

Wednesday, October 6

Registration Opens.....7:00AM

Pre-Conference Continental Breakfast..... 7:30AM – 8:30AM

PRE-CONFERENCE WORKSHOPS 8:30AM – 11:30AM

P1. Growing Cultural Participation in the Arts

with Donna Walker-Kuhne

This workshop will present tangible strategies on ways to build and expand multicultural audiences for the arts. The format includes an overview on national trends on engaging diverse communities, including the impact of immigration, target demographics, generational marketing, ten tools for building communities, social media, and the impact of press, publicity, and advertising on multicultural audiences. Participants will break into workshop groups and prepare a draft of a diversity outline, then present outcomes and conclude with a summary of the discussion and action steps moving forward. This session is made possible by IMLS through LSTA funds and State Library Services. It is also sponsored by MELSA with funding provided by the Minnesota’s Arts and Cultural Heritage Fund.

P2. CANCELLED

Day 1 / Day 2 Certification “Train the Trainer”

with Mollie Pherson, Mark Ranum

Location: SELCO, 8:00AM – 11:00AM

This session is intended for Minnesota library staff who are responsible for or interested in becoming Day 1 and Day 2 trainers for the Minnesota Voluntary Certification Program. The workshop will cover the revised and expanded trainer and participant manuals for Day 1 and Day 2. Presenters will lead participants through best practices in training on the materials and scripts for use in the training sessions.

P3. Media MashUp: Implementing Technology Programs for Youth

with Alicia Anderson, Cynthia Matthias, Jennifer Nelson

In the 21st century, kids need exposure to all kinds of literacy practices. This pre-conference will share the findings of an IMLS funded project to help you understand the important role public libraries play in giving kids 21st century skills. It will give you a chance to work through developing a technology program using Scratch, a free rich media content creation software. You may be familiar with Scratch but unsure how to use it with kids in your library; we’ll give you a chance to figure that out, too. You’ll learn

which 21st century skills youth are exposed to in Scratch-based workshops, participate in a hands-on workshop to learn how to use Scratch, and work with your peers to decide how you can implement technology programs for children and teens in your library. Urban or rural, small or large, there are ways you can offer low-cost and fun technology programs for youth that are grounded in 21st century literacy skill development.

P4. RDA: An Introduction

with Mark Ehlert

Resource Description and Access (RDA) is the new cataloging code designed to succeed AACR2. This pre-conference will use AACR2 as a point of departure to introduce attendees to the structure and content of RDA. Instruction will present an inspection of the new rules, their FRBR-inspired language, and their practical application in MARC-encoded bibliographic and authority records. Opportunities for hands-on cataloging will be offered. The session will end with a period for questions and discussion.

P5. Ssshing the Stereotype: Librarians in the 21st Century

with J. Corey Butler, various non-stereotypic Minnesota librarians

Buns, comfortable shoes, glasses, baggy skirts—and the shushing personality—are stereotypes that have haunted librarians since libraries began. We know that not everyone fits the stereotype, but what can we do to overcome it? And does it really matter, anyway? Do first impressions make a difference in how we provide service? Does “our” appearance put people off? Can we do anything about it? Learn the answers to these and other questions at this fun, entertaining, and informative pre-conference.

Break / Coffee9:15AM – 10:00AM

TOURS

10:00AM – 11:00AM

T1. Nordic Gypsy Beads and Jewelry Beaded Lanyard Class

Location: Rochester Public Library, Meeting Room A

Nordic Gypsy Beads and Jewelry will be teaching a basic stringing class on how to make a beaded lanyard with beads, Soft Flex, and crimps. The lanyard will have a loop so it could be used as a badge holder or an eyeglass holder. Students will learn a basic stringing technique that can be applied to other pieces of jewelry.

LUNCHEON KEYNOTE

11:30AM – 1:00PM

K1. Seven Practices of the Inventive Creative

with Ed Holahan

This is your chance to collect seven tried-and-true practices guaranteed to stimulate and build the creativity that you already possess. But fair warning: This sort of thinking can lead to completely unexpected outcomes. It's been known to create toys, games, and new lives. No matter what type of library you work in, you will come away profoundly inspired to acknowledge, tend to, and nurture your own creative spirit.

Exhibits Open1:00PM

Silent Auction Bidding Begins.....1:00PM

SESSION A

2:00PM – 3:15PM

A1. Around the State in 75 Minutes – Legacy Highlights from FY2010

Tracks: MALF, MILE, PLD

with Ann Hutton, Mollie Pherson

This session will showcase the many successful Library Legacy programs that took place around the state of Minnesota during the 2010 fiscal year. Each participating speaker will have 90 seconds to share the project name, location, partner information, and short snippet of the successful outcomes, giving the attendees a wealth of fantastic programming ideas. Examples of useful information (such as flyers, posters, bookmarks, etc.) will be available for viewing.

A2. Beyond Search: The Glitz and Glam of Google

Tracks: ARLD, PLD, RASS, SRLRT

with Rita Baladad, Kate Bessey, Kristen Mastel, LeAnn Suchy

From Buzz to Places, Docs to Fast Flip, and iGoogle to Chrome, Google has expanded to be much more than a search engine. It seems like Google is either adding a new tool to their arsenal or updating an already-established tool almost every day. So which tools are the most useful? Join some Google junkies to figure out how to muddle through all that is Google and learn about some of the tools that people are using—or could be using—to their advantage in libraries.

A3. Creativity Is Serious Play

Tracks: PLD, SSPiN

with Ed Holahan

Join us for an intense, laughter inducing, completely non-threatening training session filled with tools and techniques that have launched toys and games, stories, columns, and more. Ed will take you for a short ride wherein you will be invited to change your point of view and then change it

again. Thousands and thousands of folks have used Creativity Central's methods giving us the confidence to say, "It never doesn't work!" Participants will receive brand new, useful, creative ideas by starting with the most outrageous notions you can imagine. You'll hear invention stories and do a little inventing yourself, all in an hour and fifteen minutes. So bring your brain and your smile and get ready to think.

A4. Demystifying Ethnography: Exploring Student Use of Library Spaces

Tracks: ARLD, MILE, RASS

with Julie Gilbert, Amy Gratz, Anna Hulseberg, Sarah Monson

Interested in doing an ethnographic study at your library? Not sure how to get started or what methods to use? Inspired by the University of Rochester study, library staff from Gustavus Adolphus College developed and used ethnographic methods to investigate how students conceptualize and interact with library physical and virtual spaces. The presenters will discuss their experience employing ethnographic methods in the library setting, share their primary research questions, and present highlights of their findings. This session will provide attendees with practical tools and methods to design and implement a library ethnographic study.

A5. Great River Regional Library's Laptop Lab: Taking the Show on the Road

Tracks: PLD, RASS, SRLRT

with Michele Monson, Beth Ringsmuth Stolpman

Great River Regional Library (GRRL) received grant funding to begin computer training for seniors in 2009. Learn how GRRL developed their program to fit the grant requirements and teach basic skills. Also, hear about how the Laptop Lab has continued to be used across the region for Legacy programming on genealogy research, including logistics of planning programs for a large regional library system.

A6. Playing with the Law: Clear and Convincing Legal Resources for Public Librarians

Tracks: GODORT, MILE, PLD, RASS, SRLRT

with John Freeman, Sara Galligan, Brian Huffman, Mary Ann Van Cura

In this tough economy, have you noticed an increase in the number of people trying to do their own legal work? Are you straining to assist them? Learn about efforts in Minnesota to make it easier for non-lawyers to do their own legal work. Learn about the national "Public Libraries and Access to Justice" program, which recognizes the increasing role of public libraries in assisting the public with legal information and services. Learn about the Minnesota team and the statewide initiative to centralize resources

that make it easier for Minnesota library staff to assist and/or refer patrons who want to do their own legal work.

A7. Teams that Play Together Work Better Together: Using Rhythm-Based Experiential Exercises to Improve Team Effectiveness

Tracks: ARLD, MALF, MILE, RASS, SSPiN, TSS
with Pete McDonnell, Keith Russell

Who says that work must be “serious”—and, on the other hand, that play is not? Work can definitely have its playful side, and playful activities in the workplace can have their serious, more research-based side, too. In this interactive session, we’ll begin with a review of research into basic methods that can be used to promote teamwork and positive change within organizations. Participants will be led through a structured approach to team-building, centered around a percussion-based experiential exercise that engages other parts of the brain and draws upon multiple intelligences. Participants need not have any musical experience; drums, other percussion instruments, and a handout will be provided. Participants will take away with them basic information about team-building and group facilitation, and will also get the chance to discuss how the percussion-based experiential learning activity (using very minimal, inexpensive equipment) can be employed back at their home institutions.

A8. Web-Scale for Libraries

Tracks: PLD, SRLRT, TSS
with Mike Morey

Join us to learn how OCLC’s new web-scale service model—similar to widely used web services like eBay, Orbitz and mint.com—will impact libraries in a positive way by expanding community and sharing at the network level, reducing costs for individual libraries, and streamlining operations. Also learn about OCLC’s project to move to web-based services for all library management system activities—from selection and acquisition to discovery and delivery.

Refreshment Break with Exhibitors 3:15PM – 4:00PM

SESSION B 4:00PM – 5:15PM

B1. Book-Themed Parties for Children

Tracks: CYP, PLD, SRLRT
with Lisa Pollard, Erin Smith, Nancy Smith, Maren Wilbur

A panel of public librarians will share their experiences giving book themed parties for children. We will discuss *The Diary of a Wimpy Kid*, *39 Clues*, *Magic Tree House*, *Percy Jackson*, *Judy Moody & Stink*, and *Junie B. Jones*. Materials that were used in the parties will be on display. This session will include “Kitchen Science” with Erin Smith.

B2. Cataloging and OCLC Previews & Reviews

Tracks: SRLRT, TSS
with Carla Urban

Come learn about important developments in cataloging and OCLC products and services. Minitex staff will whet your appetite for Resource Description and Access (RDA), the new cataloging code that will replace AACR2, with discussion of the RDA testing process, OCLC’s work with RDA (revisions and additions to OCLC-MARC, updates to Worldcat’s user interface, etc.), and previews of Minitex training opportunities. We will also review changes in OCLC’s e-content services (NetLibrary and FirstSearch databases), OCLC’s Rights and Responsibilities for the OCLC Cooperative, and other hot topics. Everyone’s invited! Bring your questions.

B3. Design of a Library: Serious Play

Tracks: PLD, TSS
with Lois Lenroot-Ernt, Jonathan Strand, Ann Voda

This session tells the story of the design and programming process that culminated in one of Minnesota’s newest libraries (opened in March 2010): Hennepin County Library – Plymouth. This session strives to inspire convention attendees to engage in their own critical questions about our time and their work as librarians. As part of the story, this presentation hopes to demystify the programming and design processes by examining the evolution of the initial programming sessions, the primary building program areas, the library service model, and the way in which they interrelate with the project as a whole. By “deconstructing” the project, this session will help reveal the process so that attendees will be able to apply these experiences and best practices in their own workplaces, where they encounter the human story each day, one library user at a time.

B4. MILE 2011 (MLA Institute for Leadership Excellence): Emerging Leaders in Changing Times

Tracks: ARLD, MILE, PLD, RASS, SSPiN
with Anne Friederichs, Kelli Koob, Brian Lind, Katie Polley

Come to a discussion of what MILE 2011 will focus upon, find out about the mentor/mentee relationship from several MILE 09 graduates in a panel discussion, and see if MILE 2011 would benefit you! MILE 2011 will help anyone within libraries in Minnesota find his/her inner leader and leadership styles and find a leader in Minnesota Libraries who will mentor attendees.

B5. Partnerships on Steroids – Hosting the RACE Exhibit for a Transformative Community Experience

Tracks: PLD, RASS
with Susan Ahlquist, Audrey Betcher, Kimberly Edson, Louise Moe

The Mayo Clinic and the Rochester Public Library partnered to bring the 5,000 square foot museum exhibit

“RACE: Are We So Different?” to Rochester from May 17 – September 4, 2010. The exhibit was housed at the Rochester Public Library. The community-wide event brought more than two dozen public and private agencies together. The presenters will discuss how and why the partnerships came together, how programming developed around the exhibit, how the library cleared 5,000 square feet for the exhibit, and how we engaged the community. We'll discuss what worked well, what didn't, and what we think are the key elements for successful partnerships.

B6. The Portable Reference Library: Accessing Reference Resources and Services on Mobile Devices

Tracks: ARLD, PLD, RASS, SRLRT
with Alec Sonstebly

Has the day of the roving reference librarian finally arrived? Smartphones and other small, portable, wireless devices are increasingly ubiquitous, and library vendors are designing apps and mobile-optimized websites. As a result, a more complete vision of “the library in a pocket” is closer to being achieved. This presentation will examine the current state of mobile access—both good and bad—to library databases, catalogs, reference sites, chat, and text messaging services, including EBSCO and Gale databases, RefWorks, WorldCat, and Meebo. New possibilities afforded by mobile technology, such as using geolocation for resource authentication, will also be explored. Attendees will leave the session with easy-to-implement ideas to make their reference services and sources more mobile for both librarians and their patrons.

B7. The “Quiet on the Set” Metro Public Libraries Short Film Competition: All Ages of Library Users Generate YouTube Videos Filmed in and Around their Public Libraries

Tracks: CYP, MILE, PLD, SRLRT
with Sally Lederer

This session will show several clips from the award-winning films submitted to Quiet on the Set in 2009 and 2010, highlighting inventive uses of required elements (including library cards and the international symbol for library) and creative storytelling by filmmakers of all ages and levels of experience. We'll also share program collateral and the process used to make Quiet on the Set a big success from its first year onward, including securing program sponsors and awards, arranging school outreach, offering free filmmaking workshops, and more.

B8. Building Legacies for Minnesota through Partnering: Minnesota Historical Society and Minnesota's Libraries

Tracks: PLD, SRLRT
with Ginny Brodeen, Maren Levad

In January 2010, as directed by the Minnesota Historical Society (MHS) and Council of Regional Public Library System Administrators (CRPLSA), Maren Levad of the

Minnesota Historical Society and Ginny Brodeen, library consultant, began to create a statewide Legacy partnership of programming based on the MHS “Minnesota's Greatest Generation” exhibit that could be used in all Minnesota libraries. They will discuss the process of building this exciting cooperative partnership. This will include the project areas, processes, pitfalls, successes, evaluations, program development, MGG Catalog, and Q&A. They would like feedback from the audience for future MHS programming.

Vendor/Sponsor Reception 5:15PM – 6:30PM

Silent Auction Bidding Ends 6:30PM

Legacy Program Showcase 7:30PM – 10:30PM

This new Wednesday evening event (designed to highlight performing artists for public libraries) is an entertainment opportunity for all conference attendees. The artists will showcase a variety of unique artistic talents including music, storytelling, and specialties such as circus arts, ventriloquism, improv comedy, creative writing, and more.

Thursday, October 7

Registration Opens 6:30AM

Continental Breakfast 7:00AM – 9:30AM

Past Presidents' Breakfast 7:00AM – 8:00AM

SHARON LERNER

LECTURE FUND BREAKFAST 7:00AM – 9:00AM

K2. Treasure Hunting for a Different Gold

with Sally Walker

Sally's work arises from her love of discovering the fascinating truths that can be found in history and in science. If a healthy dollop of mystery can be thrown into the mix, so much the better! She enjoys interviewing people and coaxing them to share their stories with today's youth. She adores digging through musty papers, archival photos, and scientists' field notes searching for anecdotes, tales, and stranger-than-fiction moments that will grab the attention of young readers. For Sally, these kinds of activities are like treasure hunting—just for a different kind of gold.

She hopes that her books will lead young people to a broader understanding of life and stimulate them into asking questions, the answers of which will help them appreciate, as well as make sense of, the world around

them. Her presentation is packed with personal anecdotes, humor, and visuals that show how good research, persistence, and strong writing skills combine to produce compelling narratives that captivate readers.

SESSION C

8:00AM – 9:15AM

C1. **Books: The Top 5 of the Top 5: Memoirs, Romance, Thrillers, Historical Fiction & Science Fiction**

Tracks: PLD, RART, SRLRT

with Jennifer Brannen, Linda Dallavalle, Melissa Gray, Sarah Nagle, Barbara Pierce

Five librarians will identify authors and trends in five popular fiction genres: Historical Fiction, Romance, Mysteries, Thrillers, and Science Fiction. We'll talk about the top five authors and titles in each of these go-to fiction genres and also discuss up-and-comers and trends. At the end of this session, participants will take away book suggestions in genres with which they may be unfamiliar. Participants' comfort levels in unfamiliar genres will improve, increasing their confidence in suggesting books to library customers. Based on a popular readers' advisory session at this year's PLA conference, in this session we'll tackle four genres not covered in Portland.

C2. **Current Trends in Instruction: Summaries and Discussion**

Tracks: ARLD, RASS

with Kristen Mastel, Kate Peterson

LOEX (Library Orientation Exchange), LOEX of the West, and the ALA Annual Conference offer numerous sessions about instructional design, technology use in and outside the classroom, program assessment, information literacy, and more. Please join us for an informative recap of some of the trends, tips, and tools presented at the conferences and discuss on how they can be applied at your institution.

C3. **Data Privacy Requirements and Issues for Minnesota's Libraries**

Tracks: ARLD, GODORT, IFC, MILE, PLD, SRLRT

with Nancy Walton

Librarians have a long tradition of guarding the privacy of library users. Minnesota has statutory language in support of protecting private data of library users as part of the Government Data Practices Act. In spite of these protections, libraries are challenged frequently to release information on library users. This session gives an overview of the Government Data Practices Act and resources available to help library staff and trustees respond to situations involving library user data privacy. Included in the discussion will be examples of typical questions received and guidance provided by State Library Services on library data privacy.

C4. **Libraries and Investment Literacy: A Trusted Community Resource**

Tracks: PLD, RASS

with John Comer, Rachel Gray, Melinda Ludwiczak

Where can people go for noncommercial, reliable, and trustworthy information regarding their investments? Their public library, of course! Learn how SELCO and Hennepin County Library replicated two national models: "Smart Investing @ Your Library" and "How Can I Afford Retirement? Investment Education at Hennepin County Library." Program organizers will describe how they secured funding, engaged community partners, leveraged Minnesota public television's reach, developed marketing materials, implemented the program, and adhered to strict investment literacy standards. "How Can I Afford Retirement" DVDs will be available.

C5. **Library Services to Underserved via Electronic Kiosk**

Tracks: MILE, PLD, RASS

with Melissa Brechon, Patricia Conley, Joyce Schneider

The LSTA Project titled "Library Services to Underserved via Kiosk" was awarded in 2009 when the project was implemented at the Hugo City Hall and City of Victoria Recreation Center during the summer of 2010. This panel will describe the collaboration involved in this project, describe the evaluation of qualitative and quantitative measurements, and give real life stories of how this new service delivery model has benefited members of each community.

C6. **Minitex Update**

Tracks: MILE, SRLRT, TSS

with Bill DeJohn

Bill DeJohn will cover what's happening with resource sharing, delivery, reference, technical services, and other services that Minitex provides to Minnesota libraries. He will also give an update on the MnLINK Gateway, Google Books, HathiTrust, and their impact on the resource sharing environment throughout the state. There will be time for discussion. Please bring your questions.

C7. **Strategic Planning: A Win-Win for Libraries and Communities**

Tracks: MALF, MLTA, MILE, PLD, SRLRT

with Whitney Crettol, Jim Weikum

What is all the excitement up north? The Arrowhead Library System has launched an initiative to make professional strategic planning facilitation available to each of its member libraries. Strategic planning is an opportunity for library stakeholders to step back from day-to-day business and ask "What are the compelling issues on our community's mind?" and "What role can the library take in helping to address them?" The core of the process— setting relevant service priorities and a direction for the

future—is a key responsibility of trustees. This session will provide an overview of the community-based strategic planning process (which, in addition to being productive, some have reported is actually fun!), outline the benefits of planning to libraries and their communities, and share experiences of large and small libraries involved in the Arrowhead project.

C8. Test-Driving Resource Description and Access: Minnesota Experience

Tracks: TSS

with Bobby Bothmann, Mark Ehlert, Mary Huismann, Sara Quimby

As part of the U.S. National Libraries' test of RDA, catalogers from three Minnesota libraries spent their summer using RDA to catalog items from their normal workflow. Bobby Bothmann (Minnesota State University, Mankato), Mary Huismann (University of Minnesota), and Sarah Quimby (Minnesota Historical Society) will share their experiences with preparing for, learning, and first impressions on using this new library content standard. Mark Ehlert (Minitex, BATS) will discuss training staff to use RDA and highlight upcoming training opportunities from Minitex.

Wellness Fair Opens 9:00AM–12:00PM

Don't miss the Wellness Fair in the Exhibit Hall. Get your flu shot from the Minnesota Visiting Nurses Association, find out about living a brain healthy lifestyle from the Alzheimer's Association, learn about health resources from the Mayo Medical Library, and more.

Break with Exhibitors 9:15AM – 9:45AM

Silent Auction Bidding Begins.....9:15AM

MLA BUSINESS MEETINGS 9:15AM – 9:45AM

Minnesota Library Trustees (MLTA)

SESSION D 9:45AM – 11:00AM

D1. 50 in 75: RART's Third Annual Book Blast

Tracks: MLTA, PLD, RART, SRLRT

with Jennifer Brannen, Karla Businaro, Linda Dallavalle, Angie Noyes, Barbara Pierce

This is a reprise of last year's popular conference session. Five librarians tackle booktalking 50 books in 75 minutes. A serendipitous sampling of titles that crosses genres with glee, this year's selection will include romance, horror, mystery, thrillers, and more. Readers Advisory is one of the toughest and yet most enjoyable aspects of librarianship—and whether you're a daily practitioner of RA or it's an occasional duty, every new title you hear about is something you can share with your patrons. No one can

read everything, so book talks help share the joy and spread knowledge.

D2. Inviting Collaboration to Encourage Life-Long Learning

Tracks: ARLD, MILE, PLD, RASS, SRLRT

with Carole Cragg, Betsy Dadabo, Lyndi Finifrock, Ann Gannon, Will Keillor

In this session, we'll discuss the Bethel University Library Marketing Team's efforts to engage the academic community in creating a shared vision of the library as a center of active, life-long learning. We'll focus on how we've developed partnerships across campus by facilitating Primetime@BU Library, an ongoing presentation series in which faculty and students share their research, publications, or study abroad experiences. We'll provide practical examples of ways to successfully begin and facilitate ongoing events in collaboration with the academic community.

D3. MALF Awards: Best Project by Friends of the Library

Tracks: MALF, MLTA, PLD, SRLRT

with Barb Byers, Janet Urbanowicz

The Minnesota Association of Library Friends (MALF) will spotlight exceptional projects made possible by Friends of Libraries from January 2009 to July 2010 and will present The Evy Nordley Award for Best Project by Friends of Libraries. Learn ways to plan, implement, and evaluate library Friends' activities. Take away useful ideas from presentations by three Friends of the Library groups: Friends of Ramsey County Libraries - Book It! Walk/Run; and Friends of Rochester Public Library - Threads of Our Community; Friends of Staples Library – Friends Formation and Construction Project. Honoring these Award Finalists, MALF will present a plaque and \$1,000 to the award-winning Friends organization and \$250 to two Friends groups receiving the Certificate of Recognition.

D4. Minnesota's Libraries and the Open Meeting Law: Are You in Compliance?

Tracks: GODORT, IFC, MILE, PLD, SRLRT

with Nancy Walton

Violations of the Minnesota Open Meeting Law appear frequently in the media. Are you aware of what the Open Meeting Law requires and what can happen to you personally when you violate its principles? Do you want to avoid being in the next article in your local paper or on a newscast? This session will provide an overview of the Open Meeting Law and resources to help library staff and trustees remain in compliance with statutory requirements. Examples of questions submitted to and advice given by State Library Services will be included.

D5. Public Libraries to the Rescue During Tough Economic Times

Tracks: MILE, PLD, SRLRT, SSPiN

with Suzanne Hunt, Melinda Ludwiczak, Mary Moran, Alice Neve, Mary Ann Van Cura

Library customers are turning to their public libraries for solutions to workforce woes and economic adversity. Discover how librarians collaborate, innovate, and reallocate to meet the needs of their community on a national, regional, and local level. Several replicable program models, ideas, resources, and tools will be highlighted to make your library a solution institution and a go-to resource.

D6. Read & Play Storytimes: Partnering with an FFN Agency

Tracks: CYP, PLD, SRLRT

with Nancy Dougherty, Nancy Smith

Partnering with another agency can be a new and exciting experience. This session describes how the Childcare Resource and Referral Program: Family, Friends, and Neighbors chose the public library to be a source of outreach to families at storytime in Forest Lake, Minnesota. A librarian and CCR & R community specialist will describe their journey in working together to provide Read & Play Storytimes focusing on children learning and non-licensed caregivers getting support.

D7. Serving Teens & Tweens @ Your Library

Tracks: CYP

with Tyler Irvin, Mollie Pherson

Looking to start a teen advisory board at your library? Or looking for fun programming ideas for your teen and tween patrons? This program will highlight the SELCO Serving Teens & Tweens @ Your Library LSTA grant from FY2010, where SELCO staff worked with local teen advisory boards to create programming kits for libraries and a teen & tween-friendly website. Public library staff and teen advisory board members will be available to talk about the programs held at their locations with the kits and to share helpful advice for any size library. Kits will be available to view, along with other documentation created during the grant process.

D8. Some Applications of Data Visualization Tools in Librarianship

Tracks: ARLD, RASS, TSS

with Peter Kirlew

Data visualization tools, sometimes also referred to as information visualization tools, are used in many subject fields to enhance the communication of numerical and text-based trends and patterns in research results, organizational statistics, and educational content. There are both commercial and free products available, and

many of these also provide online data-sharing capabilities. Many librarians and library staff use or manage some form of structured data, and can potentially take advantage of data visualization tools. Additionally, in a public services context, users are becoming increasingly accustomed to data-driven applications, and a librarian's familiarity with this environment creates a service advantage. This presentation will describe the use of some of the available free tools and illustrate their application in areas of librarianship such as collection management and bibliographic management.

Boxed Lunch with Exhibitors11:15AM – 12:00PM

DESSERT KEYNOTE

12:15PM – 1:30PM

K3. Delving into the Otherworld: Murder, Myth, and Music in *False Mermaid*

with Erin Hart

What do Irish legends about mermaids have to do with contemporary murder on the banks of the Mississippi River? Mystery writer Erin Hart blends together murder, myth, and music in her latest novel, *False Mermaid*. Set in Saint Paul and the rugged coast of western Ireland, this tale of shape-shifters and changelings ultimately delves deep into the inexplicable mysteries of the human heart. Author Erin Hart reads from her novel, accompanied by subtly shifting images of the otherworldly creatures and places that inspired the story, and by an Irish music trio featuring her husband, accordion player Paddy O'Brien. An Irish traditional music trio featuring Paddy O'Brien (button accordion), Nathan Gourley (fiddle), and Dáithí Sproule (guitar & vocals) adds a few atmospheric tunes and airs to Erin Hart's keynote presentation.

Silent Auction Bidding Ends 1:30PM

SESSION E

1:30PM – 2:45PM

E1. Distance Tech Tools for Your Average Patron: Ten Ways to Make Technology Viable, Marketable, and Cost-Effective in Reaching Distance Patrons

Tracks: ARLD, MILE, PLD, RASS, SRLRT, TSS

with Nicholas Prieve

Boggled by IM reference, Wikis, Web 2.0, Web 3.0, and so much of the other jargon we have to work with? Me, too. This presentation focuses on how to use technology to serve distance patrons in a way that "makes sense". It covers basic tools and resources that work for library marketing, service delivery, and service awareness for a variety of different libraries. Special focus is given to public and academic libraries and the services that their specific patrons need. Once we have these, we build tools—the right ones that work, don't throw a wrench in your current

operation, and help create library awareness, achieve library marketing goals, and leave patrons more satisfied. These are 10 tools on a stick that you can use right away with no hassle and the whole process is covered from start to finished in this presentation.

E2. Friends of the Library Idea Exchange

Tracks: MALF, SRLRT

with Barb Byers, Joan Larson, Jan Siffing

Join the fast and fun sharing of ideas among Friends of Libraries. Be prepared to learn quickly! Grab the mic. Tell everyone what your Friends group has done to add members and to increase financial and public support for your library. Share tips for success.

E3. Legislative Outlook: What's Ahead?

Tracks: GODORT, MALF, MILE, SSPiN

with Nicholas Dimassis, Elaine Keefe, Mark Ranum, Michael Scott

Find out what's ahead for 2011 at the State Legislature. How will the economy affect libraries as our legislators begin their budgeting year? Will libraries remain a beneficiary of Legacy Fund money? What's the status of the OLA Audit recommendations? Lots of things to talk about. Come join us.

E4. Life Outside the Library: Starting an Embedded Librarian Program

Tracks: ARLD, RASS

with Jayne Blodgett

Looking to take your information literacy program to the next level? Why not start an embedded librarian program? In fall 2009, Briggs Library at the University of Minnesota, Morris developed such a program. Starting with an upper-level economics seminar, the program has expanded to include political science and biology classes. The presentation will detail how the program was started, what the ups and downs of such a program are, student and faculty response to working with an embedded librarian, and plans for expanding the program to meet the school's newly developed learning outcomes. Attendees will leave the session with practical strategies for starting their own embedded librarian program.

E5. Nonfiction RA 101: The Real Story

Tracks: PLD, RART, SRLRT

with Jennifer Brannen, Sarah Nagle, Luann Phillipich

Nonfiction Readers' Advisory is an area of huge potential for public libraries and librarians. Can you rattle off five "vacation reads" immediately but become tongue-tied when asked to suggest a good biography? We'll explore what is unique about this "genre" and what makes it such a great treasure for readers wanting information and entertainment alike. Categories such as history, true crime, memoirs, science, and business will be discussed.

E6. RA Crash Course

Tracks: PLD, RART, RASS, SRLRT

with Pam O'Hara, Katherine Stecher

Does the question "Could you recommend a good book?" still make you nervous? Join two Rochester librarians for a session on basic reader's advisory techniques and tools, including a refresher on the RA interview, a collection of helpful print and online resources, and a few quick-and-dirty methods for creating displays, book lists, and book group bags.

E7. Right Size + Right Task = Restructure

Tracks: MILE, PLD, SRLRT, SSPiN

with Mic Golden, Sunny Hesse, Karen Pundsack, Linda Treb

Great River Regional Library has developed and begun implementing a staffing calculator to determine library aide, public service, and branch manager staffing needs. We have begun the data gathering that will allow us to apply the same principles to all positions at GRRL. The goal we are working toward is staffing patterns in which tasks are being handled at the correct position pay level and at the appropriate number of hours needed to accomplish the tasks. The calculator was created to be a living document that could forecast as well as reflect current activity. The panel will share the process we used to create the calculator, discuss the pitfalls and highlights, and share documentation, including the calculator file.

E8. Science Education at Your Library

Tracks: CYP, PLD, SRLRT

with Chad Lubbers, Julie Marckel, Maija Sedzielarz

In 2009, the Science Museum of Minnesota began a collaboration with libraries in St. Paul and in Washington County. The Science Museum created satellite locations of its popular Collector's Corner (dubbed the Neighborhood Trading Post) in two public libraries. These Trading Posts are designed to foster scientific inquiry in the young customers who visit these libraries. At the Collector's Corner Neighborhood Trading Posts, children are encouraged to collect materials found in the natural world, research them, and then exchange them for items collected by other children. This session will describe this unique program and how it has sparked new interest in informal science education among the communities served by each Trading Post.

E9. We're All In This Together

Tracks: ARLD, CYP, MILE, PLD, SRLRT, SSPiN

with Dawn Nelson

A strong, productive society is built with competent, well-educated people. That education begins early, but the K-12 school system is the foundation of education. There, reading, writing, and math are crucial, as well as the 21st

century skills that are demanded in a global world. These skills include information and technology literacy, taught by school librarians in collaboration with classroom teachers. But that education can't stop at the classroom walls. Partnerships with public libraries are essential, and there are many models for developing those. Another crucial relationship is a partnership between college librarians and the school librarians, who are preparing the future college students. This session will explore ways to develop those relationships to be most effective and discuss ways to encourage and facilitate communication among all of the stakeholders.

Break with Exhibitors 2:45PM – 3:30PM

SESSION F

3:30PM – 4:45PM

F1. **Briggs Library: Beyond Shushing**

Tracks: ARLD, MILE, RASS

with Jayne Blodgett, LeAnn Lindquist Dean

Students at the University of Minnesota, Morris (UMM), located on the prairie three hours from the Twin Cities, achieve academic success, realize intellectual excitement, and develop life-long friendships while living miles away from an urban center. Briggs Library is committed to helping students find a comfortable, inviting, and invigorating place for curricular and extra-curricular needs. From personalized reference services and embedded librarians to discussion groups, game nights, and midnight snacks, Briggs Library offers students from both on and off campus a place to question, explore, and play.

F2. **ECRL, PALS, and Evergreen: Rules of Play for a Successful OS ILS Migration**

Tracks: ARLD, MILE, TSS

with Andrew Nordin, Jennifer Turner

What do play and open-source ILS migrations have in common? Quite a lot, actually! To be successful, both require all participants to have adventurous spirits, enthusiasm for the task, communication skills, and a shared willingness to work as a team. At this session, Jennifer Turner (PALS) and Andy Nordin (ECRL) will describe their experiences in implementing Minnesota's first large-scale open-source ILS system (Evergreen) for the East Central Regional Library System. Come hear first-hand accounts of how the "rules of play" translate to the ingredients for a successful open-source migration and implementation.

F3. **CANCELLED**

Legislative Audits: How They Work, What They Mean

Tracks: Legislative Committee

with Emi Bennett, Nicholas Dimassis, Elaine Keefe, Jo Voss

The Office of the Legislative Auditor issued its report on public libraries last March. There has been much discussion on its recommendations, but little is known how and why it is produced to begin with. Find out how an entity is selected for auditing, how the scope is determined, who conducts it, who's interviewed, what it costs, the influence of its findings, and more. Join this educational session to learn more about a little-known aspect of the legislative process. Progress on the recommendations of the public libraries audit will be discussed, as well. To view the audit prior to the session, visit www.auditor.leg.state.mn.us.

F4. **Mario and Me: Creating a Circulating Collection for Video Games**

Tracks: CYP, PLD

with Amy Boese, Marcus Lowry

Gaming is generally agreed to be an entrance for non-traditional readers to the library, a way to generate excitement and build community in young adult library users, and an avenue to encourage informational literacy. Ramsey County Library decided to expand our focus on gaming in 2010 to include regular circulating and rental game collections. This session will detail the steps we followed to create our collections: how we chose gaming platforms, found and purchased titles, and what tools we used. We will talk about how everything is currently proceeding, how we would do things differently, and how we will proceed in the future. We hope to show that this process doesn't have to be difficult or strenuous, and will immediately be a dynamic addition to the library. Finally, we will have a demonstration using live volunteers from our studio audience.

F5. **One Book, One Conference**

Tracks: MALF, MILE, MLTA, PLD, RART, SSPiN

with Erin Hart

The One Book, One Conference session is a joint effort between the Readers Advisory Roundtable and MLA's president to choose a title for the MLA community to read. The session offers an opportunity to discuss the book amongst ourselves and with its author, Erin Hart. Discussion questions and information about the author will be provided at the conference and also will be found on the MLA website.

F6. Raising Reading Excitement: Successful Partnerships Between Elementary Schools and Public Libraries

Tracks: CYP, PLD, SRLRT

with Karen Boettcher, Judy Lander, Monica Stratton, Lisa Stuart

Learn innovative ways to partner with a school group, creating a win-win environment that fosters excitement for reading in young students. Ramsey County Library and Hennepin County Library will present two successful programs:

Monica Stratton and Karen Boettcher will give an overview of the Ramsey County Library kindergarten card event, when kindergartners can come to the library for a special “library card party”.

Raising Reading Mentors served as a year-long service learning project for first graders at Lake Nokomis Community School. Lisa Stuart, librarian, and Judy Lander, teacher, will show how students as young as first grade can create invaluable service for your library.

Both presentations will highlight how libraries can adapt their programs to meet the needs of their communities. We will provide tips on successful collaborations with schools, including promoting the library through school visits and using technology to further the impact of your collaborations.

F7. Sell Every Book You Can! Friends Raise Revenue for Libraries

Tracks: MALF, MLTA, PLD, SRLRT

with Mary Barrett, Barb Byers, Allen Dollerschell, Jan Siffing

Enjoy learning what’s new with used book sales, bookstores in libraries, and selling books online to generate revenue for libraries. Friends of the Library will learn how to quickly raise dollars for their library. Douglas County Library Friends and Foundation will explain “Here’s what you do on a shoestring with ten feet of space.” Friends of Rochester Public Library will tell how they raise \$50,000 a year. MALF will suggest “Make new Friends while making a profit.” Nonprofit Friends groups will learn nuts and bolts of selling discarded library materials, donated textbooks, and rare and collectible books. The session will also include sales taxes, book price scanners, selling books online for cash, and selling books online for “virtual money” that library staff can use to buy new materials.

F8. Supporting Early Literacy Learning

Tracks: CYP, PLD, SRLRT

with Lisa Bjerken, Margo Bock, Cheryl Kessler, Kirsten Nielson, Jean Silverberg

Dakota County, Hennepin County, Saint Paul Public Libraries, and the Minnesota Children’s Museum have

partnered on an IMLS Collaborative Planning grant to create model early literacy environments to promote child/caregiver interactions. The project focused on three efforts:

- Conduct a literature review on current best practices in early literacy and museum/library partnerships.
- Develop and deliver reciprocal staff training at Minnesota Children’s Museum and partner libraries on environments, early literacy, and play.
- Develop three-dimensional early literacy environments located within partner libraries and Minnesota Children’s Museum.

They’ll discuss how they implemented the project, what they learned along the way, and how your library can adapt ideas.

MLA Annual Meeting..... 5:00PM – 6:00PM

MLA Reception..... 5:00PM – 7:30PM

In the spirit of Serious Play, the reception and cash bar will start simultaneously with the MLA Business Meeting this year! If you wish, after the MLA Business Meeting, grab another hors d’oeuvre, refresh your drink, and stroll off to the division, section, round table, or committee meeting of your choice. We’ll keep the reception humming until 7:30PM—just in case the meetings leave you wanting another round. Music will be provided by the Dacy Cello Duo.

MLA BUSINESS MEETINGS 6:00PM – 7:00PM

- Academic and Research Libraries Division (ARLD)
- Intellectual Freedom Committee (IFC)
- Public Library Division (PLD)
- Reference and Adult Services Section (RASS)
- Small and Rural Libraries Round Table (SRLRT)
- Technical Services Section (TSS)

MLA BUSINESS MEETINGS 7:30PM – 10:30PM

Reader’s Advisory Roundtable (RART) Happy Hour and Business Meeting

Friday, October 8

Registration Opens.....6:30AM

Continental Breakfast 7:00AM – 8:00AM

MLA BUSINESS MEETINGS 7:00AM – 8:00AM

Children and Young People's Section (CYP)

Government Documents Round Table (GODORT)

Support Staff and Paraprofessional Interest Section (SSPiN)

SESSION G 8:00AM – 9:15AM

G1. A Level Playing Field? ELM and the High School to College High Jump

Tracks: ARLD, CYP

with Marianne Hageman, Janice Kragness, Donna Nix

Information literacy is a 21st century life skill. Librarians of all kinds work diligently to ensure that students have the necessary skills to use information effectively. The presenters will share information from a research project they conducted with Catholic high schools in Minnesota and surrounding states in which they gathered data on reference collections, online resources (ELM etc.), and information literacy instruction. They will compare their results with a national study on school libraries and the transition to college and will also focus on how the ELM resources are being used/taught in a sample of Minnesota high schools.

G2. Bandwidth: The New Requirement for Traditional Library Services

Tracks: MILE, PLD, SRLRT, TSS

with Peg Werner

Equal access to information as a foundation of democracy was one of the basic tenets of the Founding Fathers and a major belief behind the beginning of Benjamin Franklin's first lending library. For Americans today, much of the desired information is found online and increasingly only online. Since libraries continue to be a major access point for citizens needing information, it is important that they embrace their role as purveyors of online access through increased availability of computers, needed software, customer training in online research, highly trained library staff, and substantial levels of high-speed bandwidth. This session will include not only planning and lobbying for traditional online library services but will also address how library staff can best position themselves to work with local, state, and national government officials and service providers to take advantage of the opportunities to provide a secure, ubiquitous broadband network for their libraries and communities.

G3. Homeschooling at the Library

Tracks: CYP, PLD, SRLRT

with Amy Leinen, Stella Riker

Interested in outreach to your homeschooling community? Explore what homeschooling is and the differences among the various Minnesota homeschooling groups. Learn about materials necessary for a library to serve homeschoolers. Also learn about the Homeschooling @ the Library workshops presented in the Hennepin County libraries.

G5. Playing in the Stacks: Using Incentives and Collaboration to Make Weeding Enjoyable

Tracks: ARLD, SRLRT

with Lisa Sjoberg, Amy Soma

Weeding is an often dreaded task among library staff, yet maintaining a current, usable collection necessitates incorporating weeding into a collection management strategy. This session will focus on designing and implementing a comprehensive weeding project for an academic library. The presenters will specifically address methods of increasing and maintaining staff motivation and interest in the project through incentives and collaboration. Some strategies and methodologies may be appropriate for public libraries.

G6. Programming in a Package

Tracks: CYP, MILE, PLD, RASS, SRLRT

with Jennifer Jepsen, Stacy Lienemann, Kris Wiley

Jenny, Stacy, and Kris will share their expertise in library programming and lessons learned along the way. Come and get ideas for programs and tips for publicizing events, and see examples of promotional materials as well as how to evaluate your programs. Feel free to bring your ideas to share, as well!

G7. Serials Budget Cutting: It's No Game

Tracks: ARLD, SRLRT, TSS

with Jean Kramer, Becky Schwartzkopf

Is your institution facing budget cuts? Are you responsible for evaluating ongoing subscription costs? How do you maintain needed access when subscriptions are being cancelled? Both Minnesota State University, Moorhead and Minnesota State University, Mankato Libraries are facing demands to reduce the amount of money spent on subscription materials. MSU, Mankato has utilized campus faculty surveys and internal library reviews to reduce the amount spent on continuing commitments. MSU, Moorhead publicized e-journal holdings to department faculty to gather support for the elimination of duplicate print holdings and then transferred dollars from print journals to databases. Come prepared to learn more about strategies they used, share your own experiences, and brainstorm innovative ideas for the future.

G8. **Speed Dating for Librarians: Meet Your Favorite New Government Websites**

Tracks: GODORT, PLD, RASS, SRLRT
with Kirsten Clark, Robbie LaFleur

Federal documents librarians and state agency librarians will introduce you to 20 favorite online resources from all levels of government in 45 minutes. You can develop your relationships to the sites with questions after the whirlwind presentations.

Break..... 9:15AM – 9:30AM

SESSION H

9:30AM – 10:45AM

H1. **Are You Smarter than a Library Director?**

Tracks: MILE, PLD, SRLRT, SSPiN
with Kelly Krieg-Sigman

To many front-line library employees, the actions and decisions of the director can occasionally seem odd, strange, or downright goofy. This session delves into the mysteries and demands of library directorship. Some lucky attendees will have an opportunity to match their management know-how against that of a veteran library director. Of course, there will be “fabulous prizes!”

H2. **Caldecott Crash Course: Hands-On Evaluation of the Art in Picture Books**

Tracks: CYP, PLD, SRLRT
with Heidi Hammond, Gail Nordstrom

Learn how to serve on the Caldecott Award Committee! Two members of the 2011 Caldecott Award Committee will share their ongoing experiences and demonstrate how they evaluate picture books using specific criteria. Participants will break into small groups to read, evaluate, and discuss current picture books and present one exemplary book to the large group. Practice being a Caldecott Award Committee member!

H3. **College Students and Wikipedia**

Tracks: ARLD, RASS
with Sook Lim

This session discusses a study regarding college students' uses of Wikipedia and the implications of the study findings for library practice. The fact that any volunteer can write and edit Wikipedia articles has generated skepticism regarding the information quality of Wikipedia, resulting in the uneasiness of using Wikipedia in the academic community. Nonetheless, this study showed that Wikipedia has become a wanted information source among college students. Further, Wikipedia was used more frequently than library sources. This study suggests that librarians need to acknowledge this phenomenon and make special efforts to meet users' needs in web 2.0 environments. In particular, this session discusses some ways of promoting library resources in relation to Wikipedia, which can benefit

students using non-traditional information sources. Consequentially, this session will help librarians develop effective information literacy programs.

H4. **PALS and Open Source**

Tracks: RASS, TSS

with Stephen Elfstrand, Mary Ann Greenwald, Linda Richter

PALS has been working with open source library technologies, including a discovery tool, an integrated library system (ILS), an openURL link resolver, and an electronic resource management (ERM) system. Learn why PALS decided to move in this direction, what our current focus is, and what our plans are for the future. Get a glimpse of some of the open source products we're currently working with—including VuFind and the reSearcher products from Simon Fraser University—and hear about how well these products have met our expectations. You might decide that an open source product is in your future, too.

H5. **Staffing for Tough Times: One Library's Strategies for Doing More with Less Staff**

Tracks: MILE, PLD, SRLRT, SSPiN

with Susan Nemitz, Sandy Walsh, Lynn Wyman

Library budgets are shrinking while demand for services continues to grow. Ramsey County Library began with strategic planning and has adopted a multi-pronged strategy that includes facility redesign, library automation, volunteerism, and staffing analysis and redeployment. Learn how one library is striving to remain a vital community resource while coping with budget challenges.

H6. **Things in a Flash: The Latest Web 2.0 Tools**

Tracks: ARLD, CYP, MILE, PLD, RART, RASS, SRLRT, SSPiN, TSS

with Kate Bessey, Katie Polley, LeAnn Suchy

Back by popular demand! Come learn about the latest, most useful, or most interesting web 2.0 tools that can be used for productivity, research, entertainment, or more in libraries and/or at home. This is such an ever-changing topic that we don't even know what the latest/greatest tools will be in October. This fast-paced and entertaining session was standing room only last year, so don't miss out. Multiple presenters offer information in lightning-fast slide presentations that spark questions, ideas, and inspiration!

H7. **Today's Federal Depository Libraries Are Free, Dedicated, Limitless**

Tracks: ARLD, GODORT, MILE, PLD, SRLRT

with Helen Burke, Kirsten Clark, Walt Johnson

FDL applies to your Minnesota Federal Depository Libraries and to Minnesota's only Patent & Trademark Depository Library (PTDL). All Minnesotans can access these libraries' resources—and the best way is through YOU, their favorite librarian. Come learn how you can

provide even better service and access to government information, learn how today's Depository Libraries are more than just a place with shelves of documents, and how you too can share depository resources with your patrons.

and privacy), and laws are leaving these trends alone. What will security and privacy look like in this new world? Someone needs to figure it out.

Conference Adjourns 1:00PM

H8. What Every Job Seeker (AND Librarian) Should Know: Tools and Services from the Minnesota Department of Employment and Economic Development (DEED)

Tracks: PLD, RASS, SRLRT

with Dru Frykberg, Karen Underhill, Rachel Vilsack

The Minnesota Department of Employment and Economic Development (DEED) offers many services and online tools to help job seekers. This session will highlight resources librarians will want to share with their job-seeking clients. Participants will become familiar with the agency's new website as they learn about WorkForce Centers, the jobs database MinnesotaWorks.net, and labor market information tools such as JobSTAT, Occupations in Demand, and iSEEK.

H9. Reading 2.0: Improving Literacy in an Academic Environment

Tracks: ARLD, RASS

with George Alland, Anne Deutsch, Brooke Easton, Kari Nollendorfs, Dan Reeves

What is literacy in this day and age? For thousands of years, reading and writing skills have been powerful tools in the transfer of knowledge. Higher education has relied heavily on utilizing these skills to educate students. The often overlooked skill of reading is an essential proficiency students need to make the most of their education. Learn about Rasmussen College's Academic Resource Team (ART), comprised of librarians, educators, and student support professionals who grapple with issues of adult literacy in a college environment. Presenters will discuss their collaborative experience in the creation of workshops, games, and other tools to sharpen students' reading skills. Attendees will come away with fresh strategies employed to improve literacy in adults by promoting the importance of reading skills, utilizing techniques that improve comprehension, and how to address a few challenging ELL/ESL issues.

LUNCHEON KEYNOTE

11:00AM – 1:00PM

K4. Security, Privacy, and the Generation Gap

with Bruce Schneier

The Internet is the greatest generation gap since rock and roll. The older of us need to be prepared for a younger generation that lives life on the Internet, doesn't understand where their computer or smart phone ends and the Internet begins, shares passwords with their friends as a sign of trust, and deliberately lies when registering for services. At the same time, both technological and business trends point to less user control (both security