



# CLiC Spring Workshop 2008 Pueblo Sessions

DRAFT - SESSIONS SUBJECT TO CHANGE

## Thursday, April 24

### Session 1 -- 9:15-10:30

#### **Crash Course in Library Management**

*Jody Howard*

Room

How many books should a student be able to check out at one time? Should they be charged fines if they return the books but they are overdue? What should I do if a parent wants me to remove a book from the shelf because he/she does not think it belongs in a library? How do I order books for the library? How do I prepare a budget? These are some of the questions that school librarians will have when they are preparing for the first day on the job in a school library. This *Crash Course on Library Management* will present information that will help answer the questions listed above and help the school librarian prepare to establish a well-organized and well-managed library program.

#### **Library 2...OH! Now I Get It: Practical Applications of 2.0 Tools**

*Shelly Drumm, BCR*

Room

By now most librarians are familiar with a host of 2.0 tools, but many of us are still wondering how best to take advantage of them. This presentation will demonstrate a few ways that librarians can harness the power of RSS to broadcast quality information – the stuff we create or even the stuff we curate – into the places that matter most to our patrons: library websites, patron iPods, or other community centered sites. Starting off with an overview of RSS technology, the presentation will move into practical applications of interest to academic and public librarians, and will include extensive (hopefully live!) demonstrations of how RSS-powered content from blogs, news sites, library databases, and more can be delivered to our patrons when they want it, where they want it. Time permitting, we may also explore instant messaging tools

as a way for providing online reference. Tools explored may include blogs, podcasts, an RSS to Javascript converter (possibly Feed2JS or FeedDigest), and may use MySpace or Facebook as well as Google Pages.

#### **Ten Tips from the Colorado State Library that You Should Know**

*Gene Hainer, Colorado State Library, Director Room*

Attend this session for ten ideas (more or less) from the staff of the State Library that you can use to improve your library. Learn more about how web resources, projects and programs can benefit you and the communities you serve. This time will also include updates of current state and federal legislation, funding, legislative contact ideas, and pointers to helpful resources everyone should know about.

#### **Will Duct Tape Cure My Warts?: Complementary and Alternative Medicine Resources**

*Dana Abbey, National Library of Medicine Health Sciences Library-Anschutz Medical Campus Room*

Participants will learn the history of complementary and alternative medicine (CAM) and its impact on medical practices. They will learn how CAM is used, how to avoid bad science and how to look up evidence of the effectiveness of CAM therapies.

#### **Government Documents in the 21<sup>st</sup> Century**

*McKinley Sielaff*  
Room

#### **Oh No, It's a Difficult Patron!**

*Lisa Priebe*  
Room

Dealing with difficult patrons hopefully doesn't happen too often in your library, but when it does, do you cringe and try to hide, or are you prepared to tackle the problem head on with confidence? How prepared are you to provide excellent customer service to your problem patrons? Because these situations are challenging and often emotionally charged, they loom large in our overall experiences. While never fun, there are techniques that will prepare you to handle problem patrons effectively and with confidence. This hands-on

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session will provide you with opportunities to reflect on past experiences and give you a chance to practice new skills in a safe environment.

## Session 2 -- 11:00-12:15

### **Crash Course in Library Management (cont.)**

*Jody Howard*  
Room

### **Library 2...OH! Now I Get It: Practical Applications of 2.0 Tools (cont.)**

*Shelly Drumm, BCR*  
Room

### **Promoting CLC (Colorado Libraries Collaborate!) at Your Library**

*Kari Baumann, Farr Regional Library*  
Room

There is a high library participation rate in the Colorado Libraries Collaborate! program, but how can library staff promote this program to their library users? This workshop will offer suggestions and promotional information for staff to use with patrons, as well as information on how and why to create a local CLC policy.

### **Serving Teens Through Readers' Advisory: A Crash Course to Working with Teens for the Library Generalist**

*Michael Cox, Pueblo City-County Library District*  
Room

Knowing when to approach a teen; six steps to the readers' advisory interaction; making the pitch – how to confidently recommend books that you've never read before; cheat sheet – preparing your list of sure bets; on the fly – using resources to find the perfect book.

### **Government Information in the 21<sup>st</sup> Century: IMLS Grant Overview**

*Debra Van Tassel*  
Room

### **Learn to Speak Spanish and English – the Fun and Easy Way**

*William L. Frier*  
Room

This session will present the history and success story of “Yo Hablo,” an animated cartoon that helps people learn Spanish. Video clips will be shown that demonstrate the effectiveness of this fun and easy way of learning Spanish.

## Session 3 -- 1:30-2:45

### **Learning to Collaborate with LOC Primary Resources**

*Kathy Ferrel, University of Northern Colorado*  
Room

School Librarians: Explore the power of integrating primary sources into instruction in your collaborative role as teacher-librarians. Drawing from the rich online collections from the Library of Congress website, you will engage in activities that help you discover the definition of primary sources, the importance of inquiry and critical thinking, and ways to deepen content knowledge and student learning. Primary sources from the Library's website exceed 14 million and include documents, maps, letters, oral histories, music, speeches, video files and more. In addition, the Learning Pages offer a wealth of support for educators including lesson plans, activities, primary sources sets and other “collection connections.” Teaching with Primary Sources, a Library of Congress -funded project, brings free workshops to your schools, targeting outlying and rural areas of Colorado. This workshop will give you a taste of what is available with opportunities to learn more.

### **Using Your Head: Integrating the Right Technology for Your Library**

*Jim Duncan and Debbi MacLeod*  
*Colorado State Library*  
Room

Ever get the feeling that technology is passing you by? Ever wonder what's up with Web 2.0 but feel daunted

by the prospect of sorting out the possibilities for your library? Do you use pure “gut instinct” to make technology decisions for your library but think there’s got to be a better way? Have you ever been burned by a technology decision? In this workshop, each attendee will learn how to choose the right technology, how to balance between bleeding edge and stagnation, and will create a practical, customized strategy for integrating the right technology for the library and reducing personal technology overload.

### **The Changing Face of Community: Diversity & Leadership in Your Library**

*Heidi Baker & Bonnie McCune, Colorado State Library Room*

This workshop will teach participants the importance of reflecting the communities they serve in staffing, programs, materials and suggest ways to implement improvements within their library’s current financial and management structure. Participants will use assessment and planning tools to determine their personal and institutional Cultural Competencies, and identify and prioritize areas to plan for change. Volunteers and staff to the Special Populations Committee--a long-standing active committee of the State Library which is diverse in age, ethnicity and experiences--will provide an overview of the website and its application to human resources, collection development, community programming and assessment of community needs. At the end, participants will have the chance to work in small groups on a simple plan to begin a diversity/inclusivity project.

### **Bringing Back Civil Discourse to Your Library**

*Karen Bary and Cindy Jaye, Westminster Public Library Room*

Civic engagement forums (CEFs) are democracy and intellectual freedom in action, and what better place than a public library for this kind of programming? At a CEF people come together and thoughtfully discuss issues of the day in a moderated environment. It’s an opportunity to listen as well as to speak, to hear and be heard, to understand other views. Come join us and learn how to moderate a CEF and find the tools to make your event a success.

### **The Fine Art of Readers Advisory**

*Joanne Pulcino and Susan Ciazza, Arapahoe Library District  
Erica MacCreaigh, CSL Room*

This presentation will teach three main areas of readers advisory competency—the readers advisory interview, the art of the booktalk, and genre fiction and non-fiction for fun. Presenters will demonstrate the spirit and techniques of excellent readers advisory in this highly entertaining program. Anyone who has ever wondered “What should I read next?” will benefit from this program.

### **Merchandising 101: Creating a Dynamic Library Environment**

*Melissa Powell Room*

*Patrons love a good mystery, but not when it is their library.*

Whether you are designing a new building, remodeling or just want to jazz up your current space, merchandising is vital. The patron should be able to come in, immediately feel comfortable and able to get the lay of the land at first glance. Coupled with good customer service, merchandising can transform your library. Using retail display techniques, public relations, and everyone’s natural creativity, you can create a retail model that works for everyone on your staff and takes very little time and effort. Create a relevant and functional library that works for both your patrons and your staff.

Topics include:

- Basic Merchandising Models
- Easy & Effective Display Techniques
- Creating a Merchandising Plan that Works
- Getting the Whole Library Involved!

## **Session 4 – 3:15-4:00**

### **Learning to Collaborate with LOC Primary Resources (cont.)**

*Kathy Ferrel, University of Northern Colorado Room*

## **Colorado Library Innovators: Closer than You Think**

*Sharon Morris, Colorado State Library (Panel Moderator) with Becky Johnson, Anne Knipe, and Nancy Trimm.*

Room

Local school, public, and academic librarians will present about their innovations in this panel. Becky Johnson will show and talk about wikis at her middle school. She works with students on research skills, then uses easy access wiki software (free) for students to post their work including a Scientist Biographies wiki and a Natural Disasters wiki. Anne Knipe will show and talk about how del.icio.us has been used at Tomlinson Library to develop an online resource directory for library staff. Anne will also discuss a pilot project using Meebo for IM reference. Nancy Trimm will show and talk about Web 2.0 applications she is using for the Mesa County Library web site. She will also discuss how to get staff involved in learning web 2.0 applications by showing her innovative wevolution 2.0 program.

## **The Changing Face of Community: Diversity & Leadership in Your Library (cont.)**

*Heidi Baker & Bonnie McCune, Colorado State Library*  
Room

## **Dealing with Intellectual Freedom Challenges in Your Library**

*Karen Bary*

Room

This session will provide tools for managing materials and Internet challenges in school media centers or public libraries. This will include policy development, staff training, how to deal with the patron, and educating your board or review panel. We will talk about what kinds of materials are challenged and why intellectual freedom matters.

## **The Fine Art of Readers Advisory (cont.)**

*Joanne Pulcino and Susan Ciazza, Arapahoe Library District*

*Erica MacCreaigh, CSL*

Room

## **That's Not What I Said! : Communicating Across Archetypes**

*Melissa Powell, Authentic World LLC*  
Room

We've all experienced it. Five people go to the same meeting, yet come away with five different takes on what occurred. None of them are wrong, they just have different ways of seeing things. Their focus is on a different aspect of the organization, yet they need to learn to communicate with all of them.

When everyone in an organization understands the different ways we view the world based on our personalities, communication becomes more efficient and worthwhile.

Topics include:

- The five basic archetypes and their focus
- Respecting and celebrating the differences
- How to communicate effectively and authentically
- Skillful ways to make the organization gel

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## **Library Connection Tables Thursday, April 24**

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Stop by the Library Connection Tables in the lobby during breaks and lunch on Monday! Representatives from the following library organizations around Colorado and beyond will be available to talk to you about their products and services.

- **The Alliance**
- **Bibliographical Center for Research**
- **Colorado Association of Libraries (CAL)**
- **Colorado Public Library Association (CoPLA)**
- **Colorado State Library**
- **Colorado Talking Book Library**
- **Kapco**
- **Open Source Software: Koha ILS and Powerline**
- **Mackin**
- **Marmot**

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# Friday, April 25

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## Session 1 -- 9:00 - 10:15

### **Surround Read – Creating a Reading Revolution**

*Karol Sacca, Roaring Fork High School*  
Room

We have surround sound – why not surround read? Grab a seat, hold on tight to your highlighter, and you will experience the fastest workshop you've ever spent. Idea after idea will be demonstrated with the sole focus on surrounding your environment (public or school) with strategies, activities, books, and reading. Catch the spirit – see how you can make your environment print rich!

### **Open Your Mind to Open Source**

*Cookie Wolfrom, ASCC/Delta County Public Library District*  
*Karen Hixon and Jesse Weaver, John C. Fremont Public Library*  
*Judy Van Acker, Colorado Library Consortium*  
Room

Does your library have lots of extra money to spend? Then DON'T attend this session! But for those of us who live in the real world, let's talk! Hardly a day goes by that we don't hear about another library embracing open-source technology. This includes operating systems, office suites and library ILS systems. This workshop will discuss some of the benefits of choosing Linux as your library's operating system, such as its stability, flexibility and its resistance to viruses and other security intrusions. We'll also discuss Open Office (MS Office's open source equivalent) and give an example of a library in Maryland that's using Linux and OpenOffice. For open-source ILS systems, at this time there are two products available: Evergreen, which is currently being used by a large portion of the libraries in the state of Georgia and is hosted by the Georgia State Library, and KOHA. Libraries all over the globe are switching to KOHA, and here in Colorado, the John C. Fremont library in Florence has also made the switch and will be here to demonstrate their new ILS software. Come and see for yourself! Learn how you can become

part of the open source wave, and how you can save your library big bucks.

### **The Nuts and Bolts of Community Collaborations**

*Eleanor Glover, John Walsh*  
Room

Collaboration and partnership with community organizations has many benefits for libraries. By working together with local agencies you can achieve more than either could achieve alone. Collaboration may also lead to support for the library from the partners. Ideally a partnership will make library services more effective or easily available and accessible to your patrons. Come find out from representatives from Denver Public Library, Jefferson County Library, and CLiC about this very important aspect of library development.

### **How to Manage Your Boss**

Valerie Horton, CLiC  
Room

### **The Network is the Future: Getting Started with Social Networking Tools**

Scott Brown, Sun Microsystems  
Room

Facebook, LinkedIn, Twitter, Ning, RSS, blogs, wikis - how can you make sense of all the social networking tools out there? What are they? Why would you use them, for yourself or for your workplace? In this session, we'll cover some of the broad categories of social networking tools, look at some of the most popular examples in each category, and review the pros and cons of using them. You'll walk away with a clearer idea of what's out there and what tools you can start using now. The session includes lots of live demonstration of these tools, and examples of how they are being used in professional and business settings. Anyone interested in learning more about using social networking tools for their professional or personal use is invited.

### **Getting Around the Colorado Correctional Libraries Intranet**

*Diane Walden, Colorado State Library*  
Room

The objective of this presentation is for Department of Corrections Library Staff to learn about the contents and functionality of the CCL Intranet, so they are better able to use the resource to conduct their jobs. The intranet contains essential job related information, and it is important for all staff to receive training in its use. The training will include: a tour of the main content areas of the site; searching for content; a demonstration on initiating and deleting interfacility loan requests; and a demonstration on using discussion boards, including working with a user account, and creating and editing postings.

## Session 2 -- 10:45 - Noon

### **Surround Read – Creating a Reading Revolution (cont.)**

*Karol Sacca, Roaring Fork High School*  
Room

### **The Future of Reference @ Your Library**

*Kris Johnson, AskColorado Coordinator*  
*Colorado State Library*  
Room

This interactive workshop will use audience participation to develop pictures of what reference services look like at a variety of library types and sizes throughout Colorado. Attendees will gain ideas and resources from one another as well as the presenter in order to learn about and improve reference services and skills at their library. The idea is to not compete with the big guys, but to do the best you can with the resources you have available to you, and to improve upon what you are currently doing. Participants will leave the workshop with a minimum of one concrete idea to implement in their library, be it staff training, single, or a completely new service.

### **Library Development and Fundraising from Several Perspectives: A Panel Discussion**

*Dee Fowler, Eleanor Glover, Fred Beisser, Nancy*  
Room

This session looks at fundraising from the perspective of a library district Development Officer, a representative of a Foundation, a member of a Friends group, and a

member of a Library Board. This will be a panel discussion with short introductions from each of the participants. The concentration of the session will be on answering questions on library development and fundraising.

### **The Best-Loved Place in Town: Marketing your library through public service and partnerships**

*Rebecca Atkinson*  
Room

Advertising is one way to promote your library's services and resources, but it's not the only way—or even the best. When it comes to making your library the hub of the community and the best-loved place in town, actions speak louder than words. This presentation is for anyone who wants some concrete ways to enhance the library's presence in the community by really making a difference.

### **The Network is the Future: Getting Started with Social Networking Tools (cont.)**

*Scott Brown, Sun Microsystems*  
Room

### **Getting Started with Dewey**

*Diana Reese*  
Room

Dewey Decimal Classification is a powerful resource for organizing library collections. The presenter will provide a brief overview of the background and development of DDC, as well as its structure and classification principles. Use of the DDC schedules and tables will be demonstrated through examples, with ample opportunities for participants to practice number building techniques.

**Note: Participants should bring their most recent edition of *Dewey Decimal Classification, Abridged to the workshop*.** Some copies will be available for those who do not have access to a copy of *DDC, Abridged*.

## Session 3 -- 1:15 – 2:30

### **What's Hot and What's Not – What Teens Really Read**

*Karol Sacca*

## Room

You see the awards and read the reviews, but what do teens REALLY read (and then tell their friends to read)? If you need to get your teen 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!

### **Gaming in Libraries**

*Karen Hixon, John C. Fremont Library District*  
Room

This presentation will cover why libraries should and how they can hold video game tournaments and circulate video games. The session will include time for playing video games on two console systems, a small 'how-to' section, and a medium-sized 'why' section.

### **Guerrilla Fundraising**

*William Hudson II, Hudson-Albin and Co.*  
Room

The objective of the presentation is to introduce the attendees to the competitive world of non-profit fundraising. Various techniques of information gathering and research, different types of non-grant fundraising, and goal targeting will be discussed. Creativity, public relations, and marketing of fundraising will be conducted as a "brain-storming" activity. The target audience for this session will be library directors, board members, and staff dealing with money raising, but all are welcome to attend.

### **Tu Biblioteca Hoy/Your Library today**

*Rachel Fewell, Denver Public Library*  
Room

Denver Public Library is the recipient of a National Leadership Grant for Advancing Learning Communities from the Institute for Museum and Library Services (IMLS). The award of \$960,595 is for three years – from October 2006 through December 2009. The grant proposal was built upon DPL's mission, "to help the people of our community to achieve their full potential." This mission includes all people in Denver's increasingly diverse community. Tu Biblioteca Hoy (TBH) offers programs that welcome Hispanics and other immigrants, both children and adults, to the library, and engages them in improving their language

skills, assimilating into the community, obtaining educational credentials, overcoming various obstacles and achieving their full potential. We would like to share information with librarians, school librarians, and paraprofessionals on obtaining and managing a large grant, planning and enhancing programs for English Language Learners, and cooperating with other community groups to provide programs for these underserved populations.

### **Library Makeover in 4 Easy Steps**

*Beth Hager and Sharon Rowlen, Group3 Planners*  
Room

This seminar focuses on how collection management and proper shelving can change the vitality of a library (meaning how weeding and popularizing a collection, bringing down the shelving heights and space planning can transform a library without construction or re-carpeting!). The four basic steps include the following:

1. Visioning the library's role in the community and/or school
2. Focusing the collection on what's most important: Determining how and what to weed, re-proportion, and develop in the collection to increase circulation
3. Using valuable tools to determine realistic collection sizes and appropriate shelving heights
4. Learning methods for planning shelving and library layouts

Attendees will take back to their libraries procedures and formulas that will guide them in looking objectively at their libraries and making changes that will bring their collections to life.

### **Reference Service in Colorado Correctional Libraries**

*Teresa Allen*  
Room

Presenter(s) will demonstrate reference interviews gone wrong and strategies for successful reference interviews in a correctional library setting. Once attendees know how to ask patrons what they are really asking for, they need reference tools for answering those questions. To that end, attendees will receive copies of the new Colorado Correctional Libraries reference acquisitions plan. Presenter(s) will provide rationales and goals for the plan, along with an explanation of the plan's priority

levels. Finally, attendees will use the plan to identify materials to order to supplement their libraries' reference collections.

## **Library Makeover in 4 Easy Steps (cont.)**

*Beth Hager and Sharon Rowlen, Group3 Planners  
Room*

### **Session 4 -- 3:00 – 4:15**

#### **What's Hot and What's Not (cont.)**

*Karol Sacca  
Room*

#### **Ways to Save Your Library Money!**

*Ross Callender & Lisa Priebe  
Room*

#### **Community Needs Assessment: Leading Your Community Into the Future**

*Heidi Baker, Colorado State Library  
Room*

Based on research and sample needs assessments conducted in 2007 with three libraries (a Westminster middle school, Pueblo Library District, and Las Animas Public Library), Library Research Services' Community Needs Assessment and census data tools will be demonstrated for area communities. Information-gathering tools such as focus groups, questionnaires and internal staff assessments will be covered and samples provided. The Promising Practices database and Diversity Toolkit of the Special Populations Committee/State Library will be demonstrated and samples of best practices feature.

#### **Outreach & Marketing to New Audiences**

*Bonnie McCune, Colorado State Library  
Panelists: Annette Choszczyk, David Nelson, Marianne North  
Room*

Panelists will discuss different audiences, their needs, how they receive information, and their motivations. Information will cover why different marketing tools reach different audiences, creating an appealing environment, marketing tips and tools from professionals.