

Program Descriptions MLA 2017

Books as Bridges: Diversifying Fiction in our Libraries

Mon Oct 2nd 10:00-10:50 -- River Room

Krista Aronson, Bates College Associate Professor of Psychology; Harper Chance, Portland Public Library Teen Senior Library Associate and Co-Chair of Pride@PPL; April Gay, Chelsea Elementary School Librarian; Lisa Shaw, Maine State Library Rural and Small Library Specialist

You've heard that you need diverse books...now learn why! In this panel discussion, we will talk about the value of representing diversity to create welcoming inclusive libraries and to open the minds of all to people, lifestyles, and worldviews that are different than their own. Learn why providing diverse books is important even (and especially!) in small homogeneous communities, and how to deal with resistance to having these books on your shelves. Discover how to evaluate and select diverse books for your collection and support marginalized voices in publishing. Panel will conclude with a sharing of resources, show & tell about some favorite books, and a Q&A session.

Bridging the Digital Divide in Maine

Mon Oct 2nd 10:00-10:50 -- Riley/Ketchum

Susan Corbett, Axiom CEO

Learn about how Axiom's Digital Equity program collaborates with local and global change-makers to relentlessly drive disruptive strategies to close the digital divide.

Changing Role of Libraries

Tues Oct 3rd 2:00-2:50 -- River Room

Betheda Edmonds, Freeport Community Library Retired Director

A chance to share our perspectives on the changing roles of libraries. Participants will be asked to share their successes and failures as public libraries change their focus while remaining the same.

Community Outreach

Mon Oct 2nd 1:00-1:50 -- Whittier

Lisa Marie Joyce, South Portland Public Library Outreach Librarian; Mamie Ney, Auburn Public Library Library Director; Melissa West, Kennebunk Free Library Teen Librarian/Assistant Head of Youth Services

Three Presenters will be discussion community outreach including for seniors, homework help at schools, sensory story time for special needs students, and at a local farmers market.

Digital Security - Fakes, Phonies, and Phishing

Tues Oct 3rd 2:00-2:50 -- Simmonds

Tim Flight, Freelance Web Application Developer

Learn easy steps secure your digital data and protect your privacy online. Create (and remember) better passwords, spot online scams, and protect your computers, phones, and refrigerators (yes!) from hackers. Think you don't have anything to hide? Find out why you could be paying more than your neighbor for a product based on your browsing history.

DIY Marketing for Your Library

Mon Oct 2nd 2:00-2:50 -- Whittier

Brad Beauregard, University of Maine Public Relations Manager

Does your library have events, series, or collections you want to promote? Are you looking to refresh your outreach to the community? Do you have new and exciting services, but no idea how to let people know? This workshop will present a practical and straightforward formula for marketing your library services, even if you have no experience in marketing and no idea where to start. Participants are encouraged to bring specific questions related to their marketing efforts, as part of the workshop will devoted to addressing real-world examples that everyone can learn from.

Eco-Kids, Curiosity Challenge, Science in the Park & more!

Tues Oct 3rd 1:00-1:50 -- Grafton

Melissa Madigan, Merrill Memorial Library Teen Librarian; Maegan Batson, Merrill Memorial Library Children's Librarian

Children's Librarian & Teen Librarian from Merrill Memorial Library in Yarmouth will review their slate of successful ASK (After School Kids') Programs. Whether it's Curiosity Club; Science & Engineering; Science in the Park; Eco-Kids Environmental Club; Sock-hop Storyhour; Planting Trees & Saving Bees - each program as been well received, well attended and FUN. Come steal some of our good ideas and put them to work for you!

Emergency Preparedness: The library's role in the community

Mon Oct 2nd 3:30-4:20 -- Riley/Ketchum

Nancy Crowell, Scarborough Public Library Library Director

FEMA has determined that libraries are "essential" to a resilient community. Scarborough Public Library's director will share that library's experience as a community partner with local and regional emergency management agencies and offer examples of the varied supporting roles a library of any size

can play in community emergency preparedness and recovery. This presentation will include why resiliency is important and what we can learn from libraries around the country.

Get to Know Your Legislature

Tues Oct 3rd 2:00-2:50 -- Moonstruck

Jessica Lundgren, Maine State Law & Legislative Reference Library Senior Law Librarian

Join the Maine State Law & Legislative Reference Library for a primer (or refresher) on the legislative process in Maine and how citizens participate along the way. This presentation will also cover how to find detailed information about current and past legislation and how to research current and former House and Senate members....online, of course!

Helping Homeless Youth In Crisis

Mon Oct 2nd 2:00-2:50 -- Grafton

Marc Madore, New Beginnings Outreach and Clinical Director

New Beginnings has been providing services for homeless youth and young adults in Androscoggin, Franklin, and Kennebec counties for 30 + years. In this participatory workshop, the presenter will offer his expertise in how to engage youth and young adults, and what resources are available. Possible topics include cause of homelessness, CPS reporting, and truancy.

I Can't Read Everything! - A Reader's Advisory Solution

Mon Oct 2nd 2:00-2:50 -- Simmonds

Mamie Anthoine Ney, Auburn Public Library Library Director

As a librarian, you know you can't read everything to be able to help every customer. Why, how would you ever get through all your pleasure reading? Did you know Louise Penny has signed on to do three more books? Inspector Gamache does come first? So, how do you help the customer who would prefer to read sports operas? Here is a chance to use MARVEL's NovelList, which is one of the best information sources for readers, teachers, parents and librarians offered in MARVEL. The database provides a wealth of information that can connect readers with just the right book. The database is curated by book and technical experts who offer a wide range of functions that make using the database easy and fun. NovelList, covering both fiction and non-fiction, provides great access to reading lists, reviews, appeal factors, award winners, Common Core resources, read-alikes, series information, suggested age ranges and more. It's a great tool that can be a real time saver. But, there's a lot more out there to help you be a Reader's Advisory Ace in your library!

Impact of Nonprofits Across Maine

Mon Oct 2nd1:00-1:50 -- River Room

Jennifer Burns Gray, Maine Association of Nonprofits Director of Advocacy and Public Relations

Presentation of the Maine Association of Nonprofit's recent report, Adding Up Impact. MANP's economic impact studies report show through stories and data how nonprofits provide a great return on the investment we make in them. Nonprofits are major employers and significant contributors to the economy. The stories demonstrate how organizations work every day to improve the quality of our lives at a cost that is hard to beat.

Intellectual Freedom? Who Cares in Our Digital Age?

Tues Oct 3rd1:00-1:50 -- Riley/Ketchum

Jim Campbell, Chair, MLA IF Committee

Intellectual Freedom has long been held as a high value for libraries and librarians. In today's digital world, in which anything anyone wants to know about anyone else seems like it is just a few clicks away, is there still such a thing as Intellectual Freedom? Does anyone care, or even think about IF any more? And what the heck does IF mean in today's transparent world? In this session, we'll think about those questions in light of the best current evidence we can find, and maybe even come to some conclusions.

It's not magic: How Jesup used adult programming to leverage funding

Mon Oct 2nd1:00-1:50 -- Grafton

Ruth A. Eveland, Jesup Memorial Library Library Director; ,

Here is a "how we did it" story about one small public library using its systematic growth in programming to leverage funding. The Jesup Memorial Library has increased the number of adult programs 24% from 2 years ago (312% from eight years ago); attendance has increased ~ 1,800% from 2009; and our annual fund is more than three times what it was four years ago.

Keep Calm and Scroll On: Understanding the News Media's Influence in Turbulent Times

Mon Oct 2nd10:00-10:50 -- Grafton

Jeff Eastman, Merrill Memorial Library Media and Technology Librarian; Josh Roiland, University of Maine Assistant Professor and CLAS-Honors Preceptor of Journalism; Katie Hessler (Moderator), Carver Memorial Library Library Director

Despite a prevalent bulk of chatter about "fake news" recently, our speakers discuss why it might not be the problem that it has been built up to be. Does news media still matter? How does the public use the news, and how do they use the tools at their disposal to access it? What are the implications, if any, for public institutions such as libraries? Is the fake news phenomenon part of a broader pattern in our culture?

Keynote, October 2

Mon Oct 2nd 9:10-9:50 -- Ballroom

Jack Gantos, Author

Jack Gantos, author of the popular "Rotten Ralph" picture books and "Joey Pigza" series, opens the 2017 Maine Library Association Annual Conference. Mr. Gantos was a professor at Emerson College where he developed the Master's Degree Program in Children's Literature, Writing and Publishing. He now spends his time writing and is an active speaker at book and literacy conferences, schools and libraries. His works have received a Newbery Award, Scott O'Dell Award, Newbery Honor, Printz Honor, Sibert Honor, National Book Award Finalist nomination, and he is the 2010 recipient of the NCTE/ALAN AWARD for his contribution to the field of Young Adult and Children's Literature.

Keynote, October 3, Moving from Advocates to Activists for Libraries

Tues Oct 3rd 9:10-10:15 -- Ballroom

Patrick "PC" Sweeney, EveryLibrary Political Director

In this session, P.C. Sweeney will discuss moving from the discussion from advocating for libraries to creating activists for libraries in order to build the public and political support that we need to survive. Through his experience as the Political Director of EveryLibrary, he will explore many of the strategies and tactics used by some of the best community organizers, political action committees, and politicians and discuss how libraries can adapt these techniques to take action for themselves. Patrick will emphasize the resources and skills that libraries need to develop in order to have the political and community support that they need in order to have the resources they need to be able continue to serve the public.

Lean Your Library: Using the Lean Approach to Increase Efficiency and Reduce Costs

Mon Oct 2nd 3:30-4:20 -- Whittier

Julie Wilcox, Portland Public Library Technical Services Manager; Deborah Clark, Maine State Library Library Management Specialist

The Lean approach to productivity has been embraced by the business sector for years. However, any organization can use Lean to help improve work flow, eliminate waste, and increase customer satisfaction. Julie Wilcox and Deborah Clark will provide an overview of Lean principles and how they were adapted at Portland Public Library to increase efficiency in gift materials processing by 71%.

Let the Numbers Do the Talking: Using the Public Library Annual Report Statistics

Tues Oct 3rd 3:30-4:20 -- Grafton

Stephanie Zurinski, Maine State Library CE Coordinator/Data and Evaluation Specialist; Jenny Melvin, Maine State Library State Data Coordinator

Would you like to be able to compare your library's statistics to libraries in similar communities? Would you like to look at trends in your library's use over time? Did you know that LibPAS Reports features customizable document templates like brochures, posters and bookmarks, the ability to publish a report which generates a URL and a QR code for use on your website or social media, automatically generated graphs and charts and automatically calculated per capita statistics and other performance measures? This workshop will show participants the exciting and powerful reporting features of LibPAS, the software used to gather public library annual reports. LibPAS Reports lets you create reports for your library using just the data you need. All it takes is a few clicks to create a custom report for your library. You can create reports with data from all Maine public libraries or create a specific subset of libraries that makes sense for you. Easily create trend reports using ten years of Maine Public Library Annual Report data as well as current Maine Census Data.

Library Roles in the Gig Economy

Tues Oct 3rd 2:00-2:50 -- Riley/Ketchum

Lisa Shaw, Maine State Library Rural & Small Libraries Specialist

The gig workforce and the digital remote workforce are both examples of how citizens supplement income, fill in gaps in employment, or indeed even earn their livings. This type of employment does not fall under the traditional umbrella of workforce development, and this is where libraries can fill an economic need in their communities. What are the differences between the gig and the digital remote workforces? How can libraries step up to fill this need without creating additional demand on librarians' time and training? What are some vetted resources that we can show our patrons, and what examples already exist that can be easily duplicated?

Linked Data: What Now?

Mon Oct 2nd 2:00-2:50 -- Moonstruck

Cason Snow, University of Maine Metadata Librarian/Cataloger

A look at linked data and the progress that has happened in the past few years, with a look at what libraries can do to get ready for the new linked data environment.

Materials Challenges at Maine Libraries

Mon Oct 2nd 1:00-1:50 -- Simmonds

Jennifer Alvino (moderator), Windham Public Library Library Director; Michelle Conners, Kennebunk Free Library Assistant Director/Head of Adult Services; Heidi Grimm, Merrill Memorial Library Library Director

Lively panel discussion with several Maine Library staff members who have handled material challenges. They will discuss the materials that were challenged, what steps were taken, and what went right or wrong.

Meet and Greet for Small and Rural Libraries

Tues Oct 3rd 1:00-1:50 -- Moonstruck

Louise Capizzo, Scarborough Public Library Chair/Small and Rural Libraries Interest Group

Members of the small and rural libraries special interest group are invited to this brainstorming session to draw up a plan of action.

New Sierra Features

Mon Oct 2nd 1:00-1:50 -- Riley/Ketchum

Lynn Uhlman, Maine InfoNet Systems Training and Support Librarian

Interested in some new ILS features possible for MILS, MINERVA and URSUS libraries? Join us for an overview of new features and how they can help to enhance patron experience and ease staff workflow.

- Encore - updated dressing for the OPAC along with more functionality
- Mobile Worklists - Bring your work to the stacks. Helps with weeding, inventory and collection development.
- SkyRiver - Cataloging utility much like OCLC Express. Great for copy cataloging, authority control, and access to over 60 million bibliographic records.
- Decision Center - More refined statistical data for circulation, cataloging, acquisitions and the OPAC; better guidance with collection development and weeding; and capture a better overview of where your collection dollars are being spent.

Next-Level Graphic Novel Collection Development

Tues Oct 3rd2:00-2:50 -- Grafton

Marcela Peres, Lewiston Public Library Library Director; Kelley Blue, Portland Public Library Teen Librarian

So you've started collecting comics and graphic novels for your library; you have all the core titles, and have gotten them out of the 741.5s. Now what? Join Marcela Peres and Kelley Blue for a discussion on ongoing graphic novel collection development. Topics will include great review resources; determining maturity levels/shelf placement; large publishers vs. indies; and making sure you're building a well-rounded, diverse collection for your library. Bring information to share with colleagues if you have it, but novices are also very welcome!

Not at Ancestry? Now what?

Tues Oct 3rd3:30-4:20 -- Whittier

B.J. Jamieson, Belfast Free Library Reference/Special Collections Librarian

Ancestry.com has made taking the first steps in genealogy very easy, but a majority of relevant records on-line are not at Ancestry. What are the best next steps when helping patrons trace their family history? Brought to you by the MLA Genealogy Interest Group and Reference and Adult Services Interest Group.

Oral History Projects and Libraries: How to Collaborate with Local Communities

Mon Oct 2nd10:00-10:50 -- Simmonds

Andrea L'Hommedieu, University of South Carolina Oral Historian/Librarian

This session will address the practical aspects of libraries and communities collaborating to create oral history projects and how to prepare for pitfalls. Using examples from Maine communities, I'll describe projects on shoe workers, mill workers, notable public figures like Edmund S. Muskie and George J. Mitchell, and a recent South Carolina project lead by students. Audio clips will highlight the presentation and a discussion period will follow.

Outcomes-Based Active Learning Design For Any Instruction Setting

Mon Oct 2nd3:30-4:20 -- Grafton

Sarah Lucchesi, University of Southern Maine Learning Services Librarian

Whether planning a standalone workshop, a series, or course-integrated library instruction, outcome-driven lesson planning focused on active learning strategies provides your session attendees the best setting for meaningful learning. In this session we will focus on developing learning outcomes and translating those outcomes into student-centered activities to promote efficient and effective learning.

Preparing to Build: Internal and External Assessments

Tues Oct 3rd 3:30-4:20 -- River Room

Ben Blackmon, Rockport Public Library Library Director; Steve Podgajny, Library Consultant Retired Library Director

This program will present thoughts on the various internal and external factors that Library Directors and Boards need to consider when planning for a renovation or expansion.

Providing Business Reference Services

Tues Oct 3rd 1:00-1:50 -- Whittier

Sonya Durney, University of New England Research and Teaching Librarian

This workshop will show you how to connect library patrons with in depth information to help them launch or grow their business. Topics include how to: access thousands of sample business plans, conduct in-depth market research via reports not freely available on the internet, determine their competition is (how many employees they have, average annual sales are, management team) using our online business directory, find out consumer spending behavior specific to geographic location (eg, how much does the average person in Portland spend on baked goods per year?), read full text trade journals and popular magazines in the areas of business and industry, and download and print legal forms.

Robots In The Library

Tues Oct 3rd 1:00-1:50 -- Simmonds

Chris Dorman, Maine State Library STEM Librarian

The Robots have invaded! What are they? How your library can use them? How much do they cost? All those questions and more will be answered as we cover pros and cons of the robots in your library. Why learning "to code" and programming is important to our communities as well as tips and trips for every user. No robot or coding experiences needed!

Roof collapses, steam, and mold, OH MY

Mon Oct 2nd 2:00-2:50 -- Riley/Ketchum

Devin Burritt, Wells Public Library Library Director; Nancy Crowell, Scarborough Public Library Library Director; Michelle Conners, Kennebunk Free Library Assistant Director/Head of Adult Services

Come hear about some unexpected disasters, what we learned, and how you can prepare yourself for the worst.

Schmoozing for Beginners

Tues Oct 3rd 1:00-1:50 -- River Room

Patrick "PC" Sweeney, EveryLibrary Political Director

Professional networking and schmoozing are two of the most important skills a librarian can have in order to build power within a community. These skills are not taught in our MLIS programs and as an introvert, P.C. Sweeney had to find a way develop these skills on his own in order to get the projects done in his community that he was passionate about, move his library forward, and garner political and social support. This presentation shares many of the most successful tips and tricks that he has learned over the years to engage the public in a meaningful way and build support for libraries.

Screening of "I Know a Man .. Ashley Bryan"

Mon Oct 2nd 4:30-5:30 -- Ballroom

Richard Kane, Director

I Know a Man ... Ashley Bryan by Richard Kane and Robert Shetterly is about this 94-year-old creative wonder who skips and jumps in his heart like a child. Born in Harlem and raised in the Bronx, Ashley's talent was nurtured by artist Romare Bearden. Ashley was drafted out of art school into the segregated US army at age 19. He served in an all-Black battalion during World War II and preserved his humanity by drawing, stowing supplies in his gas mask. Ashley now lives on the remote Cranberry Islands, Maine, and has been using art his entire life to celebrate joy, mediate the darkness of war and racism, explore the mysteries of faith, and create loving community. He is a poet/illustrator of over 50 published children's books, and makes magical puppets and sea glass windows from found objects inspired by his African heritage. The film explores his world from the time his father "was given the mop and the broom", (a reference to the Gordon Parks famous photograph). He quotes Marian Anderson admonishing "to keep another down you have to hold them down, and therefore cannot ... soar to the potential within you." He spreads beauty through his linocut prints exhorting "Let My People Go". His life story and the art he makes from this wellspring of experience is an inspiration to people of all ages.

Sharing Maine Community Collections with the World: DigitalMaine and DPLA

Tues Oct 3rd 3:30-4:20 -- Riley/Ketchum

Adam Fisher, Maine State Library Director of Collections Development and Digital Initiatives; Kate Herbert, Maine State Library Cultural Heritage Data Specialist

Libraries in every corner of our state are digitizing important collections items related to our state's rich history. This presentation will highlight some of the resources available to libraries in Maine to support their digitization efforts and make their collections searchable online. Topics will include information about access to imaging technology at the Maine State Library, an update on Maine's new collections in the Digital Public Library of America, and a demonstration of a new digital transcription site that is helping make handwritten documents searchable online.

STEM is SCARY!

Mon Oct 2nd 2:00-2:50 -- River Room

Chris Dorman, Maine State Library STEM Librarian

Join Maine State STEM Librarian Chris as she tackles the myth that STEM is expensive and hard. Learn hands on STEM facilitation skills, tips and tricks, and leave with confidence to become a STEM library. BYOD is advised but not necessary.

Storytelling is ALIVE

Tues Oct 3rd 3:30-4:20 -- Moonstruck

Mary Peverada, Portland Public Library Director of Youth Services

This interactive storytelling workshop offers insights into the art of book inspired storytelling for both younger and older listeners. Participants will explore the basic tools of storytelling: voice, body, and imagination. Through demonstration, and discussion, participants will explore a range of storytelling. Storytelling skills can be used in many ways: entertainment, education, marketing and may also be applied to reading-out loud. Participants should all leave with a story to tell.

TABs and Teen Volunteers: Teen participation in public libraries

Mon Oct 2nd 10:00-10:50 -- Whittier

Brooke Faulkner, McArthur Public Library Teen Librarian; Melissa M. Orth, Curtis Memorial Library Teen Librarian; Kelley Blue, Portland Public Library Teen Librarian

Creating Teen Advisory Boards and matching teens to library volunteer jobs that work well for their skill sets can be challenging, but is a worthwhile endeavor that can benefit both the teen and the library. Three teen librarians will present information about this process and include examples of what has been successful and not so successful at three different sized libraries in Southern Maine.

Technical Services Round Table/Networking

Mon Oct 2nd 10:00-10:50 -- Moonstruck

Gabrielle Daniello, Portland Public Library Cataloging Librarian; Nicole Harkins, Portland Public Library Cataloging and Acquisitions Assistant; Sally Bannen, Windham Public Library Technical Services Librarian; Deborah Clark, Maine State Library Library Management Specialist

Join us for an informal, collaborative discussion of all things Technical Services. Whatever the size of your library, we're all involved in acquiring materials and making them available to our patrons. Possible topics for this open discussion include acquisitions, cataloging, workflows, processing, working with vendors/SCOOP, backlogs – you name it! Don't miss this chance to share your ideas and expertise with others who work in Technical Services throughout the state.

The Library Director as the Human Resources Manager

Mon Oct 2nd 3:30-4:20 -- Simmonds

Mamie Anthoine Ney, Auburn Public Library Library Director

Mamie will answer questions for library directors such as what the heck am I supposed to do? And cover subjects such as the importance of documentation and outline tools for managing staff and strategies for recruiting staff, managing new staff, maintaining staff, handling problem staff, and complying with a range of employment laws.

VR the Library: The Ups and Downs

Mon Oct 2nd 3:30-4:20 -- River Room

Ben Blackmon, Rockport Public Library Library Director ; Ben Odgren, Rockport Public Library Children and Youth Service Librarian ; Keith Drago, Rockport Public Library Deputy Director and Adult Services Librarian

The Rockport Public Library will be embarking on an adventure with Virtual Reality (VR) in the library and would like to share our experiences with our peers. We are at the very start of our adventure and will be documenting the process so we can share the ups and downs about having a VR system in our library.

What Building Early Literacy Looks Like in Action

Mon Oct 2nd 3:30-4:20 -- Moonstruck

Jerri Blatt, Portland Public Library Children's Librarian/Early Childhood Literacy Specialist; Pam Leo, Book Fairy Pantry Project Early Literacy Activist

We will be sharing our most successful strategies for inspiring parents to incorporate early literacy building activities into their daily caregiving routines. Parents and caregivers will learn from you how and why doing more talking, singing, reading, playing, and writing can build a child's foundation for literacy and build the vital relationship connections children need to thrive.

What's Up With YSS?

Mon Oct 2nd 1:00-1:50 -- Moonstruck

Samantha Cote, Winslow Public Library Youth Services & Technology Librarian; Danielle Fortin, Lewiston Public Library Teen Services Technician

What is YSS and what can the section do for you? Join New Chair Samantha Cote and learn the new vision for the Youth Services Section. Hear about future plans, new directions the section is developing and what we currently offer. Share your ideas for growing this amazing group and help shape the future of Youth Services in Maine! Brought to you by the MLA YSS interest group.

Why Do You Want a MakerSpace?

Tues Oct 3rd 3:30-4:20 -- Simmonds

Tamara Butler, Rumford Public Library Library Director

Is your library thinking of adding a MakerSpace? Before you do, it is important to start the planning process early. The first question should be--why do you want a MakerSpace? What do you hope to accomplish with it, and how will it best serve your community? By spending the necessary time in the up-front thinking part of developing a MakerSpace, you can make informed decisions and avoid missteps.

Brought to you by the MLA Technology Interest Group.

Youth and School Quickfire

Tues Oct 3rd 2:00-2:50 -- Whittier

Katie Conner, Brewer Public Library Library Director; Mariah Sewall, Topsham Public Library Children's Librarian; Iris Eichenlaub, Camden Hills Regional High School Librarian/Technology Integrator

Members of the small and rural libraries special interest group are invited to this brain-storming session to draw up a plan of action. Brought to you by MLA's Small & Rural Libraries Interest Group.