Online Event

The 2020 conference theme is appropriate as all of us have forged new paths, over mountains of uncertainty - to connect and collaborate with those we serve, and with each other, during this pandemic. The possibilities for education and engagement at this virtual event are real and will prepare and inspire you to continue your important work!

*We invite you to peruse the session schedule below and take note of the sessions you’d like to attend. You will have the opportunity to formally select sessions and build your customized conference schedule when you receive your unique log-in credentials to the virtual platform the week before the event.*

Monday, October 19

9:00 AM – 9:45 AM

**Conference 101/Site Exploration**

Join us for some tips on getting the most out of your virtual conference experience and get revved up with your colleagues!

10:00 – 11:00 AM

**Keynote Session**

**Opening Keynote: The Courage to Change - Creating Libraries that Matter**

Track: *CONTEMPORARY ISSUES*

Andrea Jamison, Lecturer in Library Science, Valparaiso University (IN)

2020 has proven to be a challenging year for many different communities. From living through a pandemic to experiencing the aftermath of social unrest and economic despair, society is in a state of emergency. Libraries are needed now more than ever. During these unprecedented times, there must be unprecedented change.
This session will discuss how libraries must continue to be reinvented in order to remain responsive to the shifting needs of diverse communities and of our fellow librarians. This conversation will go beyond the traditional topic of creating equity in libraries and extend the conversation to sustaining that equity in virtual spaces and during crises. The focus here will be on making libraries matter to the communities we serve when "how we serve" is pushed to the limit.

*Sponsor: EBSCO*

**11:00 AM – 12:00 PM**

Visit Exhibits/Break 1

*Track: EXHIBITS*

Interaction between conference attendees and exhibitors is crucial for conference success and benefits PaLA's mission! Our exhibitors are our partners and are experts when it comes to new products and services for our libraries. Check out the exhibit hall now for live interaction with the reps and earn some points for prize redemption! In addition, take some time to hear about some successful library programs and informational resources from your colleagues in the poster area.

**12:00 PM – 1:00 PM**

*Keynote Session*

**Carolyn W. Field Award Lunch & Learn**

*Track: CONTEMPORARY ISSUES*

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. This year's winner: *Slay*, by Brittney Morris. We've conducted a pre-recorded video with Ms. Morris that we’re sure you’ll enjoy!

*Sponsor: Penn State University Libraries*

**12:00 PM – 1:30 PM**

Visit Exhibits/Poster Sessions/Break 2

*Track: EXHIBITS*

Our exhibit hall is the most efficient way to learn about and consider new innovations for libraries from multiple sources. Visit the hall now for one-on-one meetings with the reps! In addition, pick up some new resources, tips and ideas for library programs and activities from your peers in the poster area.

**1:30 PM – 2:30 PM**

*Breakout Sessions:*

**Inclusive Library Collections: Challenging Assumptions, Reducing Bias, and Changing Minds**

*Track: COLLECTIONS*

Andrea Jamison, Lecturer in Library Science, Valparaiso University (IN)
This is an interactive workshop that explores the diversity inequities in children's books and the role that librarians play in selecting books that promote cultural pluralism. The objective of this session is to create a habit of being reflective about diversity practices, learn how to identify assumptions that may influence selection decisions, and how to recognize books with problematic stereotypes.

**Sponsor:** Playaway Products

**Sponsoring Unit:** Technical Services Round Table

**Spotlight on Children's Literature**

Track: YOUTH SERVICES

Susan Campbell Bartoletti, author
Lindsay Barrett George, author
Richard Ludka, author

Join three authors from Northeastern Pennsylvania who share a love for children's literature as they discuss their individual works, their strategies for connecting kids with their books, and their experience in the writing industry.

**Sponsor:** Blackstone Audio, Inc.

**Sponsoring Unit:** Youth Services Division

**Library Services that Build Connections**

Track: COMMUNITY SERVICE & ENGAGEMENT

Angela Buckley, Children’s Librarian, Indian Valley Public Library
Nicole Husbands, Young Adult and Outreach Services Librarian, Indian Valley Public Library
Dr. Bev Weinberg, Founder and Executive Director, Integrate for Good

Staff of Indian Valley Public Library and Integrate for Good will share their mission of helping individuals of all abilities and their families build connections within their communities. Through personal and professional stories, they will demonstrate how they fulfill this mission through special library collections, innovative programs, and partnerships with other organizations. After the presentation, the audience will have a chance to participate in hands-on activities that are used in library programming for children, teens, and adults.

**Sponsoring Unit:** Public Library Division

**Web Accessibility and LibGuides**

Track: TECHNOLOGY

Erica Getts, Research and Instruction Librarian, University of Scranton

Most libraries are building part, if not all, of their Library’s website using Springshare’s LibGuides. While LibGuides has many built in accessibility features, all library staff working on guides may not be familiar with them and what they need to do to make sure the content they are adding is accessible to all users. This session includes a review of web accessibility and how to apply those guidelines to LibGuides.
Sponsoring Unit: College & Research Division

If/Then: Algorithms, Bias, and Information Literacy
Track: CONTEMPORARY ISSUES

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

Algorithms have become ubiquitous, intangible actors in the realm of information organization, retrieval, and presentation. Our collective reliance on technology in order to process the vast amounts of data related to digital information storage, classification, and retrieval, particularly in the realm of proprietary technology is not without sociocultural implications. Software products that are designed for the above purposes are programmed by humans, therefore, those human biases are programmed in as well. These proprietary and opaque algorithms are implemented, and structure knowledge in a way that presents selected information and hides some information from view. This process has increased implications for a wider array of skills to be taught to fledgling college student researchers in the realm of information literacy, an algorithmic literacy, so to speak.

Sponsoring Unit: Teaching, Learning & Technology Round Table

Leveraging Community Organizations in Health Literacy Programming
Track: COMMUNITY SERVICE & ENGAGEMENT

Audra Anusionwu, Founder, BeautiFitStrong
Porcha Johnson, Founder, BlackGirlHealth.com
Adrian Shanker, Founder & Executive Director, Bradbury-Sullivan LGBT Community Center
Katie Suppes

Community-based organizations are an invaluable asset and can help lighten the load on library staff who want to promote health literacy in their space. Forming partnerships with established entities within the community allows the library to lean on and learn from these funds of knowledge. The National Network of Libraries of Medicine - Middle Atlantic Region supported eleven such partnerships in 2019 through the Health Programming in Public Libraries Award. These projects ranged widely in focus population, programming approach, and organization type. However, the library served as an ideal conduit in every case. In this session, participants will hear from a panel made up of some of those community organizations. Presentation participants will leave with: - Real-life examples and programming ideas to promote health literacy in the public library; - Resources of reliable health information from the National Institutes of Health; and - Information about NNLM MAR funding opportunities.

Sponsor: PA Forward

2:45 PM – 3:45 PM
Breakout Sessions:

Carolyne L. Smith Best Practices Awards Program
Track: YOUTH SERVICES
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.

Sponsoring Unit: Youth Services Division

How to Communicate the Value of your Star Library Status!

Track: COMMUNITY SERVICE & ENGAGEMENT

Rob Lesher, PAFoward(TM) Program Manager, Pennsylvania Library Association

Have you been thinking about pursuing the PAFoward™ Star Library program? Have you achieved Star Library Status? This program will help you to explain to your community what this status means and how you can communicate the value of that status to your community. Learn why the program was developed and how your achievement can be described in a way that it reflects the great literacy work which your library is doing.

Sponsor: PA Forward

Be a Community Library, Not a Local Library

Track: CAREER/LEAD

Hope Benson, Head of Children Services and Outreach, Monroeville Public Library

We all want to be valued members of our community and to be valued by the community. As librarians we know we can do so much to help the members of our community, but often struggle to figure out what the best way of doing that might be. How do we become one of the first people and organizations that the community turns to in a time of need. You do it by directly addressing what the community needs most. That starts with finding a way of finding out what those needs are, what would help the community the most, and what we can do to fill that void while staying true to our mission.

Sponsor: PA Citizens for Better Libraries (PCBL)

Sponsoring Unit Rural & Small Libraries Round Table

So many devices, so little time: how best to manage your growing (and diverse) mobile device collection

Track: TECHNOLOGY

Matt McNelis, Public Services Librarian, Philadelphia College of Osteopathic Medicine
Jim Panacio, Digital Services Specialist, Philadelphia College of Osteopathic Medicine

Managing a collection of laptops and tablets can be daunting. How can you best circulate them? How will they stay updated? How will we ensure patrons' information remains private? This presentation will show you some successful steps in growing and managing a diverse mobile device collection. Topics
will include best practices when loaning devices, using Apple School Manager and looking at multiple Mobile Device Management programs.

*Sponsoring Unit: College & Research Division*

**Place: Writing about Nature, Conservation, and the Environment**

Track: *CONTEMPORARY ISSUES*

John Harvey, Ph.D., naturalist, consulting psychologist, author
Bill Conlogue, Ph.D., professor and author

The panelists will discuss how the Pennsylvania landscape has inspired their work. Each author tells a story about the land around us from a different perspective. Some of the topics explored are the enduring beauty and stillness of the natural environment, the devastating damage done from years and years of mining, and the effects of human intrusion in places that thrive on human absence.

*Sponsoring Unit: Conference Committee*

**From Non-Voters to New Voters: Engaging Our Communities in Elections**

Track: *COMMUNITY SERVICE & ENGAGEMENT*

Nancy Kranich, Special Projects Librarian, Rutgers University School of Communication and Information
Kendra Cochran Statewide Voter Engagement Coordinator, POWER: Philadelphians Organized to Witness, Empower and Rebuild
The Honorable Paige Cognetti, Mayor of Scranton, Pennsylvania
Moderator: Michele Legate, District Consultant, Northeast Region

Millions of Americans go unheard in our elections because they don’t vote. Young people, people of color, and people with lower incomes and education levels have particularly lower rates of voter participation. However, innovative programs have found successful ways to promote engagement among these potential voters. Hear from voting experts and libraries about how your library can deliver nonpartisan information and programs that advance equitable participation in the upcoming 2020 elections and beyond—and why now is a great time to start!

*Sponsoring Unit: Public Library Division*

4:00 PM – 5:00 PM

**Breakout Sessions:**

**Media Relations - The Rise & Fall of an Organization**

Track: *CAREER/LEAD*

Tom Meinert, Partner, Meinert/Mashek Communications

Of all communication tactics available to any organization, media interviews have the potential to be the most effective, or most damaging form of communication, given the size of the audience reached by print, broadcast, internet and social media sources. Too many business leaders take media relations skills for granted and do not appreciate how a few misspoken words can affect the credibility of an
entire organization. Meinert Mashek Communications (MMC) provides a comprehensive media-training course, which is developed as a classroom-style lecture with an overview of case studies.

Sponsoring Unit: Public Library Division

Confronting White Fragility in Librarianship: Discussions & Action Plans

Track: CONTEMPORARY ISSUES

Katie Quirin Manwille, Public Services and Assessment Librarian, DeSales University
Emily Mross, Business Librarian and Library Outreach Coordinator, Penn State Harrisburg

Why has librarianship remained overwhelmingly white despite years of diversity, equity, and inclusion work? This session will use Robin DiAngelo’s White Fragility: Why It’s So Hard for White People to Talk About Racism as a framework for participants to consider answers to that question. After an introduction to White Fragility and the way white behavior, unconscious and conscious, continues to uphold racial inequality, participants will break into small groups for guided discussions about the intersection of white fragility and librarianship. In a large group discussion, participants will determine best practices for confronting white fragility in library work. After this session, participants will be able to identify key barriers to diversity in librarianship, discuss strategies to improve inclusion, and confront white fragility in a constructive way when it appears in the field. Participants do not need to read the book in advance of the session, but it is encouraged.

Sponsoring Unit: College & Research Division

Our Unique Rural Libraries: A Collaborative Project

Track: COMMUNITY SERVICE & ENGAGEMENT

Sara Grove, Shippensburg University
Niel Brasher, Shippensburg University
Mary Kandray-Gelenser, Center for Rural Pennsylvania
Jonathan Johnson, Center for Rural Pennsylvania

In 2019, Shippensburg University received a grant from the Center for Rural Pennsylvania to examine online and face-to-face services provided by rural libraries. Through an examination of publicly available data and data from an original survey, the research provides comparisons of services and funding between rural and urban libraries. Focus groups with library staff and interviews with patrons at six rural libraries provides additional evidence about libraries’ best practices and their integral place in rural communities.

Sponsor: PA Forward

Bridging the Digital Divide on Health Information in Public Housing Communities

Track: TECHNOLOGY

Tess Wilson, Community Engagement Coordinator, National Network of Libraries of Medicine - Middle Atlantic Region
Byron Wright, Computer Program Supervisor, Bedford Hope Center - Housing Authority of the City of Pittsburgh
Increasing access to reliable health information is at the core of the organizational mission of the National Network of Libraries of Medicine – Middle Atlantic Region (NNLM MAR). But how can we ensure everyone’s needs are met in our ever-expanding digital world? It is increasingly clear that digital literacy is an essential stepping-stone on the path to health literacy. With the support of NNLM MAR funding and a partnership with Carnegie Library of Pittsburgh, the Housing Authority of the City of Pittsburgh (HACP) is addressing this issue by meeting their residents at the intersection of digital literacy and health literacy. This project is a collaborative effort that integrates free National Library of Medicine resources and other reliable health information into the Authority’s existing programming. This session will examine how others might use this project as a model in their own communities, and explore digital literacy through a consumer health lens.

*Sponsor: Carnegie Library of Pittsburgh*

*Sponsoring Unit: Public Library Division*

**Re-imagining Technical Services: Today's Work and Forward-looking Trends**

*Track: COLLECTIONS*

Anitra Gates, Technical Services Manager, Erie County Public Library
Katie Greenleaf Martin, District Consultant, Altoona Area Public Library; County Coordinator, Blair County Library System
Mary M. Spila, Cataloger, State Library of Pennsylvania
Emily Szitas, Electronic Resources/Collection Development Librarian, Indiana University of Pennsylvania University Libraries

Wondering about the future of technical services, how to improve your cataloging practices, or what technical services even means? A panel of technical services professionals from academic, public, and special libraries will share their experiences, tips, and tricks for both novices and experts. An open Q&A session will allow participants to gain guidance on acquisitions, cataloging, collections, or processing quandaries, and to discuss the ever-changing landscape of technical services.

*Sponsor: OverDrive*

*Sponsoring Unit: Technical Services Round Table*

**Preschool STEM: Adapting STEM for a Younger Audience**

*Track: YOUTH SERVICES*

Kelly Jacoby, Youth Librarian, Schuylkill Valley Community Library
Christie Brown, Library Director, Schuylkill Valley Community Library

Trying to incorporate STEM into the library can sound like an added workload. STEM does not have to be complicated; it does not have to incorporate digital learning tablets or other types of fancy technology. Children can build with blocks to learn engineering. They can roll marbles down ramps, count, sort colors, or use lights to create shadows – all of which involve STEM concepts at very little cost. This session will provide librarians with creative and fun ways to incorporate hands-on STEM activities at a preschool level. As a bonus, see how these programs align with the PA Early Literacy Standards and leave the session with program plans and resources to help develop Preschool STEM programs.
Sponsor: **UPMC for Kids**

**Sponsoring Unit: Youth Services Division**

**7:00 PM – 8:30 PM**

**Special Event**

**Trivia/Bingo**

Track: **SOCIAL**

Join us for a virtual spin on our traditional trivia competition! Our trivia queen, Jeanne Clancy, will attempt to stump you again this year as you compete with your colleague for Trivia Master bragging rights! The event may be virtual, but the challenge is real!

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**Tuesday, October 20**

**9:00 AM – 9:45 AM**

**Town Hall with Deputy Secretary for Libraries Glenn Miller**

Track: **CONTEMPORARY ISSUES**

Glenn R. Miller, Deputy Secretary and Commissioner for Libraries, Office of Commonwealth Libraries, PA Dept. of Education

Sue Banks, Director, Bureau of Library Development, Office of Commonwealth Libraries, PA Dept. of Education

Sarah Greene, Director, Bureau of State Library, Office of Commonwealth Libraries, PA Dept. of Education

What’s happening at the Office of Commonwealth Libraries (OCL) now and in the coming year? Join this session to hear Glenn Miller, Deputy Secretary for Libraries, discuss the agency’s current initiatives and priorities for 2020-21. OCL bureau directors Sue Banks (Library Development) and Sarah Greene (State Library) will also be present to answer your questions. Come prepared to listen and be heard!

*Sponsor: Office of Commonwealth Libraries*

**9:00 AM – 11:00 AM**

**Extended Sessions**

**The Public Library Makes the Poor a Priority**

Track: **COMMUNITY SERVICE & ENGAGEMENT**

Mark Winston, Executive Director, J. Lewis Crozer Library

Economic inequality and declining upward mobility in the U.S. and the world are well-documented, even with economic advances. In fact, research indicates that the U.S. poverty rate has barely changed since the 1960’s, with a clear correlation between economic status and reading levels, educational attainment, and health outcomes. However, the poor are rarely actively engaged in or consulted in legislative and other policy decisions, which affect them. Public libraries are uniquely positioned on their own, and collaborating with partners, in educational, workforce development, literacy, and
healthcare organizations, to enhance quality of life, workforce participation and upward mobility of the poor. This presentation will address engagement of the poor in needs assessment and policymaking, to inform defining library services and programming to support those whose full participation in society formed the basis for the development of U.S. public libraries.

Sponsoring Unit: Conference Committee

Techniques and Tips on Managing Difficult and Irrational Employees

Track: LIBRARY ADMIN

Grace Kelly, Senior Consultant, RC Kelly Law Associates

Do you have one or two disruptive employees that cause stress in the workplace? Who doesn’t! Grace Kelly, MBA, SPHR from RC Kelly Law Associates reviews best practice in dealing with difficult employees, using real life scenarios and covering applicable employment laws to reduce the risk of claim, while improving the workplace for all staff. At the core of most Library’s Wellness Plan is a safe and welcoming workplace for our staff. While many employees manage themselves with great professionalism, managers and supervisors need to know how to handle the not-so professional and potentially disruptive employee effectively. This session is interactive; at each stage we will highlight HR best practices alongside employment law regulations and compliance. Using an engaging power point, we couple real life examples and interactive group discussions throughout the program to keep participants engaged and actively learning.

Sponsoring Unit: Public Library Division

10:00 AM – 11:00 AM
Breakout Sessions

Offsite Storage: Preparation and Procedures

Track: COLLECTIONS

Sheli Pratt-McHugh, Assistant Dean, University of Scranton, Weinberg Memorial Library
Narda Tafuri, Associate Professor and Coordinator of Technical Services, University of Scranton, Weinberg Memorial Library
Jeremy Suratt, Director, Library Services, Iron Mountain
Britt Mueller, Senior Library Services Solutions Architect, Iron Mountain

For many academic libraries the question is no longer whether they are going to manage collections offsite, but when. Decisions to renovate or repurpose space can be made independent of the library, putting pressure on librarians and staff to react quickly and find solutions to store collections either temporarily or permanently. The most successful implementations provide the least disruption to students, faculty, and patrons. In the age of Amazon, waiting a day to receive a book from offsite storage seems natural, but things can turn ugly when offsite collections aren’t visible or accessible. Being prepared for a transition means thinking through the critical steps to ensure you know what you have before you send it offsite, communicating with your users to create buy-in and maintain trust, and address problems as they arise. This session will explore best practices for long term planning as well as that last minute move that needs to happen within months or even weeks.
**Sponsoring Unit: Conference Committee**

**Scaffolding over Sushi: Information Literacy Workshops for Faculty**

Track: **COMMUNITY SERVICE & ENGAGEMENT**

Kristin E. C. Green, Reference and Instruction Librarian / Penn State Scranton

Our faculty members sometimes have anomalous states of knowledge when it comes to how we can best complement and support their teaching efforts. So as information literacy experts, how can we initiate effective conversations with these teaching partners to ensure our students’ learning needs are met? This session will discuss the benefits of engaging faculty instructors through professional development in information literacy and highlight the establishment of a successful librarian-led lunchtime workshop series. Discussion will then be opened up for attendees to share their own successful, or unsuccessful, methods of initiating information literacy conversations with their teaching partners. Participants will be invited to reflect upon the various methods discussed, while focusing on the viability of implementing those methods within their own instructional environments. How have you been able to engage your faculty in information literacy initiatives?

**Sponsoring Unit: College & Research Division**

**Programming with Graphic Novels**

Track: **YOUTH SERVICES**

Jerilyyn Stewart, Corrections Librarian, SCI Mahanoy

You can’t work in a library without knowing graphic novels are hot right now. But once you’ve developed your collection, what do you do with them? This session will review some programs you can put your own twist on, and resources available to inspire and support you. Plus, the presenter will review the Eisner Grants available annually through ALA and what her library did with the Innovation grant it was awarded in 2019.

**Sponsor: Penn State Press**

**Sponsoring Unit: Youth Services Division**

**Big Statements with Project Outcome**

Track: **TECHNOLOGY**

Beth Transue, Librarian/Instruction Coordinator, Messiah College
Robyn Vittek, Director, Mt. Lebanon Public Library

Project Outcome is a free tool which your library can use to assess and evaluate the impacts of the programming/services which you do. Project Outcome for public libraries has been used for many years and, this year, an academic library version has been launched. Learn how this powerful tool can be used in your library and how you can compare your data with other local, state, national and international participants.

**Sponsor: PA Forward**
11:00 AM – 12:00 PM
Visit Exhibits/Break 3
Track: EXHIBITS

Interaction between conference attendees and exhibitors is crucial for conference success and benefits PaLA’s mission! Check out the exhibit hall now for live interaction with the reps and earn some points for prize redemption! In addition, take some time to hear about some successful library programs and informational resources from your colleagues in the poster area.

12:00 PM – 1:00 PM
Keynote Session

College & Research Division Lunch & Learn: "Ordinary" Existence of Racism & White Supremacy in LIS
Track: CONTEMPORARY ISSUES

Sofia Leung, CEO, Do Better, Be Better LLC

This talk will explore racism’s permanence and ordinariness within libraries and archives through the lens of Critical Race Theory. I will discuss examples of where and how racism and White Supremacy show up in the workplace and the library and information studies profession. I will end with recommendations and suggestions on how to do better in our day-to-day work and how we should move forward as a profession.

Sponsor: PHEAA

12:00 PM – 1:30 PM
Visit Exhibits/Poster Sessions/Break 4
Track: EXHIBITS

Our exhibit hall is the most efficient way to learn about and consider new innovations for libraries from multiple sources. Visit the hall now for one-on-one meetings with the reps! In addition, pick up some new resources, tips and ideas for library programs and activities from your peers in the poster area.

1:30 – 2:30 PM
Breakout Sessions

Escaping Online: How to Create Virtual Escape Rooms
Track: YOUTH SERVICES

Sydney Krawiec, Youth Services Librarian, Peters Township Public Library
Sue Miller, Assistant Director, Peters Township Public Library

During the recent health crisis, libraries quickly adapted storytimes and other programs to online formats. Learn how one library went viral with a virtual escape room and begin creating your own using Google Forms. Sydney Krawiec and Sue Miller will guide you through the practical uses and challenges of this online programming. Participants will have access to an escape template and learn how to steer clear of copyright issues in this virtual format.
Reframe the Collection Development Plan

Track: COLLECTIONS

Emily Szitas, Collection Development Librarian, Indiana University of Pennsylvania

In an era when library collections are mostly in electronic format, has your own library’s collection development plan has also evolved? In a bygone era, the question that the collection development plan answered was, Will the library acquire a specific book title? Rewriting the collection development plan is an opportunity to shift from a linear, rule-focused document to a communication statement. Library stakeholders can be provided an overview of the depth and scope of the resources available at the library and the rationale that pulls them together cohesively. The collection development plan can be reframed as a document that concisely describes decision points in collection management such as selection, maintenance, renewal or nonrenewal, preservation and de-selection. A comprehensive statement that mirrors the library’s mission and values will give stakeholders a 30,000-mile high viewpoint on what the collection offers.

So You Want To Start Major Fundraising

Track: ADVOCACY & DEVELOPMENT

Tammy Garrison, Executive Director, Annie Halenbake Ross Library

Starting major fundraising from scratch can be time consuming and daunting. Learn the foundations of fundraising and the keys to getting started, from the first direct mail fundraiser to your first fundraising event. Keys to success include gathering everything from an enthusiastic team to a great database to choosing the right venue. Advertising effectively, recording donations consistently and sending appropriate thank yous and more are all all vital finishing touches and the key to cultivating major donors.

Scaling Mount Money: Library Financial Literacy Programming

Track: COMMUNITY SERVICE & ENGAGEMENT

Emily Mross, Business Librarian and Library Outreach Coordinator, Penn State Harrisburg Library
Kristi Addleman Ritter, Reference & Instruction Librarian, Penn State Mont Alto

Many of our patrons need and want financial literacy education, even though talking about money can be scary, especially in a group setting at the library. Though the climb seems daunting, offering financial literacy programming is much easier than you think. In this session, we will discuss how to get started with library financial literacy programming using successful examples from academic library settings, including how to market the event, selecting presentation topics, finding a presenter, and assessing your programs. After the session, attendees will be able to identify program partners, investigate financial literacy education needs at their libraries, and plan a new financial literacy event.
Developing a Holistic Career Approach: Aligning Operational and Strategic

Victoria Raish, Online Learning Librarian, Penn State

Librarians often have to be jacks-of-all-trades. This is true whether at public, school, or academic libraries. This frequently means that we need to navigate between operational details and a high-level strategic view. It is not easy to balance time, priorities, roles, and responsibilities. It is easy to get lost in daily responsibilities and stay contained in that plane. However, it is important to be able to move easily between different planes of work engagement. This presentation utilizes a systemic approach to examining how we can align strategy, with missions and visions, with our everyday tasks and responsibilities. When things like long-term planning or leadership development seem impossible to fit into our days, it is time to stop, self-reflect, and take an intentional approach to our work. After attending this presentation, participants will articulate specific strategies for developing strategic plans and balancing them with the details.

Sponsoring Unit: Rural & Small Libraries Round Table

You Down with OPP?: Libraries Engaging in Outreach, Programs, and Partnerships within Black and Brown Business Communities

LaMonica Wiggins, Entrepreneurship Librarian, University of Pittsburgh

Minority business ownership is on the rise. Today, minorities own an estimated 29 percent of businesses in the United States and are growing at twice the rate of non-minority businesses. However, with this new growth come unique challenges for African American and Hispanic entrepreneurs in the startup process including a lack of access to capital, resources, and business networks, knowledge of business practices, and mentoring opportunities that many of their white counterparts do not experience. Libraries have always been in a unique position to help facilitate economic development in the communities that they serve. Through programming, outreach, and partnerships, libraries are answering the desperate call of today’s minority entrepreneurs. With this session, attendees will learn how to engage with local black and brown businesses, identify community partners and stakeholders, and develop meaningful and community driven services and programming.

Sponsoring Unit: Public Library Division

2:45 PM – 3:45 PM
Breakout Sessions:

How Do I Protect My Library When Hiring and Firing Employees?

Grace Kelly, Senior Consultant, RC Kelly Law Associates
Decisions to hire and fire employees are among the most important anyone in business can make. You want to focus on your business, not on claims of discrimination, defamation or other accusations that you violated the law. This seminar will introduce the employment laws in play during the hiring and firing process and practical ways to avoid legal pitfalls while incorporating best practices as you select or de-select employees.

*Sponsoring Unit: Public Library Division*

**Using data to get the most out of your ebooks!**

Track: **COLLECTIONS**

Katie Greenleaf Martin, Altoona District Library Consultant, Becky Martinazzi, Johnstown District Library Consultant Holly Ambrose, Collection Management Director, Bucks County Free Library Barbara Mitchell, Cambria County Coordinator, Cambria County Library Jake Klem, cloudLibrary Account Executive, Bibliotheca

Presenters from several libraries will discuss how they use reports on ebook and eaudiobook usage in order to better communicate the value of public libraries & drive their collection development activities. Presenters will use the cloudLibrary platform from Bibliotheca as an example—the techniques shown will work with most econtent platform reporting tools. We will also show samples of infographics and communications created with the statistics gleaned from the reporting tools.

*Sponsoring Unit: Teaching, Learning & Technology Round Table*

**Staying Connected: An Academic Library, a Website, and Extraordinary Times**

Track: **TECHNOLOGY**

Barbara Eshbach, Head Librarian, Penn State, York

An academic librarian will share the website she created to help her library faculty and staff stay connected to each other and to the latest developments within their University, their campus, and their own communities. They used the website to share ideas, information, suggestions, challenges, success stories, and funny bits in order to keep in touch, keep working, and keep them going. Be part of this session and share your stories of how your library stayed connected during the coronavirus outbreak.

*Sponsoring Unit: College & Research Division*

**Big Ideas Small Libraries**

Track: **COMMUNITY SERVICE & ENGAGEMENT**

Jennifer Powell, Director, Tyrone-Snyder Public Library Lana Conrad, Assistant Director, Tyrone-Snyder Public Library Claire Williams, Marketing Coordinator, Huntingdon County Library Shelley Merrell, Youth Services Coordinator, Huntingdon County Library

For those of us who work in small libraries, the big ideas can seem intangible. We want to be the best possible resource for our community by providing them with Makerspaces, Comic Cons, Outreach...
experiences, STEM training, Workforce Development opportunities, etc. But how can you accomplish these things if your library serves a small population, is low on space, has a small budget, and has a very small staff? We will discuss ways that we have managed to bring some of these big ideas into our small libraries and serve our communities well. We will address how we have had to compromise on some of the big ideas that are still out of reach. We will talk about things we have tried (successfully and not so successfully). Together we will discuss how small libraries can do more with less by being extra creative!

*Sponsoring Unit: Rural & Small Libraries Round Table*

**Using Your “Library Story” to Empower Your Advocacy**

**Track: ADVOCACY & DEVELOPMENT**

Francella Ochillo, Executive Director, Next Century Cities

High-speed connectivity ensures that every American has an opportunity to participate in a digital society. Especially in the age of coronavirus, when residents must work, learn, and obtain information online, having access to broadband is a necessity. For vulnerable populations and those living on the margins, the local library serves as their primary resource for broadband. Librarians do not only play an important role in ensuring that every resident in every community has digital access, librarians are some of the most important advocates. This session will explore ways to use the power of storytelling and your “library story” as a tool to strengthen your advocacy. Lawmakers and policymakers trust your community insights and benefit from your expertise.

*Sponsoring Unit: Conference Committee*

**The Teens Are Coming! Enlisting Help for an Afterschool Program**

**Track: YOUTH SERVICES**

Pamela Bodziock, Assistant Director/Teen Services Librarian, Monroeville Public Library

When school lets out, some tweens and teens head for their public library. Our teen regulars may come for the free computers, the chance to socialize – or because they don’t have anywhere else to go. We want them here, but what to do with them once they arrive? AmeriCorps is a national program which recruits members for a year of service. Monroeville Public Library has partnered with KEYS AmeriCorps for three years to offer community teens a daily Afterschool Program. Two full-time AmeriCorps members host games and activities, provide structure and mentorship, and be someone our teens can depend on to always have time to listen and engage with them at the library. Our partnership with AmeriCorps has revolutionized what our library can offer our teens – a safe and welcoming program atmosphere where they can always belong. Find out how your Library could create your own afterschool program.

*Sponsoring Unit: Youth Services Division*

**4:00 PM – 5:00 PM**

**Breakout Sessions:**

**Strategies for Engaging International Students**
Track: COMMUNITY SERVICE & ENGAGEMENT

Emily Reed, Penn State University Libraries
Katie Odhner, Penn State University Libraries

Come learn how two campus librarians develop resources and services to engage with an international student population. Topics addressed will include tailored learning aids, modified library instruction lesson plans, outreach and engagement strategies, development of partnerships, and recommendations for libraries looking to engage more with international or multilingual students. The presenters plan for active participant discussion revolving around challenges, successes, and strategies implemented at other campuses represented in the room. A time for questions will be included.

Sponsoring Unit: College & Research Division

Digital Tools for Online Exhibits and Community Outreach

Track: TECHNOLOGY

Colleen Farry, Digital Services Librarian, The University of Scranton

This presentation will explore different ways that libraries can interact with their communities and promote their collections through digital tools and methods. Through a discussion of case studies, this session will focus on how digital tools and web-publishing platforms have been used by libraries and will offer attendees strategies for implementation. It will explain the basics of why and when to use digital tools and provide some insight on the pros and cons of digital outreach methods. Among the options examined will be StoryMaps and other web-based mapping tools, podcasting tools, web-publishing platforms such as Scalar, and the online exhibit builder Omeka.

Sponsor: HSLC

Sponsoring Unit: Teaching, Learning & Technology Round Table

Vicarious Trauma: Self-Care is More Than a Bubblebath

Track: CAREER/LEAD

Tracee Yawger, Youth Services District Consultant, Montgomery County-Norristown Public Library

Working in a public library, we see so much. Whether we have experienced trauma in our personal lives, on the job, or interact with members of the public who are dealing with trauma, it is a load that begins to weigh us down. Join us for a discussion that includes information on how stress differs from trauma. Brain research and the Adverse Childhood Experiences Survey show us that trauma has an effect on the brain, the body, and behavior. So how do we continue to care and support others without suffering from burn out? What does trauma focused self-care really look like?

Sponsoring Unit: Rural & Small Libraries Round Table

Environmentally Sustainable Practices for Youth Services

Track: YOUTH SERVICES

Liz Kluesner, Director of Youth Services, Valley Community Library
This session will explore ways to adopt environmentally sustainable practices for youth services and why it is crucial to do so now. The American Library Association recently adopted environmental sustainability as a core value and this session will discuss activities, crafts and practices to support this. Additionally, this session will talk about a large Children's Garden Maze recently built at the Valley Community Library.

*Sponsoring Unit: Youth Services Division*

**Be Prepared - Planning For Your Facility Needs**

Track: *LIBRARY ADMIN*

Zach Zimmerman, Facilities Manager, York County Libraries

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 emergency preparedness, safety and security, HVAC equipment, custodial operations, and more. Attendees will learn to create procedures for responding to any level of emergency, from lack of hand soap to fires to a flu outbreak.

*Sponsoring Unit: Conference Committee*

7:00 PM – 8:30 PM

**Special Event**

**Author Event: Wanderers & Followers**

Track: *SOCIAL*

Chuck Wendig, author
Megan Angelo, author

This special conference event will feature live-streamed interviews with authors Chuck Wendig (Wanderers) and Megan Angelo (Followers) on Tuesday, October 20, 7:00 – 8:30 p.m. and will not be recorded. Hear about their works and how current events or behaviors influenced their stories and how they could play out in the future, if left unchecked. A Q&A session will follow the interviews. We hope you will join us for this pertinent, thought-provoking discussion! $5 Discounted fee available when included with conference registration. If space allows, the event will be offered at a later date to the public at a significantly higher fee.

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**Wednesday, October 21**

9:00 – 9:45 AM

**Governor's Advisory Council on Library Development Open Forum**

Track: *MEETING*

Mary Garm, Chair, GAC
Glenn Miller, Deputy Secretary & Commissioner for Libraries
This open forum will afford all participants the opportunity to learn about the role of the Governor’s Advisory Council and for Council members to hear first-hand, the issues and concerns of the library community.

**Sponsor:** Office of Commonwealth Libraries

**9:00 AM – 11:00 AM**

**Extended Sessions**

**Mental Health Challenges and Libraries**

Track: **CONTEMPORARY ISSUES**

Josh Berk, Director, Bethlehem Area Public Library

Learn about the topic of mental health as it pertains to a library setting. What are good policies to have in place? How to de-escalate (talk down) someone in a crisis? What should we never do when encountering someone experiencing a delusion? How to ensure staff safety and compassion towards library users? These issues and others will be discussed. Among other topics, attendees will learn: to recognize the signs of mental illness, to differentiate among common types of disorders, and how to understand the terminology to speak appropriately and compassionately about the issues surrounding mental health. Useful phrases and helpful strategies for working with someone experiencing a mental health issue will also be shared. Case studies about what libraries big and small around the country are doing to meet the needs of those who fall through the cracks of our mental health systems will also be shared.

**Sponsoring Unit:** Public Library Division

**Thinking Outside The Walls: Virtual Programming**

Track: **COMMUNITY SERVICE & ENGAGEMENT**

Elizabeth Davis, Head of Digital Services, Scranton Public Library

Renee Roberts, Project Manager, Abington Community Library

Leslie Swope, Director, St. Marys Public Library

Heather Welenski, Library Director, Avalon Public Library

Offering online programming, whether through Zoom, Facebook Live, or other recorded means, allows your library to expand its reach and engage patrons who might not be able to walk into your building, for whatever reason. While this may seem like a luxury to coordinate such programming, it was a necessity for many libraries during the Covid-19 pandemic earlier this year, when libraries were closed to the public. Utilizing online resources, libraries of all sizes offered a range of programs and services to patrons such as: storytimes, book talks/discussions, live crafting projects, read-alouds, and more. These programs provided patrons social engagement, creative stimulation, and a sense of routine and normalcy, amid unprecedented circumstances. Hear from panel members about ways they supported their patrons during Covid-19.

**Sponsor:** Brainfuse

**10:00 AM – 11:00 AM**

**Breakout Sessions:**
A Different Kind of Cookbook Club: Historic Recipes and Digital Literacy

Track: TECHNOLOGY

Sara Kern, Access Services and Instruction Librarian, Juniata College
Christine Elliott, Learning Services and Assessment Librarian, Juniata College
Jacob Gordon, Archives and Special Collections Librarian, Juniata College

This session will share how three librarians used historic recipes as a way to bring together community, share history, and teach digital literacy. For the initial archival outreach talk, librarians at an academic library asked members of the campus and local communities to find a recipe, research its historical context, and make it. Attendees received a cookbook, tasted recipes, and chatted with participants. This event was such a success that a version of it was offered as a course for an Alumni College event. Participants in this course practiced using physical and digital archives, learned about public domain, and were taught how to enter recipes they discovered into a shared Google Document. Librarians at academic or public libraries will learn how to organize similar events at their library. They will also be able to taste historic recipes and will receive a cookbook with these and other recipes.

Sponsoring Unit: College & Research Division

Quest Without Hesitation: How Libraries Have Implemented Summer Quest

Track: YOUTH SERVICES

Robyn Vittek, Director, Mount Lebanon Public Library
Jennifer Powell, Director, Tyrone-Snyder Public Library
Jennifer Knisely, Executive Director, Altoona Area Public Library

Spark engagement, excitement, and experiential learning through embracing Summer Quest. Join a panel of Directors from libraries of various sizes who have embraced the concept of Summer Quest and have fearlessly led their staff in providing dynamic programming for youth. Be empowered to break down barriers to summer learning and to implement new and innovative ideas in your library to make summer a journey of opportunity for youth of all ages. Discussion will include planning in-person and virtual programming with strategies specific to 2020.

Sponsor: Zoobean

Sponsoring Unit: Youth Services Division

Cataloging Objects using RDA and MARC21

Track: COLLECTIONS

Robert Freeborn, Music/AV Cataloging Librarian, The Pennsylvania State University
Elizabeth Hobart, Special Collections Cataloging Librarian, The Pennsylvania State University

In January of 2020, the Online Audiovisual Catalogers (OLAC) released their best practices guide for handling three-dimensional objects utilizing the Resource Description and Access (RDA) rule set and the latest Machine-Readable (MARC21) standards. This session will present the recommendations of the guide, as well as insights for treating these materials in a special collections/archival environment.
While the presenters will bring examples of the various types of objects to study, they encourage participants to bring their own to share with the group.

**Sponsoring Unit: Technical Services Round Table**

**Maintaining Your Star Library Status**

Track: CAREER/LEAD

Ed Wolf, Information Technology / Reference Librarian, Peters Township Public Library

In 2020, the PAForward Star Library Program has added the ability to maintain your star status by completing some additional steps. Learn about the new process, new tools you have at your disposal and new opportunities you have available in the PAForward Star Library program. The Tech Team who developed the steps and who maintain the technology will give you all the information you need to continue reaching for the stars.

**Sponsor: PA Forward**

**11:00 AM – 12:00 PM**

**Visit Exhibits/Break 5**

Track: EXHIBITS

Interaction between conference attendees and exhibitors is crucial for conference success and benefits PaLA’s mission! Check out the exhibit hall now for live interaction with the reps and earn some points for prize redemption! In addition, take some time to hear about some successful library programs and informational resources from your colleagues in the poster area.

**12:00 PM – 1:00 PM**

**Keynote Session**

**Public Library Division Lunch & Learn: You Are the Brand - How Everyone Plays a Role in the Library Story**

Track: ADVOCACY & DEVELOPMENT

Ben Bizzle, Founder & CEO, Library Market

From programming to purchasing, from the website to the reference desk, every library, in every action, is telling a story to its community. What story is your library telling? Join library advocate, marketer, author, and entrepreneur, Ben Bizzle as he discusses the stories libraries tell, how we tell those stories, and ways to enhance the stories we are telling to our communities.

**Sponsor: Association of PA Public Library Systems (APPLS)**

**12:00 PM – 1:30 PM**

**Visit Exhibits/Poster Sessions/Break 6**

Track: EXHIBITS
Our exhibit hall is the most efficient way to learn about and consider new innovations for libraries from multiple sources. Visit the hall now for one-on-one meetings with the reps! In addition, pick up some new resources, tips and ideas for library programs and activities from your peers in the poster area.

1:30 PM – 2:30 PM

Breakout Sessions:

**Creating Inclusive Online Learning Environments**

Track: TECHNOLOGY

Victoria Raish, Online Learning Librarian, Penn State

All of a sudden, my specialization in online learning became a necessary skill for virtually every K-12 school, college and university across Pennsylvania as COVID-19 changed our landscape forever. When a crisis happens, we focus most immediately on managing the crisis at hand and other near term decisions. As things stabilize and a normal pattern emerges, we then feel ready to expand our skill set and model in this new learning environment. We need to remember diversity, inclusion, and equity in the online learning environment. How is it similar to DI&E efforts in the residential classroom, how is it different? What are the inherent advantages and disadvantages of online learning and DI&E? After attending this session, participants will have bulleted steps to make the online learning environment more inclusive for all learners. Our complex and intersecting identities do not vanish because we are behind a computer and we need to be intentional about bringing them out.

*Sponsoring Unit: College & Research Division*

**Project Wet and Wild Libraries: Creative Partnerships and Environmental Programming**

Track: YOUTH SERVICES

William Fee, Lead Instructor STEMlab, State Library of Pennsylvania
Tamara Peffer, Environment and Ecology Content Advisor, PA Department of Education
Ellen Shenk, Community Engagement Librarian, State Library of Pennsylvania
Nicole McCune, Community Engagement and STEMlab Assistant, State Library of Pennsylvania

Change is inevitable and the State Library is going through some major ones right now. New challenges can lead to enormous growth and this session explores how we’re helping to create citizen scientists with environmental programming at the library and beyond. The State Library staff is joined by Tamara Peffer from the Pennsylvania Department of Education. The workshop will offer attendees some hands-on training with equipment and procedures!

*Sponsoring Unit: Youth Services Division*

**Social Media, First Amendment Audits, and the Library as a Public Forum**

Track: CONTEMPORARY ISSUES

Theresa Chmara, General Counsel, Freedom to Read Foundation
Deborah Caldwell-Stone, Director, ALA Office for Intellectual Freedom
Moderator: Michele Legate, District Consultant, Northeast Region
Do you know what the law says about the public library’s ability to regulate and moderate comments and posts on the library’s social media sites? Can “First Amendment Auditors” film library patrons with impunity? This program will explore the current case law addressing public libraries’ responsibilities with respect to moderating social media as well as the ability of libraries to manage and regulate photography and recording activities inside the library. Learn how to minimize your library’s exposure to litigation if your library has a social media site open to the public or if an individual claims a right to film inside the library. There will be time set aside for your questions about these topics and any other questions concerning intellectual freedom and the law.

*Sponsoring Unit: Conference Committee*

**Flexible Design for the Small Modern Library**

Track: LIBRARY ADMIN

Jenny Worley, Director, Baldwin Borough Public Library
Amanda Markovic, AIA, Associate Principal, GBBN

Programs and services should not be limited by physical barriers, like the walls, doors and shelving of the library building itself. Learn how Baldwin Library and architecture firm, GBBN, used flexible design elements to maximize the functionality of a 5000 SF auditorium space, enabling staff to transform it from a traditional library into a large program/event space by rearranging a few pieces of furniture. Subtle design elements, like lighting and carpet were used to delineate the teen, adult and children’s areas, creating a cohesive design without overwhelming the overall aesthetic of the small space. The addition of flexible shelving, furnishings and strategic design “moments,” give each space an identity, providing users a sense of ownership and belonging without creating immovable walls and barriers. All of these strategic design decisions create a calm yet whimsical space that provides the community with much-needed programming/event space without sacrificing the library’s daily functions.

*Sponsoring Unit: Public Library Division*

**Proving Your Library’s Value with The E’s of Libraries(R)**

Track: ADVOCACY & DEVELOPMENT

Alan G. Fishel, Partner, Arent Fox LLP | Attorneys at Law

You know that your library is vital to your community, but how do you communicate its importance to elected officials, community leaders, funders, and other key stakeholders? How can you talk about what your library does using their language? Learn how to use The E’s of Libraries® – Education, Employment, Entrepreneurship, Empowerment, and Engagement – to demonstrate why your library is essential. Attendees of this session will craft messages designed to win over elected officials and funders, and learn how to use The E’s of Libraries® and its free customizable resources.

*Sponsoring Unit: Rural & Small Libraries Round Table*

**Developing an Outreach Strategy Using Student Focus Groups**

Track: COMMUNITY SERVICE & ENGAGEMENT
Brendan Johnson, Outreach and Engagement Librarian, Penn State Abington
Katie Odhner, Reference and Instruction Librarian, Penn State Abington

While engaging with students is often an important objective of libraries, it can be frustrating when your great ideas are met with poor attendance. We may often be left thinking “What do the students want”? Well, why not just ask? This presentation will discuss how two librarians at Penn State Abington developed and ran a series of focus groups to investigate students’ interest in potential programs, their use of library spaces, and their sense of belonging in the library. The results of the focus groups were used to create an outreach strategy. We will discuss how to effectively develop and market your focus groups. We will also discuss how to analyze your results to create data-driven marketing and programming initiatives which encourage successful student engagement.

Sponsoring Unit: College & Research Division

2:45 PM – 3:45 PM
Breakout Sessions:

Increasing Accessibility and Decreasing Stress: Going Fine Free

Track: LIBRARY ADMIN

Nicole Henline, Director, Monroeville Public Library
Jennifer Worley, Director, Baldwin Borough Library
Tina Zins, Director, Penn Hills library
Taylor Lee, Library Services Manager, CLP - Hazelwood
Kimberley Hrivnak, Assistant Director, Allegheny County Library Association

Twelve diverse libraries in the Allegheny County Library Association successfully went fine free in 2019. Sounds crazy? Your board will never go for it? You need that fine money? We thought so too – but it is possible! Learn about the research and planning we did to determine the feasibility of the new service; learn how we approached our boards and municipalities about the loss of revenue; and learn how we prepared our staff and engaged our community about the changes in service. It wasn’t all positive. Some were receptive, while others provided us with excellent learning opportunities. We can help you learn from our mistakes – and our victories. Even if you’re not quite ready to take the dive – learn about ways to move in the direction of fine-free and make your library more equitable, accessible, and community-driven.

Sponsoring Unit: Public Library Division

OER Q&A: Open Discussion on Open Resources

Track: COLLECTIONS

Kelly Banyas, Research & Instruction Librarian for Student Success, University of Scranton Weinberg Memorial Library
Marleen Cloutier, Cataloging & Metadata Librarian, University of Scranton Weinberg Memorial Library
Allyson Wind, Electronic Resources Librarian, East Stroudsburg University Kemp Library
Andrea Hartranft, Reference & Instruction Librarian, Harrisburg Area Community College Harrisburg Campus Library
Join librarians from a variety of academic institutions to hear how they are working with Open Educational Resources (OER) and promoting their use across campuses. This panel will answer questions and address concerns regarding OER, as well as share stories of successful programs and initiatives that can be adapted by attendees. Discussion can include the process of marketing OER and what it means to the campus community, researching options of different resources to be utilized in the classroom (OER, Open Access, DRM-free), identifying and organizing existing resources found on the internet and in the library’s current collection, establishing incentive stipends for OER adoption/adaptation, and OER platforms for adapting and creating content.

**Sponsoring Unit: College & Research Division**

**E-rate Made As Easy As Possible**

Track: **LIBRARY ADMIN**

Julie Tritt Schell, State E-rate Coordinator, Pennsylvania Department of Education

The federal E-rate program provides discounts to public libraries on broadband and Internet services, as well as internal connections equipment and services, but it's vastly different than a typical grant program. This workshop will provide an overview of eligible services, bidding, discount calculations and deadlines, and will ensure attendees understand the various application steps so they are ready to begin applying for Funding Year 2021. All questions will be answered!

**Sponsoring Unit: Conference Committee**

**Cultivating a Community of Learners and Savers: Building a Library Partnership with PA Treasury’s Savings Bureau Benefits Everyone!**

Track: **COMMUNITY SERVICE & ENGAGEMENT**

Julie Peachey, Deputy State Treasurer for Consumer Programs, PA Treasury Department
Kelly Davis, Field Representative, PA Treasury Department
Toni V. Corinealldi, Community Outreach Director, Fund My Future
Christine Curley, McBride Library
Erin Zambarto, Carnegie Library of Pittsburgh

Today's learning environment calls for innovative ways to support children and families to help them define future educational paths. PA libraries are uniquely positioned to play a vital role in providing information and support. This session offers information on several PA Treasury Savings Programs. It includes information on accessing programs and free materials to take a lead role in providing information to families. Topics covered will include an overview of the research behind and importance of child savings accounts, and the specifics of Pennsylvania’s recently launched Keystone Scholars program, now recognized nationally as a model for other states. You’ll hear about the success of the new PA Savings Pledge and how libraries can encourage families in their area to sign-up to win monthly prizes of up to $1000. You’ll also learn from the experience of your PA library colleagues and gain insight into how to offer savings programming to provide direct benefit to residents and drive families to local libraries.

**Sponsor: PA Forward**
Transforming Interest into Impact: Citizen Science and Crowdsourcing in Your Library

Track: YOUTH SERVICES

Kelsey Cowles, Academic Coordinator, National Network Libraries of Medicine, Middle Atlantic Region

What do Gregor Mendel, Benjamin Franklin, and Caroline Herschel have in common? They were all citizen scientists! Millions of people of all ages have made invaluable contributions to scientific research in their communities by counting birds, testing their tap water, or reporting flu symptoms. Citizen science and crowdsourcing programs leverage natural curiosity to accelerate research and are an excellent way to engage with patrons of all types of libraries. Anyone from schoolchildren to college students and faculty to senior citizens can participate in citizen science or crowdsourcing projects, with no prior experience required! Session participants will learn about citizen science library program models tailored to various types of libraries, freely available National Library of Medicine and other trustworthy information resources to support programs, and potential sources of funding to purchase citizen science kits or support community research efforts.

Sponsoring Unit: Youth Services Division

PALS Alumni Stories

Track: CAREER/LEAD

Angie Andre, Children’s Librarian, Tredyffrin Public Library
Adam Haigh, Technology Librarian, Lower Merion Library System
Jennifer Powell, Director, Tyrone Snyder Public Library

Share your success with us. Have you attended the Leadership Academy or Directors’ Institute? If so we want to hear your story. How has the Pennsylvania Academy of Leadership Studies changed you, your career, your network, your opportunities. We will video record your story to share with others. Help us to spread the word about PALS.

Sponsor: PALS

4:00 PM – 5:00 PM
Keynote Session

Closing Session: A Beacon of Light in Adversity

Track: COMMUNITY SERVICE & ENGAGEMENT

Melanie Townsend Diggs, South Area Manager, Prince George’s County Memorial Library System (MD)

Hear 2016 Lemony Snickett prize winner, Melanie Townsend Diggs tell the story of how the Enoch Pratt Free Library remained open and provided a "Safe Haven" in the midst of the 2015 Baltimore Riots.

Sponsor: Pennsylvania Integrated Library System (PALS)