



Session Descriptions

Thursday, October 8, 2009

9:00-10:00 AM

Networking: Public Libraries

Moderator: Shelley Walhchak

Program Room 2

Meet with friends and colleagues and discuss issues relevant to public libraries.

Networking: School Libraries

Moderator: Suzanne Wickman

Program Room 3

Meet with friends and colleagues and discuss issues relevant to school libraries.

10:00-10:30 AM

Break

10:30 AM-12:00 PM

Creating a Green Environment at Your Library

With Beth Filar Williams

Program Room 2

Sustainability, or going green, is more than a buzz word but the way we must all embrace the future to meet the triple bottom line: equity, the economy and the environment. Libraries are meant to be the center of their schools, campuses, and communities, drawing together diverse entities and disciplines, acting as catalysts for exploration and as models for their community. This session will explore the politics, behaviors and partnerships required for libraries to influence, educate and model the idea of going green. Some tips on how to get started going green will also be shared and discussed.

EBSCO Training

With Ross Callender

Program Room 3

This session prepares librarians for training your staff, library patrons and students. There will be a review of training resources and techniques for available EBSCO Resources. An overview of the following key topics will also be covered:

- Advanced Searching Options
- Options to Limit and Expand Search Results
- My EBSCOhost Folder
- Creating Alerts

We will have the use of a 10 computer laptop lab so class will be hands on, so come prepared to explore.

12:00-1:30 PM

Lunch on your own

1:30-2:45 PM

Am I Certifiable? A Progress Report on the National Library Support Staff Certification Program

With Diana Reese

Program Room 2

The American Library Association-Allied Professional Association is developing a national, voluntary Library Support Staff Certification Program (LSSCP). The Advisory Committee developed competencies for library support staff; assessment methodologies to determine if library support staff have met the competencies; and policies and procedures to implement the program. We want to know the response of the library profession to this ambitious program. Approved by the ALA Executive Board in July, 2009, the program will go into effect on January 1, 2010. Come hear the details and share your thoughts.

Southwest Days

Session Descriptions Thursday, October 8, continued

1:30-2:45 PM continued

Library Leadership: Skills You Never Learned

**With Norice Lee
Program Room 1**

Whether you are already in an administrative position, or still working your way to the top, this presentation will provide current and future library leaders with specialized skills that will help ensure professional and organizational success. The presenter will draw upon lessons learned from personal experiences in academic and public libraries, High Performance Organization (HPO) coursework, and techniques acquired through training at the Brookings Institution Leadership Lab. *—Made possible by the Urban Libraries Council, Joey Rodger Fund for Library Leadership.*

Because Nice Matters

**With Karen McPheeters
Program Room 1**

A customer service make over is just a few simple steps away. Turn those service desk frowns upside down. Great customer service is key to better communications with your staff, your patrons and your community. Most of the clichés are true: “You catch more flies with honey!”

2:45-3:15 PM

Break

3:15-4:30 PM

Goin’ Social: Social Networking Strategies for Libraries

**With Michael Cox and Victoria Peterson
Program Room 2**

With Facebook at 250 Million users and growing daily, social networking is becoming a part of people’s everyday lives. This workshop will cover Facebook and other social networking sites that library patrons may be using, and how to determine what social networking tools your libraries could use for effective outreach. Attendees will come away with knowledge of these sites, how to determine which site(s) would be appropriate for their library and community, and how to implement these tools to create successful social networking strategies.

Southwest Days

Session Descriptions

Friday, October 9, 2009

8:30-10:00 AM

Creating a Green Environment at Your Library

With Beth Filar Williams

Program Room 2

Sustainability, or going green, is more than a buzz word but the way we must all embrace the future to meet the triple bottom line: equity, the economy and the environment. Libraries are meant to be the center of their schools, campuses, and communities drawing together diverse entities & disciplines, acting as catalysts for exploration and as models for their community. This session will explore the politics, behaviors and partnerships required for libraries to influence, educate and model the idea of going green. Some tips on how to get started going green will also be shared and discussed.

The Future of Reference at Your Library: Search Tips & Tricks

With Kris Johnson

Program Room 3

The future of reference at your library may depend on your search skills. Your goal: Finding the best information available to meet your needs and the needs of your students and patrons. But do you ever have a difficult time finding information that you want on the Web and in library databases and catalogs...even in print sources? You are not alone, so don't be embarrassed. Even information professionals like librarians and school media specialists can learn new tricks to sharpen their already well honed arsenal of search tools. This presentation will offer practical strategies to employ while searching, cool tips and tricks, little known gems about databases and catalogs, and more. Learn how to think through a search strategy, conduct the search, and then re-group when you don't find what you want, so that you can achieve your goal of finding the best information available for your students and patrons.

"Off the Wall" Book Clubs

With Karol Sacca

Program Room 1

Are you a risk taker with the goal of building a community of readers? Want to connect adult readers with your young adult readers? Take a peek inside a start-up program where award winning books are consumed and relationships formed. Have patrons that are burned out on "traditional book clubs" and need a new idea? Join us as we share ideas for: Gather Round, The Alex Project, Book in a Bag and Book Buckets.

10:00-10:30 AM

Break

10:30 AM-12:00 PM

Libraries and the Future

With Sharon Morris

Program Room 2

In this session we will take a look at the future and explore the possible impacts on libraries. This session will include conversation as well as a presentation of emerging technologies and social changes. We will explore the changing role of the library in people's lives and in community development in the future. Our time together will help us think more broadly about the library's activities and give us some specific ideas for making libraries vital in the future.

First Impressions Last! Simple Branding & PR Tips for Libraries

With Katie Klossner and Susan O'Brien

Program Room 3

Join Douglas County Libraries as they share basic ideas to help any size library present a consistent and professional image in PR materials. Topics include logo use, fonts, branding and basic criteria for promotional materials and press releases.

Southwest Days

Session Descriptions
Friday, October 9, continued

10:30 AM-12:00 PM continued

What's Hot, What's Not...What Teens REALLY Read

With Karol Sacca
Program Room 1

You see the awards and read the reviews, but what do teens REALLY read (then tell all their friends to read)? If you need to get your teens reading—if YOU need to get reading—this is the place. Book after book guaranteed to put you and your teens in book heaven. Special attention given to hard-to-please teens and our all-important male reader!

12:00-1:30 PM

Lunch on your own

1:30-3:00 PM

Using a Focused Lens to Photograph the 21st Century Standards for the Library Media Program

With Nance Nassar and Su Eckhardt
Program Room 1

A Picture Perfect Scene of the NEW Library Standards and More! Come find out about the new standards documents available to school librarians! Participants will be introduced to a panorama of documents and information relating to the NEW "Standards for the 21st Century Learner," Empowering Learners: Guidelines for the School Library Media Program, "Learner's Bill of Rights," and how these are used to enhance student performance. Snapshots of information about the School Library Program at the University of Colorado Denver will be shared along with an all star preview of the State Library school library fall workshops.

Two Point Whoa! What Did I Miss?

With Michael Cox and Victoria Peterson
Program Room 2

Keeping up with the explosion of web 2.0 applications is a full time job. This session will focus on those that work well in libraries, sharing real life examples of those that have had success. Tools such as Twitter, Flickr, widgets and wikis will be demonstrated, as will lesser known applications to help email large files, create amazing presentations, and securely remember all of your passwords.