

# 2011 ILA Conference – Staff Report

October 5, 6 & 7—Boise Centre on the Grove

*Introduction:* We wish to thank Boise Public Library and the Board for its commitment to staff development by providing learning opportunities such as the recent Idaho Library Association Conference we attended in Boise. Overall, we thought this was an excellent conference, and brought back some great ideas. Kudos also to our own staff members who provided some excellent workshops, and to our own Becca Stroebel for her well-deserved recognition as Idaho Librarian of the Year!

*Submitted by:* Becca Stroebel, Cheryl Zobel, Conner Bevis, Fiona May, Joanne Hinkel, Jody Vestal, Maria Riddle, Megan Jamison, Tobie Garrick.

Session handouts and links to more information: <http://www.idaholibraries.org/node/775>

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## WEDNESDAY, OCTOBER 5—PRECONFERENCE:

### **Preconference I: Fast Forward to the Future - Strategic Positioning Through Collaboration**

*(Joan Frye Williams )*

*Attendees:* Fiona May, Joanne Hinkel, Jody Vestal

*Summary:* Ms. Williams presented a concrete, useful approach for identifying and leveraging partnerships as a way to build our capacity and strengthen our position in the community. Before approaching partners, she recommends that we identify our assets and engage in scenario planning. Identifying, understanding and being able to communicate our assets helps us understand what we need from a potential partner, and helps that partner understand what we bring to the party. Asset examples include our facilities, organizing and coaching abilities, information, our reputation as a neutral, safe place, flexibility, high traffic, etc. This approach is based on a change-management technique called “Appreciative Inquiry,” which begins with the concept of what’s working in an organization.

Scenario planning ensures that we form strategic, mutually beneficial partnerships that increase our capacity. We start by identifying a trend, then create a future scenario based on how we expect that trend to evolve and what it could mean to our organization. Next, we determine how we might address our vulnerabilities and increase our capacity to successfully address the scenario. One solution might be a collaborative partnership.

Ms. Williams emphasized the need to cultivate contacts outside the library on an ongoing basis, identifying common ground, so that we have a good idea which organizations will be a good fit when the time comes. She also gave tips on presenting a collaboration opportunity to prospective partners and on planning for success once the partnership has been initiated.

*Fiona*— As a youth services staff member, I work to develop collaboration capacity for events like Summer Reading programs and special events for school age children. I appreciated Ms. Williams' detailed approach to preparing to approach potential collaboration situations.

*Joanne*—As we explore the results of the Community Survey just completed, and develop marketing plans for the current year, I hope to identify opportunities for community partnerships that will strengthen our visibility and position in the community and enhance our ability to communicate our services and meet library service needs.

*Jody*—This workshop encouraged me to consider collaboration with the Idaho Department of Labor when planning Library Computer Classes. The Department of Labor could provide feedback as to workforce skills lacking in a majority of clients; Boise Public Library could teach the skills or direct customers to resources to attain them. The workshop information will also be helpful when planning for the Adult Summer Reading Program in regard to finding sponsors in addition to The Boise Public Library Friends group collaboration.

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### **Preconference II: Mobile Technology: Trends, Experiments and Tools for Libraries**

*Attendees:* Becca Stroebel

*Summary:* This pre-conference provided examples and details of how libraries have incorporated mobile technologies into their services. Services such as OverDrive books, social media sites and text and chat reference were discussed. Time for discussion in small groups was also included and was very valuable. Boise Public Library's Lindsay Wyatt was a co-presenter of this session.

*Becca*—Some of the ideas presented here would be useful if we were to implement programs involving mobile technologies. It was also interesting and helpful to see what sort of mobile technologies other libraries are utilizing.

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### **Preconference III: Libraries at the Front Lines of Workforce Recovery (Project COMPASS)**

*Attendees:* Jody Vestal, Becca Stroebel

*Summary:* This workshop contained a plethora of information on job searching strategies. So many ideas were presented that it is difficult to decide where to start. First of all, resources for Project Compass and job searching were previewed, and links to web pages were viewed. Project Compass is even using Facebook to reach out to job searchers and their friends. Workbooks (58 pages long) with programming suggestions were handed out, detailing topic pathways for Core Services, Job Seekers, Small Business and Personal Finance. Each of these pathways contained helpful URL lists for assessment, collection information, programming and training, and collaboration.

*Jody*—I plan to review this workbook to glean the best suggestions and ideas for implementing classes that are useful for computer class attendees. I changed the class I taught last Tuesday, teaching them first about resources (Learning Express Database) to help them improve their computer skills, and then I took them through the Career Information System database. These changes incited a general excitement about learning new computer skills and job searching. I

also think we should begin a Tech coaching service for library customers. Finally, my plan is to acquire 50 of the 23 page guides to give to customers who ask for more help and about the PROCESS of looking for a job.

*Becca*—This session provided a helpful workbook relating to job seeking realities for today's job seeker. I also learned a lot about what the Department of Labor is doing to partner with libraries and got some ideas about how to effectively refer people to them.

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## **THURSDAY, OCTOBER 6 —SESSION 1:**

*Fiona May*—During this session, I attended a meeting of the 2012 ILA Annual Conference Planning Committee. I will be part of the team planning for the ILA Conference taking place October 3-5, 2012, in Pocatello.

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### **SPLAT Tech Panel: Engage in the Conference More with 2.0**

*Attendees:* Conner Bevis, Megan Jamison

*Summary:* This dynamic conference workshop was organized and run by the SPLAT Tech Panel (Special Projects Library Action Team). During this conference, we received hands on experience with different new technology. Each of the SPLAT members conducted a rotational 10 minute mini-instructional session with small groups on various technologies and trends. The mini-instructional format allowed attendees the opportunity to ask pertinent questions during the process of learning about various technologies. We saw how QR Codes work with a demonstration from Memo Cordova. We also experienced Yarn bombing, which is people knitting or crocheting things and then putting them onto various objects (the same concept as graffiti). I also learned more about how Facebook is being used in libraries by looking at Meridian's Silverstone library page. Overall it was a great workshop, because the SPLAT team did not just talk about the technology they showed us.

*Megan*—First hand experience will allow us to be more knowledgeable with new technology and we will be able to show customers how to use it.

*Conner*—I learned about some excellent presentation alternatives to PowerPoint from Gena Marker (Prezi, Xtranormal, Glogster), and about the GPS mobile technology application FourSquare from Amy Veccione. See <http://prezi.com/>, <http://www.xtranormal.com/>, and <http://www.glogster.com/>.

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### **Leading Change**

*Attendees:* Joanne Hinkel, Tobie Garrick, Cheryl Zobel

*Summary:* Speaker Lynn Baird, University of Idaho Library, talked about skills for creating adaptable organizations for success in a changing world. While there were useful take-aways for staff at all levels, her presentation was directed at those charged with team-building,

primarily library management. Baird discussed five skills for adaptive teams: solving problems creatively; handling unpredictable situations; learning new tasks, technologies and procedures; handling interactions across team boundaries; and handling work stress. To create adaptive teams, she suggests focusing on adaptive skill sets during staff recruitment, in job requirements and performance evaluations, and in training and development. She also discussed the need to create an organizational climate that fosters adaptive teams. In such a climate, leaders and staff are open to new ideas and concepts. Learning is valued, experimentation is encouraged, and mistakes are viewed as part of learning. Information is shared, collective action is supported, and performance expectations are high.

*Joanne*—I plan to include at least one marketing “test” or experiment in this year’s marketing plan; to encourage staff to approach me with marketing ideas; and to develop my own adaptive skill set.

*Tobie*—I can incorporate some of the suggestions for seeking adaptability during the recruitment process by looking closely at interview questions and job announcements. Since I hire library pages whose position is morphing and who often advance to other positions and divisions of the library, this characteristic is especially important to look for in my applicants and new hires.

*Cheryl*—I have shared with staff charged with hiring some unique, effective interview techniques I have experienced and used in the past. I appreciated the information about creating a high-functioning workplace climate and work to support these ideals as I work with colleagues.

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### **The Healthy Librarian: Cultivating Wellness in the Workplace**

*Attendees:* Jody Vestal

*Summary:* Speaker Gail Kouame from the National Network of Libraries of Medicine and the University of Washington spoke about cultivating wellness in the workplace setting, including health programs that can be offered at the library. She suggested that staff have a team approach for weight management, exercise programs like yoga and walking, a pedometer program and the like. She suggested customers might like to attend sessions about smoking cessation, stress management, nutrition, and senior exercise programs. Most important to me was the listing of URLs to online resources. These resources are excellent when helping customers with health concerns.

<http://nnlm.gov/ner/training/materials/SpringintoHealthGuide.doc>,

<http://ala-apa.org/wellness/tools.html>, <http://healthhotlines.nlm.nih.gov>,

<http://hpd.nlm.nih.gov>, <http://www.apa.org/helpcenter/road-resilience.aspx>, and

<http://www.llrx.com/columns/guide48/htm>.

*Jody*—I like to know of helpful health-related websites to help customers when they inquire. We have many resources, but it is great to have several resources to consult. Gail also included a reference Interview for Health Information that reviews expectations when helping a customer seeking medical related information. Attending this workshop increased my knowledge of resources available.

*Becca*—This session reminded me of what resources are available for health and also provided good ideas for staying healthy and keeping everyone on staff healthy.

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## **THURSDAY, OCTOBER 6 —SESSION 2:**

### **55,000 Ways to Say Yes: Customer-Driven Acquisitions and More!**

*Attendees:* Joanne Hinkel, Tobie Garrick, Conner Bevis, Cheryl Zobel

*Summary:* Peggy Cooper, Barbara Glackin and Marilyn Moody, all from Boise State University's Albertsons Library, recapped the library's recent move to a user-centered model that is adaptive and flexible in the face of ongoing change. As a result of the changes, the academic library has seen a dramatic increase in use.

The library purchases almost all requests, whether from faculty, student suggestions or customer requests for interlibrary loan – including textbooks to borrow or use onsite. Digital resources were beefed up significantly, including ebooks and streaming video, and are integrated with the online catalog. There is increasing emphasis on mobile access and mobile apps; and a variety of laptops and devices are available for checkout. Related changes included restructuring and shifting of staff, with an emphasis on eliminating barriers. For example, each discipline was provided with a “personal librarian” - a liaison, or single point of contact, for faculty and students, providing subject expertise and a personal connection.

*Joanne*—Very impressive! We hope to take a similarly customer-centered approach as we redefine and upgrade our online presence in FY12-13.

*Tobie*—As BPL moves to centralize collection development, customer-driven acquisition through requests will become more and more important. Though we will achieve this end very differently, this program was a good reminder to seek out customer feedback and submit it to the selectors. I made a recommendation to the collection development team to try to make purchase suggestions a more seamless experience for customers.

*Cheryl*—Customer-driven acquisition is an area we discuss informally within Collection Development, but have not formally explored as a team. Selectors currently place high regard on customer purchase suggestions. It was interesting to explore another approach to the selection process. Albertsons Library's budget for this project and the results achieved with a formal customer-driven acquisition process are both impressive. After collection development consolidation, I will suggest exploring the idea (such as, doing a cost analysis and survey experiences of public libraries utilizing this method of acquisitions). Forecasting what a collection built in this manner would look like and whether it could serve our diverse community well would also be useful. This method may also be quite effective as an adjunct to current selection processes. I am impressed by the customer-responsive nature of this method of acquisitions and the positive results achieved in an academic environment.

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### **Reaching Out to Legislators**

*Attendees:* Becca Stroebel (co-presenter)

*Summary:* Session prepared attendees to feel comfortable reaching out to their legislators and forming relationships in order to help advocate for libraries. The session also focused on reasons why building relationships is important and ways that that can be done.

*Becca*—The result of this session was an increased awareness of the legislative process and knowledge of how and why to contact legislators.

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### **Sharing Our Vision: the Idaho Law Learning Center**

*Attendees:* Megan Jamison

*Summary:* This session talked about the history of the Idaho Law Library and what the library is doing today. The Law Library has been around since the late 1800s. It started out as a collection of materials from local attorneys. Most of the materials were law books from California. They also talked about how the law library is currently housed in the Idaho Water Center. It provides access to all the public. You do not have to be a law student to use the law library. They offer access to thousands of government documents and they have computer assisted research offered through WESTLAW and LEXIS-NEXIS. The main purpose of this session was to show how the Law Library is partnering with the University of Idaho to create a full law school in Boise and they want to move the law library into the same building as the school and call it the Idaho Law Learning Center. They hope that it will happen in the next five years. The building they would like to use for the Idaho Law Learning Center is the historic Ada County Courthouse.

*Megan*—By attending this session I am more aware of what the Law Library has to offer and I will be able to tell customers about this resource that they can use.

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## **THURSDAY, OCTOBER 6 —SESSION 3:**

### **OUTreach- Go the Distance for Customer Service**

*Attendees:* Joanne Hinkel, Becca Stroebel

*Summary:* Jeanne Farnworth, Portneuf District Library, described a variety of offsite programs and services her library provides to the community. Like Boise Public Library, Portneuf works with Head Start programs, senior centers, and schools to deliver an amazing number of programs. Farnworth also works with the local juvenile justice system and adult shelters, providing monthly book clubs and projects, and helping teens work on their GEDs. In return, the kids are brought to the library to work on community service projects.

*Joanne*—I would like to see us get a better understanding as an organization on what similar

types of outreach our various branches and divisions provide to the community, for potential communication benefits and/or potential strategic partnerships.

*Becca*—Fantastic ideas and passion for how to reach out to a variety of under-served communities.

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### **Worst Journeys: Epic, Harrowing, Unforgettable Real Life Books of Desperation & Adventure**

*Attendees:* Conner Bevis, Cheryl Zobel

*Summary:* Jim Jatkevicius of Boise Public Library presented a captivating book talk exploring the stories and characters behind the famous and not-so-famous exploration and extreme adventure episodes and the books they inspired, from the "Heroic Age" of Scott and Shackleton to the present. He also provided an authoritative, annotated bibliography.

*Conner*—This is the second time that I have had the privilege of hearing Jim's engaging book talk. Jim's captivating retellings of fascinating stories about historical figures serves as a source of inspiration and an example to library professionals to develop dynamic means of connecting readers to literature.

*Cheryl*—This session exposed me to a selection area outside my normal selection areas. I appreciate better understanding both the works' contents and how customers connect with and use this genre. It was fun to see such an engaging presentation of literature!

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### **Manage Your Library, Not Your Technology with OCLC Web-Scale Management Services**

*Attendees:* Tobie Garrick

*Summary:* Cynthia Busse from OCLC and Sandra Ashworth from Boundary County Library presented a new product offered by OCLC. Boundary County Library was part of the pilot. Web-scale Management Services is a hosted ILS that, in theory, competes in the same market as Horizon. The service allows libraries to use OCLC for circulation, acquisitions and catalog, with the extensive records of WorldCat® as its foundation.

*Tobie*—Cynthia had already spoken with Kevin Booe and Chrisanne Brown about the product, and another LYNX consortium member has showed some interest. I brought the information back to Chrisanne and shared my impressions of the product and the presentation for her future consideration, when we next look to update our ILS.

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### **Storytelling for Early Childhood**

*Attendees:* Fiona May, Megan Jamison

*Summary:* Joy Steiner presented a wide variety of techniques for incorporating traditional storytelling into programming for children ages three and up. She told five different stories, of varying lengths and with different character types. Joy's style is to involve the children in the audience in telling the story. Sometimes she taught a call/response, sometimes she had the children play small roles, and sometimes she asked them questions to elicit a retelling of the story.

*Fiona*—I appreciated Joy’s enthusiastic approach to storytelling without props, books, or music. She uses traditional techniques of facial expression, vocal intonation, and gesture to engage the audience in stories. I will use ideas from this session in programming for children.

*Megan*—Joy Steiner was very impressive as a storyteller. She used no books or props, just her own voice and body. It was great to see this style of storytelling and I also loved when she had audience participation. If I ever work with storytelling, I will know that audience participation is key to children remembering the story.

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## **Thursday, October 6 —Roundtables:**

### **Getting Hired 101**

*Attendees:* Fiona May, Megan Jamison

*Summary:* Facilitator Jillian Subach led a lively discussion of getting hired in libraries. Jillian served as the Branch Manager of the Library! at Collister, and in that capacity hired many library staff members. She and other group members asked and answered questions about resumes, cover letters, interviews, networking, social media, and other topics. The group included three other people who had recently been in positions to hire staff, which made for a lively discussion.

*Fiona*—I will be graduating from library school in December, and found the information about resumes and cover letters to be of particular interest to me.

*Megan*—I attended this session to learn more about hiring techniques. It was particularly interesting to hear from others about how they hire people and what they look for when hiring. I will be able to use this information if I apply for other jobs in libraries or elsewhere.

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## **FRIDAY, OCTOBER 7 —SESSION 1:**

### **Teen Talk: Book Talks on Some of the Latest YA Titles**

*Attendees:* Tobie Garrick, Fiona May, Conner Bevis, Maria Riddle, Cheryl Zobel, Becca Stroebel, Megan Jamison

*Summary:* Gregory Taylor, Librarian at Hillside Jr High presented a booktalk on numerous YA titles. He shared excellent read-a-likes and trend titles that can be referred to readers who enjoyed some of the most popular YA titles at the moment. For anyone interested in reading YA fiction, he shared an invaluable list of various titles, available at [http://www.idaholibraries.org/files/Teen\\_Book\\_Talks.pdf](http://www.idaholibraries.org/files/Teen_Book_Talks.pdf)

*Tobie*—I will immediately be able to (and have) referred readers to a breadth of new titles that I was not previously aware of in the area of YA and J fiction.

*Fiona*—I have a reading list of great newer titles for when I finish my graduate school

coursework and have time to read YA materials again! As a reference desk staff member, I use these books every day for readers' advisory.

*Maria*—Gregory Taylor gave an incredible book talk on YA and J fiction. He shared not only books he really liked and why, but also books that disappointed him. I now have more confidence to suggest titles in many genres to our customers.

*Cheryl*—This session was a useful, engaging overview of recent YA literature. I will read some of the titles discussed. I attended to gain a better understanding of areas outside my normal selection areas and to parse the art of the booktalk, so I may describe materials in engaging ways to customers and colleagues.

*Becca*—Gregory's passion for YA literature made me remember why I love to read.

*Megan*—Gregory Taylor is a wonderful speaker and he described many YA books that are now going to be on my to-read list.

*Conner*—I had heard so many good things about Gregory Taylor's YA book talks, so it was a great opportunity to get to see one. Gregory provided a nice review of the current literature trends, as well as a forecast for the near future. Just last week, I finished reading a title he described/suggested during his talk. Gregory's book talk was inspiring and I learned some good tips about reader's advisory.

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## **FRIDAY, OCTOBER 7 —SESSION 2:**

### **Library of Congress Teaching with Primary Sources**

*Attendees:* Jody Vestal

*Summary:* Amy Armstrong, Librarian at Heritage Middle School, provided information about the Library of Congress website at [www.loc.gov](http://www.loc.gov). She reviewed several areas of the website and spoke about their content. She explained that the Library of Congress has digitized 13 million items so these can be shared virtually with others; showed us the Knowledge Quest area which is an educational game; and suggested taking the virtual tours to review the contents of the website. One thing I found especially fascinating was a podcast about Rudyard Kipling.

*Jody*—Our online resources have decreased in the history area this year due to the Idaho Commission for Libraries' decision not to renew the ProQuest History online database. The Library of Congress website may be a helpful resource to point our customers to when they research United States History and the like.

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### **YRCA Nominations 2012 – Booktalking**

*Attendees:* Maria Riddle, Megan Jamison

*Summary:* Joy Lear and Denise Burnett of Ada Community Library gave a book talk on all the titles nominated for this year's Young Readers' Choice Award. YRCA is a project of the Pacific Northwest Library Association. The presenters did a wonderful job take turns presenting the books.

*Maria*—I have read some but not all the YRCA books. This gave me an overview of all the books and who might like them. This will enable me to give better readers' advisory to my customers.  
*Megan*—This session helped me know more about all the YRCA books. I will be able to help anyone with YRCA suggestions when I am at the 1st floor information desk.

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### **Writers' Workshop sponsored by The Idaho Librarian**

*Attendees:* Tobie Garrick, Fiona May, Cheryl Zobel

*Summary:* Presenters shared a wealth of tools that can be used in writing a wide variety of documents, from articles to grant proposals. The presentation covered styles of writing, and included several exercises to help attendees get started and fully understand and work through the complete writing process.

*Tobie*—I will be able to use many of these tools as I work on writing a grant application I've been asked to work on should time allow.

*Fiona*—I am working on writing both for professional publications such as *The Idaho Librarian* and the University of North Texas LIS alumni newsletter, *The Call Number*, and for projects in graduate studies (library sciences, UNT). This workshop helped me consolidate some ideas and envision how to approach new topics.

*Cheryl*—I appreciate the refresher on how to approach writing projects. I will apply the suggested brainstorming exercises to plan work projects, as well as any future writing endeavors.

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## **FRIDAY, OCTOBER 7 —SESSION 3:**

### **May I (and my iPad) Help You?**

*Attendees:* Conner Bevis, Megan Jamison

*Summary:* Brad Smith and Tobie Garrick reported on the outcomes of the YS iPad pilot project funded by an LSTA Just-in-time grant in 2010.

*Conner*—It was fascinating to learn about the entire process of establishing the technology, particularly the limitations of the devices. Tobie also made an excellent point in sharing how invaluable staff training can be when new technology is introduced.

*Megan*—This session helped me learn about how the iPads are working in the YS department. I can learn from their mistakes and successes. I will be able to use this information on a daily basis if the circulation department implements the use of iPads.

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### **Puppets Gone Wild @ Your Library & Beyond**

*Attendees:* Maria Riddle

*Summary:* Kimbre Chapman from Caldwell Public Library shared her puppet skills and tips for creating characters with puppets as a key aspect in children's services.

*Maria*—I am one of the people involved in presenting puppet shows at BPL. I picked up many good ideas by watching Kimbre and her movement of the puppets and their dialogue. She talked to us about writing puppet shows as well as gave us many tips on engaging the audience.

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### **Google Apps for Libraries**

*Attendees:* Cheryl Zobel

*Summary:* The Google Apps session, led by Jezmynne Dene of the Portneuf District Library, reviewed the Google Apps product. She demonstrated each tool and explained how each could be used to share documents, communicate via email, calendar library events, and book meeting rooms. It may be used on- or off-site. The suite had a high level of functionality - and is available are reasonable price-points for libraries. It sounded remarkably useful for libraries with minimal IT infrastructure.

*Cheryl*—This Google Apps overview was a time-saver. I had considered researching this product as a team-communication or productivity tool. Our current City-provided resources serve much the same role. Libraries without our IT infrastructure could well benefit from the Google Apps products.