

SCHEDULE	WEDNESDAY 9:00 A.M. - 10:00 A.M.	WEDNESDAY 1:15 P.M. - 2:15 P.M.	WEDNESDAY 3:00 P.M. - 4:00 P.M.	WEDNESDAY 4:15 P.M. - 5:15 P.M.	THURSDAY 9:00 A.M. - 10:00 A.M.	THURSDAY 10:30 A.M. - 11:30 A.M.	THURSDAY 1:30 P.M. - 2:30 P.M.	FRIDAY 8:30 A.M. - 9:30 A.M.	FRIDAY 9:45 A.M. - 10:45 A.M.
Room 1	Future Space: The Changing Shape of Libraries Innovation & Leadership	Celebrating 21st Century Learning Youth Services	Evolve, Turn, Switch, Create a Paradigm Shift with Vendors: Strategic Partners Panel Ask the Expert	Drama & Derring-Do in the Youth Department: Two Programs that Bring High Action Excitement to Children, Tweens & Teens! Youth Services	Building a Local Music Collection: Connecting the Library, Musicians and Fans Collections & Readers' Advisory	Library Partnerships: Promoting Economic Development through Collaboration Innovation & Leadership	Not Everything Requires a PowerPoint! Ask the Expert	Text, Post & Tweet Your Way to Great Library Service Advocacy & Marketing	After Digitization: Tools & Ideas for Improving Digital Collection Services Collections & Readers' Advisory
Room 2	Hop on the Open Source Bandwagon: Evergreen Technology	Beyond OCLC: Implementing SkyRiver at the Michigan State University Libraries Academic	Government Statistics 101: The Census and Beyond Academic & Adult Services	Developing an Innovative Cost-Effective Approach to Staff Training Innovation & Leadership	Libraries & Merit Network's Rural Fiber Initiative Technology	Motivating Faculty to Integrate the Library: We Can Work Together! Academic	Help, I'm Lost! Developing a Library Mapping System without Breaking the Bank Technology	We Can Make It "Un-Boring:" Redesigning Online Instruction for Today's Student Academic	Repurposing Genealogy Resources Collections & Readers' Advisory
Room 3	Libraries as Drivers of Economic Growth: Supporting the Entrepreneur & Small Business Owner in Your Community Adult Services	Fearless Media Planning & Buying Advocacy & Marketing	Collaborating with Local Schools: I Meant to Do That Last Year! Youth Services	Futureshock for Libraries: The Re-Emergence of Orality Collections & Readers' Advisory	There is MORE (Michigan Online Resources for Educators) in MeL.org! Youth Services	Growing Library Programming in a Downturned Economy: Maximizing Your Resources Adult Services & Youth Services	Digital Bookplates: Recognizing Donors in the 21st Century Advocacy & Marketing	Reference Services for the Independent Inventor: More than Just Patents Adult Services	Best of the Best 2010 Innovation & Leadership
Room 4	Preparing Subject Librarians for an Open Access World Academic	Channel Yourself: Using YouTube Playlists to Create Online Collections Collections & Readers' Advisory & Technology	Website Management from Three Perspectives: Public, Academic, and a Consortium Technology	Reinvigorating the Experienced Instruction Librarian Academic	Improving Library Websites with Analytics Technology	Telepresence: Saving Time & Money Technology	Readers' Advisory in Strange Places Collections & Readers' Advisory	Annual Giving: The Interlochen Model Advocacy & Marketing	Property Tax 101: It All Starts with the Assessment Ask the Expert
Room 5	Fundraising 101: How Libraries Are Entering the Charitable Marketplace Advocacy & Marketing	Investor Education in Your Community Adult Services	Transforming Readers' Advisory Collections & Readers' Advisory	Shining a Spotlight on the Community Adult Services	Yes, Even You Can Do Business Reference with More Confidence and on a Limited Budget! Academic & Adult Services	Re-Imagining the Circulation Experience! Innovation & Leadership	It's All About the Story Youth Services	The Write Stuff: How Your Library Can Get Children Ready to Write Youth Services	Successful Collaborations & Partnerships Innovation & Leadership
Room 6	How to Finance/ Refinance Library Construction Projects Ask the Expert	How to Avoid the 10 Most Common Violations of the Open Meetings Act Ask the Expert	Legislative Update: Revising Library Establishment Laws for City, Village, Township & County Libraries Advocacy & Marketing	How to Demonstrate the Value of Libraries; plus an update on Friends of Michigan Libraries Activities Ask the Expert	Ask the Lawyer Ask the Expert	Policies! Policies! Policies! Ask the Expert	Comprehensive Financial Planning in Troubled Times Innovation & Leadership	Handling Problem Patrons Ask the Expert	Analysis of Chat Reference: To Chat or Not to Chat, That Is the Question Academic & Adult Services
Room 7	Yes, We Can Engage Teens! Youth Services	Yes, Libraries Can Help the Environment Innovation & Leadership	A Single Service Point: Planning for Merging Separate Circulation & Reference Desks Innovation & Leadership	Lessons from Miss Frizzle: What Should Be the Guiding Forces for an Entrepreneurial Library Innovation & Leadership	Strategic Planning: Two Approaches Innovation & Leadership	Library YOU: How User Research Makes Your Library Relevant to Your Community Advocacy & Marketing	Sensitive HR Issues Ask the Expert	Making a Collection Count: Why Physical Inventory is Essential to a Quality Collection Collections & Readers' Advisory	Show Me the Money: Fundraising Ideas for Libraries Advocacy & Marketing
Room 8	Selling Your Library: Merchandising Made Priceless Collections & Readers' Advisory	Budget Usability without a Usability Budget Technology	ROOM CLOSED NO PROGRAM	ROOM CLOSED NO PROGRAM	Grant Proposal Writing Basics Advocacy & Marketing	Sisters, Schoolgirls & Sleuths: The Secrets of Girl Detectives Collections & Readers' Advisory & Youth Services	Co-Conspirators: Writers Bringing Crime to the Library Adult Services	ROOM CLOSED NO PROGRAM	ROOM CLOSED NO PROGRAM

- Academic
- Advocacy & Marketing
- Collections & Readers' Advisory
- Technology
- Multi-Track
- Adult Services
- Ask the Expert
- Innovation & Leadership
- Youth Services

PROGRAM DESCRIPTIONS

Wednesday, November 10 • 9:00 a.m. - 10:00 a.m.

Future Space: The Changing Shape of Libraries

Innovation & Leadership

James Mumby and Dwayne Henderson, Fanning Howey Associates, Inc.

Bring your crystal ball, wildest ideas, an open mind, and a willingness to debate. Our presenters are going out on a limb by predicting the future, yet trying to be practical at the same time—hard to imagine. A technology designer and library architect will explore how going virtual, social networking, generational preferences, and the “download–baby-download” mentality will forever change future space in libraries. Someone has to do it, so join the party and enjoy the ride.

Hop on the Open Source Bandwagon: Evergreen in Michigan

Technology

Evette Atkin and Megan Dudek, Midwest Collaborative for Library Services; Deb Shumaker and Charlotte Griffith, Kirtland Community College Library

Michigan Libraries today are faced with what may be perceived as an impossible paradox—the growing need of a highly functioning Integrated Library System (ILS) combined with a steady decrease in budget. Headlining the library news in recent years, the open source ILS Evergreen has caused many waves in the library community. Learn the benefits and how your library can join, and see how one community college was inspired to upgrade its existing proprietary ILS to open source, becoming the first self-hosted member of the Michigan Evergreen Community. Learn how to devise & implement a timeline for a successful conversion, discover the cost savings realized with open source software and learn how your library can provide value-added service for your staff and patrons.

Libraries as Drivers of Economic Growth: Supporting the Entrepreneur & Small Business Owner in Your Community

Adult Services

Laura Leavitt, Michigan State University Libraries

It may come as a surprise to some that the information needed by many small business owners and entrepreneurs is often not available in libraries with a basic collection of business resources. Entrepreneurs typically need financial data, market research and highly localized information ... and they need it FAST! This session will discuss the typical information needs of the small business owner / entrepreneur based on their stage of development as well as the resources and services libraries can provide to meet those needs. By demonstrating value in this area, libraries can become strategic partners with their business communities and an integral part of the engine that drives local economic growth.

Preparing Subject Librarians for an Open Access World

Academic

Linda Masselink and Jodi Tyron, Grand Valley State University Libraries

Scholarly communication issues are a hot topic in academic libraries. Developing a unified message and educating liaison/subject librarians about scholarly communication issues is a first step toward successfully navigating this new territory. Learn how you can tap into your existing departmental relationships to develop and promote your institutional repository and set the stage for future open access endeavors.

Fundraising 101: How Libraries Are Entering the Charitable Marketplace

Advocacy & Marketing

Keith Hopkins, Hopkins Fundraising Consulting

Libraries throughout Michigan are facing unprecedented funding challenges. Many have turned to the private, charitable sector to raise funds for popular programs, operational enhancements, and capital expansions. Learn how Michigan libraries have harnessed the power of charitable giving to achieve their goals. This program will include an explanation of the key steps in initiating a successful fundraising effort, methods for involving community volunteers in becoming library advocates, and statewide examples of Michigan libraries that have successfully used fundraising to meet their operational and capital goals.

How to Finance/Refinance Library Construction Projects

Ask the Expert

Todd A. Samuelson, Michael C. Givler, and Darlene Janulis, UMBAUGH

This presentation will take participants through the process starting at the planning stage and proceeding through to the sale of the bonds from the financing perspective. This includes planning issues, timelines, the responsibilities of the professional team, components of the bond issue, bond and project related costs, the election cycle, structuring the bond issue, the sale of the bonds, and investing the proceeds. This session will also include valuable insight, information, and key facts that help you decide the best time to refinance your outstanding bonds. Information will also be provided to clarify the differences between an advance refunding versus a current refunding, and why the timing is so important.

Yes, We Can Engage Teens!

Youth Services

Seth Penchansky, AIA, Penchansky Whisler Architects; Charli Osborne, Oxford Public Library

It doesn't matter whether you are a Librarian, Teacher, Social Worker or Religious Leader - Teens are the toughest user group to serve well. All these professionals are trying to figure out how to keep Teens engaged and interested through those tough adolescent years. Can we learn something from these other institutions? The program will include criteria for planning Teen collections and areas. Learn strategies for determining the correct size for your teen collection and the area that goes with it, including a variety of seating, computers workstations, shelving, etc. The renovation of the Oxford Public Library Teen Area will be used as a case study as well as examples of several other recent Teen areas. The program will address what works for teens and what doesn't. Programs, collections and interior design for Teen areas will be addressed. How do you create a dynamic flexible Teen area for this ever changing user group?

Selling Your Library: Merchandising Made Priceless

Collections & Readers' Advisory

Kelly Ireland, Katherine Bryant, and Sherrie Savage, Southfield Public Library

Learn how a few practical, inexpensive tips and tricks can visually enhance your displays and collections, leading to increased circulation and program attendance. View your library like a patron to understand the significance of aesthetically-pleasing merchandising as developed by the retail sector. Bookstores employ displays and visual merchandising practices to entice you to buy; with a few modifications, libraries can use the same practices to introduce more of your patrons to your various collections. We'll teach you about creative display ideas, branding, focal points, color theory, signage, butt radar and much more. You will find out exactly what merchandising is and how you can use simple techniques to make materials fly off the shelves and sell your library!

Wednesday, November 10 • 1:15 p.m. - 2:15 p.m.

Celebrating 21st Century Learning

Youth Services

Sara Tarpley, Gale, part of Cengage Learning

Preparing today's youth to succeed in the digital economy requires a new kind of teaching and learning. Skills such as global literacy, computer literacy, problem solving, critical thinking, creativity, and innovation have become crucial to today's increasingly interconnected workforce and society—and technology is the catalyst for bringing these changes into the classroom. What does it mean to be a 21st century learner, and what will be necessary to compete in a global economy? Learn about trends in education, learning, and searching, and the Gale resources—including those available to all Michigan residents through MeL—that are designed to help you help students.

Beyond OCLC: Implementing SkyRiver at the Michigan State University Libraries

Academic

Nancy Fleck, Lisa Robinson, and Leah Black, Michigan State University Libraries

In the summer of 2009, after more than 30 years of cataloging service through OCLC, the Michigan State University Libraries became the first in the United States to begin using a new bibliographic utility, SkyRiver. SkyRiver provides an easy-to-use cataloging interface backed by a database populated with records from the Library of Congress as well as a variety of other bibliographic record sources. Virtually every Technical Services function was affected by this change – copy and original cataloging processes, pre-order routines in Acquisitions, database maintenance, cataloging backlog management, and much more. This program will outline the MSU Libraries' migration experience, beginning with the library director's initial decision to switch to SkyRiver through the realignment of cataloging, acquisitions, and database maintenance processes.

Fearless Media Planning & Buying

Advocacy & Marketing

William J. Schroer, WJSchroer Co.

Commercial media is becoming more important to libraries as the need to get the word out—whether introducing a new program or building support for a millage—can't be done with press releases. However, many are intimidated by the complex jargon and confusing way media is sold. Not only are the terms foreign, but media sales reps intentionally obscure discussions of exactly what terms mean, further confounding a complex issue. Get a primer on how media differs in impact, how it is measured, sold, and the metrics used to determine how to compare prices from one media outlet to another or from one media type to another. By the conclusion of this seminar attendees will understand the differences between media in terms of sales, measurement, cost structure, and evaluation, and how to have an intelligent discussion with a media rep without having to hold onto your wallet (or purse).

Channel Yourself: Using YouTube Playlists to Create Online Collections

Collections & Readers' Advisory

Cathy Wolford, Steven K. Bowers, and Kristy Wells, DALNET - The Detroit Area Library Network

Libraries traditionally have created collections by organizing access to information; YouTube has a way to organize user-created videos into collections as well. Librarians can use social networking websites to deliver library services in new formats. It can be a daunting task to create and post original videos in YouTube. However, YouTube playlists can easily be used as a means to organize access to videos created by others in much the same way librarians use collection development for library materials. This presentation will cover how to create a YouTube channel, how to create YouTube playlists, and how to select videos made by other YouTube users to populate your library's playlists. Learn about the various types of YouTube accounts, channel set-up and customization, site maintenance, video evaluation and selection techniques. Get ideas on how to use created playlists as virtual online collections. The social aspect of using a site such as YouTube for delivery of library services, ways to integrate YouTube playlists into other library services such as the OPAC, and the various issues surrounding the use of third-party content such as copyright compliance, access issues, and content permanence will be covered.

Investor Education in Your Community

Adult Services

Mark Robinson; Margaret (Peg) Beckwith, Michigan Office of Financial & Insurance Regulation

The Michigan Office of Financial and Insurance Regulation's series, *Investor Education in Your Community*, is a leading investor education program that provides unbiased, non-commercial and free sources of education about the complicated world of investing. Learn how you can partner with OFIR to bring this series to your community, and learn what you can do yourself to improve your library's collections and services on this topic. Examples of the extensive selection of educational materials offered to libraries free-of-charge will be on hand, as well as information on how to obtain a supply for your library. Tips on how to spot an investment scam and the most important call you can make before you choose an investment professional will also be discussed.

How to Avoid the 10 Most Common Violations of the Open Meetings Act

Ask the Expert

Anne Seuryneck, Foster, Swift, Collins & Smith, PC

This program is intended to educate library directors and board members about the top 10 most common violations of the Open Meetings Act and how to avoid them. Learn how to deal with committee meetings, drafting minutes, and posting notices. In addition, the session will focus on the application of the Open Meetings Act to newer technologies such as e-mail, video conferencing and chat rooms. The session will also provide a general review of the provisions of the Open Meetings Act and educate attendees on compliance issues.

Yes, Libraries Can Help the Environment!

Innovation & Leadership

Seth Penchansky, AIA, Penchansky Whisler Architects; Dr. Douglas Raber, Ferndale Public Library

Get an introduction to sustainable "green" design and the US Green Building Council's LEED (Leadership in Energy and Environmental Design) rating system. The program will cover elements of sustainable design that are appropriate to incorporate into the design of Libraries. A case study of the new Ferndale Public Library will show how a library can cut costs and improve the patron experience by building green. The Ferndale Public Library is expected to receive a Gold certification. The project includes geothermal heating and cooling, rain water harvesting, a green roof, and many other sustainable strategies and materials. Cost implications of sustainable design and LEED certification will be reviewed and discussed.

Budget Usability without a Usability Budget

Technology

Suzanne Chapman, Ken Varnum, and Julie Piacentine, University of Michigan MLibrary

Many libraries employ no one for the purpose of website usability. While there is a wide range of traditional techniques (formal testing, focus groups, surveys, heuristic evaluations, prototype testing, etc.) to evaluate usability, usability doesn't have to be complicated and time-consuming. More straightforward, "budget" techniques can be used as means to achieve the most interesting and useful results. This presentation will describe one Usability Committee's structure, techniques, and findings from recent projects to evaluate a recently launched website. Learn about methodologies, testing materials and results from "guerilla" testing, group card sorting, and participatory design sessions with users. Participants will be able to apply these methods in their own libraries. The presentation will also include a hands-on usability exercise to show the value that even informal usability testing can offer.

Wednesday, November 10 • 3:00 p.m. - 4:00 p.m.

Evolve, Turn, Switch, Create a Paradigm Shift with Vendors: Strategic Partners Panel

Ask the Expert

Gretchen Couraud is arranging. James Mumby, Fanning Howey; Tina Creguer, Gale/Cengage; Steven T. Wayward, Corrigan Moving Systems; John Richardson, Polaris; Stephen O. Schultz, Fahey Schultz Burzych Rhodes PLC

If you think your library is facing a unique issue, think again. Learn how you may tap into a wealth of resources by partnering with vendors that support libraries and librarians throughout Michigan. Vendor representatives could become your portal into a vast array of trends, solutions, referrals, best practices (worst practices), as they are witnessed first-hand throughout the country. Learn how to build relationships with vendor representatives to gain vital knowledge about finance/budgeting, strategic planning, building, marketing, and more. Panelists will also share what they value in MLA membership.

Government Statistics 101: The Census and Beyond

Adult Services

Hailey Mooney, Michigan State University Libraries; Rhianna Williams, Michigan Technological University Library; Nyama Y. Marsh, Flint Public Library

How do you find the number of people living in your area? What percentage have college degrees? How many businesses in America are owned by female Latinos? These answers are all freely available to libraries from online government databases. As the Decennial Census count comes to a close, now is the perfect time to enhance your statistical savvy in anticipation of patron questions. Librarians from the Government Documents Round Table of Michigan will be giving a presentation on American FactFinder, the online tool provided by the Census Bureau to access statistical data. This presentation will familiarize librarians with census data programs and access tools used to answer demographic and business questions posed by our users. In addition, a number of complementary data sources will be introduced to assist librarians answering statistical questions not applicable to census data. Crime data, agricultural data and consumer expenditure data are just a few examples of information that can be easily found using free US Government resources.

Collaborating with Local Schools: I Meant to Do That Last Year!

Youth Services

Laura Wright and Nicolette Sosulski, Portage District Library

No more excuses! Collaborating with your local schools takes time, commitment, creativity, and possibly a rubber chicken, but it can be done successfully. Learn how to start small, troubleshoot existing challenges, build long-term programs, and work with your strengths. Pick up some concrete ideas for creative, fun, and educational programs that work with different grade levels. We will discuss programs such as kindergarten library card initiatives, high school booktalks, web-based curriculum support, school bus ads, summer reading program promotion, library programs for class credit, and middle school Jeopardy! tournaments. The schools will thank you for your support, and you will see a significant return in increased foot traffic, better relationships with kids, and a heightened awareness of your library in your community.

Website Management from Three Perspectives: Public, Academic, and a Consortium Technology

Steven K. Bowers, DALNET - The Detroit Area Library Network; Kelly Sattler, Michigan State University Libraries; and Donna Winter, Livonia Public Library

Web content management is a multi-faceted issue involving choosing technology appropriate to your library's needs; the creation of policies and procedures to determine how content is developed for your site; and determining who uploads and maintains content. Panel members from three types of libraries will discuss these issues: public, academic and a consortium. How do you choose between open source software and a proprietary content management system? Policies and procedures for content are also important: How successful is it to assign particular areas of the library's Web site to individual staff or units? Another issue is access management. In some models, content authors submit text that a site administrator needs to format and upload. In other models, technology staff maintain the Web content management system and have little or no contact with the content itself. This requires a level of training for staff. How successful has that been for panel member libraries? This session is relevant to several groups: to technology staff who will be able to explore options for their libraries, to directors who make technology and policy decisions, and to library staff who are interested in contributing to their library's site.

Transforming Readers' Advisory Collections & Readers' Advisory

Duncan Smith, NoveList/EBSCO Publishing

Answering the "What's a good book to read?" question is one of the many important questions asked in public libraries. Yet research shows that it is a question that many staff are not comfortable answering. Using videos of real readers, Smith will provide a framework for responding to this challenging question. Participants will also learn how this process can increase reader awareness of their reading interests and develop a richer understanding of how reading supports readers in living fuller, richer lives. The result is a service that positions libraries to serve a unique and vital function in the reading lives of their communities and positions both libraries and staff to grow, succeed and prosper.

Legislative Update: Revising Library Establishment Laws for City, Village, Township & County Libraries

Advocacy & Marketing

Roger Mendel, Northland Library Cooperative; Anne Seuryneck, Foster, Swift, Collins & Smith PC; Jim Seidl, Woodlands Library Cooperative and the Michigan Cooperative Directors Association

The Cooperative Directors have been working for almost a year with Foster, Swift, Collins & Smith to standardize the provisions of the laws that provide for establishment of public libraries as township, city, village and county libraries (PA 138 and PA 164). The laws have too many areas that are vague and cause the respective libraries' problems in dealing with their municipalities. The draft of the revised legislation is ready for review and will allow for input from the library community before the proposed legislation is presented to a legislator for sponsorship. Take this opportunity to see the changes and provide input into the final draft. The program will review the current laws and present the proposed changes.

A Single Service Point: Planning for Merging Separate Circulation & Reference Desks Innovation & Leadership

Mary P. (Mollie) Freier and Molly Anderson, Northern Michigan University

The merger of a Circulation Desk and a Reference Desk changes the ways in which library staff work. In tough economic times, does merging service points to create "one-stop shopping" best utilize staff expertise and improve service to patrons? This presentation will report on the planning process and implementation for one library.

Wednesday, November 10 • 4:15 p.m. - 5:15 p.m.

Drama & Derring-Do in the Youth Department: Two Programs that Bring High Action Excitement to Children, Tweens & Teens!

Youth Services

Lisa A. McClure, Chelsea District Library

Are your youthful patrons tired of finger plays and craft sticks? Learn about two new programs that bring both excitement and new patrons to the library. "I Need to Read" brings speakers from the community and beyond to discuss their exciting careers and what they need to read to succeed. Bring astronauts, race car drivers, mountain climbers, FBI agents and more to thrill your readers. Learn tips on how to get the best speakers from the area through bravado and perseverance; how to structure a program with scripts; how to motivate the children: the lure of props and games; and how to associate reading with adventure! "Drama Week" has the library put on a full one-act play in only one week complete with rehearsals, scenery, costumes, props, and performance. Many children, tweens and teens love the theater but are unable to afford the high fees charged by youth drama groups, or the amount of time required by long productions. Put together a complete program for your library. Learn procedures to ensure attendance and participation; how to choose and/or rewrite a play for large groups; scheduling and ways to work with parents; how to run auditions and rehearsals; tips for good dramatic performances; how to handle the youngest performers; how theater enhances literacy.

Developing an Innovative Cost-Effective Approach to Staff Training

Innovation & Leadership

Laila Hanks, Regan Rodriguez and Kamal Webster, Wayne State University Libraries

In libraries of all types, resources and services are constantly changing to meet patron needs and respond to new technologies. To provide knowledgeable customer service, public services employees need to keep up with these changes. In 2009, two teams were formed consisting of librarians, paraprofessionals, and an information technologist in order to develop a staff training program for all levels of library staff that would be relaxed and fun for all participants. Key non-librarian staff will describe the planning and implementation of the training sessions, including presentation formats, incentives, and lessons learned to provide you with a helpful framework for recreating and customizing this innovative low-cost training method in libraries of all types and sizes to train staff at various levels.

Futureshock for Libraries: The Re-Emergence of Orality

Collections & Readers' Advisory

Ruth Ann Jones and Ranti Junus, Michigan State University Libraries

In 1982, the linguist Robin Tolmach Lakoff observed that orality was beginning to take the place of literacy as the ideal among communication models in Western culture. Thirty years later, the Internet and globalization of culture are hastening this transition. What does this mean for libraries, which have literacy as the most fundamental assumption of their objectives and practices? In particular, what does it mean for research libraries, with their mission to gather primary source materials and create collections of record? Our discussion will address three aspects of this challenge to libraries: 1) What are the defining characteristics of orality and how do they compare to literacy? 2) What kinds of communicative phenomena are developing in response to the increased idealization of orality? Examples will include blogosphere discussions, poetry slams, and unconferences. 3) How can libraries collect primary source material like blogosphere discussions, which exist not in a single digital space but are diffused across the Internet? Can there be any meaningful way of preserving forms of scholarly interaction and popular culture, such as unconferences and poetry slams, which define themselves through 'planned spontaneity' and in-person attendance? We will identify technological possibilities as well as legal and ethical issues.

Reinvigorating the Experienced Instruction Librarian

Academic

Elizabeth Bucciarelli and Sara Memmott, Eastern Michigan University Library

Sustaining enthusiasm and interest and avoiding burnout in professional life is a challenge for all librarians, but it can be especially vital for busy librarians who teach numerous instruction sessions each semester. Some librarians may have a background in teaching, may have taken a course on library instruction in graduate school, or received some on-the-job training early in their careers. However, teaching methods should not remain static throughout our careers. Teaching the same content the same way year after year can lead to boredom and burnout. New knowledge in the field of teaching and learning, changes in student populations, and shifting expectations of students, institutions and accrediting agencies brings to the forefront the need to reevaluate how we teach. In this presentation, two seasoned academic instruction librarians will discuss methods for keeping teaching skills a living work-in-progress. They will describe their experiences attending ACRL's Information Literacy Immersion Program and demonstrate lessons learned, in particular the value of focusing on student learning outcomes. In addition, learn other ideas for revitalizing one's energy and keeping abreast of new learning theories and instruction modalities, and hear examples of the changes they have made in their teaching, and student reactions to these changes.

Shining a Spotlight on the Community

Adult Services

Deborah Sears, Jackson District Library

Successful programming doesn't have to break the bank. The Jackson District Library shines a spotlight on the community through two series that consistently bring in audiences. "In Their Own Words: Stories of Jackson's World War II Veterans" and "Community Forums" have achieved success through creating partnerships, keeping it local and building a brand. Working with little or no budget, library programs can have an impact on the community; learn how one library's key concepts for successful series (keep it local, build a brand through image or title, keep showing up!) have led to their achievements.

How to Demonstrate the Value of Libraries; plus an update on Friends of Michigan Libraries Activities

Ask the Expert

Libraries compete for the public's attention against many other essential services. But what makes the library essential--so essential that people will pay more taxes, spend more time, donate more funds to support them? By making use of persuasion techniques that are subtle, effective and cost nothing, librarians, trustees and Friends can make a better case for library support. Additionally, the Chair of the Friends of Michigan Libraries will talk about the revitalized FOML including an expanded Board of Trustees and a dynamic new website presence. This is a time to learn how to communicate your library's value and also learn how FOML may help your library accomplish its mission.

Lessons from Miss Frizzle: What Should Be the Guiding Forces for an Entrepreneurial Library Innovation & Leadership

Corey Seeman, University of Michigan Kresge Business Administration Library

Miss Frizzle, of Magic School Bus fame, presented her students with a simple call to action: "Take Chances, Make Mistakes, and Get Messy." These should be the core principles of any entrepreneurial program that a library establishes. Using examples from the Kresge Business Administration Library at the Ross School of Business, University of Michigan, this presentation will explore how Miss Frizzle's rules were put into place to allow the library the freedom to experiment and think in a true entrepreneurial fashion. Using these three rules (Take Chances, Make Mistakes, and Get Messy), the presentation will be structured around unconventional programs and services started and tweaked at Kresge Library. The presentation will explore both programs that have been successful and ones that have not. Most importantly, the presentation will look at the role of failure in library programs, and how that can always be a good learning tool for the library if the correct cultural conditions exist. In just over three years at Kresge Library, the speaker has changed the culture to encourage entrepreneurial thinking, experimentation, and taking chances, even at the risk of failure. Without this cultural philosophy, a library cannot truly be entrepreneurial, even with all the resources one can imagine.

Thursday, November 11 • 9:00 a.m. - 10:00 a.m.

Building a Local Music Collection: Connecting the Library, Musicians and Fans Collections & Readers' Advisory

Kelly Bennett, Ferndale Public Library

Do you want your library to be the place to go for local music? Do you want to attract an untapped audience for library services? Building and marketing a local music collection can be a way to identify your library with hip culture. This program will show you how to make your library a center of the local music scene and connect with local musicians and audiences. Learn how to brand your collection, market it to the music fans you have and hope to gain, and take advantage of social media to tell your community about the collection. You'll also learn how a local music blog will connect your collection and you to the scene in unique ways. And if you're ready for your library to rock, you'll get the information you need to set up music gigs in your library, including tips on purchasing PA systems, location and advertising.

Libraries & Merit Network's Rural Fiber Initiative Technology

Eric M. Grandstaff and Jamie Nielsen, Merit Network

Merit Network is building extensive gigabit fiber optic networking infrastructure in rural Michigan! This project, funded by the ARRA NTIA Broadband Technologies Opportunities Program ("BTOP") has many positive future benefits for Michigan Libraries—and for their respective patrons, too. Get an update on Merit Round 1 and Round 2 fiber optic routes in Michigan, the opportunities for Michigan libraries to offer quality Internet connectivity to their communities, the potential use of USF funds to pay for the costs of fiber optic networking, and how you can become involved in this important Rural Fiber Initiative.

There is MORE (Michigan Online Resources for Educators) in MeL.org! Youth Services

Deb Biggs Thomas, Library of Michigan; Barb Fardell, Michigan Department of Education

Debating in 2008, the Michigan Online Resources for Educators (MORE) has become one of the premier information portals for educators in the country. In MORE, educators and parents will find tens of thousands of curricula-based digital resources aligned to the Michigan Content Expectations for both grade school and high school. Store favorite resources, rate and review resources, and build lesson plans. Learn how to share this incredibly useful resource with the teachers and homeschooling parents in your community.

Improving Library Websites with Analytics Technology

Sara Memmott, Eastern Michigan University Library

Library websites provide a key service point for library users, and evaluating their effectiveness is an important part of assessing library services. Web analytics tools can help libraries collect and analyze data about website usage and improve the user experience. This presentation will demonstrate how Google Analytics was used to learn more about particular user groups, sources of traffic, and use of specific content on a library website, and how this information was applied to improve the site. Learn how to develop a plan for implementing Google Analytics, tips for tracking use of documents, videos, and tutorials, and the strengths and weaknesses of Google Analytics. The presentation will also include a discussion of other tools for analyzing web statistics and a look at Google's Website Optimizer, another free tool for improving websites. Both novices and those with some experience using web analytics can learn how to use this data to improve library websites.

Yes, Even You Can Do Business Reference with More Confidence and on a Limited Budget!

Academic & Adult Services

Celia Ross, University of Michigan Kresge Business Admin. Library; Tera Moon, Southfield Public Library
Whether you work in an academic or public library setting, business reference questions are coming at us a mile a minute these days with no signs of stopping even while our budgets continue to shrink. Come away from this session with some new (mostly free!) resources to add to your collection and new ideas for improving your business reference skill set.

Ask the Lawyer

Ask the Expert

Anne Seuryneck and Michael R. Blum, Foster, Swift, Collins & Smith, PC

“Ask the Lawyer” is a question and answer session during which members of the audience ask questions on a variety of legal issues affecting libraries. Questions can include topics such as layoff plans and notices, policy issues, real estate transactions, labor and employment issues, dealing with problem patrons, addressing pornography, and handling inquiries from law enforcement.

Strategic Planning: Two Approaches

Innovation & Leadership

Laurie Golden, Canton Public Library; Susan Kennedy, K2Communication Plus, LLC; Lise Mitchell and Monica Fox, Chippewa River District Library System

In a time when budgets are being cut and major changes are rocking the worlds of reluctant staff, it's more important than ever to define the future of your library with your team. Learn from two libraries' different approaches—what worked well, what they would have done differently, how they will proceed from here—using the PLA strategic planning model, and using a market research/product development approach. Help your team implement a successful strategic plan by learning about these processes, experiences and outcomes, and gather information on which one is right for you. The presenters will share what worked, what they would do differently and how CPL is taking the plan to the next step.

Grant Proposal Writing Basics

Advocacy & Marketing

Sherrill Smith, Public Libraries of Saginaw

As library budgets shrink, grant writing may become an essential skill! This beginning grant writing session covers the key components of writing and submitting a proposal to a foundation or a corporation, and responds to questions that first-timers often have about the process of applying for a grant. It gives an overview of the grant seeking process: What you need to have in place before you seek a grant; What you need to know about grant makers and how nonprofits are supported; How you identify funding partners; Crafting the proposal. The session will also cover various sources for searching for funding.

Thursday, November 11 • 10:30 a.m. - 11:30 a.m.

Library Partnerships: Promoting Economic Development through Collaboration Innovation & Leadership

Bethany Kennedy and Victoria Bennett, Washtenaw Community College, and Sara Wedell, Chelsea District Library

Your library can, and should, be a leader in economic development in your region. Learn how working together in a geographic unit, comprised of diverse libraries and business service organizations, to provide focused resources to entrepreneurs and small business owners will add value to your community. The Washtenaw County Libraries Serving Small Business Group is a collaborative effort among public librarians, academic librarians, an academic administrator and business service organizations. Learn how building meaningful relationships with other libraries and organizations can lead to ideas, services, and resources without increasing operating costs. Learn to identify the strengths and resources of your region in relation to the needs of small business owners and develop an action plan to put those strengths and resources to work for your community. Streamline programming, conduct reference interviews and coordinate collection development. For those cutting edge projects that need funding, find innovative sources to enhance your library services. Your library can make a difference in the economic outlook of Michigan; join us to find out how!

Motivating Faculty to Integrate the Library: We Can Work Together! Academic

Veronica Bielat and Judith Arnold, Wayne State University Libraries

Join two Wayne State Librarians who will share their experiences in developing a workshop for faculty to help them integrate the library in a meaningful way, to support student learning and development of information literacy skills. Though the short term goals of the faculty workshop are to integrate the library, the long term goal and potential outcome is to collaborate with faculty as pedagogical partners. Participants in this program will engage in a series of interactive tasks that will enable them to construct a plan for a similar workshop tailored to their faculty. Participants will identify a venue and partner for a similar workshop in their own institution, strategies to motivate their faculty to attend, and appropriate faculty-focused workshop content.

Growing Library Programming in a Downturned Economy: Maximizing Your Resources Adult Services

Marilyn Kwik and Andy Schuck, William P. Faust Public Library of Westland

Library programming is an essential component in meeting the needs of our communities. Identifying ways to meet those needs in an environment of decreased funding is a must. This program will focus on how you can continue to provide and grow quality programming whatever your current budget. You will learn how to maximize staff potential, and how to reach out to the community of library and non-library users alike, by implementing proven programming strategies that can be adapted by your library. Find out how you can “go local” and expand your programming options for adults and teens with little or no funding. No matter your library’s current economic situation, expanded programming is within reach.

Telepresence: Saving Time & Money Technology

Linda Masselink and Anne Merkle, Grand Valley State University Library

Telepresence is the next generation of video conferencing. Using webcams and the Internet with software such as ooVoo, real-time interaction recreates an in-person meeting experience. Learn how a business professor and librarians collaborated to use video conferencing for class group work, facilitate office hours, and communication among the library, faculty and students. Web based videoconferencing “virtually” connects people in many fields: military personnel, medical personnel and patients; companies and future employees for job interviews; students and teachers; librarians and library users; and businesses and their other locations or global customers. This program provides an example of how this technology was effectively used for a class; the broader applications of webcams, and important etiquette considerations when telepresence is used.

Re-Imagining the Circulation Experience!

Innovation & Leadership

Seth Penchansky, AIA, Penchansky Whisler Architects;'

Ann Rohrbaugh and Kevin King, Kalamazoo Public Library

Kevin King, Head of Patron Services and Ann Rohrbaugh, Director of Kalamazoo Public Library will address the current growing trend in reimagining the circulation experience as a more interactive dynamic customer service experience for patrons. The program will look at the example of how this major change was accomplished at Kalamazoo Public Library. Seth Penchansky, Principal at Penchansky Whisler Architects, will present the recent renovation of the Kalamazoo Public Library circulation desk and area and show how that facilitated the transformation of the circulation experience. The project will be used as a case study, with emphasis on how to make self check and holds appealing.

Policies! Policies! Policies!

Ask the Expert

Anne Seurnyck, Foster, Swift, Collins & Smith, PC

As important as "location" is to real estate, policies are to public libraries. Library policies are the cornerstone of library operations and provide an important tool for staff to deal with library patrons. We will discuss the most important library operational policies such as Patron Behavior Policy, Internet Use Policies, Freedom of Information Act Policies, and Meeting Room Policies. We will also be discussing the need for record retention and media policies.

Library YOU: How User Research Makes Your Library Relevant to Your Community

Advocacy & Marketing

Laurie Golden, Canton Public Library; Susan Kennedy, K2Communication Plus, LLC

Learn how to develop user profiles of your community without undertaking an expensive, time consuming research project. Valuable community information can be gleaned from existing data, along with asking the right questions. Learn how one library got to know and understand users and non-users to create a tool kit for staff and deliver the right mix of programs, services and collections to the community.

Sisters, Schoolgirls & Sleuths: The Secrets of Girl Detectives

Youth Services

Patricia Bravender, Grand Valley State University Libraries

Did you have a secret desire to drive a blue roadster and explore haunted mansions? Did you have chums instead of friends? Did the words 'mystery' and 'clue' give you a tingle of excitement? If you answered yes to any of these questions, you were probably a girls' mystery series fan. You were not alone; these books have been widely read and remain extremely popular today. What is the secret to their enduring and widespread appeal? Why did we all want to be like Nancy Drew, Cherry Ames or Judy Bolton? Despite their enormous popularity, why were these books banned from public and school libraries? Today series books for girls are not scorned but are studied, and scholarly sleuths are uncovering the mystery of how they influenced generations of American girls. Learn the history of classic girls' mystery series published during the golden age from the 1930s through the 1960s.

Thursday, November 11 • 1:30 p.m. - 2:30 p.m.

Not Everything Requires a PowerPoint!

Ask the Expert

Jennifer Cornell, Kalamazoo Public Library

So you're not a teacher, trainer, or educator of any sort (well, at least not in the traditional sense), and you now have the responsibility of instructing some sort of class at your library—computer training, job seeking, etc. You think—"I'll create a PowerPoint!" But is that the most effective way of reaching patrons who are floundering with their knowledge? Learn ways to abandon or enhance the lecture style of instruction and get your patrons involved with their learning. We will focus on creating strong handouts and using analogies to craft understandable explanations for patrons. We will also employ skills librarians use daily in their interactions with patrons: assessing prior knowledge, asking thought-provoking questions, and determining comprehension.

Help, I'm Lost! Developing a Library Mapping System without Breaking the Bank

Technology

Paul Gallagher, Wayne State University Libraries

Large libraries share a common challenge--helping patrons find materials. The Wayne State University Library System launched its library mapping application in February 2010, designed to help locate materials in the five WSU libraries. The system works within the catalog to show the location of materials, as well as provides a web form for use at the reference desk to lookup items by call number. Developed using open-source technology, it requires only minimal effort to update using a unique call number overlay mechanism. In addition to mapping shelved materials, the system provides information for any of the over three-hundred collections held by the WSU Libraries. Patrons can do more than just locate a book on a shelf, such as learn where to locate reserve items, how to access closed collections, or get driving maps to extension center libraries. Developed to improve access to physical collections and to assist with reference services, it provides an example of how to map diverse holdings with a minimum of technology and expense.

Digital Bookplates: Recognizing Donors in the 21st Century

Advocacy & Marketing

Barbara Kriigel, Beth Taylor, Julia Daniel Walkuski, University of Michigan-Dearborn Mardigian Library

Learn how an ad hoc committee at an academic library was able to create a Web page and template for digital bookplates. Hear how the project has evolved over the two years it has been in existence with bookplates created for several endowments, donated book collections, and general gifts to the library. Learn about the "behind-the-scenes" work that enables Item records in the OPAC to link to the digital bookplates and vice versa. The bookplates aid in fund raising and collection development, and can easily be adapted for use by other libraries.

Readers' Advisory in Strange Places

Collections & Readers' Advisory

Virginia Roberts, Suttons Bay Bingham District Library; Peter Makin, Brilliant Books

Tired of the usual sources for RA? James Patterson, Danielle Steele, and Janet Evanovich have you order-worn? Can't find age appropriate material for the reluctant or precocious reader or the nine-year-old Twilight wannabe? And there are no more Harry Potter sequels! Oh, and what is a Ronin anyway? Find a few new places to look and listen, and maybe make a few friends along the way—partnering with your local bookstores, hidden authors, and expanding your library members' horizons with a ton of innovative suggestions.

It's All About the Story

Youth Services

Walter M. Mayes, Walter the Giant Storyteller

Walter M. Mayes, winner of the First Coleen Salley Storytelling Award, will offer tips on how to reach and hold an audience of any size or age. Whether choosing books for storytime or retelling folktales, half the battle is in the choosing, and a list of Walter's storytelling "bests" will help anyone who is looking for ways to enhance their own storytelling ability.

Comprehensive Financial Planning in Troubled Times

Innovation & Leadership

Darlene W. Janulis, Todd A. Samuelson, and Michael C. Givler, UMBAUGH

Learn a comprehensive approach to budgeting and cash flow management that will help you survive these difficult economic times. Gather ideas for meaningful operational and capital planning and learn how to identify possible management efficiencies, and the importance of cash flow forecasting and multi-year planning.

Sensitive Human Resource Issues

Ask the Expert

Emilie M. Stawiarski, Internet2

How do you deal with the disruptive employee, how do you handle a harassment issue, what's the best way to conduct a performance review, how do you terminate an employee, what's that smell and where's it coming from? Who's complaining now? These are some of the sensitive HR issues that managers deal with on a regular basis to maintain a cohesive team. This session will suggest ways to handle these and many more topics that "stir your department pot" every week.

Co-Conspirators: Writers Bringing Crime to the Library

Adult Services

Elizabeth Kane Buzzelli, Midnight Ink Publishing; Mardi Link, University of Michigan Press; Aaron Stander, Writers and Editors, LLC

Three well-published crime writing friends have taken their new books and expertise on the road, visiting libraries across Michigan. From a successful fund-raiser at the Grosse Pointe Library (a sold out event), to being booked as a Christmas gift from the Sutton's Bay Library to their volunteers, mystery and true crime writers, Mardi Link, Aaron Stander, and Elizabeth Kane Buzzelli, deliver stories from the writer's side of the book. Learn how librarians and writers, working together, can narrow the gap between writer and reader. An author appearance can be informative, as well as interesting and fun. Learn from the other side how libraries can welcome published authors and connect them to their patrons successfully.

Friday, November 12 • 8:30 a.m. - 9:30 a.m.

Text, Post & Tweet Your Way to Great Library Service

Advocacy & Marketing

Laurie Golden, Canton Public Library

So, how does a library go about getting on Facebook, Twitter or Foursquare and make it work with your brand? How do you handle crazy fans or nasty comments and track all those connections? Learn how to establish some law and a little bit of order in social media from a seasoned sheriff.

We Can Make It “Un-Boring:” Redesigning Online Instruction for Today’s Student

Academic

Rebeca Befus and Joshua Neds-Fox, Wayne State University Libraries

Learn how simple, inexpensive updates in technology can transform online instruction and create an innovative learning environment. Working collaboratively, an instruction librarian and a web librarian adapted an existing module, the Texas Information Literacy Tutorial (TILT), and created an online information literacy module appropriate for the millennial generation. Hear about the process they undertook to update content currently in use that no longer looks or feels appropriate to the chronological age of the intended audience, focusing on innovative web design trends, collaboration with public services librarians, and using cost-effective resources to create successful virtual learning environments. Updating and redesigning the presentation of valuable content to make it relevant to your audience motivates your constituency, promotes greater library utilization and creates a prosperous learning environment.

Reference Services for the Independent Inventor: More than Just Patents

Adult Services

Mary Kordyban and Genevieve Oldani Caruso, Detroit Public Library

The independent inventor has unique information needs. Many of these needs can be fulfilled effectively by libraries with a well rounded business collection or a Small Business Development Center. Marketability and patentability are the two foremost questions any inventor needs answered. With the availability of publicly available Internet patent databases, public libraries can play a vital and meaningful role in the patent process. This workshop will focus on resources and inventor networking sources that will support the independent inventor. In addition, we will demonstrate the USPTO database and Google Patents.

Annual Giving: The Interlochen Model

Advocacy & Marketing

Patti Tolo, Interlochen Center for the Arts

Learn the secrets for designing, organizing, building and conducting an annual sustainable foundation of fiscal support for your library. The Interlochen Center for the Arts has grown from a small summer camp program in the 1920s to an international powerhouse in arts education, featuring a year-round program with a budget in excess of \$30 million. Take a behind the scenes look at how an annual giving campaign is organized and conducted. Lessons are easily transferable to a library environment, small or large.

The Write Stuff: How Your Library Can Get Children Ready to Write

Youth Services

Kristin Meyer and Trish Reid, Kent District Library

Libraries have made great strides in helping get kids ready to read. However, literacy is the ability to read and write, and more and more kids are entering school without being ready to write. Children need several things in order to be ready to write. They need to have developed their fine-motor coordination; they need to have ample strength in their fingers and hands; they need to know how to hold a pencil; and they need exposure to the writing process. Discover fun, simple, and inexpensive ways your library can help promote pre-writing skills during storytime programs, through caregiver education, and within library play spaces. Can librarians help get kids ready to write? Yes we can!

Handling Problem Patrons

Ask the Expert

Anne Seurnyck, Foster, Swift, Collins & Smith, PC

Learn how to develop and enforce patron behavior policies. We will also discuss handling the suspension of library privileges for violations of library policy and the appeals process if the patron challenges that suspension. We will also provide guidance regarding law enforcement inquiries and compliance with library privacy laws.

Making a Collection Count: Why Physical Inventory Is Essential to a Quality Collection

Collections & Readers' Advisory

Mary Kelly, Independent Library Consultant

Does the word "inventory" make you cringe? Does weeding make you crazy? Leaner times mean a library collection has to work harder for your users. The truth is, dead records, misshelved items, and old, obsolete materials can drag a collection's performance down. This program will recommend strategies for performing an inventory and developing collection performance benchmarks. Learn how to make your collection have more "bang for the buck" in a few minutes a day.

Friday, November 12 • 9:45 a.m. - 10:45 a.m.

After Digitization: Tools & Ideas for Improving Digital Collection Services

Collections & Readers' Advisory

Jonathan McGlone and Adrienne Aluzzo, Wayne State University Libraries

Beyond the digitization and initial implementation of digital projects, this program will examine development trends after a digital project has been launched. Encouraging the stewardship of digital collections, the presenters explore and demonstrate recent library initiatives to develop services that improve a digital collection's visibility and value. Whether harnessing the power of the social web, taking on in-house web development, improving metadata, or tying digital collections to the classroom, the end goal is to make digital collections used and useful. To reach this goal, the presenters will demonstrate simple web services libraries can take advantage of and implement with their digital collections, share their own experiences with in-house development of a digital collection service and metadata projects, and open a dialogue about next steps for digital projects.

Repurposing Genealogy Resources

Collections & Readers' Advisory

Edwina Morgan and Diane Donham, Library of Michigan

This presentation is designed to introduce librarians to electronic and print materials better known as resources for genealogists but equally useful to everyone. Just as most sources popular for genealogy research were originally intended for other purposes, these same resources serve many purposes beyond gathering family history. Census records provide an overview of a community, right down to the structure of individual families. Military records offer a window into a soldier's life. Learn how these and other sources, both primary and secondary, lend themselves to anyone looking to add rich detail, color and a sense of place to assignments or research.

Best of the Best 2010

Innovation & Leadership

Pamela Christensen, Peter White Public Library

The Best of the Best is a visual tour of innovative, creative and successful programs libraries of all sizes have presented over the past year. Included in the tour are programs for adults, teens and children that can be replicated by other libraries with limited staff, time and/or money. Join presenter Pam Christensen as she takes you on a tour around Michigan for creative ideas to liven up your library programs, facilities and marketing.

Property Tax 101: It All Starts with the Assessment

Ask the Expert

Lee F. Wilson, Green Lake Township Assessor; Michael Tyler, The Library Network

What impacts property tax-funded libraries the most is the assessed valuation. The assessor is charged with establishing a fair value assessment for all property in their assessment area. The assessed valuation is the amount upon which property taxes are based, but there is a lot of confusion about how it impacts library funding. Learn what assessed value is, how it differs from market value, how it affects the bottom line of your library, and get an overview of the assessment process, including how Headlee and Proposal A affect library revenue.

Successful Collaborations & Partnerships

Innovation & Leadership

Valerie Meyerson and Linda Adams, Charlevoix Public Library

Learn how one library met the goal of increasing collaborations and partnerships and within three years created over 20 new partnerships and collaborations with in the community. Partnerships and collaborations strengthen the library's role, visibility and credibility within a community as well as have the potential of generating donor dollars. Come hear the different types of partnerships and collaborations that work in Charlevoix and get a spark of an idea of new ways to reach out in your community.

Analysis of Chat Reference: To Chat or Not to Chat, That Is the Question

Academic

Patricia Bravender and Colleen Lyon, Grand Valley State University Libraries; Anthony Molaro, Messenger Public Library of North Aurora

In the midst of an economic crisis, libraries must continue to provide essential reference services with fewer staff and resources. Is online chat one of these essential reference services, and, if so, are the reference skills of a professional librarian necessary to answer the majority of online chat questions? Should libraries provide chat reference no matter the cost? This program will present an analysis of one academic library's online chat reference service for two years, which showed some surprising results. It will also detail the creation of a chat reference service at a public library based on the results of this study.

Show Me the Money: Fundraising Ideas for Libraries

Advocacy & Marketing

James M. Rancilio and Sandy Keyes, Bullard Sanford Memorial Library

A library director and library board member share how they raised library revenue through collaboration with area businesses and other local organizations, using raffles, murder mystery events, and publishing. Learn how to select and plan a fundraising activity and collaborate with community and business groups to generate additional revenue while promoting your library.