Communicating Value from the Circulation Desk

Ryan McCrory, Executive Director, Lititz Public Library

We will look at how to convey your library’s value to the community at each desk interaction. What do you wish your community knew about your library? How can you package that information in memorable ways? We will help you develop a “bank” of library information to be strategically shared throughout the year to best communicate how your library benefits your community.

Expected Outcomes: Attendees will leave understanding the how and why of promoting the library from the front desk, specifically leaving with the ability to design a framework, workflow, and calendar for promoting your library’s value through short, shareable (and memorable) facts at each patron interaction.

Moving Beyond Doctor Google: Providing Consumer Health Literacy in the Library

Beth Transue, Information Literacy Librarian, Messiah University

This session will help public services staff to identify credible sources of health information that assist patrons with increasing health literacy skills. It will review credible health websites and discuss evaluation criteria for medical information. The session will also discuss professional boundaries that library staff need to maintain when providing health information.

Expected Outcomes: Attendees will be able to provide credible health literacy information to patrons and assist patrons with evaluating health information found online.

Tech Tools That Transform

Katie Dunbar, Youth Services District Consultant Librarian, Montgomery County Library District
Tracey Reed, District Consultant Librarian, Montgomery County Library District

Join us for 60 minutes of free technology tools that streamline mundane tasks, increase collaboration, improve communication, and make you look more professional! We’ll show you 20 different resources to transform your work and make more time for what matters. There are an overwhelming number of technology tools out there to try, so we've selected the ones we have tested and found to be the most effective. No matter your role at your library, there is something here for you. We know it often feels easier to do things the way you have always done them, but after this presentation you'll be excited to go try something new!

Expected Outcomes: Attendees will learn about free technology tools that enhance, streamline, and improve the way they create presentations, communications, organize their workflow, and work/life balance.
Customer Service: Turning Complaints into Compliments

Leah Kulikowski, Director, Helen Kate Furness Free Library

We have all had interactions with patrons who are difficult or upset - and it can be stressful knowing what to say or how to respond in these situations. This training focuses on strategies for better managing these types of conversations, with the goal being to take a potentially negative interaction and turn it into a positive one for both you and the patron.

Expected Outcomes: Attendees will learn a systematic approach for handling day-to-day complaints from patrons, including techniques, strategies, and helpful phrases to turn conversations around. Attendees will learn how complaints can be an opportunity, they will become more aware of their own feelings when confronted with a complaint, and will learn how to respond calmly and with empathy.

I’m not a lawyer! Legal Reference Basics for Public Library Staff

Katy Jean Vance, Librarian, State Library of Pennsylvania
Kevin Spangenberg, Librarian, State Library of Pennsylvania
Amy Woytovich, Librarian, State Library of Pennsylvania

Being faced with legal questions while working the desk is common, but giving out legal advice if you’re not a lawyer or paralegal is illegal. That doesn’t mean frontline workers should shy away from helping their patrons with their legal reference questions! This session will introduce frontline library staff to the basics of Pennsylvania law (How do I know if it’s a legal question?), a variety of free and subscription-based sources to use with patrons (What can I put in their hands right away?), criteria to determine when you should refer patrons to an external expert (When is this request too complex for this interaction?), and how to learn more about helping patrons with their legal inquiries without having to attend law school (Where can I learn even more about supporting my patrons’ legal needs?). Woven throughout this presentation will be how you can utilize the State Library’s law library staff and resources in your day to day. Walk away prepared to help your patrons without crossing the line into giving out legal advice.

Expected Outcomes: Attendees will leave this session with a basic introduction to Pennsylvania law, a collection of resources to use with patrons as well as a framework for when to offer help and when to refer out.

Trades for All Ages

Denine Nealon, Youth Services Coordinator, Bosler Memorial Library
Nicholas Macri, Community Relations Coordinator, Bosler Memorial Library

The Bosler Memorial Library started offering programs related to the trades in 2022, and received great community response. This session will cover the three different trades programs implemented by the Bosler Library: Trader Tots (3 to 6 year olds), Kids of the Trades (7 to 12 year olds), and the Trades and Technology Tract of the Carlisle Institute for Lifelong Learning (adults). We will go over the planning processes for these programs, the successes we’ve had, and the struggles we’ve encountered.

Expected Outcomes: Attendees will learn how trades programs can be implemented for various age groups and how these programs can complement their library’s current program offerings.

Beyond the Reluctant Reader: Building a Graphic Novel Collection for Everyone

Mark Conner, Collection Management Coordinator, Bucks County Free Library

Graphic novels are finding an increasingly broad and diverse audience, so it is time to put the reluctant reader narrative to rest, these books are for everyone. In this lecture, we will discuss the unique value comics have in cultivating our visual literacy skills and how that value can be used to convince our patrons, staff, and stakeholders to see what they are missing from this vital form of communication. We will also discuss some of the resources we can use to learn about comics and
improve our readers advisory. Finally, some attention will be given to responding to book challenges in regards to graphic novels.

**Expected Outcomes:** Attendees will be provided resources for finding and evaluating upcoming graphic novel and how to use them as tools for readers advisory. They’ll also learn how to communicate the value of graphic novels in library collections with patrons, staff, and stakeholders.

### Connecting the Community through PA 211

**Emily Aubele,** Vice President, PA 211  
**Kim Amsler,** Director of Mission Advancement, United Way of Pennsylvania

211 is a three-digit telephone number that connects individuals in need with critical health and human services resources. The PA 211 system is strengthening and adapting while branching out into new work which increases the relevancy and impact to measure and address community needs. By dialing, texting, or chatting 211, or searching the PA 211 website, individuals can access a trained Resource Navigators who can provide information and referrals, in over 75 different languages, to various resources, such as housing assistance, food programs, mental health services, employment support, and more.

**Expected Outcomes:** During this session, participants will not only learn more about PA 211 and strategic investments to increase access across phone and technology channels and improve customer service, but also identify opportunities to partner with the service in ways that support communities across the Commonwealth.

### We’re Getting Feedback: The Basics of Program Assessment

**Emily Mross,** Business Librarian and Library Outreach Coordinator, Penn State Harrisburg Library  
**Rachel Stevenson,** Librarian I, Erie County Public Library

Getting feedback can seem scary -- what if no one liked your program? But feedback is essential to delivering programs and resources that meet the needs of your library users. Additionally, this feedback can provide important evidence to stakeholders about the value of the library in the community. In this session, we will discuss the basics of designing and implementing useful assessments for library programs and how to present this information to library stakeholders in impactful ways.

**Expected Outcomes:** Attendees will leave the session with the ability to describe the importance of obtaining patron feedback on library programs and initiatives. Additionally, they will learn basic assessment methods for library programs and plan to implement at least one basic assessment at their library.

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**Lunch Break**

12:30 p.m. - 1:15 p.m.
Artificial Intelligence for Library Staff

Jessica Miller, Director, Fredricksen Library

Artificial Intelligence (AI) is everywhere right now. This session will look at uses of AI, as well as the pitfalls for both circulation and reference staff. Attendees will get an understanding of the basics of AI, including why it is of importance, and how it works. Then they will learn how to write an effective query and ways to refine searches to get the best answer possible.

Expected Outcomes: Attendees will learn the benefits and pitfalls of using AI and how to write and effective generative AI query.

Collaborative Programming Made Easy

Rachel Stevenson, Librarian I, Erie County Public Library
Jennifer Martin, Librarian I, Erie County Public Library

As librarians we are expected to carry out a multitude of tasks, including creating engaging programming for our community. By collaborating with our fellow librarians and local organizations, we can leverage strengths, resources, and abilities to come up with great programming events. Local history can be an excellent jumping off point for inspiration. In this webinar, we will talk about three week-long events that the Erie County Public Library has presented and teach other librarians how to follow in its success.

Expected Outcomes: Attendees will learn how to use local history for inspiration for library programs and how to create programs with internal and external collaborative partners for interesting, exciting programs patrons want to attend!

Empowering Young Readers with Multicultural Literature

Richard E. Ashby, Jr., Director, Sharon Hill Public Library

In today's interconnected world, exposing children to diverse cultures, perspectives, and experiences through literature is vital. This presentation will combine a traditional lecture with interactive discussion to explore how multicultural literature promotes empathy, understanding, and inclusivity among young readers. Successful initiatives incorporating multicultural literature in classrooms, libraries and homes will be shared, as well as the challenges and opportunities in promoting multicultural literature in education settings. The criteria for selecting high-quality multicultural materials and how to engage young readers with diverse literature and encourage critical thinking will also be covered. Attendees will receive a list of recommended multicultural books.

Expected Outcomes: Attendees will learn the importance, challenges and opportunities of including multicultural literature in educational settings to promote cultural awareness and diversity. Additionally, they will obtain the criteria for selecting high-quality multicultural literature and how to engage young readers with diverse literature to encourage critical thinking.

Communi-TEA Partnerships

Katie Donahoe, Teen Librarian, Mt Lebanon Public Library

Teen Tea Club, a tea tasting idea originally dreamed up by a tenth grade boy, has since blossomed to include a partnership with a local farmer, and even a pen pal friendship with another Teen Tea Club in Ringwood, New Jersey! Learn about inexpensive ways to make teen events happen, the current rise of "cottagecore," and how to engage the larger community in new ways! Includes slide show and live narration.

Expected Outcomes: Attendees will learn about turning teens’ ideas and interests into reality! Then expanding that beyond the library walls with unique partnerships!
Design Deep Dive: Become a Canva Expert for Your Library

**Olivia Weight,** Assistant Branch Manager, Bucks County Free Library

A beginner’s deep-dive into using Canva, covering the different features and pre-selected design templates and how these things can be combined to create effective and dynamic marketing or display materials for all ages in your library.

**Expected Outcomes:** Session attendees will walk away with an expert understanding of how to best utilize Canva.com and its design features to create eye-catching display posters, marketing materials, social media posts, or other signage for different age groups in the library.

How to Communicate the Value of Your Star Library Status to Your Community

**Rob Lesher,** PA Forward(R) Program Manager, Pennsylvania Library Association

This program will outline the PA Forward(R) Literacies and describe the rationale for carrying out programming in each of the PA Forward(R) literacy areas. Then the program will detail how to use the logos and materials available at the PaLA website for developing a strong programming curriculum and how to communicate the value of these programs to your general community. Finally, the program will give ideas of how the library can leverage their star status to build better communication plans with their community about their value.

**Expected Outcomes:** Attendees will appreciate the need to use the PA Forward(R) logos consistently in their programming communications and how to develop communication plans to explain the impact that their programs are having in their communities.

3:45 PM – 4:45 PM SESSIONS

Going the Distance: Designing an Accessible and Joyful Youth Services Program at LAMP

**Carolyn Rees,** Youth Services Librarian, Library of Accessible Media for Pennsylvanians (LAMP)

Join LAMP Youth Services Librarian Carolyn Rees as she shares some tips and tricks she has learned about delivering accessible and joyful programming for youth with visual, physical, and reading disabilities across the state. The session will provide a brief overview about LAMP service and the benefits available for your library patrons. Additionally, this session will focus on how a sense of community can be created no matter the scope of patrons or distance through examples of successful virtual and hybrid programs for youth at LAMP. How does library service change when accessibility is considered every step of the way? These ideas and more will be explored through the lens of youth services at LAMP but the successes and lessons learned can be incorporated into programming at all libraries. Following a presentation, there will be opportunity for questions, discussion, and brainstorming!

**Expected Outcomes:** Session attendees will better understand what LAMP can offer to library patrons (and staff!) throughout the state. Additionally, attendees will learn how accessibility is at the core of program planning at LAMP and how to incorporate suggestions and findings about best practices for making programming as accessible as possible.

Let Loose and Have Fun: Your Library on Social Media

**Jacqueline Sharayko,** Assistant Director, Kutztown Community Library

Promoting your library on social media can be tricky, especially with all the options available. In this session, you will learn how to get started, what interests viewers, how often to post, and what to avoid in order to elevate your library’s presence. Discover how to start an Instagram and TikTok account, as well as the basics of creating using popular sounds and images. Go beyond the technical aspects and delve into creating content that attracts viewers from all over the world to your social media. Learn to let loose and have fun while creating.

**Expected Outcomes:** Learn about the content that your viewers want to see and how to take your library’s social media from minimum to maximum views!
The Circ Desk Recommends: Go-to POWER Library E-Resources for Public Libraries

**Tracy Carey, User Experience Specialist, Hosting Solutions & Library Consulting (HSLC)**

Want to take your frontline reference game to the next level? Join us for The Circ Recommends to discover a few POWER Library e-resources, from the newest to the tried and true, aimed to assist your public library patrons from amateur genealogists, to new language learners, to driveway mechanics and beyond.

**Expected Outcomes:** Attendees **will discover some of the more useful, patron-friendly POWER Library e-resources for public library users**, including the new genealogy resource, MyHeritage Library Edition, and the new language resource, Transparent Language. Attendees will learn a few basic tips and tricks for remembering how and when to use POWER Library to educate, inform, and instruct patrons!