



MLA 2011 ANNUAL CONFERENCE
OCTOBER 12-14, 2011
Duluth Entertainment Convention Center • Duluth, MN



Minnesota Library Association • 1821 University Ave W, Ste S256 • St. Paul, MN 55104 • 651-999-5343 • 651-917-1835 fax • mnlbraryassociation.org

Wednesday, October 12

Registration Opens..... 9:30AM

MLA Board of Directors Meeting..... 10:00AM – 11:00AM

LUNCHEON KEYNOTE 11:30AM – 1:00PM

K1. **Everything I Need to Know I Learned from a Children's Book**

- Anita Silvey, author

Anita Silvey provides insights into the question that has informed her entire career: What are the best books for children to read and what do adults remember about them? In the case of this book, those adults now happen to be among our most respected and admired leaders in society. In her speech, Anita will talk about not only some of our great children's books but also those they inspired. She'll tell stories about the books that shaped financiers Peter Lynch and Steve Forbes, actor Kirk Douglas and actresses Kathy Bates and Julianne Moore, folk singer hero Pete Seeger and country singer Brad Paisley, activist Robert F. Kennedy, Jr., artist Andrew Wyeth, and comic book creator Stan Lee. Anita will also show how even specific lines in children's books have charted the course of people's careers and highlight the roles that parents, librarians, and teachers have played in shaping our national heroes.

Exhibits Open..... 1:00PM

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

SESSION A 2:00PM – 3:00PM

A1. **New to the Game?**

- MLA Membership Committee

New to the Annual Conference or MLA? Get a fun and informative introduction to both! Learn how to navigate the exhibits, decipher the conference program, and make MLA work for you. The MLA Membership Committee provides fun, games, and prizes along with tips from the pros that will prepare you to take full advantage of the conference experience.

A2. **42 in 60: The Meaning of Life, the Universe, and New Graphic Novels**

Tracks: Authors, Literature & Programming; Children & Young Adults

- Amy Boese, Teen Librarian, Ramsey County Library
- Marcus Lowry, Teen Librarian, Ramsey County Library

Tired of only getting 40 titles reviewed in 60 minutes with all the other readers' advisory sessions? Are you experiencing comic fatigue from not knowing what the hottest titles are for kids, teens, and adults? Well, look no further, friends! You will hear about 42 new graphic novels that will make your library a hotbed of great reads. And for the same low, low cost, we'll toss in movie tie-ins, Hipster Mom picks, and some freebies, as well, as get you ready for Picture It @ Your Library, this year's Teen Read Week theme.

A3. **Cataloging, OCLC, Minitex, and You: Past, Present, Future**

Tracks: Collection Management & Technical Services

- Bibliographic and Technical Services staff, Minitex

This year marks 40 years of collaboration between Minitex and participating libraries. We'll reflect on how things have changed in cataloging, OCLC, and your libraries since 1971 and look at how far we've come. As we return to the present, we'll review current and upcoming cataloging and OCLC product and service enhancements and discuss possible ways you can save time or money in your cataloging workflow. This portion will also include information about the decision to implement Resource Description and Access (RDA) by the Library of Congress. We'll share tips on how to prepare and implement RDA at your own institution and discuss training opportunities in the region.

A4. **If You Encourage Them, They Will Come: Strategies for Building eBook Circulation**

Tracks: Collection Management & Technical Services; Digital Information & Technologies; Support Staff Interests

- LaVonne Beach, Library Director, LaCrescent Public Library
- Aurora Jacobsen, Information Services Librarian, SELCO

In a recent implementation of our eBook service (Overdrive), our libraries reported widely variant circulation, even from libraries of roughly the same size. Why do some

libraries' eBook users dive right in while patrons of other libraries barely dip their toes in? While eBook use is growing exponentially, what can library staff do to take advantage of the trend and encourage library users to explore library collections? This panel discussion will highlight some of the strategies the most successful libraries used to promote the service and bring in new users.

A5. **Library Public Services in a Challenging Environment**

Tracks: Public Services; Support Staff Interests

- Thulani Jwacu, Public Services Technician, Minneapolis Community and Technical College

As an urban two-year college, Minneapolis Community and Technical College (MCTC) draws students from a variety of backgrounds. English is often spoken as a second or third language at the college—and don't be surprised if a student has never used Microsoft Word before. For many, MCTC is College 101. Those who work in a "customer service" at the school often speak of being burned out. Work is often frenetic and requires a decent handle on one's emotions. There are also many positive experiences that make this work rewarding. In this session, you will be introduced to the MCTC library and see the challenges they face and the strategies they've used to assist their patrons.

A6. **Sharon Lerner Lecture: Everything I Need to Know I Learned from a Children's Book**

Tracks: Authors, Literature & Programming; Children & Young Adults; Library Trustees & Friends

- Anita Silvey, author

In this workshop, Anita discusses how a library-led program can be developed in your community centered around *Everything I Need to Know I Learned from a Children's Book*. Adults and children can contribute their "most influential children's book" through published essays and reading out loud at community events, and programming can be devised for school, church, and civic venues. You will leave with a plan to use this book in your own community as the basis for a meaningful, inspirational, highly-participative, community-wide reading program.

A7. **The History of Copyright in 45 Minutes**

Tracks: Administration & Leadership; Digital Information & Technologies; Public Services

- Nicholas Lavelly, Reference Librarian, Metropolitan State University

An entertaining and information-packed review of the history of copyright from the Greeks to the geeks. This presentation covers the origins of copyright, the various codifications throughout the years, and how copyright has drastically changed in the past 30 years. Copyright and intellectual property laws have enormous implications, not

only for the library world but also the way we interact and communicate with culture in the digital age. Recent developments such as Google Books, DRM, ACTA, eBooks, and more will be covered.

A8. **The Special Library as an Information Commons**

Tracks: Administration & Leadership

- Janice Lea Lurie, Head Librarian, Minneapolis Institute of Arts
- Jill Strand, Director, Information Resources Library, Maslon Edelman Borman & Brand, LLP
- Kathy Allen, Head Librarian, Andersen Horticultural Library, University of Minnesota

Special libraries primarily exist to support both the intellectual life and mission of their parent institutions. This purpose is often realized through a highly tailored program of information service in the areas of reference and research, collection development, cataloging/discoverability, preservation, and programming. Embedded within a non-library organizational culture, the library can assume a variety of information roles, which can ultimately have a transformative effect on the overall institution. Consequently, special libraries can become key stakeholders in helping to shape and fulfill their organization's strategic plans. In this session, three librarians from markedly different special library settings—an art museum, a private law firm, and an arboretum within a large multi-campus university—will each provide a profile of their library and discuss how the special library as an "information commons" can contribute to the realization of an organization's mission and financial success while also being a catalyst for institutional advancement.

A9. **Value-Added by (Re)design: The New ELM Portal**

Tracks: Administration & Leadership; Digital Information & Technologies; Public Services; Support Staff Interests

- Jennifer Hootman, Coordinator, Reference Outreach & Instruction, Minitex
- Matt Lee, Librarian, Reference Outreach & Instruction, Minitex

The Electronic Library for Minnesota (ELM) portal has a brand-new look and feel—and we're not talking just a fresh coat of paint. It's been recently redesigned to improve and increase access points, align MnKnows resource functionality with ELM, and deliver new functionality. One new feature, called ELM Personalized, allows Minnesota libraries to create a customized page on the ELM Portal that displays only the databases that library has selected. Another feature, ELM Curriculum Standards, provides links to content from multiple ELM databases grouped by Minnesota curriculum benchmarks. The ELM Portal's redesign and new features add superior value for your library and your patrons.

A10. Why Should We Use Social Media to Promote the Library?

Tracks: Administration & Leadership; Digital Information & Technologies; Public Services

- Virginia Erbe, Library Associate, Rochester Public Library

Social media is not a fad. If Facebook were a country, it would be the third largest in the world, with more than 500 million active users (almost 200 million more than the entire population of the United States). There are, on average, 140 million tweets per day on Twitter. People who use social media in their daily lives make up an entirely new demographic that can be reached to promote libraries. Since most social media sites are free, why not take advantage of them to reach the people where they are (on Facebook, Twitter, etc.)? Find out how Rochester Public Library has added social media to their marketing toolkit to promote the library's news, events, and services. Learn how to set up a Facebook page to promote your library. Learn tips and tricks on how to use Twitter to gain an attentive and interactive audience. Find out what else is in Rochester Public Library's social media toolbox, including YouTube, Flickr, WordPress, foursquare, Google Places, Yelp, Sqworrel, QR codes, and more.

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

SESSION B

4:00PM – 5:00PM

B1. 40 Years of Collaboration: Minitex and Minnesota Libraries Then and Now

Tracks: Administration & Leadership; Collection Management & Technical Services; Digital Information & Technologies; Public Services

- Bill DeJohn, Director, Minitex

For some attendees, this will be a stroll down memory lane. For others, it may be a glimpse into the distant past. As part of the Minitex 40th anniversary celebration, we'll share fun resources we've pulled together (such as a timeline, oral history interviews with founders and other movers and shakers, and then-and-now images) to address questions like: How did Minitex come to be? What has collaboration via Minitex looked like and meant for Minnesota libraries over the years? What is the status of Minitex services today and going forward? Join us to celebrate all that we have accomplished together over these past 40 years and to consider what lies ahead!

B2. Summer Reading Programs: Rethink, Retool, Refresh

Tracks: Authors, Literature & Programming; Children & Young Adults; Public Service; Support Staff Interests

- Sherry Lund, Children's Librarian, Hutchinson Public Library
- Mary Beth Sinclair, Children's Librarian, Marshall-Lyon County Library
- Gail Nordstrom, Public Library Consultant, Viking Library System

Does your youth Summer Reading Program need new life and possibly a new direction? Reinvigorate summer reading by re-examining the basics: setting goals and objectives, working with community businesses, and considering the role of incentives.

B3. Book Clubs: Hands On to Hands Off

Tracks: Authors, Literature & Programming; Children & Young Adults; Public Services

- Linda Dallavalle, Substitute Librarian, Dakota County Library
- Carol Jackson, Branch Manager, Ramsey County Library
- Angie Noyes, Librarian I, Washington County Library
- Audra Otto, Coordinator, MinnPost.com Book Club Club, MinnPost.com
- Jody Wurl, Web Services Division, Hennepin County Library

So you want to start a book club in your library. Or you have one already but it's just not happening. Or you're wondering how much time library staff should be putting into book clubs. This session will discuss online book clubs for kids, creating book club kits, joining an online book club community, and some of the challenges of supporting book clubs in libraries.

B4. Just Right Reading: Matching Readers and Reads or Kids and Books

Tracks: Children & Young Adults

- Carla Harrold, District K-12 Reading & Language Arts Curriculum Specialist, Duluth Public Schools

One goal of a youth services or children's librarian is to get children reading—for many reasons, including knowledge and entertainment. Learn from Carla how Lexiles and leveled reading may have a place in that goal. In addition, find out how Lexiles and leveled reading may affect that goal at various ages in a child's life and how we can work with the Lexile or leveled reading with parents and children to get books into kids' hands.

B5. **Leading Library Users to Resources: Policies and Best Practices for Subject and Course Guides**

Tracks: Public Services

- Diana Symons, Social Sciences Librarian, College of St. Benedict/St. John's University
- Sarah Gewirtz, Information Literacy Librarian, College of St. Benedict/St. John's University

In an age when students can "Google everything," do you worry that they lack awareness of library resources and are underutilizing research guides and other discovery tools? A recent decision to adopt LibGuides as a subject and course guides tool led the College of St. Benedict and St. John's University Library's Subject Guides Committee to take a new look at the policies and best practices for creating and regularly updating subject and course guides. In this session, we'll share some of our findings on a range of related topics and concerns, including: what kind of training staff need to create effective subject guides; how often these guides should be maintained or reviewed; what information should be incorporated into subject guides and how much information is too much to include; how you can get buy-in and input from busy library staff and faculty members; and the most effective way to market these guides to students.

B6. **Libraries in the Cloud**

Tracks: Digital Information & Technologies

- Mike Flores, User Technology Manager, SELCO
- Donovan Lambright, Automation Librarian, SELCO

It's hard to watch TV or go online these days without hearing about "the cloud". What is the cloud and, more importantly, why should you care? We'll take a look at cloud technology and how libraries can use it to reach out to patrons, create efficiencies for staff, and even save money on new services.

B7. **Minding the Gap: Bridging the Digital Divide in Minnesota**

Tracks: Administration & Leadership; Digital Information & Technologies; Public Services

- Tom Cytrom-Hysom, Coordinator, St. Paul Community Literacy Consortium
- Jenifer Vanek, Educational Consultant, Minnesota Literacy Consortium
- Laura Nedved, DEED FastTRAC Consultant, Minnesota Department of Employment and Economic Development
- Kit Hadley, Director, Saint Paul Public Library
- Mary Ann Van Cura, Library Development & Continuing Education Coordinator, Minnesota State Library Services
- Martha Hardy, Librarian, Assistant Professor, Metropolitan State University

As librarians and library professionals, we know that computer and digital literacy skills are essential to

workforce readiness, education at all levels, and lifelong learning. Access to broadband Internet and computers is essential, but still not sufficient to bridge the digital divide. In Minnesota, representatives from libraries, schools, adult basic education programs, literacy organizations, workforce centers, and nonprofit community centers are currently collaborating on numerous projects to address the need for computer and digital literacy instruction. Digital literacy projects currently underway in Minnesota include: the Northstar Digital Literacy Standards; the Learner Web Partnership: A Multi-State Support System for Broadband Adoption by Vulnerable Adults; Minnesota Intelligent Rural Communities; the AmeriCorps Community Technology Empowerment Program (CTEP); the Technology Literacy Collaborative; and a new project funded by the Bremer Foundation to assess the Northstar Digital Literacy Standards. A panel of librarians, educators, and literacy advocates will provide an overview of these projects and updates on their progress. Please join us to discuss what libraries do and how they can support related digital literacy instruction efforts during these economically challenging times.

B8. **Organize Your Ordering: Buying Materials for Children's Collections**

Tracks: Children & Young Adults; Collection Management & Technical Services

- Mic Golden, Collection Development Coordinator, Great River Regional Library
- Aurora Jacobsen, Information Services Librarian, Southeastern Libraries Cooperating
- Lezlea Dahlke, Youth Services Librarian, Winona Public Library
- Frances Veit, Children's Librarian, Buckham Memorial Library

Choosing which books to buy for the children's collection is difficult, but deciding how to order them often takes even more time and effort. There are large jobbers, traveling vendors, preview boxes, and dozens of other ways to order materials. Which companies offer standing order plans? Which have free shipping? Is it better to purchase most of your materials from one source or to shop around for the best prices? How do we grow ebook collections for children? How do we respond to requests for self-published books and books from small publishers? These topics and more will be explored to give library workers the tools they need to order efficiently and cost-effectively while still maintaining breadth and depth in their collections. Participants will get tips on vendor relations, including when and how to say no, and we'll discuss what works and doesn't work for different libraries.

B9. Professional Social Media: Beyond the Buzz

Tracks: Administration & Leadership; Digital Information & Technologies; Support Staff Interests

- Brian R. Huffman, County Law Librarian, Washington County
- Megan Kocher, Library Assistant II, University of Minnesota Science & Engineering Library

So you know how to use Facebook and Twitter. Are you making use of social media in a manner that promotes your profession, career, or library? Are you on LinkedIn? Do you treat social media as a place just to show photos and talk about your favorite restaurants? Social media tools allow professionals to connect, share, and expand their networks. On LinkedIn, you will learn how to create a profile that can be turned into a résumé, how to add and share projects, slideshows, and documents with colleagues, and how to make new connections through professional invitations. You will also find out how to create and administer accounts for your libraries on Facebook, Twitter, and Foursquare/Gowalla and how to integrate these technologies and repurpose content to save time. Please join us to discuss how libraries can support related digital literacy instruction and inclusion efforts during these economically challenging times.

B10. RDA: DOA or A-OK? A Town Hall Debate

Tracks: Collection Management & Technical Services

- Bobby Bothmann, Electronic Access/Catalog Librarian, Minnesota State University, Mankato
- Stephen Hearn, Metadata Strategist, University of Minnesota
- Sarah Quimby, Library Processing Manager, Minnesota Historical Society

Still confused about Resource Description and Access (RDA)? Don't know how you feel about this new cataloging standard or what you should decide about implementing it in your library? Or do you have very strong feelings about RDA and want to take part in the discussion? This presentation will take the form of a friendly debate about the merits and faults of RDA and how its adoption (or rejection) is informed by all aspects of cataloging, from workflow and OPAC displays to the issues you may not even know have affected you, such as data modeling, metadata sharing, transmission formats, and semantic web technologies. Audience participation is encouraged and, at the end of the session, the audience will vote on the resolution RDA: Dead On Arrival, or A-OK?

Registration Closes5:00PM

Minitex 40th Anniversary Reception..... 5:00PM – 6:00PM

Silent Auction Closes6:30PM

Killer Cocktails/RART Happy Hour7:30PM – 10:00PM

What do you get when you combine Minnesota mystery writers, a haunted hotel, and signature drinks? Killer Cocktails! Don't miss this RART/Twin Cities Crime Writers Co-op event at the historic Fitger's Inn.

Thursday, October 13

Registration Opens..... 7:00AM

Continental Breakfast 7:00AM – 8:00AM

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

SESSION C 8:00AM – 9:00AM

C1. 40 in 60: Great Books for Kids and Teens

Tracks: Authors, Literature & Programming; Children & Young Adults; Public Services; Support Staff Interests

- Heidi Hammond, Assistant Professor, Saint Catherine University
- Joni Kreuser, Youth Services Librarian, Hennepin County Library
- Gail Nordstrom, Public Library Consultant, Viking Library System

Looking for good books for your kids' book clubs? Intriguing "just for fun" nonfiction? Titles to satisfy fickle teens? Three booktalkers will deliver rapid-fire overviews of 40 books in just 60 minutes.

C2. To Boldly Go: Fantastical Journeys through Science Fiction Readers' Advisory

Tracks: Authors, Literature & Programming; Public Service; Support Staff Interests

- Melissa Gray, Government Documents Coordinator, St. Paul Public Library

Science fiction is perceived as an out-of-this-world genre, but it's growing in popularity as it steadily makes its way into the mainstream. Come with an open mind and learn about the history, appeal, and readership of this wonderful genre and leave with a variety of booklists and resources useful to you and your patrons. This is a session in RART's ongoing readers' advisory series called "Genres You Can't Cope With," which addresses challenging genres and readers' advisory topics with humor, support, and lots of tools for future use on and off desk. Session attendees will come away with a better understanding of the genre in question, factors in its popularity, what readers may be looking for when they read in the genre, and practical strategies and takeaways.

C3. Empowering Older Adults: Research-based Training for Web Information and Access

Tracks: Public Services

- Chris Anning, Librarian, Minnesota Department of Revenue
- Joyce Yukawa, Assistant Professor, St. Catherine University

This presentation shares findings from a study on computer and Internet uses and needs of older adults and

introduces the training initiative that resulted. Students in the MLIS Program, St. Catherine University, will participate in internships and service learning projects to train older adults to use computers and access web information. We will discuss and share resources on these topics: (1) barriers to the online information seeking of older adults, (2) best practices for teaching older adults, (3) low-cost ways of making online information and services web accessible, and (4) government and nonprofit accessibility services and resources for older adults. We will also introduce the intern training package developed to date for possible testing and use by this session's participants.

C4. Everyone Is a Library Advocate!

Tracks: Administration & Leadership; Library Trustees & Friends; Public Services; Support Staff Interests

- Ginny Heinrich, Reference & Instruction Librarian, Macalester College
- Margaret Schuster, Volunteer Services Coordinator, Hennepin County Library

Whether you're a library director, librarian, staff, trustee, board member, or Friend, YOU are the face of the library! Library advocacy happens in big conversations at the state legislature and in small conversations at the coffee shop. This session will provide tips for being an effective library advocate no matter where the conversation occurs. Coming from academic and public library perspectives, the presenters will discuss building community relationships, contacting funders and policy makers, engaging the public, leveraging social media, and using customer service to create allies and share the mission of libraries in all communities.

C5. Getting Back in the Black: A Toolkit for Library Managers of Today

Tracks: Administration & Leadership

- Nicholas A. Prieve, Director, Gilbert Public Library

This presentation is designed to give library directors, managers, and front-level staff the knowledge, skills, and abilities to stay current and bring value to their libraries. It will focus on providing a core tool set for use in library administration and will use specific examples and successful outcomes that the speaker has prepared with his environment. This session will have some audience participation and a lot of fun, so get excited, get ready, and go!

C6. Libraries at the Front Lines of Workforce Recovery

Tracks: Administration & Leadership; Public Services

- Chad Lubbers, Central Group Library Manager, Washington County Library
- Jennifer Peterson, Community Manager, WebJunction

Library staff are first responders to increased demands of those economically impacted in our communities. Yet

during these tough times, increased demands often outstrip our time to build resources and services. This IMLS-funded Project Compass session will provide participants with real-world success stories from Minnesota libraries and a foundation of skills to take the guesswork out of building programs and services in response to patron workforce recovery needs in the 21st century. Presenters will help public library staff increase their knowledge of available resources and strategies that address the core service needs of patrons, including basic computer skills. Presenters will explore how libraries can utilize existing resources and partnerships to address ongoing core community needs. Join us for two additional related, stand-alone sessions on Thursday. We will be building on these core services and exploring further solutions for Libraries Supporting Job Seekers (1:30PM–2:30PM) and Libraries Supporting Small Business Development (3:30PM–4:30PM).

C7. **Minnesota and ALA Library Certification Programs Overview**

Tracks: Support Staff Interests

- Mollie Pherson, Regional Librarian, SELCO
- Ian Lashbrook, Research Associate, Library Support Staff Certification Program (LSSC)
- Mark Ranum, Director, Plum Creek Library System

This session will provide an overview of the newly relaunched Minnesota Library Certification Program. Information on Day 1 and Day 2 sessions, MORE and MOTSE workshops, Round Robin workshops, and other CE events will be provided. The newly established connection to the ALA Library Support Staff Certification Program will be explained. The Certification website and other support materials will be presented.

C8. **Featured Presentation – Merchandising Matters: What Your Library Can Learn from the Local Grocery Store**

Tracks: Administration & Leadership; Public Services

- Elisabeth Doucett, Director, Curtis Memorial Library (Brunswick, ME)

Do you ever walk through your library and feel like it looks a little... boring? Merchandising is the process of presenting products and information in a way that captures and keeps the attention of your desired audience—and using it can ensure that you are banishing boredom! The objective of this session is to share why merchandising matters for libraries and describe some of what librarians can learn from retailers who are expert in the process of merchandising. You'll walk away from this session with lots of ideas about how to keep your library space exciting, intriguing, and compelling.

C9. **What's Up with the Collection Down Under? What's in Store for the MLAC Caverns on the Banks of the Mississippi**

Tracks: Administration & Leadership; Collection Management & Technical Services

- Bill DeJohn, Director, Minitex
- Kathy Drozd, Assistant Director, Minitex
- Mary Miller, Collection Management and Preservation Strategist, University of Minnesota Libraries

In spring 2011, consultant Sam Demas carried out an evaluation of the Minnesota Library Access Center (MLAC) and produced a report: "Storage Facility or Shared Print Archive, Evaluation of Minnesota Library Access Center (MLAC), future scenarios, and recommendations for a strategic plan." The report, which is available at <http://z.umn.edu/2wy>, describes the current status and environment of library storage facilities nationwide, describes current trends relevant to these facilities, and lists possible scenarios. The report recommends updating the mission, vision, governance, and policies and that consideration be given to refocusing MLAC to support a role as a shared print management hub in a growing national network. After a quick overview of the 1.4 million volumes in the MLAC cavern, a panel will discuss the options and the potential impact on Minnesota libraries and hold a question-and-answer session.

C10. **Once Upon a Time... Using Children's Literature to Teach Financial Literacy**

Tracks: Authors, Literature & Programming; Children & Young Adults

- Lori Ann Hendrickson, Extension Educator & Extension Professor, University of Minnesota Extension
- Becky Hagen Jokela, Extension Educator & Extension Professor, University of Minnesota Extension

The benefits of reading aloud to children are well documented. The National Commission on Reading indicates that active reading aloud to children is the most significant determinant in developing children's literacy skills. The content of these books can be just as important, particularly if children love the story and can remember the message. There are many children's books that provide positive financial messages for children and can be used to discuss financial issues on an appropriate level for children. Additionally, when parents are involved with helping their children learn wise use of financial resources, parents may increase their own abilities to manage resources. This workshop will explore methods of incorporating financial education in early reading acquisition and identify curricula to provide experiential learning opportunities to in financial education.

- Exhibits Open 9:00AM
- Silent Auction Bidding Begins..... 9:00AM
- Break with Exhibitors..... 9:00AM – 10:00AM

Subunit Meetings..... 10:00AM – 11:00AM

The Annual Conference is sometimes the only chance for subunit members to meet in the same room and plan for the upcoming year. Use this opportunity to get subunit business done, find out what’s happening around the state, and make plans for moving your subunit members and the association forward. Not member of MLA or the subunit? No problem! Check out the meeting of your choice to see if it’s something you’d like to be part of. (Check back later for a list of subunits meeting at this time.)

Lunch with Exhibitors 11:00AM – 12:00PM

DESSERT KEYNOTE 12:00PM – 1:30PM

K2. Engagement through Games: Reaching Library Users through Playful Ways

- Dr. Scott Nicholson, Associate Professor and Program Director for the Masters of Science in Library and Information Science, Syracuse University

Since the mid-1850s, libraries have used games to reach out to their users in a variety of ways. Join Dr. Scott Nicholson, associate professor from Syracuse University’s School of Information Studies and author of *Everyone Plays at the Library: Creating Great Gaming Experiences for All Ages*, to learn about how libraries have used games in the past to attract a variety of users and to experience ways in which libraries can use games and other activities to engage users. Dr. Nicholson will first present an overview of the past and present of gaming in libraries and will then lead attendees through game-like activities that they can bring back to their libraries. Those in attendance will learn not only about how libraries have used commercial games but how to create and customize activities that can connect members of the library community, library staff, and library resources.

SESSION D 1:30PM – 2:30PM

D1. Featured Presentation – Children of Incarcerated Parents: Who’s Counting and Why Should We Care?

Tracks: Children & Young Adults; Public Services

- Rebecca Schlafer, PhD, developmental psychologist, University of Minnesota Department of Pediatrics

This talk will consider what we know (and don’t know) about the number of children with incarcerated parents in Minnesota and the United States. We will address the risk and protective factors associated with parental

incarceration and the effects of incarceration for children and their families. Further, we will discuss ideas for working with this population and the potential roles of librarians in these efforts.

D2. 2011 Minnesota Legislative Session Rewind

Tracks: Administration & Leadership; Library Trustees & Friends; Public Services; Support Staff Interests

- Mark Ranum, Director, Plum Creek Library System
- Elaine Keefe, MLA/MEMO Lobbyist, Capitol Hill Associates
- Kit Hadley, Library Director, St. Paul Public Library
- Bill DeJohn, Director, Minitex
- Michael Scott, Assistant Director, Southeastern Libraries Cooperating (SELCO)

The 2011 Minnesota Legislative Session was filled with a massive state budget deficit, a twisting road to additional Legacy funding for libraries, cuts to higher education, the addition of a public library advisor to the Governor’s Workforce Development Council, and a shutdown. Come join your colleagues as they discuss the 2011 Minnesota Legislative Session.

D3. Board@Your Library? Hot Board Games for Cool Librarians

Tracks: Authors, Literature & Programming; Children & Young Adults

- Amy Boese, Teen Librarian, Ramsey County Library
- Marcus Lowry, Teen Librarian, Ramsey County Library

Right under our noses, a revolution of board and card games has emerged. Consequently, a quiet surge of avid gamers is swarming the library. We’ll cover the newest, hottest games, the old made new again, what works for programming, and how you can use these tools to develop community with your teens and families. From Apples to Apples to Zombie Dice, we’ll tell you everything you need to know to be the coolest non-digital gamer around.

D4. Collection Development of Award-Winning Books in MnPALS Libraries

Tracks: Collection Management & Technical Services

- Tammy Bobrowsky, Acquisitions/Serials Librarian, Bemidji State University

Collection development literature recommends the acquisition of award-winning books for most library collections—but does an award-winning designation consistently drive collection development decisions or influence reading selection? Libraries from the MnPALS Library Consortium were surveyed to obtain holdings information, collection development policies, and circulation data on titles receiving the National Book Awards, Pulitzer Prize, and Minnesota Book Awards. The presenter will share results on collection development decisions, perceived importance of collecting, and patron

readership of these award-winning books. The libraries involved in this study are from universities and technical/community colleges, but this session may be of interest to any libraries carrying these or similar award titles.

D5. **E-books: What's All the EXCITEMENT About?**

Tracks: Digital Information & Technologies; Collection Management & Technical Services; Public Services; Support Staff Interests

- Rita Baladad, Coordinator, Cooperative Purchasing and Electronic Resources Services, Minitex
- Melissa Gray, Government Documents Coordinator, Saint Paul Public Library
- Brian R. Kraft, Collection Development Librarian, Washington County Library
- Michelle McGraw, Hennepin County Library, Principal Librarian, Information Services
- Amy Springer, Government and Business Information Librarian, College of St. Benedict/St. John's University

Some of us are giddy about e-books and their potential; others are nervous about the technology and what it might mean for traditional print media. Come join us as we listen, learn, and vent about this popular new format.

D6. **Libraries Supporting Job Seekers**

Tracks: Administration & Leadership; Public Services

- Mary Moran, Reference Librarian, Roseville Library, Ramsey County Library
- Jennifer Peterson, Community Manager, WebJunction

Many patrons are relying on their public library to help them find and apply for jobs. Library staff are looking for effective information and approaches to help more effectively support these patrons. This IMLS-funded Project Compass session will provide participants with real-world success stories and a foundation of skills to take the guesswork out of building programs and services in response to patron workforce recovery needs in the 21st century. Presenters will help public library staff increase their knowledge of available resources and strategies that address the service needs of unemployed and job-seeking patrons. Learn how Minnesota libraries are helping job seekers and connecting with workforce development agencies and other partners to increase employment opportunities. Join us for two additional related, stand-alone sessions on Thursday: Libraries at the Front Lines of Workforce Recovery (8:00AM–9:00AM) and Libraries Supporting Small Business Development (3:30PM–4:30PM).

D7. **Library Trustee 101**

Tracks: Library Trustees & Friends

- Ann Hutton, Executive Director, SELCO
- Margorie McPeak, retired, Hennepin County Library
- Lenore Marie Johnson, financial worker (retired), Lake County S.S. Department
- Amy Wilde, former county commissioner, Meeker County
- Judith G. Schotzko, moderator

Panel presentation of basic information needed to be a library trustee. Margorie will talk about "What makes an effective trustee." Margorie is retired from the Hennepin County Library and currently lives in the north lake country. Lenore will talk about advocacy from her perspective as a former Lake County Commissioner. Lenore is a retired financial worker for Lake County S.S. Department. Amy will address library advocacy at the city, county, and state levels. Amy is a former county commissioner from Meeker County and a retired journalist who currently has her own small independent consulting firm in Dassel, MN. Ann, executive director of SELCO, will discuss the role of the trustee from the staff perspective.

D8. **Positively Friends**

Tracks: Library Trustees & Friends

- Del Mari Runck, President/CEO, Neighborhood National Bank
- Joe Owens, President, Friends of Ely Library

What happens when Friends, library, and community work together in positive ways? Understanding library priorities and Friends of Libraries' roles and relationships is essential to success. In Alexandria and Ely, presentations to community organizations have recruited new library Friends and brought new support for the library. Del and Joe will share their presentations and describe their audiences, goals, and outcomes. Each presentation will serve as an example for presenters of Friends of the Library programming who want to get the word out in their community. Discover how, where, and when to say something positive about your library and Friends of the Library. Results? Positively!

D9. **So Many Books, So Little Time: Undergraduates and Recreational Reading**

Tracks: Authors, Literature & Programming; Public Services

- Julie Gilbert, Assistant Professor, Gustavus Adolphus College

In most academic libraries, college students are more likely to ask for help completing a research paper than for the latest fiction bestseller. Are undergraduates not interested in reading for fun? Are they unlikely to view academic libraries as conduits to recreational reading? Results from a recent study at one academic institution indicate that undergraduate students are in fact highly interested in

recreational reading. Despite this interest, they face significant barriers to reading for fun. In this presentation, we'll examine the habits and attitudes of college students toward recreational reading as well as some of the barriers they encounter. We will also explore several innovative ways academic libraries can promote recreational reading. Given that voluntary reading is associated by many with academic success, this question should interest not only academic librarians but everyone interested in best practices for higher education and the promotion of adult literacy.

D10. AskMN: Adding Value to the K-12 Student Research Experience

Tracks: Children & Young Adults; Digital Information & Technologies; Public Services; Support Staff Interests

- Carla Pfahl, Reference Outreach & Instruction Librarian, Minitex

Since the service began in March 2008, AskMN: The Librarian Is In (Minnesota's statewide cooperative digital reference service) has accepted more than 26,800 questions from Minnesota residents, many from K-12 students. In the fall of 2009, AskMN began to actively promote the service to K-12 students to assist with the research process, identify scholarly resources, perform searches that produces useful results, and how to identify credible websites. Join us in this session to learn more about online behaviors of students and how students approach the service for help and use online resources. We will also discuss ways in which the service has worked to best meet the needs of the K-12 community.

Refreshment Break with Exhibitors 2:30PM – 3:30PM

Exhibits Close..... 3:30PM

Silent Auction Closes 3:30PM

SESSION E 3:30PM – 4:30PM

E1. 10 Minutes to Win It: Award for Best Project by Friends of Libraries

Tracks: Administration & Leadership; Library Trustees & Friends

- Chris Olson, President, Minnesota Association of Library Friends
- Barbara Byers, Secretary, Minnesota Association of Library Friends

The Minnesota Association of Library Friends (MALF) will spotlight exceptional projects made possible by Friends of Libraries from January 2010 to July 2011 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, replicable ideas from presentations by three Friends of the Library

groups. 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 a Certificate of Recognition. A panel of judges decided award-winners in August and we celebrate the big reveal in October.

Award finalists:

- The Friends of the Red Wing Library – *Hot Reads for Cold Nights 2011 at Red Wing Public Library*
- The Friends of St. Michael-Albertville-Hanover Library – *Building It Together*
- The Friends of the Saint Paul Public Library – *Book It: The Party!*

E2. Click or Poll Your Way to an Interactive Library Instruction

Tracks: Digital Information & Technologies; Public Services

- Sarah Gewirtz, Information Literacy Librarian, College of St. Benedict/St. John's University

Many of us have gotten the blank stare when we ask students, "Do you have any questions?" or "Can anyone give me a search term to try?" This might be the only time we see them. We want to make a positive impression but also make sure they learn something during their short time. How can we do all of that? Easy! Use Clickers (Audience Response Systems) or an online version like PollEverywhere.com. During this presentation, Sarah will discuss the questions she's asked and responses she's gotten from classes she's taught using both Clickers and PollEverywhere.com. She will discuss feedback from each system from students and faculty so you can decide which will best be used in your environment. Since PollEverywhere.com might not be something many librarians are aware of, Sarah will focus a majority of her session on how easy and useful this tool can be.

E3. Growing Readers: Bringing Libraries, Nature, and Families Together

Tracks: Authors, Literature & Programming; Children & Young Adults

- Nicole Brinkman, Children's Librarian, Ramsey County Libraries
- Jennifer Dietrich, Children's Librarian, Ramsey County Libraries

Can libraries connect children and literacy to nature? You betcha! Why should we? Come find out! We'll talk about designing an outdoor space for your library, exposing children to the natural world via a library setting, promoting healthy play through engaging with nature, finding literacy in nature, incorporating early literacy principles with nature play, and collaborating with local entities to encourage greater community awareness. Libraries in any setting can

create outdoor connections where families can rediscover the benefits of nature and celebrate it together.

E4. Libraries Supporting Small Business Development

Tracks: Administration & Leadership; Public Services

- Melinda Ludwiczak, Project Manager, MELSA
- Jennifer Peterson, Community Manager, WebJunction

As our communities recover from the recession, libraries are supporting new businesses, job opportunities, and economic growth. This presentation will help library staff understand how small business builds local economies, how to build training and programs to support small businesses, and how to connect patrons with resources for small business development and sustainability. This IMLS-funded Project Compass session will provide participants with real-world success stories from Minnesota libraries and a foundation of skills to take the guesswork out of building programs and services in response to patron workforce recovery needs in the 21st century. Presenters will help public library staff increase their knowledge of available resources to help build training and programs to support local small businesses and to connect patrons with resources. Join us for two additional related, stand-alone sessions on Thursday: Libraries at the Front Lines of Workforce Recovery (8:00AM–9:00AM) and Libraries Supporting Job Seekers (1:30PM–2:30PM).

E5. Not Your Mother's Authority Control: Locating Information in the 22nd Century

Tracks: Collection Management & Technical Services

- Sarah Weeks, Head of Technical Services, St Olaf College

Many libraries view authority control as a luxury, believing that our users are only comfortable with keyword and relevancy-ranked searching. Yet at the same time, popular sites like Amazon, eBay, Wikipedia, and others are increasingly using controlled vocabularies, standardized metadata, and information hierarchies to quickly direct users to content. New software for libraries, including next-generation catalogs and web-scale discovery tools, also provide new opportunities for authority work to provide value and expediency to users. Authority control no longer needs to mean bland lists of prescribed terminology and outdated subject headings. Instead, when we rely on language-neutral concepts like numeric keys, URIs, and DOIs, authority control can be made more powerful and dynamic. This presentation will discuss the roots of authority control, its benefits and uses today both inside and outside libraries, and how the importance of authority control will increase along with our rapidly expanding information universe.

E6. One Book, One Conference: *The Stormchasers*

Tracks: Authors, Literature & Programming

- Jenna Blum, New York Times bestselling author
- Angie Noyes, Librarian I, Washington County Library

Jenna will read a brief excerpt from her Minnesota-based novel *The Stormchasers*, talk about how she came to write the novel, and answer questions about it and about writing. If time and equipment permit, Jenna will supplement her talk with a PowerPoint presentation showing how she got involved with stormchasing to research the novel and how the research then alchemized into the book.

E7. Performance Management: Theory and Practice

Tracks: Administration & Leadership

- Paul Masiarchin, Program Manager, MN Council of Nonprofits (MCN)
- Elizabeth Olson, Congregational Outreach Director, CHUM (Churches United in Ministry)
- Patricia Post, Director, Central MN Libraries Exchange (CMLE)

Scenario: Thirty nonprofit leaders meet monthly over a nine-month period of time in Brainerd. The range of organizational focus areas is great: Some provide services to pre-school children, some focus on domestic violence, a few are solving world hunger while others assist people with end-of-life issues through hospice care, and one is a multitype library system—namely, the Central Minnesota Libraries Exchange (CMLE).

Question: Why are these people meeting, and what do their organizations have in common?

Answer: Performance management! The Performance Management Leadership Institute provides a structure, tools, resources, and technical assistance to implement performance management strategies in small- to mid-sized nonprofits. This session will appeal to anyone interested in learning more about performance management as a tool for leadership development and program improvement. Panel members will explain and demonstrate how the use of logic models, evaluation, and data have strengthened the performance of their organizations. Learn how participants have moved from mere program outputs to outcomes to impact statements. Learn how performance management is part of a continuous cycle of improvement and a natural part of organizational leadership.

E8. State Library Update

Tracks: Administration & Leadership; Children & Young Adults; Library Trustees & Friends; Public Services

- Nancy Walton, Minnesota State Librarian

What's new at State Library Services? What's to come? Meet with our new State Librarian, Nancy Walton, and learn about the programs and services offered by State Library Services.

E9. The Customer Is Always Right: Top Trends in Library Design

Tracks: Administration & Leadership; Public Services; Support Staff Interests

- Traci Lesneski, Principal / Head of Interiors, MS&R Ltd.
- Lynn Wyman, Deputy Director, Ramsey County Library

Many library buildings in the U.S. are outdated, worn, and inflexible. Contrast this with the pool of potential library users and their high expectations. The user experience should be top of mind when embarking on any library project—new or renovation, large or small. Learn what today’s library users are looking for and how to make those aspects a reality in your own library while providing flexibility to adapt to tomorrow’s demands. The speakers will share their ideas about user expectations while using the award-winning, LEED Gold-certified Ramsey County Library - Roseville project as a case study.

E10. Things in a Flash: The Latest Web 2.0 Tools

Tracks: Children & Young Adults; Digital Information; Public Services; Support Staff Interests

- LeAnn Suchy, Program Manager, Metronet
- Katie Polley, Librarian, Dakota County Library
- Jenny Sippel, Librarian/Instructor, Minneapolis Community and Technical College
- John Daniels, State Program Administrator Technical Specialist, Minneapolis Community and Technical College
- Amanda Mills, Librarian/Instructor, Minneapolis Community and Technical College
- Megan Kocher, Library Assistant II, University of Minnesota Science & Engineering Library
- Jenn Straumann, Branch Librarian, Anoka County Library

Do you keep hearing about different web 2.0 tools and wonder how librarians are using them? What are the tools that would work best for you personally or professionally? If you’ve ever asked yourself these questions, our Things in a Flash session is just for you! Join us to hear from a group of web 2.0-loving librarians who will talk about the tools they use and love. You’ll hear about five different tools, so you’re bound to find one or two that might benefit you. Don’t shy away from tools anymore because you’re just not sure why people use them. Come to our session to find out!

Registration Closes 5:00PM

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

The MLA board of directors invites members to attend the annual membership meeting. See how the association operates, voice your opinion, and vote. Not a member of

MLA? No problem! You’re invited, too. Come find out more about the association!

Legacy Program Showcase8:00PM – 10:00PM

This Thursday 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.

Friday, October 14

Registration Opens..... 7:00AM

Continental Breakfast 7:00AM – 8:00AM

Division Meetings 8:00AM – 9:00AM

Whether you're a member of the Academic and Research Libraries Division (ARLD) or Public Libraries Division (PLD) of MLA, this is your opportunity to meet with other division members to tackle division business and make plans for activities in the upcoming year. Not a member of MLA? No problem! Sit in on a meeting and see what's happening in the association.

Break..... 9:00AM – 9:30AM

SESSION F 9:30AM – 10:30AM

F1. 50 in 60 Book Blast

Tracks: Authors, Literature & Programming; Public Services; Support Staff Interests

- Joan Ennis, Reference and Readers Services Librarian, Northfield Public Library
- Barbara J. Pierce, Library Associate, Saint Paul Public Library
- Jennifer Larson, Library Associate, Saint Paul Public Library
- Stephanie Hall, Director of Libraries, Meinders Community Library in Pipestone, Minnesota
- Angie Noyes, Librarian I, Washington County Library

This session is a reprise of a popular one from the past few conferences. Five librarians tackle booktalking 50 books in 60 minutes. A satisfying sampling of titles that crosses genres with enthusiasm, this year's selection will include Nordic crime, best new YA fiction, sci-fi/fantasy, paranormal, and contemporary women writers. Readers' advisory is one 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.

F2. Geocaching in Libraries: Hide It and They Will Come

Tracks: Authors, Literature & Programming; Public Services

- Andrew McCracken, Outreach trainer, MnGCA
- Therese Sonnek, Branch Manager, Ramsey County Library

Geocaching, a game using GPS receivers, is played all over the world. Learn the basics of this popular high-tech treasure hunt and learn how librarians and their supporters have been using the game to attract non-users and teach people about books, reading, and library use. This game has been played in public, school, and academic library

buildings and their grounds. The presenters welcome attendees to stay after the session for a brief outdoor hunt of nearby caches. Please bring your own GPS, smart phone, or tablet. A few will be available if you don't have one.

F3. So What Is This Thing Called Intellectual Freedom?

Tracks: Administration & Leadership; Children & Young Adults; Public Services

- Kirsten Clark, MLA Intellectual Freedom Committee Chair

Come learn about the intellectual freedom resources available to Minnesota libraries here in the state and on the national level. Help brainstorm new ways the MLA Intellectual Freedom Committee can help libraries with intellectual freedom issues.

F4. Featured Presentation – Trend Tracking: A Tool to Help Your Library Better Serve the Needs of Your Community

Tracks: Administration & Leadership; Children & Young Adults; Library Trustees & Friends; Public Services

- Elisabeth Doucett, Director, Curtis Memorial Library (Brunswick, ME)

Trends can tell us how society is changing—and that is exactly what libraries must understand if they are to remain relevant and useful in today's world. This presentation will define a process by which your library can determine what trends are developing, whether they are important, and how your library might act on them to increase its responsiveness to your community's changing needs. You'll leave this discussion with a clear understanding of trend tracking and how to use the process for your library. This is a tool that will prove to be fun, fascinating, and functional for your library and your community.

F5. Minnesota Library Futures Initiative

Tracks: Administration & Leadership

- Members of the Minnesota Library Futures Initiative

In October 2010, a group of 24 early career librarians from all library types met for the first time to start envisioning the year 2025. Since that time, the Futurists have investigated potential economic, social, technological, and other trends to craft an idea of what libraries—and library patrons—will look like in the next 15 years. Join the Futurists for a brief overview of their work and a preview of what's in store for Minnesota's libraries in 2025. During the session, the Futurists hope to help library staff start thinking about what might be done to prepare for the changes to come. In line with how the Futurists have approached their task, this presentation will be philosophical in nature rather than focused on the latest gadgets and fads.

F6. A MILE in Our Shoes: Lessons Learned from the MLA Leadership Program

Tracks: Administration & Leadership

- Brian Lind, Reference Librarian, Rochester Public Library
- Angie Noyes, Librarian I, Washington County Library
- Anne Friederichs, Children’s Librarian, Dakota County Wescott Library
- Rachel Gray, Information Services Librarian, SELCO

The MLA Institute for Leadership Excellence (MILE) is a great way to learn about and develop your leadership skills. Since 2005, about 100 people have gone through this training, benefitting themselves professionally and improving MLA. Come hear from some individuals who took up the mantle of leadership by participating in and helping plan MILE retreats.

F7. Transition... Then What? Faculty Perceptions of IL Skills of Undergraduates

Tracks: Public Services

- Marianne Hageman, Research and Instruction Librarian, University of St. Thomas
- Talia Nadir, Research and Instruction Librarian, University of St. Thomas

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 faculty at the University of St. Thomas (UST) on their perceptions of the information literacy (IL) skills of lower-level undergraduate students taking an introductory research class in a discipline. Comparison of the findings from this study and the librarians’ study last year of high school librarians’ impressions of students’ IL skills will provide a foundation for UST’s freshmen IL programming.

Registration Closes 11:00AM

LUNCHEON KEYNOTE 11:00AM – 1:00PM

K3. Go Forth!

- William Kent Krueger, award-winning author of the Cork O’Connor series

Books and stories have always been important in William Kent Krueger’s life. And he’s not alone. Using the words of other writers and other readers, Kent (as he likes to be called) will discuss the role that books have played in all our lives and the ways in which great stories have helped to shape who we are. He will consider the dire predictions about the future of books and of reading and offer both encouragement for a more optimistic outlook and a bit of advice on how to go forth and make a difference.

Kent writes a mystery series set in the north woods of Minnesota. His protagonist is Cork O’Connor, the former sheriff of Tamarack County and a man of mixed heritage—part Irish and part Ojibwe. His latest novel, *Northwest Angle*, is scheduled for publication in September of 2011.

Conference Ends 1:00PM