set offers tips and ideas for connecting stories and crafts for toddlers, reinforcing early literacy and problem-solving skills.



TUESDAY, OCTOBER 15

Registration Desk PaLA Store Exhibits 7:30 AM – 4:00 PM 8:00 AM – 4:00 PM 9:30 AM – 2:00 PM

7:30 AM - 8:45 AM

PUBLIC LIBRARY DIVISION BREAKFAST: Libraries are Community Deficit Fighters



Felton Thomas, Executive Director, Cleveland Public Library

Track: Career & Leadership
Education Level of Presentation:
Introductory/New Idea
Libraries across our country and the world are transforming themselves from traditional spaces of learning to dynamic places of innovation

and creativity. This transition requires not only visionary leadership, but also a recognition that remarkable leaders are spread throughout organizations. This presentation will introduce participants to three crucial topics that library staff should feel comfortable with as they are transformed into community deficit fighters:

1.) Transitioning libraries into institutions better suited to fighting the deficits of their communities.

2.) Becoming more engaged and engaging staff with issues that face their communities.

3.) Understanding best practices in regards to diversity, equity and inclusion.

About the Presenter: Felton Thomas, Jr. has served as Executive Director of Cleveland Public Library (CPL) since January, 2009. Since beginning his tenure at CPL, Director Thomas has furthered the mission of CPL to be "The People's University", including launching initiatives aimed at addressing community needs in the areas of access to technology, education, and economic development. Felton's awards and accomplishments include being named a "Mover and Shaker" by the Library Journal, and acting as a fellow in the Urban Library Council's Executive Leadership Institute. Nationally, Felton serves on the board of Directors of the Public Library Association (PLA), and is a member of the Aspen Institute Task Force on Learning and the Internet, a forum to determine the best way to increase digital learning and innovation without compromising safety. Felton is an active member of the Greater Cleveland community, serving as Board President of the Greater Cleveland Food Bank, and as trustee on the boards of Sisters of Charity Foundation, University Circle Inc., United Black Fund of Greater Cleveland and United Way of Greater Cleveland. In addition, Felton is a 2010 graduate of Leadership Cleveland.

9:00 AM - 10:00 AM

Supporting Open Initiatives Across the Commonwealth

Ally Laird, Open Publishing Program Specialist, Penn State University Libraries



Track: Collections

Education Level of Presentation: Introductory/New Idea



Because of the growth in awareness surrounding Open Access (OA) and Open Educational Resources (OER), the OA team at Penn State University Libraries needed to identify a way to create a reference model and outreach strategy to give as many patrons access to resources as possible. Our solution: an Open Liaison program of volunteers in each library across the commonwealth. They attend a training day to learn about the open suite of services offered by the library, the reference model for answering questions, and strategies for outreach. It also offers networking opportunities with other liaisons, a space to discuss the needs of their campus libraries, and to share local success stories. We will talk about the establishment of the program, its role in reference at Penn State, planning and implementing the training day event, and how liaisons are contributing to the broader plan for outreach about open initiatives.

About the Presenters: Ally Laird is the Open Publishing Program Specialist at Penn State University Libraries, where she oversees the libraries' Open Publishing Program, leads the Open Access working group, and helps to facilitate open initiatives at Penn State.

Amanda Larson is the Open Education Librarian at the Penn State University Libraries in Pennsylvania, where she coordinates affordable content initiatives across the campuses and provides guidance on copyright, creative commons licensing, and project management.

Creating Pathways: An Overview of the United Mine Workers Digitization Project

Bethann Rea, Digital Production Supervisor, Penn State University Libraries

Track: Technology

Education Level of Presentation: Intermediate

This presentation is reporting on the management of inhouse and vended digitization for the materials in the United Mine Workers of American collections held by the Eberly Family Special Collections Library at The Pennsylvania State University. The grant entitled, "Beneath the Surface and Cast in Steel: Forging the American Industrial Union Movement Digital Project" is best described as a multi-faceted proposal to include digitization, geospatial and geo-mapping data, classroom tools, educational lectures, and continued engagement with the labor union communities. While the digitization process is only one portion of the grant, it encompasses the efforts of Special Collections, Metadata, Copyright, and Imaging staff with the goal of creating digitally accessible materials, as well as establishing a foundation for long-term preservation of labor union history in the United States.

About the Presenter: Bethann Rea is the Digital Production Supervisor for the Preservation, Conservation and Digitization department at Pattee and Paterno Libraries. A Pennsylvania native, as well as a Penn State Alumna with undergraduate degrees in Art History and Visual Art. Ms. Rea continued her education with a MLIS degree focusing in academic librarianship at Syracuse University. Prior to her employment with Penn State, she managed the Processing and Imaging Center for the Registrar's Office at the University of Kansas.

ACT 48

1 Hour

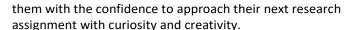
Collecting Curiosity: Using Your Collection to Spark Academic Engagement

Barbara Eshbach, Head Librarian, Penn State York

Track: Community Service & Engagement

Education Level of Presentation: Introductory/New Idea

Use your collection to drive curiosity and improve learning! Come hear about plans for a new type of undergraduate collection that aims to meet this lofty goal, while also helping students satisfy their assignment requirements. By choosing resources aimed at sparking curiosity, providing interesting and even unconventional topic ideas, and helping students develop disciplinary literacy, librarians can use this collection as a way to enter the research process earlier. In this interactive presentation, participants have the opportunity to choose from a set of questions, explore how to foster curiosity, and learn how to help students get off to the right start. Helping students find topics they can relate to and then guiding them to resources that will carry them through the research process can result in a finished project that meets the instructor's requirements and provides



About the Presenter: Barb Eshbach is the Head Librarian at Penn State York. She received her Master of Science in Library Science from Clarion University and has been with Penn State University Libraries since 2009. She is passionate about the library as a place for connections, curiosity, and collaboration. Her area of research is the library's role in student engagement and student success.

STEAM + Social Justice in Youth Programming

Allison Frick, Lower School STEAM Librarian, Friends Select School



Track: Youth Services

Education Level of Presentation: Introductory/New Idea

STEM (Science Technology Engineering and Math) education has evolved from its inception to STREAM (including Reading and Art). Adding theses "traditionally feminine" pursuits has not helped to integrate girls into STEM and does not address other diversity issues. Librarians need to be intentional with including social justice into STEM programming, which has a reputation of being more so for Caucasian males. This session will give attendees a series of low-cost STEM activities that are meant to act as windows, mirrors, or sliding doors for youth participants, and are designed to spark a love of STEM. From inclusive passive programs (putting up a bulletin board), to hands on STEM activities (hopscotch coding or circuitry programs for Dia de Muertos) participants will walk away with a variety of inexpensive, concrete ways to incorporate STEM and social justice into their library's programming.

About the Presenter: Allison Frick is a librarian and STEM educator. In addition to running an elementary school STEM library, she also teaches at the graduate level at the University of Pennsylvania and Arcadia University, with a focus on Maker Education and Project Based Learning. Most recently she co-clerked the Librarians Peer Network conference run by the Friends Council of Education and spoke about integrating STEM and Social Justice in February of 2019. This event was held at the Greene St Friends School.

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Just How Diverse Are You REAL-L-LY?

Betty Lawson, Children's Librarian, Wayne County Public Library

Track: Contemporary Issues

Education Level of Presentation: Introductory/New Idea

Get real about diversity! As librarians, we have an obligation to select and support access to all subjects that meet the needs, interests, and abilities of all people. Focusing on diversity is not an extra facet of a librarian's job. It is essential to what we do. But are we really doing it? Participants will learn to cultivate an environment in which patrons can achieve an understanding for all people, will learn the library's commitment to serving everyone no matter their backgrounds, will be given resources for finding diverse, inclusive titles to add to their collection, displays and programs.

About the Presenter: Betty Lawson has been the Children's Librarian at the Wayne County Public Library in Honesdale, Pa for the past 20 years. Her specific concentration is early literacy programming for children birth—5 years old. For the past four years, Betty has been on the steering committee of the statewide early literacy initiative, "Cruise into Kindergarten." She is passionate about her library outreach to struggling families and the incarcerated. She created a literacy program at a local correctional facility that connects inmates with their children during incarceration. She also presented this diversity program at the Northeast Chapter Workshop at the University of Scranton.

Terminating Employees and Avoiding Legal Pitfalls

Alan C. Blanco, Partner, Rothman Gordon, PC

Track: Library Administration

Education Level of Presentation: Introductory/New Idea

Employment termination is part of running any organization. Employment termination is also a high risk event for a library. The terminated employee may seek legal counsel and look for ways to sue the library because he or she was fired. This program will cover a number of strategies for reducing legal risk when firing employees. It will cover employment policies that create an at-will employment relationship, and will cover what it means (and does not mean) to employ on an at-will basis. It will cover in summary fashion the main legal protections that apply to all employees, including at will employees. Finally, it will address the main legal pitfalls associated with employment termination, and will cover practical pointers.

About the Presenter: Alan Blanco's practice is exclusively in the field of employment law, representing primarily individuals, including executives and professionals, as well as unions and small and mid-sized businesses with regard to employment matters. He has advised on various employment issues such as FMLA, Title VII, ADEA, ADA, and FLSA requirements, as well as separation agreements, employment

contracts, alternative dispute resolution, workplace harassment, and employee handbooks. Alan is a frequent speaker at continuing education programs and seminars for lawyers, human resource professionals, and unions. He has authored or co-authored numerous articles in the area of employment law. Prior to joining Rothman Gordon, Alan clerked for the Honorable George P. Morin, an Administrative Law Judge of the United States Department of Labor. Alan received his B.A. and his J.D. from the University of Pittsburgh. He has been selected by his peers for inclusion in The Best Lawyers in America* since 2008 and is rated AV* Preeminent™ by Martindale Hubbell. Bar Admissions: Pennsylvania Court Admissions: U.S. District Court, Western Pennsylvania. Practice Areas: Labor and Employment.

9:30 AM - 2:30 PM

1 Hour

Library Products & Services Expo

Track: Exhibit Hall

Find out what's new in library design, furnishings, services, equipment and technology all under one roof! Take part in day two of the Exhibit Raffle for a chance to win a great prize donated by our generous exhibitor partners! (Drawing at 2 p.m.)

10:00 AM - 11:00 AM

Posters/Exhibit No Conflict Time/ Refreshment Break

Track: Posters

Take a break from formal education settings and enjoy a complimentary cup of coffee while strolling among the exhibits to gather information on new library innovations and collect tickets for the final exhibit raffle. View the posters presented by your colleagues about successful ideas or programs that could be replicated in your library. See page 25 for a listing of poster presentations.

11:00 AM - 12:00 PM

Data Driven, Data Informed or Data Inspired: What's the Difference?

Felton Thomas, Executive Director, Cleveland Public Library

Track: Contemporary Issues

Education Level of Presentation: Introductory/New Idea

Libraries across our country and the world are transforming themselves from traditional spaces of learning to dynamic places of innovation and creativity. This transition requires not only visionary leadership but a recognition that remarkable leaders are using data unlike anytime before. This presentation will introduce the participants to three distinct philosophies used by leaders to make important decisions with the assistance of statistical information. Library leaders should understand and feel comfortable with each philosophy

Continued on page 28

Poster Sessions: Tuesday, October 15, 10:00 – 11:00 AM

Approval Profiles: A Beginner's Guide to Getting Started

Emily Szitas, Electronic Resources and Collection Development Librarian, Indiana University of Pennsylvania

If your Acquisitions Department has not considered an approval plan, consider its advantages! As an improved system to identify new titles, a systemized communication between liaisons, and a stream-lined ordering process, approval plans are a time-tested collection development tool.

Celebrating Equity: Women's Suffrage Centenary Collections

Marilyn Harhai, Professor, Clarion University of Pennsylvania

Janice Krueger, Associate Professor, Clarion University of Pennsylvania

All types of libraries will look to add materials to celebrate the centennial anniversary of the ratification of the 19th Amendment in 2020. Material lists for adults and youth developed as part of an ALA Carnegie-Whitney grant will be shared.

Confronting Challenges to Processing an Archival Photographic Negatives Collection

Colleen Farry, Digital Services Librarian, The University of Scranton

This presentation will discuss the challenges of processing and digitizing a large-scale collection of archival photographic negatives. It will describe the workflows that were implemented for digitizing thousands of photographic negatives and for transforming legacy metadata provided by the photographer to create discoverable records in a digital collection.

Helping Multi-lingual Students Find a Home on Campus through Fiction

Annie Jansen, Reference and Instruction Librarian, Penn State Brandywine

This poster will describe a semester-long project incorporating students in a multilingual course cluster comparative literature class into an already existing student-led book club. Students enrolled in the course were required to attend one of four book club meetings during the semester, to engage in the conversation during book club meetings, and to write a reflection on the experience. Their personal narratives showed striking observances about the flexibility of talking about a novel outside of the classroom, and the importance of reading and conversing, in English, about themes brought up in the novels.

Five Ways to Use Your Collection Data

Joyce Platfoot, Reference Librarian, Ludington Public Library

You have the data. Now what do you do with it? This lightning round will outline the top five ways you can take advantage of your collection data plus throw in a few Excel tips and tricks along the way.

Librarian Career Opportunities within the Department of Corrections

Susan Williams, Librarian, State Corrections

A trifold bringing awareness of the Librarian Career Opportunities within the PA State Department of Corrections. Job postings, FAQ's, How to apply.

Picture This: Using Drawing Activities for Pre- and Post-Assessment

Rebecca J. Thompson, Instruction & Reference Librarian, King's College

This poster illustrates ways to use drawing activities as preand post-assessments. By employing both visual and tactile learning, drawing encourages students to think concretely and creatively about often abstract information literacy concepts and to reformulate their new knowledge rather than simply regurgitating it.

Spotlight on Second Careers as Academic Librarians

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

Renee Kiner, Public Services Librarian, Millstein Library, University of Pittsburgh at Greensburg

Making the switch from public to academic libraries, or entering the academic field in general, can be challenging. Second-career librarians will share what they wish they knew during this process, along with helpful tips for candidates, coworkers and hiring managers.

Ways to Monitor Temperature and Relative Humidity to Fit Everyone's Budget

Verne Neff, Manager, Collection Maintenance and Annex, Penn State University Libraries

Kirk Lake, Facilities Specialist, Penn State University Libraries

This presentation discusses the importance and use of a library newsletter in the promotion of library achievements and strategic outreach to donors. The poster summarizes the design and planning stages, collaborations, and best practices contributing to the success of The Weinberg Memorial Library's newsletter, Information Update.

11:00 AM - 12:00 PM

with each philosophy and the appropriate times to use each method for their organization. Participants will learn how to transition their libraries into institutions better suited to fight the deficits in their communities using data. Participants will also be introduced to the best practices around data in libraries throughout the world.

About the Presenter: Felton Thomas, Jr. has served as Executive Director of Cleveland Public Library (CPL) since January, 2009. Since beginning his tenure at CPL, Director Thomas has furthered the mission of CPL to be "The People's University", including launching initiatives aimed at addressing community needs in the areas of access to technology, education, and economic development. Felton's awards and accomplishments include being named a "Mover and Shaker" by the Library Journal, and acting as a fellow in the Urban Library Council's Executive Leadership Institute. Nationally, Felton serves on the board of Directors of the Public Library Association (PLA), and is a member of the Aspen Institute Task Force on Learning and the Internet, a forum to determine the best way to increase digital learning and innovation without compromising safety. Felton is a 2010 graduate of Leadership Cleveland.

How a Librarian's Dementia Spurred a \$1 Million Fundraising Plan

Janet Eldred, Director, Hollidaysburg Area Public Library
Keith Eldred, Organizer, This is RED

Track: Advocacy & Development

Education Level of Presentation: Introductory/New Idea

Janet Eldred of Hollidaysburg, PA, is an active public library director with early-stage dementia. She and her husband Keith are aiming to raise \$1 million for Janet's library while she can still help further the attempt. Their website www. thisis.red presents a plan to donate all proceeds from Keith's debut novel, attract direct contributions and advance the theme "this is RED." This story highlights the importance of relationships in library operations—those involving customers, coworkers, boards of directors, community leaders, suppliers, donors, and partners at home. It illuminates adapting to disability and merging roles of author, reader, employee, advocate, and contributor.

About the Presenters: Janet Eldred is a former bookstore executive completing her 15th year as a library director.

Keith Eldred is a writer, designer, marketing professional and long-time library volunteer.

Open Educational Resources (OER) and Academic Library Outreach

Emmett Lombard, Outreach Librarian/ Gannon University ACT 48 1 Hour

Track: Collections

Education Level of Presentation: Introductory/New Idea

This presentation discusses how OER programming coupled with academic library outreach offers reciprocal advantages. Example: faculty/library OER development collaboration enhances resource quality in the short term (in library and classroom), and builds long term relationships between academic departments and the library. The presenter shares actual experiences and tips from his work at Gannon University, along with significant results (e.g. information fluency facilitation; library usage increase), and provides tips for successfully combining OER with outreach to support student, faculty, library, college, and university mission and goals. Obstacles are also identified, along with ways to overcome or mediate.

About the Presenter: Emmett Lombard is Outreach Librarian at Gannon University (Erie). He successfully collaborates with colleagues and students across campus, including OER programming.

Libraries & the 2020 Census: Libraries Lead the Count!

Andréa Stanford; Assistant County Manager, Allegheny County

Feyisola (Feyi) Alabi; Special Initiatives Manager, Office of Mayor William Peduto

Moderator: Kelci Degnian; Communications & Connections Coordinator, Allegheny County Library Association

Track: Community Service & Engagement

Education Level of Presentation: Introductory/New Idea

Continued on next page

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The 2020 Census will be unlike any before. With primary collection moving online, many Pennsylvanians are at risk of being undercounted. Libraries are likely to play a critical role if a complete and accurate count is to be achieved. In a joint County-City effort, a Complete Count Committee (CCC) was convened to ensure everyone in Allegheny County is counted in the right place. Anticipating the unique challenges ahead, County Executive and Mayoral staff leading the CCC requested library involvement early in the process. This session will cover:

- The importance of the 2020 Census to Pennsylvanian libraries and their unique position to reach hard-to-count populations
- An overview of the Allegheny County CCC & library involvement
- Strategies for a coordinated Census effort; actions, events, and partners
- A Census training template for library staff and other community members interfacing with communities about the Census and hard-to-count populations in particular
- · A communications toolkit

About the Presenters: Andréa Stanford joined Allegheny County as the Assistant County Manager in January 2018. In her role, she works closely with the County Manager to oversee the internal operations of several Allegheny County departments. Additionally, she represents County Executive Rich Fitzgerald on county boards and commissions and leads external initiatives, including the regional preparation for the 2020 Census.

Feyisola (Feyi) Alabi joined the Office of Mayor William Peduto in April 2017. As the Special Initiatives Manager, she oversees several efforts, including the Welcoming Pittsburgh Initiative — an immigrant, refugee and internationals integration strategy for the city of Pittsburgh; Sister Cities project — a cultural, educational and economic development collaboration with cities across the world; and local preparation for the 2020 Census.

In her position, *Kelci Degnian* works to bring benefit to the 46 libraries of Allegheny County through various projects

and partnerships. She serves as co-chair of the Civic Fabric Subcommittee for the Allegheny County Complete Count Committee.

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Think Outside the Book

Elaine Volpe, Youth Services Department Head, Bethel Park Public Library

Sarah Runco, Youth Services, Bethel Park Public Library

Track: Youth Services

Education Level of Presentation: Introductory/New Idea

Storytimes can become lackluster after time. We become stuck in our ways, continuing to do what has worked for us in the past. Favorite books, songs, and activities from 10 years ago are often chosen simply because they're comfortable and convenient. But to be successful and meaningful, our storytimes need re-examined. Giving your storytime an overhaul can be time-consuming and sometimes intimidating, yet necessary. To keep it fresh, fun, and favorable for children, we need to give it a spark. So why not re-imagine storytime? Do we have to have a theme? Do we always have to read a book? Do we have to have a craft or activity at the end? NO! Think Outside the Book will show you how to include all the benefits of a traditional storytime in a non-traditional way. So buckle up for an interactive hour of fun where not ONE book will be used.

About the Presenters: Elaine Volpe has over 10 years experience planning and delivering storytimes.

Sarah Runco has five years experience and is revered in the community by children and parents alike. Their creative talents and ideas for implementing early literacy programming will inspire others to follow suit.

Facilities 101: Developing and Implementing a Successful Maintenance Plan

Zach Zimmerman, Facilities Manager, York County Libraries

Track: Library Administration

Education Level of Presentation: Introductory/New Idea

This session will discuss the basic needs to maintain a building, allowing it to operate safely and efficiently for as long as possible. An effective facilities management plan will create a safe, clean and pleasant environment for staff and patrons. We will discuss developing and implementing a plan that includes HVAC equipment, control systems and custodial operations. Attendees will learn about common issues that arise during general maintenance and procedures to correct them. We will also develop a 'Who To Call" list that will help expedite repairs, saving time and money.

About the Presenter: Zach Zimmerman has been in Facilities Management for 10 years, eight with the York County Libraries. Before that he sold real estate, owned a flooring contractor business and rehabbed properties for resale. He is responsible for the day-to-day facilities needs in six YCL branch libraries including the 70,000 s.f. Martin Library in downtown York, PA. He also consults with directors of the other seven YCL member libraries.

12:15 PM - 1:45 PM

COLLEGE & RESEARCH DIVISION LUNCHEON:How Cultural Intelligence Makes a Difference



Dr. Michele Villagran, CEO of CulturalCo, LLC: Assistant Professor, San Jose University, School of Information

Track: Contemporary Issues

Education Level of Presentation: Introductory/New Idea

It is not enough to simply be "aware" anymore. We must go beyond our own self-awareness of others to understand the impacts of how we work and interact effectively in culturally diverse situations, whether domestic or global. As our workforces, students and the faculty we serve are increasingly more diverse, we face the challenge of how to successfully manage these increasingly diverse interactions. To address this issue, organizations are applying the framework of cultural intelligence. Dr. Villagran will share this framework with you and how it can be applied to the academic sector.

About the Presenter: Dr. Michele A. L. Villagran is a prominent consultant, presenter, and founder of CulturalCo, LLC. Dr. Villagran's expertise is conflict management, cultural intelligence and the understanding of diversity & inclusion. She holds a Doctorate of Education in Organizational Leadership from Pepperdine University, a Masters of Dispute Resolution and Certificate of Dispute Resolution from Pepperdine University, and a Master of Business Administration in Strategic Management and Master of Science in Library Science in Legal Informatics from University of North Texas. Her expertise, credentials and own diverse skills position her as an authority in cultural intelligence, conflict, diversity, and emotional intelligence.

Exhibits "Strolling" Lunch

Track: EXHIBIT HALL

Stroll through the exhibit hall while enjoying tasty, portable treats — what a great way to maximize your time and resources during the conference! Take advantage of this last opportunity to collect raffle tickets from exhibitors for the drawing!

12:45 PM - 1:45 PM

Poster Sessions

Track: Posters

A final opportunity to learn about results of a survey, an innovation, or program from your colleagues through poster presentations. See listing of posters to be presented on page 31.

2:15PM - 3:45PM

Why 'Equal' is Not Enough: Equity and Inclusion in Youth Services



Dr. Valerie Adams-Bass, Assistant Professor of Youth and Social Innovations, Department of Human Services, University of Virginia Curry School of Education.

Jen Danifo, Senior Program Officer, PA Humanities Council

Kristen Janci, Youth Coordinator, B.F. Jones Memorial Library

Tammy Blount, Youth Services Librarian, Erie County Public Library

Track: Youth Services

Education Level of Presentation: Introductory/New Idea

"Equity" is a word that's on everyone's mind, but what does it look like in practice? Drawing on examples from PA Humanities Council's Teen Reading Lounge program, participants will learn how libraries adjusted recruitment, engagement and programming practices to be more equitable and inclusive for youth of color and youth experiencing socio-economic challenges. Participants will explore what equity might look like in their own library and brainstorm how to apply an equity lens to their youth services goals. Participants are encouraged to bring their library's equity statement/language or policies for review. This hands-on session will help library professionals working with teens think more intentionally about how their practices can be more equitable and inclusive. Libraries will walk away from this workshop with resources and access to a community of like-minded colleagues and resources.

About the Presenters: Kristin Janci and **Tammy Blount** are librarians with hands-on knowledge of the subject and will offer peer-to-peer guidance, support and experiences to the participants.

Valerie Adams-Bass is a developmental psychologist who earned her PhD in Interdisciplinary Studies in Human Development from the University of Pennsylvania's Graduate School of Education. She focuses on adolescent development. Dr. Adams-Bass is an Assistant Professor of Youth and Social Innovations in the Department of Human Services at the University of Virginia Curry School of Education. She is a faculty affiliate with the Youth-Nex Center to Promote Effective Youth Development in the Curry

30 Continued on page 32

Poster Sessions: Tuesday, October 15, 12:45 – 1:45 PM

A Book Club for Book Clubs

Myra R. Oleynik, Library Director, Peters Township Public Library

Looking for ways to engage the readers in your community? Our Library Foundation and library staff joined forces to host a Sunday afternoon "Book Club for Book Clubs" event where 40 readers gathered to learn firsthand about how their local library can be their Book Club Partner. We offered four stations where guests rotated to learn where to locate and how to use free library resources to enhance their own neighborhood book club experience.

Books 'n Banter: Newsletters For Your Library

Autymn Maas, McCord Memorial Library

Our library's newsletter has been made in house for over 10 years. Though it has undergone many changes over the years, the core subjects have remained the same. Highlighting news, events, new items, memorials, and local happenings; a newsletter is a wonderful way to let patrons know what is going on at their library!

Building and Safeguarding Your Library's LGBTQ+ Collection: An AASL Guide

Katie Greenleaf Martin, County Coordinator, Blair County Library System

In 2018, an ALA Emerging Leaders team created a guide for AASL to support school librarians in building and safeguarding their collections of LGBTQ+ materials. This work uses the AASL Standards framework as scaffolding to help users explore LGBTQ+ materials and needs in their own communities. The poster highlights each part of the report and will give attendees links to more information.

Escape the Library

Abby Zielinski, Library Clerk, Erie County Public Library

Amberlee McGaughey, Children's Librarian, Erie County Public Library

This poster session will explore ways to incorporate popular escape room games into library programming. We will share different strategies for creating games using both everyday materials and Breakout EDU kits. We will share examples of games we have created for all ages and budgets.

One Photo 5 Ways: Foolproof Formulas for Designing Program Flyers

Joyce Platfoot, Reference Librarian, Ludington Public Library

Using one photo, one logo and essential text, Reference Librarian, Joyce Platfoot, will provide five foolproof design formulas that you can use to design any program flyer.

Implementing a Library-Sponsored Story Walk

David Belanger, Director of Libraries, Lower Merion Library System

The Lower Merion Library System installed a permanent Story Walk in a township park in conjunction with the Parks & Recreation Department. The project was funded in part by a local Rotary Club and will cover equipment, placement of stations, appropriate books, and costs.

Leading the Way with Teen Reading Lounge

Kristen Janci, Children's Librarian, BF Jones Memorial Library

Ann Andrews, Library Director, BF Jones Memorial Library

Teen Reading Lounge (TRL) brought life back into our teen programming! Our poster will highlight all of the amazing projects our TRL group has participated in over the past three years! From a Black History podcast event, to our human rights-themed community fair, our TRL group is leading the way!

Read, Baby, Read: Welcoming the Littlest Library Patrons

Natasha Smith, Early Childhood Specialist, Free Library of Philadelphia

Language and literacy development begins at birth, and positive experiences with books, shared with caregivers, are an important part of this. Want to increase the value of your library to families with babies? Get ideas for spaces, collections, outreach, and programs that can be implemented on any budget.

STEM on a Dime

Amy Riegner, Director, Monongahela Area Library

You do not need to spend a lot of money to offer quality STEM programming. Discover how to spice up your STEM offerings with tips, tricks and real world examples, all without breaking your budget.

"What did we get ourselves into?" Tackling a Large-Scale Collection Project

Steve Houck, Record Maintenance Support Specialist, Penn State University Libraries

Verne Neff, Manager, Collection Maintenance and Annex, Penn State University Libraries

When you have over 100,000 theses and dissertations published since 1863 in print within your collection, issues surrounding discoverability, preservation, and space constraints are inevitable. Learn what Penn State's University Libraries is doing to help preserve its rich historical scholarly works while improving their accessibility to patrons.

Continued from page 30

School of Education at University of Virginia and an affiliate faculty member of the Racial Empowerment Collaborative with the University of Pennsylvania's Graduate School of Pennsylvania.

Jen Danifo has an M.F.A. in creative writing from Rosemont College and a certificate in organizational development and leadership from the Philadelphia College of Osteopathic Medicine. In her role at the Pennsylvania Humanities Council, she works closely with grantees to provide technical support in all aspects of public engagement, program development and learning and evaluation.

Successful Libraries: Collaborate Before Cutting

David Belanger, Director, Lower Merion Library System **Chrisi Buker,** Executive Director, PA Library Associaton

Track: Library Administration

Education Level of Presentation: Introductory/New Ideas

With library budgets stretched thin, library directors and boards may consider cutting hours, staff positions, and collection budgets as a way to make their budget work. However, cutting reduces the value of the library for its community. Join a panel of diverse libraries for an open discussion about alternatives to cutting libraries when funding isn't available, planning for future years, and how to make your library more financially sound. This is a follow-up to the session presented at the 2018 conference titled "Successful Libraries: How Organizational Structure of Libraries Impacts Success.

About the Presenters: At the 2018 conference, seven library leaders from different library configurations discussed their library's organizational structure. This team will be back to interact with attendees on collaboration efforts.

ACT 48

1.5 Hour

Overexposure: Shining a Light on Privacy Literacy Programming

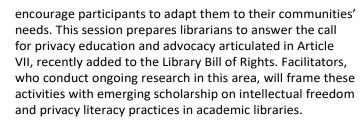
Alexandria Chisholm, Reference & Instruction Librarian, Penn State Berks

Sarah Hartman-Caverly, Reference & Instruction Librarian, Penn State Berks

Track: Community Service & Engagement

Education Level of Presentation: Introductory/New Idea

This hands-on workshop will showcase current privacy literacy instruction practices in libraries, and engage participants in developing implementation-ready programs for their local library contexts. Participants will engage in privacy literacy activities; utilize the facilitators' privacy literacy toolkit to plan a privacy literacy event for their local library; gain working knowledge of contemporary privacy challenges and solutions to build professional self-efficacy; and leave inspired to engage in privacy literacy education or advocacy. The workshop will feature activities from the librarian-led Privacy Workshop Series at Penn State Berks and



About the Presenter: Alexandria Chisholm is an Assistant Librarian at Penn State Berks and liaison to the campus' first year experience program and science division. She has six years of reference and instruction experience at both private and public baccalaureate- and doctoral-degree granting institutions. Her research focuses on information literacy, instructional design, and privacy literacy.

Sarah Hartman-Caverly (MSLIS / MSIS, Drexel) is a reference and instruction librarian at Penn State Berks, where she liaises with Engineering, Business, and Computing programs. Prior to her current appointment, she worked as a serials assistant, electronic resources manager, library systems administrator, and reference and instruction librarian in both community and small liberal arts college settings. Sarah's research examines the compatibility of human and machine autonomy from the perspective of intellectual freedom.

The Co-presenters are currently undertaking an IRB reviewed study of privacy literacy instruction practices in academic libraries.

Turning Outward — A Statewide Community Engagement Initiative & Its Local Impact in Pennsylvania

Anne M. Frank, Library Director, Wissahickon Valley Public Library

Elisabeth D. Miranda, Library Director, Blossburg Memorial Library

Nicole Henline, Library Director, Monroeville Public Library **Susan Banks,** Director, Bureau of Library Development, Office of Commonwealth Libraries

David Moore, Turning Outward Coach, The Harwood Institute

Track: Community Service & Engagement

Education Level of Presentation: Introductory/New Idea

Eighteen Pennsylvania public libraries are beginning a third year of using the Harwood Institute's Turning Outward practices. In this session, a Harwood Institute expert will engage participants in learning steps libraries can take to better engage community. Three participating libraries will talk about how they use these practices to strengthen their communities, deepen relationships, and realize new opportunities. Each will share what it means to put these practices into place, what the struggles have been, and what progress looks like. The Office of Commonwealth Libraries will also talk about how it is incorporating Turning Outward strategies into its own work and how libraries can participate in the future. This program is made possible in part by Library Services and Technology Act funds from the U.S. Institute of

Museum and Library Services administered by the PA Dept. of Education, Office of Commonwealth Libraries.

About the Presenters: The directors on the panel have all been participants in the State Library initiative and have been trained by the Harwood Institute and have been implementing the work.

Susan Banks joined the Office of Commonwealth Libraries in November 2018. Previously she was Deputy Director of Carnegie Library of Pittsburgh where she focused on patroncentered design of programs and services.

David Moore has been a staff member and coach to Turning Outward efforts for 20 years with extensive experience at applying these ideas in different communities.

Facing the Barrier of Unconscious Bias

Sheila Washington, President, Washington Consulting Group

Facilitator: Marilyn Jenkins, Executive Director, Allegheny County Library Association

Track: Contemporary Issues

Education Level of Presentation: Introductory/New Idea

Everyone has biases; it's part of being human. Unconscious bias refers to a bias that we are unaware of and which happens outside of our control. It is a bias that happens automatically and is triggered by our brain making quick decisions. Unconscious or implicit biases are learned stereotypes that are automatic, unintentional, deeply ingrained, universal and able to influence behavior. Unconscious biases in the workplace can stymie diversity, recruiting, and retention efforts. A critical component of unconscious bias training is creating awareness of implicit bias. This session has been designed to increase awareness and understanding about unconscious bias and provide strategies to reduce their impact in the workplace and communities being served.

About the Presenter: Sheila Washington is founder and president of Washington Consulting Group. She has experience with both nonprofits and corporations facilitating groups from 10 to 400 people. She coordinated a year-long, in-depth exploration of unconscious bias for the Allegheny County Library Association, involving training for more than 450 individuals, and resulting in increased awareness, changes in how libraries consider recruiting staff and board members, and specific actions to make libraries more welcoming and inclusive in their communities.

Overview of Pennsylvania's Medical Marijuana Program

Lolly Bentch, Patient Liaison, Office of Medical Marijuana

Track: Contemporary Issues

Education Level of Presentation: Introductory/New Idea

The topics to be covered include:

- The Medical Marijuana Act of 2016.
- The roles and responsibilities of key stakeholders.

- How patients, caregivers, and physicians access the program.
- The production, distribution, and acquisition of medical marijuana.

About the Presenter: Latrisha "Lolly" Bentch is the Patient Liaison for the Office of Medical Marijuana, in the Department of Health. She has been with this office since October of 2016, not long after the Pennsylvania's Medical Marijuana Act was signed into law. Her role as Patient Liaison is to ensure the voices of patients and caregivers are heard and to ensure their needs are met to the best of her ability as the Medical Marijuana program continues to evolve. Previously, Lolly directed the efforts of the grassroots organization, Campaign4Compassion, which was the group of patients and caregivers who, with the support of key legislators, and the Wolf Administration, spearheaded the campaign to bring medical marijuana to fruition in Pennsylvania. Lolly began her work advocacy in the Fall of 2013, on behalf of her young daughter who, at the time, suffered from intractable epilepsy. Lolly is always eager to share about her family's journey with Medical Marijuana.

2:15 PM - 3:45 PM

ACT 48

1.5 Hour

Maritime Museum Tour

Track: Social

Located just steps from the Sheraton Erie Bayfront and in the same building that houses the Blasco Memorial Library, the Erie Maritime Museum will take you through the time, the people, and events surrounding Lake Erie. The museum's exhibits cover everything from the Battle of Lake Erie during the War of 1812, to Lighthouses, Fighting Sails and Steam Generators, as well as a replica of the U.S. Brig Niagara (expected to be in port) and the USS Michigan/Wolverine.

Additional \$7 fee required and covers museum admission.

4:00 PM - 5:15 PM

PaLA Annual Business Meeting

Track: Business Meeting

Members of the Pennsylvania Library Association are encouraged to attend this meeting to get updates on association activities. Recognition of scholarship recipients, as well as the presentation of several PaLA awards will also take place. We'll wrap up with remarks by president-elect, Michele Legate, District Library Consultant, Northeast Library District.

5:15 PM - 6:00 PM

Public Library Division Business Meeting

Track: Business Meeting

The division will conduct its annual business meeting immediately following the association's meeting.

5:30 PM - 6:30 PM

Ex Libris Society Reception

Track: Social

Ex Libris Society members are invited to attend this special "thank you" reception to be hosted by the PaLA past presidents. Enjoy light hors d'oeuvres and beverages as you view the spectacular sunset over Presque Isle Bay! To become a member of this annual giving society to support PaLA now, and in the future go to https://www.palibraries.org/donations/fund.asp?id=7130.

6:30 PM - 8:30 PM

Rural & Small Libraries Mini Discussions

Cindy DeLuca, Barrett Friendly Library

Track: Contemporary Issues

Education Level of Presentation: Introductory/New Idea Join librarians from other small and/or rural libraries for a short walk to the Erie Public Library for a light dinner, followed by discussions with your colleagues on issues vital to rural and small libraries. Participants will join in round table discussions led by facilitators on topics such as employee issues, working with trustees, fundraising, budgets, collection development, programming and building community relationships. We invite you to share your concerns and triumphs to strengthen librarianship in rural and small libraries in Pennsylvania!

Additional \$16 fee covers dinner, tax and delivery from Panera Bread.



6:30 PM - 9:00 PM

Taste of Erie Wine Trail

Track: Social

Experience a taste of Lake Erie Wine Country, located on the south shore of beautiful Lake Erie in Pennsylvania and New York. A comfortable, coach bus will transport participants to Arundel Cellars & Brewing Co., located in a beautifully restored late 19th century barn. There you can explore tastes of their wines including Merlot, Cabernet and Riesling, but also some unique blends such as Wild Child, Soulmates and Sunset Rosé. They also offer a menu of sandwiches, salads and snacks. Burch Farms Country Market and Winery is our next stop, where you can enjoy tastes of their sweet to semi-dry wines, including apple, strawberry and raspberry wines, plus Niagara, Cayuga and Catawba varieties. Food purchases are optional and bottle purchases are also available to take home to share!

Additional \$15 fee required and covers transportation and tasting fees.





WEDNESDAY, OCTOBER 16

Registration Desk PaLA Store Exhibits 7:30 AM – 12:00 PM 8:00 AM – 12:00 PM

hibits Closed

7:30 AM - 8:45 AM

Breakfast with the President: Readers' Advisory with America's Librarian, Nancy Pearl



Nancy Pearl, American librarian, best-selling author, literary critic

Track: Community Service & Engagement

Education Level of Presentation: Introductory/New Idea

Widely known as "America's Librarian," Nancy Pearl has

made readers' advisory the center of her work as a librarian and educator for decades. Readers' Advisory is about helping a reader find their next good book and has been part of librarianship for as long as there have been libraries, and is still one of the most basic services provided by library staff. Join us, and become your patrons' super hero in readers' advisory as Nancy explains her methodology and practices in readers' advisory that she devloped almost forty years ago. And, while you're at it, pick up "The Nancy Pearl Librarian Action Figure" in the PaLA Store. She has a removable cape and a deep understanding of how knowledge is organized. Celebrate an everyday hero — the American Librarian — YOU!

About the Presenter: Nancy Pearl is a regular commentator about books on NPR's Morning Edition and NPR affiliate stations KUOW in Seattle and KWGS in Tulsa. The New York Times calls her "the talk of librarian circles." Readers can't get enough of her recommendations while bookstores and libraries offer standing room only whenever she visits. Since the release of the best-selling Book Lust in 2003 and the Librarian Action Figure modeled in her likeness, Nancy Pearl has become a rock star among readers and the tastemaker people turn to when deciding what to read next.

9:00 AM - 10:15 AM

Intellectual Freedom: Navigating Challenged Programs & Community Response

Caitie Morphew, Lead Librarian Children's and Teen Services, Carnegie Library of Pittsburgh

Shannon Barron, Library Services Manager — Children's Department, Carnegie Library of Pittsburgh

Suzanne Thinnes, Communications & Creative Services Manager, Carnegie Library of Pittsburgh

Cathi Alloway, Library Director, Schlow Centre Region Library

Track: Contemporary Issues

Education Level of Presentation: Intermediate

Libraries find themselves in a position of increased scrutiny and defense as they plan and present Drag Queen Story Hour. In this discussion, ideas about how to navigate programs that may be challenged by the community, issues of intellectual freedom and creating a successful framework to anticipate these responses will be shared.

About the Presenters: All speakers have been involved in the creation and evolution of Drag Queen Story Hours in their libraries.

The Outreach Dilemma: Making Difficult Decisions about Priority, Service, and Need

Bonny Yeager, Youth Services Librarian, Carnegie Library of Pittsburgh, Lawrenceville Branch

Simon Rafferty, Teen Librarian, Carnegie Library of Pittsburgh, East Liberty Branch

Isabelle Toomey, Children's and Adult Librarian, Carnegie Library of Pittsburgh, Downtown & Business

Track: Youth Services

Education Level of Presentation: Intermediate

For the past two years, Carnegie Library of Pittsburgh's Children's and Teen Outreach Committee has been navigating the murky waters of outreach decision making. The goal: to move away from one-size-fits-all recommendations and toward a model where children and teen specialists feel informed and empowered in making

Continued from page 35

decisions that best serve their communities. The decision-making framework created would need to be flexible enough to support staff at 19 locations of varying sizes with different staffing models, would need to coordinate efforts among those locations and three additional internal departments, and would most importantly need to meet the needs of Pittsburgh's vastly different neighborhoods.

This presentation will share the path the committee took in developing the framework, specific tools that were developed, and the internal training and implementation timeline. While the framework is early in its adoption, committee members will share initial feedback, lessons learned, and next steps.

About the Presenters: Bonny Yeager is the Youth Services Librarian at Carnegie Library of Pittsburgh's Lawrenceville branch and was previously a member of the library's BLAST School Outreach team. She has served as chair of the Outreach Committee for the past four years.

Simon Rafferty is a Teen Librarian at the Carnegie Library of Pittsburgh's East Liberty branch. He has implemented outreach at local schools: signing students up for library cards, encouraging reading for fun and reshaping the view of the library as a place for teens. He also restarted outreach to Pittsburgh's juvenile detention center and began inreach with a school that specializes in students with emotional and behavioral challenges. He has served as a co-chair for the Outreach Committee for two years.

Isabelle Toomey is a Children's and Adult Librarian at the Carnegie Library of Pittsburgh's Downtown & Business branch, and previously worked with the outreach department of the Library. She has used outreach to reach special populations and to build an in-house audience for a new children's space. She has been co-chair of the Outreach Committee for four years.

Training Tips Transfer: What's in YOUR Toolbox?

Ann Snowman, Head of Access Services, Penn State University Libraries

Carmen Gass, User Services Training Coordinator, Pennsylvania State University Libraries

Track: Career & Leadership

Education Level of Presentation: Introductory/New Idea

Session moderators will share their tools, techniques, systems, and programs for disseminating training to 600+ library employees spread across Penn State's 24 campuses and ask the round table participants to share theirs. We will look at face-to-face presentations, vended training, use of conferencing software to deliver training, ad hoc workshops and systematic programs such as training series and annual in-service days. We will share how we get the word out about training; how we respond to one-off requests; how documentation is distributed; and how we identify and recruit "experts" to deliver instruction and information.

Candid discussion of successes, disappointments and lessons learned will round out the dialogue.

About the Presenters: Ann Snowman, Head of Access Services for the Penn State University Libraries, provides direction and leadership to six specialized service units: circulation, course reserves, disability services, interlibrary loan, stacks management and off-site shelving. Ann holds an A.A. from Ricker, College of the Northeast, a B.A. from Rutgers' University College – New Brunswick and an M.L.S. from Rutgers University's School of Communication, Information and Library Studies. Ann is a graduate of the New Jersey State Library's Train-the-Trainer program, and certified to train the Zenger-Miller Frontline Leadership Series.

Carmen Gass is the User Services Training Coordinator for Pennsylvania State University Libraries. Before working in the library, Carmen had a career in Student Affairs where she excelled at communicating and connecting with diverse groups of people, team building, organizing materials and people, and providing exceptional customer service. Carmen has a B.A., Educational Studies and African & African American Studies from Washington University in St. Louis, M.A., Higher Education Administration-Student Development from University of Michigan-Ann Arbor, M.Div., Academic Ministries from Columbia International University and ABD, Adult Education, Pennsylvania State University.

Faculty Outreach: Creating an IL Lesson Plan Menu

Katelyn Quirin Manwiller, Public Services and Assessment Librarian, Trexler Library, DeSales University

Track: Community Service & Engagement

Education Level of Presentation: Intermediate

Freshman English composition courses are often where librarians provide the foundational information literacy (IL) instruction needed to succeed in a collegiate environment. But how can we ensure students receive the same foundation when courses vary by faculty? To create a more cohesive IL program for courses without a standard syllabi or library component, DeSales University librarians shifted our focus from students to faculty outreach. We created a lesson plan menu with mapped learning outcomes to show faculty what we can do and provide them with resources to teach IL concepts themselves. Participants of this session will learn about implementing the menu and the faculty response to it. They will identify gaps in their institution's instruction programs that could benefit from faculty-focused pedagogy and evaluate the practicality of implementing that approach. We will use small and large group discussions to share ideas and help participants develop a plan of action.

About the Presenter: Katelyn Quirin Manwiller started her career as an archivist before transitioning into an academic librarianship role in 2017. She serves as the Public Services and Assessment Librarian at DeSales University,

Continued on next page

providing information literacy instruction to undergraduate and graduate students. Her primary interests include critical theory in librarianship, information literacy assessment, and campus outreach.

Leadership, Management, Micromanagement; What's the Difference?

Robyn Vittek, Director, Mt. Lebanon Public Library

Susan Banks, Director, Bureau of Library Development, Office of Commonwealth Libraries

Jennifer Knisely, Executive Director, Altoona Area Public Library

Track: Library Administration

Education Level of Presentation: Intermediate

Whether you have five, 50, or 500 employees, management of staff is challenging, and often learned on-the-job. There's often a lot of grey area between leadership and management, and even more between managing employees and micro-managing them. How do you recognize micromanagement? When is it necessary? How is management of volunteers different from managing paid employees? When should you lead, and when should you manage? Join a panel of directors boasting a wide range of management experience to tackle these questions and more. We'll talk about the difference between management and leadership, and ways we can let go of the reins confidently and still ensure success.

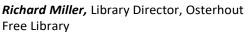
About the Presenters: Robyn Vittek has been a public library director for five years and has worked in public libraries in Ohio and Pennsylvania for nearly 20 years, working in all capacities of service. She was recognized as a 2010 ALA Emerging Leader, and has extensive experience managing both staff and volunteers. She currently serves on the PaLA Public Library Division Executive Council, PaLA Membership Committee, and as 2018–19 President of Dormont-Mt. Lebanon-Castle Shannon Rotary. She earned an M.S.Ed. from Franciscan University of Steubenville, and an MLIS from Kent State University.

Susan Banks, Director of the Bureau of Library Development for the Office of Commonwealth Libraries, has come up through the ranks of front-line work in public libraries. She started in small rural libraries in Ohio and moved on to larger assignments in location leadership in Kentucky (Kenton County), Multnomah County Library in Oregon, and in Pennsylvania as Deputy Director at Carnegie Library of Pittsburgh. In all roles, she managed staff and resources with library users and community building at the center of her practice. She holds an MLIS from Kent State University (Columbus Campus).

Jennifer Knisely has served as Executive Director of Altoona Area Public Library for eight years, and previously held the position of Children's Services Director. She is a Funding and Sponsorships Co-Chair for the 2019 PaLA Conference and a member of the PaLA Board of Directors. She holds an MLIS from Clarion University of Pennsylvania.

Building Partnerships: Funding Opportunities for Maximum Impact

Susan Jeffery, Library Director, North Pocono Public Library



Kate Flewelling, Executive Director, NNLM/Mid-Atlantic Reg. *Kelly Davis,* Representative, Pennsylvania Treasury

Track: Advocacy & Development

Education Level of Presentation: Intermediate

Libraries that support the PA Forward literacies through strong programs provide sustainable value to the people in their community. Local businesses, corporations and non-profit organizations that support your mission and programmatic goals can be excellent sources of funding. This session will: identify sources of external funding for community partnerships; identify what you need to execute a successful grant proposal; share concrete examples of successful partnerships in promoting such areas as health literacy, early literacy through school readiness activities, and financial literacy. Those attending will leave with a list of funding sources to explore and a plan on how they can approach external funders.

About the Presenters: Susan Jeffery, Library Director of the North Pocono Public Library, has over 25 years of experience in libraries and grant writing and evaluation. Susan currently serves as the incoming Chair of the PA Forward Steering Committee, has partnered with the National Network of Libraries of Medicine for more than 15 years, and regularly partners with local organizations to provide meaningful programs and services to the North Pocono community.

Richard Miller is the Director of the Osterhout Free Library and the former Director of the McBride Library. Rick is experienced at developing successful community partnerships to benefit his patrons and community and seeking funds to support these efforts.

Kate Flewelling is Executive Director of the National Network of Libraries of Medicine, Middle Atlantic Region (NNLM/MAR), based at the University of Pittsburgh, Health Sciences Library System. NNLM MAR provides funding to libraries and other organizations for health information outreach and programming. NNLM MAR leads a national partnership with the Collaborative Summer Library Program and has partnered with the All of Us Research Program. Prior to joining NNLM

MAR as Outreach Coordinator in 2011, Kate was Coordinator of Instruction at SUNY Upstate Medical University, Health Sciences Library, and a National Library of Medicine Associate Fellow in 2017.

Kelly Davis, a representative from the Pennsylvania Treasury, will share opportunities for programs available to libraries.

10:30 AM - 11:45 AM

Opening Doors, Opening Possibilities: Providing Excellent Reader Advisory Service

Nancy Pearl, American librarian, best-selling author, literary critic

Track: Community Service & Engagement

Education Level of Presentation: Introductory/New Idea

In order to effectively help a reader find their next good book, it's helpful to understand how to apply the concept of "doorways" in suggesting reading material. This session will focus on defining, identifying and using doorways with readers. Finally, we'll discuss ways to grow your knowledge of books and how to conquer "desk paralysis."

ACT 48

1.25 Hour

About the Presenter: Nancy Pearl is a regular commentator about books on NPR's Morning Edition and NPR affiliate stations KUOW in Seattle and KWGS in Tulsa. The New York Times calls her "the talk of librarian circles." Readers can't get enough of her recommendations while bookstores and libraries offer standing room only whenever she visits. Since the release of the best-selling Book Lust in 2003 and the Librarian Action Figure modeled in her likeness, Nancy Pearl has become a rock star among readers and the tastemaker people turn to when deciding what to read next.

Video Storytelling — Teens Documenting Their Communities

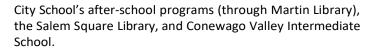
Mina Edmondson, Director, Martin Library *Randy Flaum,* Community Storyteller

Track: Technology

Education Level of Presentation: Introductory/New Idea

In many of our communities, students face difficult situations at home and in their neighborhoods. They also have few opportunities to impact those communities. This project utilizes technology to empower young people to use their creativity and digital skills to help change their communities. Randy Flaum teaches the craft of community storytelling through video and still photography. Randy has partnered with Martin Library and Salem Square Library to do several video storytelling projects, including "York City Girls Tell Their Neighborhood Story." This session will discuss the growth of the program over the last few years and present the final neighborhood project. The team will share how the partnership was developed and opportunities to create similar programs at your library. Learn what is required to support the program including project timelines, equipment needs, financial needs, securing grants and engaging community partners.

About the Presenters: Randy Flaum is experienced as a visual storyteller. He worked for the York Dispatch as the assistant managing editor for visuals. Recently retired from the newspaper, he continues teaching the art of visual storytelling. Over the past year, he worked with after-school programs, teaching both video and still photographs, at York



Mina Edmondson is the director of Martin Library in York, Pennsylvania and the Salem Square Library.

Library Staff as Caregivers: Taking Care of Ourselves, Too

Michelle McCann, OTD, Director of Quality and Risk Management Encompass Health Rehabilitation Hospital of Sewickley

Sara Murphy, Vice President — Programs and Services, Alzheimer's Association* — Greater Pa Chapter

Family Caregiver Speaker (TBD)

Track: Career & Leadership

Education Level of Presentation: Introductory/New Idea

Library staff provide frontline support to the public every day. This work is rewarding, yet it can be challenging at times, even more so when workers find themselves depleted from providing care and support for family members with health issues. And they then find themselves providing similar supports in the workplace whether it's with patron interaction or with co-workers. The key, for anyone in that position, is to find a way to balance everything. Learning and practicing good self-care can help library staff avoid burnout on the job and at home. Panel speakers include healthcare professionals who will share resources and tips for the caregiver, and a caregiver who will provide their own perspective on providing care for a family member. A question and answer period will follow the presentation. Both healthcare professionals represent PA Forward partner organizations through health literacy.

About the Presenters: Michelle McCann has been an occupational therapist since 1995 and currently serves as the Director of Quality and Risk Management at Encompass Health Rehabilitation Hospital of Sewickley and is a Master Trainer with the Powerful Tools for Caregivers Program. She received her bachelor's degree from University of Pittsburgh and her doctorate degree in occupational therapy from Chatham University. Michelle has had experience across the continuum of care in both clinical and administrative roles.

Sara Murphy received her BS in Nutrition and Wellness from Bridgewater College in Bridgewater, VA in 2003 and received her Gerontology certificate from James Madison University in 2006. With more than 10 years experience with the Alzheimer's Association, she is currently the VP for Programs and Services for the Greater PA Chapter, where she oversees the programs and services department for the 59 out of 67 territories the Greater PA Chapter covers.

Are You There, Librarian? It's Me: Hard Conversations.

Maggie Ignasiak, Youth Services Librarian, Erie County Public Library

Track: Youth Services

Education Level of Presentation: Introductory/New Idea

Much like Judy Blume, youth services librarians have the wonderful responsibility to their patronage to make information readily available, with as much ease and transparency as possible. Questions about changing bodies and the world around us abound in developmental years, but sometimes getting up the courage to ask the questions is difficult (sometimes even for caregivers). Through programming focused specifically on life's hardest obstacles, like potty training, family bereavement, and even puberty, Erie County Public Library has offered a safe space to access such information for families, encouraging families to break social barriers and have open discussions about their most trying moments. Learn how to implement these programs yourself with the help of community partners and learning from ECPL's successes and slips along the way!

About the Presenter: Maggie Ignasiak is a Youth Services Librarian with the Erie County Public Library. She has worked in the ECPL system since 2015. Prior to that, she taught preschool in State College, PA at Step By Step School for Early Learning. As a graduate from Penn State University, she had the privilege of working at PSU's LGBTQA Student Resource Center, drawn to their specialized LGBTQA library collection.

Activating Library Classrooms: What Makes Learning Spaces Shine in Libraries?

Stephanie A. Diaz, Reference & Instruction Librarian, Penn State University Libraries at Behrend

Rebecca Miller Waltz, Head of Library Learning Services, Penn State University Libraries

Julie Porterfield, Instruction & Outreach Archivist and WGSS Library Liaison, Penn State University Libraries

Track: Library Administration

Education Level of Presentation: Intermediate

This presentation will share the findings of a research project conducted at Penn State University Libraries fundedthrough a 2018 ACRL Academic Library Impact Research Grant. The project sought answers to the following research questions: (1) How well are our library classrooms designed to support and enable active learning? (2) How do our classrooms affect and facilitate student engagement? and (3) What role do our library classrooms play in our faculty collaborators' perceptions of our impact on student learning? Presentation participants will learn about the data collected through EDUCAUSE Learning Space Rating System tool, classroom observations, and faculty interviews, how the research team collaborated with other on-campus units to analyze the data and situate the findings in university-wide learning spaces



ACT 48

1.25 Hour

conversations, and how Penn State University Libraries is using the data to directly enhance student engagement by adapting existing library learning spaces and planning for new library learning spaces.

About the Presenter: Stephanie A. Diaz is a Reference and Instruction Librarian at Penn State Behrend located in Erie, PA. She previously served in similar positions at Penn State York and Allen University. She earned a Master's in Library and Information Science from the University of South Carolina and a Bachelor of Arts in History from Bowling Green State University. Her work primarily focuses on undergraduate information literacy, outreach, and student engagement. She has published and presented on a variety of topics including gaming, marathon reads, journal clubs, and outreach in academic libraries. She currently serves as the Western Pennsylvania Member-at-Large of the Western Pennsylvania/West Virginia Chapter of ACRL.

Rebecca Miller Waltz is currently serving as the Head of Library Learning Services at Penn State University Libraries. In this role, she leads a team of colleagues in providing strategy and coordination for teaching and learning expertise, foundational-level information literacy instruction, programming for outreach and student engagement, and physical and virtual learning spaces at Penn State's University Park campus. Previously, she served in various leadership, teaching, and liaison roles at Virginia Tech and Louisiana State University and has an MSLS from the University of North Carolina at Chapel Hill and an MAEd in Instructional Design and Technology from Virginia Tech. As 2012 ALA Emerging Leader, a 2016 ACRL Harvard Leadership Institute for Academic Librarians participant, a 2012 Immersion Program Track alum, and a 2011 Immersion Teach Track alum, she is deeply engaged with the profession, currently serving as an ALA Councilor, chairing an ACRL programming committee, and chairing an ACRL advisory board.

Julie Porterfield serves the Penn State University Libraries as both the Instruction & Outreach Archivist and WGSS Library Liaison. She earned a MA in Global History from Seton Hall University and a MLIS from the University of Pittsburgh. Her work focuses on women and feminism in archives, archival outreach to campus and community groups, and teaching archival and primary source literacies with critical pedagogical techniques. She serves as Vice-Chair/Chair-Elect of the Society of American Archivists' Reference Access & Outreach (RAO) Section.

Lightning Talks

Track: Lightning Talks

Education Level of Presentation: Introductory/New Ideas

Lightning talks are new to the PaLA Conference and offer an opportunity to hear about successful programs, resources and study results from your counterparts in the library community during this series of 5–7 minute "mini" presentations. For a listing of talks, see page 41.

12:00 PM - 2:30 PM

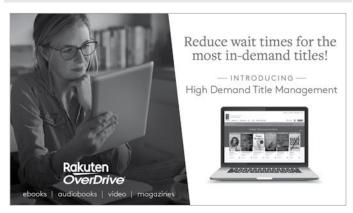
Lunch and Explore at Erie Public Library's Idea Lab

Track: Technology

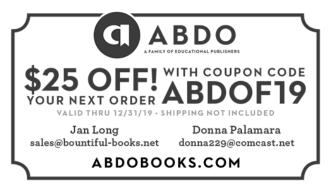
Extend your conference experience by having lunch with your colleagues at the Blasco Memorial Library (Erie County's public library.) After lunch, tour the Erie County Public Library's Idea Lab and learn about their initiatives to ignite ideas, excite passions, and inspire action.

Opened in October 2017, the Idea Lab is a hands-on makerspace where individuals can learn, use, and create on 3D printers, a vinyl cutter, design computers, a laser cutter/engraver, sewing machines, a media lab, and more. During this hands-on tour, library staff will explain the process of opening and running a makerspace, what partnerships we've made in the community, how users can take their ideas to the next level through the NW PA Beehive Network, and talk honestly about what we wish we knew when we started!

Additional \$16 registration fee covers the cost of lunch.







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? We have a few tips to not only sell your attendance at this important event, but also how to increase your library's ROI:

- Point out that the conference offers nearly 70 concurrent educational sessions, nearly 50 poster sessions, as well as ample opportunities to network with your peers from across the state.
- 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. Create a report to describe what you've learned and
- how you will share it with others in your library.
- 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.
- Train others. Share the session handouts and ideas you've learned with your co-workers.
- Compare the cost of conference registration to the cost for other conferences, educational courses or consulting fees. The PaLA Conference includes lunch each day, complimentary parking and Wi-Fi access, likely making it the better bargain.
- 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.
- While discussing purchases or programming for your library with your supervisor, be sure to preface 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. Register by August 31 to automatically save \$25 off your registration fee. And, if you are a PaLA member, you'll save even more!





Lightning Talks: Wednesday, October 16, 10:30 – 11:45 AM

Lightning talks are new to the PaLA Conference and offer an opportunity for attendees to hear about successful programs, resources and study results from their counterparts in the library community during this series of 5-7 minute "mini" presentations. Get ready for some quick-fire inspiration!

An Unexpected Project & Its Evolution

M. Rayah Levy, Department Head of Adult Services, Bethlehem Area Public Library

Ideas for projects can sprout from questions while sitting at the Reference Desk. This presentation will show how an oral history project of the Black Experience gained traction.

Have Cart, Will Travel: Pop-Up Libraries for Libraries

Jacob Gordon, Instruction & Outreach Librarian, Beeghly Library, Juniata College

Sara Kern, Access Services and Instruction Librarian, Beeghly Library, Juniata College

Pop-up libraries are a way to promote specific resources and programming, and reach beyond established patrons. During this lighting talk, librarians from a liberal arts college will share the process of planning the events, building collaborative relationships, and learning as you go. This information is applicable to all libraries.

Rebuilding Neighborhoods with Tool Lending Libraries

Jay Breneman, Reference Librarian, Ludington Public Library

Connecting residents and neighbors with one another is at the heart of place-making and community development. Learn how Erie's first Tool Lending Library is helping to rebuild a neighborhood, fight blight, and building new and powerful relationships across the community.

YOU'RE INVITED TO THE FIRST ANNUAL OPEN EDUCATIONAL RESOURCES SUMMIT **BROUGHT TO YOU BY** THE AFFORDABLE LEARNING PA PROJECT AUGUST 9, 2019 AT PENN STATE UNIVERSITY UNIVERSITY PARK, PA TO REGISTER AND LEARN ABOUT THE AFFORDABLE LEARNING PA PROJECT, GO TO: HTTP://WWW.PALCI.ORG/ALPA-ABOUT Sponsored by the Pennsylvania Academic Library Consortium Inc. Made possible in part by Library Services and Technology Act (LSTA) funds from the U.S. Institute of Museum and Library Services and the Office of Commonwealth Libraries, Department of Education, Commonwealth of Pennsylvania, Tom Wolf, Governor.

Team Building Activities

Beth Kilmarx, Assistant Dean of Libraries, Indiana University of Pennsylvania

Positive team building activities are essential for operational and staff successes in any organization. These activities promote collaboration, teamwork, communication, and creativity. Examples will be given of internal and external team building activities that helped to strengthen and improve the workplace in IUP's Technical Services department.

Utilizing the Artificial Intelligence in Retrieving Speech from Audiovisual Documents

Tamar Bahgat Elserwy, Libraries Specialist, Ministry of Education, Doha, State of Qatar

This poster will highlight the importance of designing software utilizing Artificial Intelligence for natural language recognition in retrieving large amounts of data within audiovisual documents as the source the knowledge.

"Zooming" in the Libraries

Tonya Otto, Virtual Learning and Outreach Librarian, Clarion University of Pennsylvania

Rachel Newbury, Electronic Access & Serials Librarian, Clarion University of Pennsylvania

Zoom, a web-based video conferencing and collaboration tool, can help libraries meaningfully engage users with resources and services. Libraries can use Zoom for screen-sharing, virtual video reference, creating library tutorials, hosting guest speakers, collaborative meetings, and more!

Celebrating over 30 years of service to Pennsylvania libraries!



Proudly supports the Pennsylvania Library Association 2019 Annual Conference

> www.hslc.org 215-222-1532



2019 Library Products & Services Expo

Learn About Trending Products & Services for Libraries Under One Roof!

Interaction between conference attendees and exhibitors is crucial for the success of the conference and benefits all. Our exhibitors are our partners and are experts when it comes to new products and services for our libraries. Visiting the exhibit hall is the most efficient way to learn about and consider new innovations from multiple sources!

The conference schedule includes 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!

Monday, October 14 12:00 PM – 6:00 PM

12:00 – 1:30 PM Exhibits Grand Opening Lunch (complimentary)

12:30 - 1:30 PM

Exhibitor Showcases — More in-depth presentations about new products or services for your library.

Poster Sessions — Learn about successful programs and events taking place in Pennsylvania libraries.

2:45 – 3:45 PM Exhibits Afternoon Break/ No-Conflict Time

No sessions scheduled to allow time to visit the exhibits and enjoy a cold beverage.

Poster Sessions — Learn about successful programs and events taking place in Pennsylvania libraries.

Exhibitor Showcases — More in-depth presentations about new products or services for your library.

••••• Exhibit Hall Activities

4:45 – 5:45 PM Exhibit Hall Reception

A new opportunity to network with our exhibitors over food and drink and discuss what's new on the library scene.

5:30 PM Raffle Prize Drawings

Be sure to deposit your exhibitor-supplied raffle tickets for the chance to win a great prize! You must be present to win.

Tuesday, October 16 9:30 AM – 2:30 PM

10:00 – 11:00 AM Exhibits Mid-Morning Break / No-Conflict Time

No sessions scheduled to allow time to enjoy a cup of coffee while visiting the exhibits.

Exhibitor Showcases

More in-depth presentations about new products or services for your library.

Poster Sessions

Learn about successful programs and events taking place in Pennsylvania libraries.

12:15 – 1:45 PM Strolling Lunch in the Exhibit Hall (complimentary)

12:45 – 1:45 PM Poster Sessions

A final opportunity to gather information about library programs and ideas from your peers.

2:00 PM Raffle Prize Drawings

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.

· 2019 Exhibitors

(as of 6/5/2019)

ABDO

Astra Insurance

Auto-Graphics, Inc

Baker & Taylor

Book Systems, Inc.

Brainfuse, Inc.

Brodart Co.

ByWater Solutions. LLC

Carnegie Library of Pittsburgh

COMPUCOM, INC.

EBSCO Information Services

e-ImageData Corp

Fox Chapel Publishing

Gale, A Cengage Company

Gunn-Mowery, LLC

Infovision Software, Inc

Ingram Library Services

JanWay

Lakeshore Learning Materials

LM Information Delivery

NMS Imaging

OverDrive Inc.

PA Department of Labor & Industry — Office of UC Benefits Policy

PEMCO Furniture

Pennsylvania Integrated Library System

PA Higher Education Assistance Agency (PHEAA)

Playaway Pre-Loaded Products

POWER Library (HSLC)

Recorded Books

University of Pittsburgh School of Computing and Information

WTW Architects

Youth Services DIY

Attendee Registration Information

- REGISTRATION FEES -

We are pleased to announce: registration fees are the same as last year!

Pre-Conference Workshop		
Includes continental breakfast, two sessions.	Personal Member Regular fee — \$70	
	Non-member fee — \$85	

Full Conference Registration (Best Value)		Early By 8/31	Regular After 8/31	Late After 9/30
Includes all sessions, exhibits, Wi-Fi, parking, and lunch each day.	PaLA/PSLA/PCBL Personal Member	\$355	\$380	\$400
	Non-member	\$455	\$480	\$500
	Full-time Student/Retired Personal Member	\$275	\$300	\$320

Daily Registration Rates: Sunday-Tuesday		Early By 8/31	Regular After 8/31	Late After 9/30
Includes all sessions, exhibits, Wi-Fi, parking, and lunch each day.	PaLA/PSLA/PCBL Personal Member	\$155	\$180	\$200
	Non-member	\$210	\$235	\$255
	Full-time Student/Retired Personal Member	\$120	\$145	\$165

Daily Registration Rates: Wednesday		Early By 8/31	Regular After 8/31	Late After 9/30
Includes breakout sessions, Wi-Fi, parking, Breakfast with the President, and reflects a shorter programming schedule.	PaLA/PSLA/PCBL Personal Member	\$120	\$145	\$165
	Non-member	\$165	\$190	\$210
	Full-time Student/Retired Personal Member	\$90	\$115	\$135

Registration Policies & Deadlines

- Early registration must be received by August 31, 2019.
- Registration must be received by October 11, 2019. On-site registration will be required after this date. Note: The availability of meal & tour tickets can't be guaranteed for on-site registrations.
- In order to register as a member, 2019 personal dues must be paid in full at the time of registration. Institutional membership does NOT entitle employees of the institution to register at the member rate unless PaLA Bucks are used.
- · Corrections or additions to existing registrations must be made by September 30, 2019. Changes can't be accepted after this date.
- Refunds of registration fees must be requested in writing before September 30, 2019. A \$40 processing fee will be assessed for registration cancellations.
- No refunds for meal or tour registrations. Substitutions are permitted.

Registration Checklist:

☐ Consult this brochure a	nd download the session listin	g on the PaLA website to p	lot your attendance schedule

☐ Make your meal selections

□ Note the	registration	policies and	doadlings	ahove
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- \square NOW Log-in **before** registering to obtain the member rate.
 - (Available to personal members only. Eligible Institutional members may utilize PaLA Bucks to register non-member staff at the member rate. Contact the PaLA office for more information on this program before registering.)
- ☐ Print your Invoice/Receipt and Registration Confirmation
- ☐ Make your hotel reservation

All set? Register online at: https://www.palibraries.org/event/2019ConferenceAttendee



Pennsylvania Library Association 220 Cumberland Parkway, Suite 10 Mechanicsburg, PA 17055

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HOTEL RESERVATIONS



Conference participants will enjoy modern accommodations and stunning waterfront views at both the Sheraton Erie Bayfront and the Courtyard by Marriott Erie Bayfront. Both hotels are conveniently connected to the Bayfront Convention Center and offer stunning views of Presque Isle Bay as well as close proximity to downtown Erie restaurants and museums.

You may stay at either hotel at the conference rate of \$149/night plus applicable occupancy taxes. This rate includes complimentary wi-fi and parking in the garages or surface lot.



Book a room at the Sheraton Erie Bayfront

Online: https://www.marriott.com/event-reservations/ reservation-link.mi?id=1546960557700&key=GRP&app= resvlink

Phone: (800) 325-3535*



Online: https://www.marriott.com/event-reservations/reservation-link.mi?id=1546960662940&key=GRP&app=resvlink

Phone: (888) 236-2427*

* State that you would like a room under the PaLA or Pennsylvania Library Association room block

PaLA encourages conference participants to reserve a room in the PaLA room block. Doing so will help the association meet its obligation to the hotel and will prevent potential attrition fees and penalties. In addition, higher lodging pickup will put us in a better bargaining position as we negotiate future conference rates. Thank you for your cooperation.



The conference room blocks expire at 5:00 PM EST on September 12, 2019. Reservations received after this date will be subject to prevailing room rates and availability.