



***118TH Annual
Conference***

***November 3-6, 2009
Lansing, Michigan***



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Welcome to MLA Annual Conference 2009!



Larry Neal
2009-10 MLA President

It is my pleasure to welcome you to Lansing and the 118th Michigan Library Association Annual Conference. Through good times and bad for every year since 1891 (except 1943), the Michigan library community has come together to share ideas, learn from experts, gain insight and inspiration from outstanding speakers, and network with friends and colleagues with the goal of providing better library service to their communities back home. This year is no exception, and I thank you for coming!

I wish to heartily thank our hundreds of volunteers, led by conference chair Cathy Russ and the conference committee, who have given so generously of their time to make it all happen. Their hard work and dedication have resulted in an excellent lineup of programs, fun special events, enticing publicity, a strong selection of exhibits, numerous sponsorships and volunteers to assist at the registration desk and in a multitude of other capacities. From start to finish our volunteers and the MLA staff have done a "bang-up" job!

Please be sure to visit the exhibits and to talk to the representatives about their products and services. Many have gone the extra mile to participate in our conference this year as they, too, face tight travel budgets. I wish to thank them as well as our numerous sponsors who have lent their support to make this event possible.

As we all face the tough road ahead, together as members of MLA I hope it will be a little more enjoyable and a tad easier for all of us. I look forward to seeing all of you next year for our 119th annual conference in Traverse City, November 10-12, 2010.

Ready. Set. Go!

A handwritten signature in black ink that reads "Larry P. Neal".

Larry P. Neal
MLA President

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MLA Board of Directors

- President:** Larry Neal, *Clinton Macomb Public Library*
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Ex Officio: Gretchen Couraud, *Executive Director*

Past MLA Presidents

2008-2009	Kathy Irwin	1991-1992	Jean Houghton
2007-2008	Josie Parker	1990-1991	Jule Fosbender
2006-2007	Leah Black	1989-1990	Linda Heemstra
2005-2006	Michael McGuire	1988-1989	Colleen Hyslop
2004-2005	Linda Farynk	1987-1988	Clara N. Bohrer
2003-2004	Marcia Warner	1986-1987	Margaret E. Auer
2002-2003	Phyllis Jose	1985-1986	A. Michael Deller
2001-2002	Elaine K. Didier	1984-1985	Robert Garen
2000-2001	Tom Genson	1983-1984	Eleanor Pinkham
1999-2000	Denise Forro	1982-1983	Margaret Thomas
1998-1999	Nancy Bujold	1981-1982	Patricia Wilson
1997-1998	Pamela Grudzien	1980-1981	Howard Lipton
1996-1997	Beverly Papai	1979-1980	Carolyn McMillen
1995-1996	Martha Stilwell	1978-1979	Robert Raz
1994-1995	Sandra Scherba	1977-1978	Joan Wilcox
1993-1994	Sandra Yee	1976-1977	Robert Gaylor
1992-1993	Francis J. Buckley	1975-1976	Roberta Cheney

2009 MLA

Conference Work Group

Conference Chair: Cathleen Russ, *Troy Public Library*

Exhibits: Margaret Auer, *University of Detroit Mercy*

Special Events: Julie Farkas, *Co-Chair, Novi Public Library*
Tammy Turgeon, *Co-Chair, Sterling Heights Public Library*
Rosemary Orlando, *St. Clair Shores Public Library*
Anne Hage, *Huntington Woods Public Library*
Sheryl Mase, *Library of Michigan*
Dave Conklin, *Shelby Township Library*

Sponsorships: Linda Farynk, *Saginaw Valley State University*

Programs: Christine Lind Hage, *Chair, Rochester Hills Public Library*
Clara Bohrer, *West Bloomfield Twp. Public Library*
Celeste Choate, *Ann Arbor District Library*
Kevin McDonough, *NMU Olson Library*
Juliane Morian, *Clinton Macomb Public Library*
Judith O'Dell, *Central Michigan University*
Bob Schoofs, *Grand Valley State University*
David Scott, *Ferris Library for Information Technology & Education*
Laura Scott, *Farmington Community Library*

Technology/AV: Joshua Neds-Fox, *Wayne State University*

Marketing: Mary Rzepczynski, *Delta Township District Library*

Volunteers: Cathy Wolford, *Chair, DALNET*
Linda Masselink, *Grand Valley State University*

MLA Administration: Gretchen Couraud, *Executive Director*
Gen Allen, *Director of Business and Finance*
Denise Cook, *Director of Professional Development
and Meeting Planning*



Registration

Wednesday, 7 a.m. – 3:30 p.m.

Thursday, 7 a.m. – 3:30 p.m.

Friday, 7 a.m. – 9 a.m.

Exhibits

Wednesday

Non-Conflict Time & Lunch, Noon-2:30 p.m.

Exhibit Hours, Noon – 4 p.m.

Thursday

Non-Conflict Time & Breakfast,

7:30 a.m. – 9:30 a.m.

Exhibit Hours, 7:30 a.m. – 4:30 p.m.

Exclusive Vendor Time, 3 p.m. – 4 p.m.

Poster Sessions

Exhibit Hall

Wednesday, 11 a.m. – 4 p.m.

Thursday, 9:30 a.m. – 10:30 a.m.

Wednesday

November 4, 11 am - Noon

- Spread the Word! Promotion of a New Service in the Academic Community
Breezy Silver - Michigan State University
Booth: 217
- Jacob Lawrence and The Legend of John Brown: from Black History Month display to travelling art program
Diane Sybeledon - Wayne State University
Booth: 316
- Lean Six Sigma
John Potter - ITT Technical Institute
Booth: 315
- SKILLSHARE @ MLIBRARY
Donna Hayward - University of Michigan
Booth: 325
- Revenge of the Telescreen--Summer Reading and the 1984 Virtual Book Club
Serge Danielson-Francois - Divine Child High School
Booth: 424
- Batch Loading MARC Records for Electronic Resources
Connie McGuire - University of Michigan
Booth: 414
- Not just a place to sleep: Homeless perspectives on libraries
Angie Kelleher - Alma College
Booth: 113
- Taking FLITE: Hosting an Indoor Disc Golf Tournament to Connect with Students at the Ferris Library for Information, Technology and Education
Kristy Motz - Ferris State University
Booth: 228

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Thursday

November 5th, 9:30 - 10:30 am

- Student Outreach via Library Promotions
Mari Kermit-Canfield - Ferris State University
Booth: 113
- VuFind implementation, customization, and usability study at Western Michigan University
Birong Ho - Western Michigan University
Booth: 129
- LibGuides at MSU
Jenny Brandon - Michigan State University
Booth: 228
- Decision making matrix for ILL operations
Joe Sharpe - Wayne State University
Booth: 217
- Strategic content negotiation for the small library
Sophia Guevara - W.K. Kellogg Foundation
Booth: 316
- Analysis of Chat Reference Service
Anthony Molaro - Grand Valley State University
Booth: 315
- Developing a Local Music Collection
Kelly Bennett - Ferndale Public Library
Booth: 325
- 10 Easy Pieces: Quick Tips to Make CHI Shine at Your Library!
Linda Draper - Wayne State University
Booth: 424

- Library Innovation using Second Life
Sara Martin - University of Detroit-Mercy
Booth: 414

All Conference Reception

Delta Township District Library,
6:30 p.m. – 8:30 p.m.

Buses will be available for transportation for the event. Space is limited to the first 200 passengers. Join colleagues and friends for an evening of music, hors d'oeuvres, dessert, and a tour of the eco-features of this beautiful new LEED Silver Certified facility. Plus, meet Author Bridget McGovern Llewellyn and learn about her new book *One Child, One Planet: Inspiration for the Young Conservationist*

Talk Tables

Talk tables are forums for small group discussions on library topics of current interest.

Wednesday, 12 p.m. - 2:30 p.m.

Thursday, 7:30 a.m. - 9:30 a.m.

See page 8 for schedule

Special Services

Throughout the Conference, MLA Staff will be available at the Registration Desk to assist those needing special services.

MLA 2009 Meetings

MLA Annual Meeting
Banquet I-IV
5 p.m. – 6 p.m.

Join MLA Leadership and Consultant Michael Gallery for a critical update on the future of MLA, our value proposition, and our choices.

Communities of Practice at MLA
Banquet 7
Thursday, 2:15 p.m. – 3:15 p.m.

MLA Talk Tables Schedule

Wednesday

12-12:30	Nicolette Sosulski <i>Economic Development Community of Practice</i>	Sara Memmott <i>Virtual Reference Tools</i>	
12:30-1	Phil Kwik/John Robertson <i>Computer Training For The Public</i>	Linda Masselink/Anne Merkle <i>Plagarism: What do Students Really Think</i>	
1-1:30	Deb Thomas <i>Michigan elibrary Update Discussion</i>	Kate Pittsley <i>Job Sites That Work For Your Library Users</i>	
1:30-2	Anne Donohue <i>ArticleReach in MelCat</i>	Maureen Simari & Justin Tyler <i>Discovering Manuscript Materials</i>	Steve Schultz <i>Dealing with Problem Patrons</i>
2-2:30	Cathy Wolford <i>Resource Description And Access (RDA)</i>	Shirley Bruursema <i>Dealing with Millage Campaigns</i>	Karren Reish <i>Outcome- Based Evaluation</i>

Thursday

8-8:30	Phil Kwik/John Robertson <i>Using Social Network Sites To Reach the Public</i>	Monique Andrews <i>Future of Govdocs & Federal Depository Program</i>	
8:30-9	Michael Sensiba <i>Adolescence of Web 2.0</i>	Dan Durkee <i>Sustainable Design and LEED</i>	
9-9:30	Sara Memmott <i>Virtual Reference Best Practices</i>	Warren Fritz <i>Investment Programming In the Library</i>	Charles Hansen <i>Michigan Friends of the Library</i>

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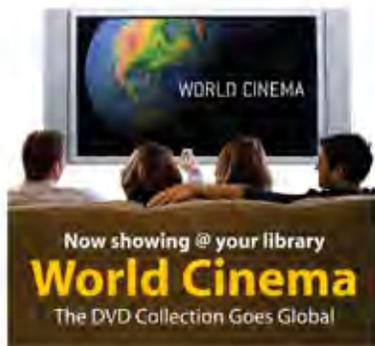


TOUGH TIMES
LIBRARY LIFELINES

Tough Times, Library Lifelines

Website, materials and programs to help individuals and families coping with unemployment

Everyone's Reading
Featuring Diane Rehm in 2009 and
Scott Turow in 2010



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2010

November 10 - 12

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Traverse City
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Summer Reading Workshop

December 4, 2009
Delta Township District Library, Lansing, MI

Academic Libraries 2010:

Explore, Discover, Connect

A two-day event for academic library professionals

SAVE THE DATE: May 6-7, 2010

LOCATION: The Hotel Baronette, Novi, MI

KEYNOTE SPEAKERS:

Dr. Carol Tenopir and Lori A. Goetsch

CALL FOR PROPOSALS: Deadline for submitting a program is November 30, 2009. Application forms available online at www.mla.lib.mi.us

Spring Institute

April 7-9, 2010
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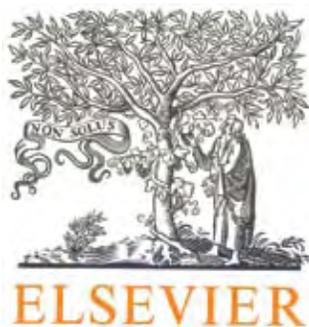
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2009 AWARD OF **EXCELLENCE**



The Award of Excellence honors someone who has made an outstanding contribution to effective and improved local library service, promoted library cooperation, or contributed to professional or community activities. The recipient of the 2009 Michigan Library Association Award of Excellence is Valerie Meyerson, Director of the Charlevoix Public Library. Valerie Meyerson received her MLS in 1988 from Wayne State University. She has worked at Denver Public Library, Wixom Public Library, and for the past 8 years as the director of the Charlevoix Public Library. During her tenure, the library has gone from a 6,000 square foot building to a 24,000 square foot building. The collection size has increased 25%, circulation has more than doubled, and the number of programs has gone up from approximately 4 per month in 2006 to 30 per month in 2008.

2009 TRUSTEE **CITATION OF MERIT**



Betty Nulty of the Salem-South Lyon District Library is this year's recipient of the Trustee Citation of Merit. The citation honors an active MLA member who serves on a public library board or advisory committee, and contributed to the promotion, cooperation, or advancement of libraries. Betty Nulty has served on the Salem-South Lyon library board since 1997. She has guided the library board through a library expansion from a 2,000 square foot building to a 15,000 square foot building.

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2009 LOLETA D. FYAN

AWARD

The Loleta D. Fyan Award is named in honor of Michigan’s most famous state librarian, Loleta Fyan, who served in that capacity for 20 years. Ms. Fyan was active in MLA and ALA and is noted for her many contributions to the library profession. The award is given to a librarian of less than 10 years who has made a creative contribution to library service in Michigan. The 2009 Loleta D. Fyan Award recipient is Oneka Wilson from the Detroit Public Library. Oneka Wilson started her teen/children’s librarian career in the Children’s Library at Detroit Public Library in 2005. She worked with another librarian to start the Teen Reader’s Theater, a popular program.



2009 WALTER H. KAISER

AWARD

The 2009 recipient of the Walter H. Kaiser Award is John Robertson of the Troy Public Library. This award is in memory of Walter H. Kaiser, who served as the director of the Wayne County Federated Library System for 26 years and was a nationally known library consultant, authority in local government, and innovator in technical services. The award is presented annually to a librarian, trustee or person associated with libraries and the broad educational goal of librarianship, who contributes an idea, procedure, concept, or adaptation which results in the improvement of a library or libraries. John has been instrumental in helping the Technology Department at Troy Public Library improve its service to the public.



2009 LIBRARIAN OF THE YEAR

AWARD

The Librarian of the Year Award honors an outstanding member of the library profession, who has been instrumental in providing improved library service to his or her college, university, school institution, industry, or local community. The 2009 Librarian of the Year is Ruth Dukelow, of the Michigan Library Consortium. Ruth came to Michigan in 1984. She is an expert on copyright law and has traveled around the country to present workshops and programs. Recently, she was named to the American Library Association’s Copyright Advisory Network. As a member of the panel, she answers questions and advises librarians about all aspects of copyright law. Ruth has been involved in many statewide projects. She is probably most well known for her work with online databases in Michigan.



For more information about all of our Award Winners, please visit <http://www.mla.lib.mi.us/awards/professional>

**Tuesday,
November 3, 8:30 a.m.**

Lansing Center

Policy Summit: Focus on the Future

Join colleagues and community leaders for a discussion of Michigan's future and the role of libraries in this new knowledge-based economy. Speaker and registration information to be announced.

**Tuesday,
November 3, 5:30 p.m.**

Radisson

President's Reception, sponsored by the Clinton-Macomb Public Library and affiliates

Complimentary wine and cheese will be served and a cash bar available.

**Tuesday,
November 3, 6:30 p.m.**

Capitol III & IV

President's Dinner with Nancy Pearl

Exclusive event hosted by MLA President Larry Neal and featuring special guest Nancy Pearl. The cost is \$75, and proceeds will benefit the MLA Scholarship Fund.

**Wednesday,
November 4**

Michigan II - III

Leadership Academy Breakfast *ticketed event*

Learn about the changes ahead for MLA's Leadership Academy and how you can participate.

7:30 a.m. – 8:45 a.m.

Capitol I

Cocktail Hour

5 p.m. – 6 p.m.

Radisson

Wayne State University and University of Michigan Alumni Receptions

5 p.m. – 6 p.m.

Regency Rooms

MLA Awards Banquet

6 p.m.- 8 p.m.

Capitol I - IV

Celebrate the achievements of your colleagues and friends at the 2009 MLA Awards Banquet.

MLA Scholarship Event

A Night at the Races

8 p.m. – 10 p.m.

Capitol I - IV

This Kentucky Derby-style event will benefit the MLA Scholarship Fund. The six race themes are: MLA Founders, Public Library Class Size, Library Type, MLA Presidents, Library Schools, and Award-Winning Libraries. The cost is \$50 to be one of the horses.

Participants can bet in \$5 increments.

Thursday,

November 5

Academic Luncheon

Capitol III - IV – *ticketed event*

12:30 p.m. – 2 p.m.



**Jennifer Hendrix, ALA Washington,
Office of Information and Technology
Policy**

The fundamental changes in how information is now created, modified, disseminated, and accessed enable many opportunities and challenges for libraries and public access to information. The Program on America's Libraries in the 21st Century focuses on monitoring and evaluating trends in technology and society to assist the library community in shaping its future to the greatest benefit of the nation.

Academic Luncheon - Continued from page 16

In which roles may academic libraries be most useful in serving the nation? Physical library spaces continue to have value for communities, though their roles are evolving. The explosion in online information enables users to access many non-library information sources readily, but the online environment also affords tremendous opportunity for libraries to serve existing clients in new ways and to reach out to new clients. How should the LIS community's core principles of equal access, intellectual freedom, and objective stewardship of information be represented in the future online environment?

Children's/Teen Author Luncheon

12:30 p.m. – 2 p.m.

Capitol I - IV – *ticketed event*



**James Kennedy, author of
*The Order of the Odd-Fish***

James Kennedy is the author of *The Order of Odd-Fish* (Random House / Delacorte Press 2008), a fantastical YA comedy that was one of the Smithsonian's Notable Books for Children 2008. Booklist praised *Odd-Fish* as "hilarious . . . readers with a finely tuned sense of the absurd are going to adore the Technicolor ride" and *Time Out Chicago* described it as "a work of mischievous imagination and outrageous invention." After completing a double major in physics and philosophy at the University of Notre Dame, Kennedy worked as a junior high school teacher and computer programmer. He has trained in improvisational comedy at Second City and Improv Olympic and plays bass in the Chicago art-punk band Brilliant Pebbles, which has been described variously as "melodramatic video game music,"



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Children's/Teen Author Luncheon - Continued from page 17

"moon-man opera," and "gypsy metal." Kennedy also lived for three years in Japan – ask him about his terrifying experience at Japan's rough-and-tumble Naked Man Festival. James' theatrical, borderline spastic readings from The Order of Odd-Fish have caused mild concern at bookstores, libraries, and schools. He lives with his wife and daughter in Chicago's Humboldt Park.

State Librarian's Excellence Award Luncheon

Capitol I - II – *ticketed event*

12:30 p.m. – 2 p.m.

Nancy Robertson, State Librarian

Join State Librarian Nancy Robertson as she announces and celebrates the winner of the Library of Michigan Foundation's State Librarian's Excellence Award.

All Conference Reception

Delta Township District Library

5130 Davenport Drive, Lansing

6:30 p.m.- 8:30 p.m.

Join colleagues and friends for an evening of music, hors d'oeuvres, dessert, and a tour of the eco-features of this beautiful new facility.

There is no charge for registered attendees, but pre-registration is required. Guest tickets are available for \$20 each.

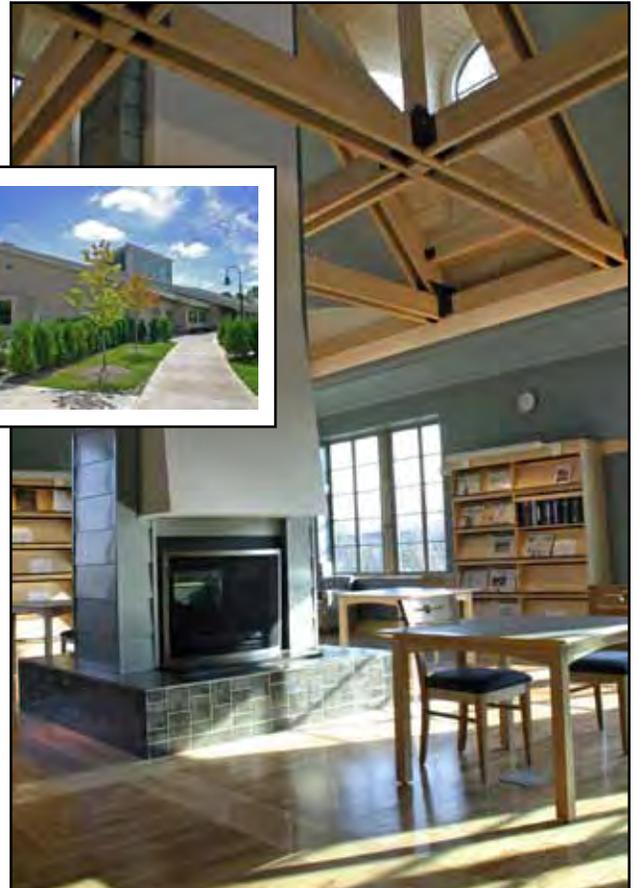
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Friday,
November 6

Communities of Practice Breakfast

Capitol I – *ticketed event*

7:30 a.m. – 8:45 a.m.

“The AHIMA Community of Practice Experience”

Michigan Author Award Luncheon

Capitol I/II – *ticketed event*

12:00 p.m. – 1:30 p.m.

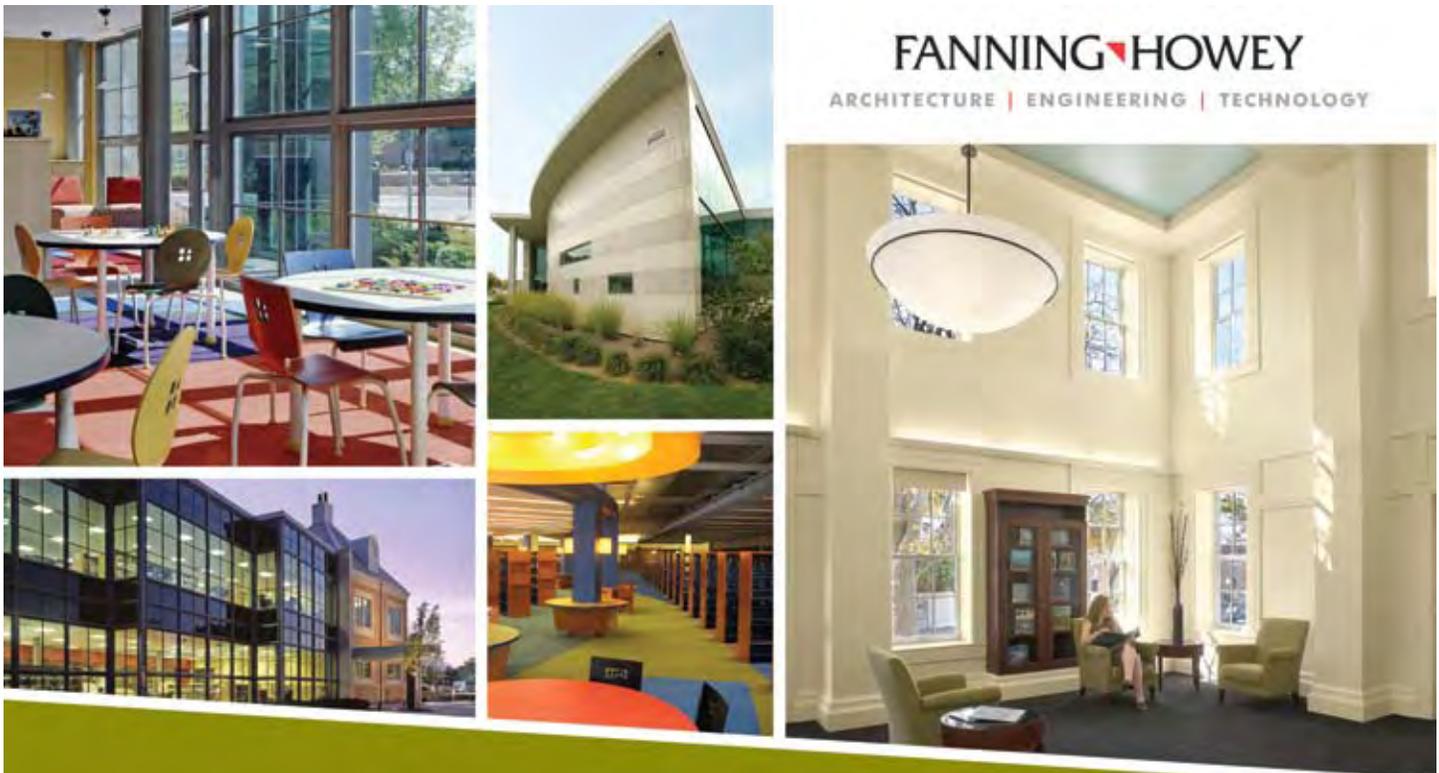
Dave Dempsey has helped shape conservation and Great Lakes policy for 25 years and is an author and co-author of five conservation books. He currently serves as Communications Director for Conservation Minnesota, a nonprofit organization in Minneapolis, Minnesota.

Dave has been active in environmental matters since 1982. He served as environmental advisor to Michigan Governor

James J. Blanchard from 1983-89. From 1991 to 1994, Dave was program director at Clean Water Action. He served as Policy Director of the Michigan Environmental Council from 1994 to 1999. President Clinton appointed him to the Great Lakes Fishery Commission in 1994, where he served until 2001.

His titles include: *Ruin and Recovery: Michigan’s Rise as a Conservation Leader*, University of Michigan Press, 2001; *On the Brink: The Great Lakes in the 21st Century*, Michigan State University Press, 2004; *William G. Milliken: Michigan’s Passionate Moderate*, University of Michigan Press, 2006; *Great Lakes for Sale: From Whitecaps to Bottlecaps*, University of Michigan Press, 2008; and is co-author of *The Waters of Michigan*, Michigan State University Press, 2008.

Dave has a bachelor of arts degree from Western Michigan University and a master’s degree in resource development from Michigan State University, and served from 1999-2004 as an adjunct instructor at MSU in environmental policy through the Department of Resource Development (now Community, Agriculture, Recreation and Resource Studies). He serves on the board of directors of the Alliance for the Great Lakes.



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SCHEDULE AT A GLANCE

2009 MLA Annual Conference
Lansing Center / Radisson Hotel

TUESDAY, NOVEMBER 3

- 8:30 a.m. - 4 p.m. Join colleagues and community leaders for a discussion of Michigan's future and the role of libraries in this new knowledge-based economy.
- 5:30 p.m. - 6:30 p.m. President's Reception sponsored by the Clinton-Macomb Public Library and affiliates. *Complimentary wine and cheese will be served and a cash bar available.*
- 6:30 p.m. - 9 p.m. President's Dinner, hosted by Larry Neal with Special Guest, Nancy Pearl

WEDNESDAY, NOVEMBER 4

- 7 a.m. - 3:30 p.m. Registration Open
- 7 a.m. - 9 a.m. Morning Networking Session
- 7:30 a.m. - 8:45 a.m. Leadership Academy Breakfast
- 9 a.m. - 10:30 a.m. All Conference Opening Keynote Nancy Pearl
- 10:30 a.m. - 10:45 a.m. Break
- 10:45 a.m. - 11:45 a.m. Programs
- Noon - 2:30 p.m. Exhibit Hall Non-Conflict Time
 - Lunch in Exhibit Hall
 - Talk Tables
- Noon - 4 p.m. Exhibit Hall Open
 - Poster Sessions
- 2:30 p.m. - 3:30 p.m. Programs
- 3:30 p.m. - 3:45 p.m. Break
- 3:45 p.m. - 4:45 p.m. Programs
- 5 p.m. - 6 p.m. Alumni Receptions
- 5 p.m. - 6 p.m. Cocktail Hour
- 6 p.m. - 8 p.m. Awards Banquet Dinner and Ceremony
- 8 p.m. - 10 p.m. A Night at the Races Fundraising Event

THURSDAY, NOVEMBER 5

- 7 a.m. - 3:30 p.m. Registration Open
- 7:30 a.m. - 4 p.m. Exhibit Hall Open
 - Poster Sessions
- 7:30 a.m. - 9:30 a.m.
 - All Conference Exhibitor Breakfast
 - Talk Tables
- 9:30 a.m. - 10:45 a.m. Programs
- 10:45 a.m. - 11 a.m. Break
- 11 a.m. - 12:15 p.m. Programs
- 11:15 a.m. - Noon Exhibitor Break Exhibit Hall Closed
- 12:30 p.m. - 2 p.m. Luncheons: Academic, Youth, and State Librarian
- 2:15 p.m. - 3:15 p.m. Programs
- 3:15 p.m. - 3:30 p.m. Break - Exhibit Hall Closing Program
- 3:30 p.m. - 4:45 p.m. Programs
- 5 p.m. - 6 p.m. MLA Annual Meeting
- 6:30 p.m. - 8:30 p.m. All Conference Reception Delta Township District Library

FRIDAY, NOVEMBER 6

- 7 a.m. - 9 a.m. Registration Open
- 7 a.m. - 9 a.m. Morning Networking Session
- 7:30 a.m. - 8:45 a.m. Communities of Practice Breakfast
- 8:45 a.m. - 9 a.m. Break
- 9:00 a.m. - 10:15 a.m. Programs
- 10:15 a.m. - 10:30 a.m. Break
- 10:30 a.m. - 11:45 a.m. All Conference Closing Keynote David Weinberger
- 11:45 a.m. - Noon Break
- Noon - 1:30 p.m. Michigan Author Award Luncheon

EDUCATIONAL TRACKS AT A GLANCE

WEDNESDAY 10:45 A.M. - 11:45 A.M.	WEDNESDAY 2:30 P.M. - 3:30 P.M.	WEDNESDAY 3:45 P.M. - 4:45 P.M.	THURSDAY 9:30 A.M. - 10:45 A.M.	THURSDAY 11:00 A.M. - 12:15 P.M.	THURSDAY 2:15 P.M. - 3:15 P.M.	THURSDAY 3:30 P.M. - 4:45 P.M.	FRIDAY 9:00 A.M. - 10:15 A.M.
Working with Writing Programs to Infuse Info Literacy Across the Curriculum Banquet 8 Academic Track	Pole Position or Pit Stop? The Library's Place in New Faculty Orientation Banquet 7 Academic Track	Book Talking for Adult Services 203-204 Adult Services Track	Part-time Employee Benefits for Better Retention Banquet 6	Assessing Information Literacy from the Ground Up – Creating a Culture of Assessment Banquet 5 Academic Track	Research Consultations: Delivering Personalized Library Instruction to Students 203-204 Academic Track	ELIS: Embedded Librarian Instructional Services Banquet 7 Academic Track	Ready, Set, Get Published: Tips for Scholarly Writing Success 101-102 Academic Track
Breaking into the Pack: Librarians as Educators Banquet 7 Academic Track	Faculty-Librarian Collaboration in New Spaces: The Embedded Librarian Banquet 6 Academic Track	Surviving a Genealogy Reference Interview 201 Adult Services Track	Delivering Library Resources and Services through Course Management Systems Banquet 5 Academic Track	Helping Your Patrons Understand the Global Financial Crisis: Turning Economic Chaos into a Useful Teaching and Marketing Tool Banquet 7 Adult Services Track	Focus on Community: Bringing Library Outreach Services to Seniors Banquet 5 Adult Services Track	Serving World Language Speakers Banquet 5 Adult Services Track	Meeting Students Online (at Google, YouTube, etc.) and Luring Them to the Library! 203-204 Academic Track
How to be a Lean Mean Programming Machine 101-102 Adult Services Track	Consumer Health All-Stars in Michigan Libraries: MedlinePlus and Michigan Go Local in Your Community 101-102 Advocacy & Marketing Track	One-Room Schoolhouse Project: A Successful Model for Outreach, Partnerships, Senior Services, and Local History Banquet 8 Adult Services Track	Making Sense of Business Reference Banquet 7 Adult Services Track	Ask the Expert: How to Finance/Refinance Library Construction Projects Banquet 6 Ask the Expert Track	Ask the Expert: Internal Control Risk Assessment Banquet 8 Ask the Expert Track	Community Partnerships 101-102 Advocacy and Marketing Track	Assisting the Pro Se Patron to Find and Use Legal Resources Banquet 7 Adult Services Track
Give 'Em the Business: Adding Value with Business Services at your Library Banquet 6 Advocacy & Marketing Track	Ask the Expert: How to Plan for Capital Replacement/Maintenance Costs Banquet 5 Ask the Expert Track	Economic Gardening Project in Michigan: Libraries as Strategic Partners in Local Economic Development Efforts Banquet 5 Advocacy & Marketing Track	Libraries Prosper with Passion, Purpose and Persuasion Governor's Room Advocacy & Marketing Track	100 Best Video Games for Public Libraries 101-102 Collections Track	It Ain't Necessarily So: Challenging the Assumptions of Legacy Librarianship 103-104 Leadership Track	Ask the Expert: Managing Library Investments in Times of Economic Turmoil Banquet 6 Ask the Expert Track	MLA Advocacy Update Banquet 8 Advocacy and Marketing Track
Ask the Expert: About Michigan's Financial Forecast Banquet 5 Ask the Expert Track	Empathy and Occupational Diversity - Guiding Forces for a Service Revolution at Kresge Library Banquet 8 Leadership Track	Ask the Expert: Planning Interiors for Early Literacy Banquet 7 Ask the Expert Track	Ask the Expert: How to Manage Library Technology Banquet 8 Ask the Expert Track	Diamonds and Toads: The Year in Children's Literature 203-204 Collections Track	Everyday Leadership - Making Your Library a Great Place to Do Great Work Governor's Room Leadership Track	Archiving a Presidency: Behind the Scenes at the Ford Presidential Library and Museum 201 Collections Track	Ask the Expert: Employment Law Banquet 6 Ask the Expert Track
Are You Ready to Roll? Expected Technology Competencies and the Library Worker 203-204 Technology Track	Tips, Tricks and Traps: Do-It-Yourself Questionnaires 103-104 Leadership Track	Tomorrow's Professionals 103-104 Leadership Track	Going Green - Strategies for Sustainable Libraries 201 Leadership Track	Collections More Accessible 103-104 Collections Track	Death by Digitization: The Library of Michigan's Digital Projects, Future Prospects, and Lessons Learned the Hard Way Banquet 6 Technology Track	MTagger: Integrating Social Bookmarking into Library Content Banquet 8 Technology Track	Thumbs-Up Committee Presents Best Books of 2008 103-104 Collections Track
Nurturing Knowledge: The Five Essentials of Early Literacy Development Governor's Room Youth Services Track	Hyper-Local History 201 Technology Track	Implementing Facebook and MySpace as an Academic Tool Governor's Room Technology Track	The Beauty of Some Rights Reserved: An Introduction to Copyright, Publishing and Creative Commons 203-204 Technology Track	Nurturing Innovation Governor's Room Leadership Track	Best Practices for Managing Your E-Collection 201 Technology Track	Computer and Job-Seeking Training @ Your Library: The Quicker Picker Upper 203-204 Technology Track	Tech Tools for Reference: A Public and Academic Library Perspective Banquet 5 Technology Track
Great Stories Book Club Grant 103-104 Youth Services Track	Book Talking to Youth and Teen Services 203-204 Youth Services Track	Family Literacy Programs and Perspectives 101-102 Youth Services Track	Playing up Storytime 103-104 Youth Services Track Afterschool Arts Apprenticeship (AAA) 101-102 Youth Services Track	Dewey or Don't We: Making Library Sorting Out the Answers Banquet 8 Technology Track	Game On! Essential Electronic Services for Youth 101-102 Youth Services Track	Sound Coach for Storytellers and Presenters 103-104 Youth Services Track	More than Just Reading: Literacy-Focused Children's Programs 201 Youth Services Track

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- Staff and Board Training

Marianne Hartzell

Joseph Mika

Robert Raz

Tuesday, November 3, 8:30 a.m.

Policy Summit: Focus on the Future

Join colleagues and community leaders for a discussion of Michigan's future and the role of libraries in this new knowledge-based economy. Speaker and registration information to be announced.

Tuesday, November 3, 5:30 p.m.

President's Reception sponsored by the Clinton-Macomb Public Library and affiliates.

Radisson

Complimentary wine and cheese will be served and a cash bar available.

Tuesday, November 3, 6:30 p.m.

President's Dinner with Nancy Pearl

Capitol III - IV

Exclusive event hosted by MLA President Larry Neal and featuring special guest Nancy Pearl. The cost is \$75, and proceeds will benefit the MLA Scholarship Fund.

Wednesday, November 4, 7 a.m. – 3:30 p.m.

Registration Open

7:30 a.m. – 8:45 a.m.

Leadership Academy Breakfast

Michigan II - III

Wednesday, 9 a.m. – 10:30 a.m.

Conference Welcome

Banquet 1-4

Opening comments and welcome by MLA President Larry Neal.

Opening General Session – Nancy Pearl, The Pleasures of Reading

Nancy will share the origins of her love of reading and libraries, how the Book Lust books came to be written, some of the perils of a life of reading, and, of course, she'll suggest some good books to read along the way.

Speaker: Nancy Pearl, Librarian, Author, NPR Commentator

Wednesday, 10:45 a.m. – 11:45 a.m.

Nurturing Knowledge: The Five Essentials of Early Literacy Development

Governor's Room

Youth Services Track

This presentation will focus on researched-based principles that support early literacy development. It will highlight what librarians can do to encourage knowledge-building experiences in the early years of development.

Speaker: Susan B. Neuman, Professor of Educational Studies, University of Michigan, School of Education

Great Stories Book Club Grant

103-104

Youth Services Track

The Great Stories Book Club Grant sponsored by YALSA can help take your library's outreach service to another level. Learn how other communities are working through popular literature to reach at-risk youth with this grant. Sara Tackett will discuss how this program was implemented at the Jackson County Youth Center. Sally Wilcox will discuss the "Books and Backtalk" program at Douglas E. Welch Center for Alternative Education in Ionia. Deb Motley will talk about this program for young men ages 15-18 in the Crossroads for Youth Center in Oxford. Find out how the books are selected, how to apply for the grant and how the grant can lead to better connections with youth and programs serving at-risk youth.

Speakers: Sara Tackett, Youth Services Coordinator, Jackson District Library; Sally Wilcox, Teen Services Librarian, Ionia Community Library; Deb Motley, YALSA Outreach Committee, Teen Service Librarian, Orion Township Library

Are You Ready to Roll? Expected Technology Competencies and the Library Worker

203-204

Technology Track

As the world around libraries continues to grow in technological complexity, libraries continue to find new applications for existing and new technologies. Library workers face an ever-increasing array of devices, software and techniques to learn along a spectrum leading from familiarity to comfort to mastery. It can be difficult for any librarian or library staff member, let alone a library organization, to have clarity on what technology competencies are commonly expected, or where on the spectrum of competency one falls. Each library must decide which competencies are fitting and reasonable for its own workers to possess, but it can be helpful to see what expectations are widely held. Even once that clarity is gained, the strategy to gain greater comfort and ability with technologies may not be obvious. There are many possibilities of internal and external educational efforts to apply to technology training.

This presentation will address these needs by (1) identifying commonly expected technology competencies in academic, public, school, and special libraries; (2) providing an assessment mechanism for participants to test their technology capabilities; (3) exploring strategies for individual and group learning experiences to build participants' skill sets; and (4) suggesting means for staying aware of technology developments and intuiting the new skills they may require. Presenter John J. Burke will share the results of a recent 1,800 respondent survey on library technology skill expectations along with his research on technology competencies and his experience in technology training as an educator and a library administrator.

Speaker: John J. Burke, Library Director Gardner-Harvey Library, Miami University Middletown, Ohio

Ask the Expert: Michigan's Financial Forecast

Banquet 5

Ask the Expert Track

Michigan's current economic situation is one of the most challenging of our lifetime. In these unsteady financial times, libraries are making difficult choices and financial forecasting is essential. Mark Haas will discuss the state's economic, revenue and budget outlook, and will take questions on how that might impact Michigan libraries.

Speaker: Mark Haas, Chief Deputy State Treasurer, Michigan Department of Treasury

Give 'Em the Business: Adding Value with Business Services at Your Library

Banquet 6

Advocacy & Marketing Track

Have you been pondering how you can raise your library's profile with your local governing board? Are you wondering how your library should respond in these tough economic times? At a time when budgets are tight, the reduction of funds to libraries is entertained as a money-saving measure, yet increased numbers of patrons are reporting to their local public library just like they used to report to their offices. One way that libraries can fight against reduced budgets is by clearly demonstrating their economic value to the community. Public libraries help their local economies in vital ways, such as providing assistance for job searching, small business start-up and expansion, and investor and financial literacy education. These initiatives touch very vocal sections of our communities and build important alliances, while at the same time increasing a library's profile in the business community and growing the local economy. Learn how four innovative public librarians from across Michigan support their local economy by working with community organizations to showcase library business resources and help small businesses develop and grow. The speaker will share tips, tricks and best practices to inform your decision on how your library can best serve and support your community through a combination of programming ideas, business resource development, marketing, and reference/research work.

Speaker: Amy Cochran, Reference Librarian—Business, Grand Rapids Public Library; Elizabeth Kudwa, Business Librarian, Capital Area District Library; Nicollette Sosulski, Business Librarian, Portage District Library; Tera Moon, Business Librarian, Southfield Public Library

Breaking into the Pack: Librarians as Educators

Banquet 7

Academic Track

As more academic librarians find themselves in the role of educators, are library science programs preparing future librarians for the classroom? While these programs provide librarians with content knowledge, rarely if ever do they offer courses that cover instructional issues and concerns, such as classroom management. Until the advent of information literacy, librarians traditionally provided supplemental support for classroom teachers. However, as more librarians find themselves teaching in a classroom setting, either individually or collaboratively, they have to learn to address a variety of behavioral and emotional issues.

This presentation will address topics formerly relevant to instructors in traditional classrooms: confidence, control, and coping. Practical

techniques for developing and maintaining confidence in front of students, especially during one-shot sessions, will be provided as well as ways in which one maintains control of the learning space (both in and outside of the library). In addition, before and after the instruction coping mechanisms will be discussed including talking with fellow librarians and the course instructors, evaluating pre- and post-tests, and incorporating university sponsored technologies.

As librarians increasingly become educators, learning how to adapt in the classroom setting will keep the library a viable place in the learning environment for future generations.

Speakers: Thomas A. Atwood, Information Literacy Coordinator, University of Toledo; Daniel E. Feinberg, Information Literacy Lecturer, University of Toledo

Working with Writing Programs to Infuse Information Literacy Across the Curriculum

Banquet 8

Academic Track

Lifelong learning, writing, and critical thinking are the most essential skills for today's college graduates, and libraries are poised to play a pivotal role in insuring that these outcomes are achieved. Drawing on the work of Elmborg, Hook, Sheridan, and others on the collaboration between writing centers, writing across the curriculum and libraries, the speakers will propose strategies for leveraging a more information literacy-focused curriculum through college composition programs. They will discuss mapping the ACRL Competency Standards to writing program outcomes, engaging first-year writing programs in the research process and using writing across the curriculum as a forum for developing support on your campus for information literacy across the curriculum. They will identify a number of frameworks for the writing process, discuss the connections with the stages of the research process, and detail how these connections fit within the context of first-year writing programs. In addition, they will examine writing across the curriculum as a vehicle for developing information literacy across the curriculum program at participants' institutions through liaison work with departmental majors. They will assist participants in building a case that, like writing, information literacy outcomes should be incorporated throughout the general education program and the major. To reinforce these areas of exploration, they will use their institution as a case study.

Speakers: Suzanne Gray, Assistant Professor/Information Literacy Librarian, Eastern Michigan University, Bruce T. Halle Library; Sarah Fabian, First Year Experience Librarian, Eastern Michigan University, Bruce T. Halle Library

How to Be a Lean, Mean Programming Machine

101-102

Adult Services Track

Low-cost, low-prep library programming has become more important for libraries of all sizes and from all areas. Attend this session to learn how you can take the lead in providing quality adult programming for your community. Gaming, geocaching, senior programming and how to use a community partner successfully are just some of the ideas that will be explored. Speakers will highlight new approaches sure to help busy librarians get the most out of their programming budget.

Speakers: Sandy Gilmore, Outreach Librarian, Auburn Hills Public Library; Renee Holden, Adult Services Librarian, Auburn Hills Public Library

Wednesday, Noon

Exhibit Hall Open

- Lunch served in Exhibit Hall
12 - 1:30 p.m.
- Non-Conflict Time
Noon - 2:30 p.m.
- Talk Tables
Noon – 2:30 p.m.
- Poster Sessions
Noon -4 p.m.
-

Wednesday, 2:30 p.m. – 3:30 p.m.

Book Talking to Youth and Teen Services

203-204

Youth Services Track

Book talking is one of the most important and useful skills that a librarian can acquire, whether he or she is working with children, teens, or adults. Nancy Pearl will discuss the elements of good booktalks: what (and how much) about the book to include, how to structure a booktalk, and the different kinds of booktalks a librarian/media specialist might be called on to do.

Speaker: Nancy Pearl, Librarian, Author, NPR Commentator

Ask the Expert How to Plan for Capital Replacement/ Maintenance Costs

Banquet 5

Ask the Expert Track

Nothing lasts forever. Over time, the weather, changing seasons, exposure to people and even routine cleaning will make the most durable materials wear out. Almost everyone has experienced the need to replace something that has outlived its useful life. Often it comes as an expensive shock. It doesn't have to be that way. When one plans for the relentless march of time it is possible to keep your building, site and interiors serving you well for decades to come.

Find out what parts of a building last the longest, what wears out most quickly, how maintenance schedules and methods can affect longevity and how to establish a plan that helps you avoid the big-ticket shocks of things failing and wearing out. A bit of forward planning can reap big rewards in peace of mind, your customers' comfort and your budget. After taking part in this presentation you'll have an understanding of:

- The difference between routine and capital maintenance;
- How to budget for and schedule component and system replacement;
- Which maintenance procedures pay you back;
- How to track and measure the need for capital replacement/maintenance.

So, nothing lasts forever, but that doesn't mean things can't work for a long time.

Speaker: Stephen Smith, AIA, Senior Vice President, TMP Associates

Hyper-Local History

201

Technology Track

Digitization of local history sources has created a vast online archive of photographs, institutional histories and historical ephemera. Reference librarians are creating online tools to help locate such

information geographically, using open-source mapping and content-management systems. Jack Simpson, curator of local and family history at the Newberry Library in Chicago, will give an overview of new local history tools. He will discuss the website ChicagoAncestors.org, which he co-created, and look at other projects from around the country. The talk will provide librarians with low-cost strategies for creating local history projects.

Speaker: Jack Simpson, independent historical researcher and former Curator of Local and Family History, Newberry Library, Chicago

Consumer Health All-Stars in Michigan Libraries: MedlinePlus and Michigan Go Local in Your Community

101-102

Advocacy & Marketing Track

Do you get stumped when it comes to good sources for reliable health information? Are you overwhelmed when sifting through thousands of results to a medical question in your favorite search engine? You and your library patrons need to go no further than your library's Web page if you add a couple of links to the very best consumer health resources – MedlinePlus.gov and Michigan Go Local. National Library of Medicine's MedlinePlus is the ultimate health information database for the community. It's comprehensive, with 750+ health topics, authoritative, up to date, full text, easy to read and navigate, some multi-language – and no additional charge to your library. Michigan Go Local, a related resource, is an online directory of health services in your area covering all 83 counties, more than 12,000 records for the state, ever growing and routinely audited, organized with health topics and searchable by zip code and city. Join the many Michigan libraries, library organizations and others listed in the Consumer Health All-Stars (agencies that promote MedlinePlus and Michigan Go Local) that commit to providing non-commercial and verified health information, and help users find local health services in their communities. This session will demonstrate the many features of the two resources, explain why they surpass alternative sources, offer suggestions for community health information programming, and help you identify new partners in delivering quality consumer health information that can also bring funding dollars to your library.

Speaker: Linda A. Draper, Project Director & Librarian, Wayne State University Shiffman Medical Library; Jill Turner, Project Selector/Reviewer & Librarian, Wayne State University Shiffman Medical Library

Pole Position or Pit Stop? The Library's Place in New Faculty Orientation

Banquet 7

Academic Track

New to the university environment? Overwhelmed? Don't know where anything is? Sound like first-year or new students? Actually, this also describes the first-year or new faculty member. While all university libraries are similar, how are new faculty members going to learn about the unique support services and resources offered by your individual library? Orientation sessions as well as welcoming

receptions may get new faculty into the library, but will this convince them to return and bring their students?

This panel will explore orientation sessions traditionally offered to new faculty and present strategies for creating successful scenarios that lead to meaningful dialogues and collaborations inside and outside the classroom. Panelists will share personal experiences, such as challenges (both the good and the bad) of where to hold the session (inside or outside the library), what topics to cover (what to leave out), the importance of which librarians present (information literacy, technical services, subject bibliographers), the role handouts, packets, and websites play (how to distribute them) and what to do with the evaluations (both presenter and participant feedback). The needs of first-year or new faculty members do mirror those of first-year or new students.

We spend the lion's share of our time and energy showcasing ourselves to new students. However, developing viable connections with new faculty as well as veteran faculty members becomes paramount when we know that their involvement and buy-in to the importance of the library will be transferred to their students and other colleagues.

Speaker: Thomas A. Atwood, Information Literacy Coordinator, University of Toledo; Alice Crosetto, Collection Development Coordinator, University of Toledo; Laura Kinner, Director of Technical Services, University of Toledo

Faculty-Librarian Collaboration in New Spaces: The Embedded Librarian

Banquet 6

Academic Track

The changing worlds of information, publishing, and technology as well as harsh economic realities are motivating librarians offering information literacy instruction, to interact electronically with students and meet them in new spaces. Faculty members and academic librarians are collaborating through course management systems such as Blackboard to help students learn 21st century information literacy skills. Embedded librarians can positively impact students whether the course is taught online, off-site, or in the traditional classroom. The virtual librarian engages students through Blackboard's many tools as they wrestle with research topics, adopt new search strategies, and learn to cite sources and use information ethically. The librarian can share course-specific library resources at the point of need and may partner with the faculty member to design research projects. The librarian may be embedded for several weeks during the research component of the course or be present throughout the semester. Three librarians at a university regional campus will describe their experiences in implementing a pilot program with eight instructors and their 15 courses. In exploring this innovative collaboration with faculty, the presenters will describe aspects of planning and implementing a pilot program, from marketing, holding the initial faculty-librarian meeting, building customized content, and maintaining a virtual presence, and will suggest possible future applications of embedded librarianship.

Speakers: Beth Tumbleson, Assistant Director, Gardner-Harvey Library, Miami University, Middletown, Ohio; John J. Burke, Library Director, Gardner-Harvey Library, Miami University, Middletown, Ohio; Sarah Frye, Public Services Librarian, Miami University Middletown

Empathy and Occupational Diversity - Guiding Forces for a Service Revolution at Kresge Library

Banquet 8

Leadership Track

The Kresge Business Administration Library at the University of Michigan's Ross School of Business has long been recognized for delivering exceptional service. Despite this success, there were many missed opportunities to serve and connect with the library's community. With a new director in 2006, the library slowly embarked on a fundamental change in its service model. Instead of strictly looking at peer academic business libraries, the library evaluated new services on their merits and needs in the community. Two guiding forces here were empathy and occupational diversity. Through empathy, we better understood our users, making it easy to see the library from their perspective. Through occupational diversity (a term being used to describe a diversity of backgrounds among the librarians at the Kresge Library), we also began to evaluate new services from a non-academic approach. This allowed us to look well beyond academic librarian models to see effective approaches from the public and special libraries as well. This presentation will explore the transformation of the Kresge Library as it grew and developed additional service aspects for the Ross School of Business Community.

Speaker: Corey Seeman, Library Director, Kresge Business Administration Library, University of Michigan

Tips, Tricks and Traps: Do-It-Yourself Questionnaires

103-104

Leadership Track

Feedback from customers is crucial to help library administrators set direction for their staff and to strategically promote services to the community at large. This workshop is designed to give practical information to library staff on how to craft good survey questions. Presenter Brian Hilligoss is a doctoral student at the University of Michigan School of Information, where he has researched issues of credibility and information seeking behavior. He will dissect the different kinds of questions that may be included on a survey (open-ended, ranked responses, scales, etc.) and highlight the pros and cons of each.

Speaker: Brian Hilligoss, Ph.D. Candidate, School of Information, University of Michigan

Wednesday, 3:30 p.m. – 3:45 p.m.

Break

Wednesday, 3:45 p.m. – 4:45 p.m.

Book Talking for Adult Services

203-204

Adult Services Track

Book talking is one of the most important and useful skills that a librarian can acquire, whether he or she is working with children, teens, or adults. Nancy Pearl will discuss the elements of good booktalks; what and how much about the book to include; how to structure a booktalk; and the different kinds of booktalks a librarian/media specialist might be called on to do.

Speaker: Nancy Pearl, Librarian, Author, NPR Commentator

Family Literacy Programs and Perspectives

101-102

Youth Services Track

Tom Branigan will present the dynamic family literacy programs his organization offers and their impact on the community. He will also

discuss four essential components of successful programs: parent education, child education, parenting discussion, and parent and child time together.

Speaker: Tom Branigan, Director of Family Literacy, Schools of Hope Literacy Center of West Michigan

Surviving a Genealogy Reference Interview

201

Adult Services Track

Genealogists are one of the great hazards of reference librarianship. They can pin you down with lengthy stories of their great-granduncle's Civil War service, befuddle you with arcane questions about probate records, and jam your printers with census records. But genealogy reference work can also be very rewarding for both librarians and patrons. In this talk, Jack Simpson, curator of Local and Family History at the Newberry Library in Chicago, will discuss basic tools and strategies for helping family historians.

Speaker: Jack Simpson, independent historical researcher and former Curator of Local and Family History, Newberry Library, Chicago

Tomorrow's Professionals

103-104

Leadership Track

Attend this program to learn about library student projects from tomorrow's professionals and tap into their talents today. MLA is delighted to welcome students from local library science programs to offer presentations on a noteworthy project or internship completed while pursuing their graduate degree. In this annual program, students and recent grads have showcased digitization projects, grant-writing initiatives, website redesigns, and service projects. Harness the energy of these students in your library today.

Speakers: University of Michigan, School of Information Students and Wayne State University Library & Information Science Students

Ask the Expert: Planning Interiors for Early Literacy

Banquet 7

Ask the Expert Track

Whether your facility has an existing children's space or you are planning for a new youth area, a library's emphasis on emergent literacy can be supported with the right environment. The appropriate atmosphere for a child and caregiver can support the learning process, encouraging a lifetime love of reading.

Participants will learn how to create elements to discover, ways to take advantage of opportunities within an established youth services area, or how to plan for an exciting new children's space.

This discussion will cover topics such as:

- Selecting a theme;
- Choosing features that engage the senses;
- Appropriate color schemes;
- Discovering ways to visually invite patrons into the space.

Speaker: Drew Pennington, ASID, TMP Associates, Inc.

Economic Gardening Project in Michigan: Libraries as Strategic Partners in Local Economic Development Efforts

Banquet 5

Advocacy & Marketing Track

Learn how a pilot project funded by the USDA has led to enhanced collaboration between public libraries, academic business libraries and the economic development community in support of small business owners and local entrepreneurs. Modeled after the successful Littleton, Colorado experience, program partners in Michigan have experimented with a novel service delivery system.

Working with economic development professionals in two rural communities, sophisticated market research conducted by business librarians presented entrepreneurs with immediate opportunities for growth. The program relies on the strength of two key components: strategic business coaching and access to relevant data and analysis. Based on these experiences, presenters will propose ways that you can be more supportive of small businesses within your own communities.

Speakers: Laura L. Leavitt, Labor Relations & Business Librarian, Michigan State University; Barbara Falls, Ph.D. Associate Professor, Rural Entrepreneurship and Associate Director, Land Policy Institute, Michigan State University

Implementing Facebook and MySpace as an Academic Tool

Governor's Room

Technology Track

85.2% of all respondents in the EDUCAUSE Center for Applied Research (ECAR) study use one or more social networking sites, with average use increasing the younger the students. The sites are used predominantly as a way of "staying in touch." Reference and instruction librarians are constantly keeping up with the user base and trying to find ways to get reference services to where the patrons are. One great venue being adapted and harnessed for library reference and instruction are social networking sites like Facebook and MySpace. This program presents different ways that Western Michigan University Libraries adapt social networking sites into the fold of reference services. This program presents quantitative and qualitative research on a pilot program that compares and contrasts student use of the two services and student feedback on the services. The presenters will also look at how the librarians advertised, staffed, and launched the service, walking through the different stages of administrative approval to full service. Unforeseen problems and perks to the use of these sites will also be presented.

Speakers: Kathleen Langan Rubin, Humanities Librarian, Western Michigan University; Dianna Sachs, Instructional Services Librarian, Western Michigan University; Ed Eckel, Engineering and Applied Sciences Librarian, Western Michigan University

One-Room Schoolhouse Project: A Successful Model for Outreach, Partnerships, Senior Services, and Local History

Banquet 8

Adult Services Track

In 2007 and 2008, Chelsea District Library (Library Journal's 2008 Best Small Library in America), partnered with its local senior center for a grant-funded oral history project to document the nearly lost history of one-room schoolhouses in southeast Michigan. The project brought together library users and non-users, renewed decades-old friendships, brought history to life for a new generation, and culminated in a one-of-a-kind DVD to preserve the stories. Hear about how a foundation of community involvement and outreach allowed the library to get involved in this project and change perceptions of what libraries can do. In addition to viewing portions of the final product, get advice on how to replicate this type of program in your community and learn how creative programming plays a role in advocacy. Presenters will offer tips and tools for developing partnerships and doing outreach, and offer an overview of how senior services are changing to meet the needs of a new generation of senior library users.

Speaker: Bill Harmer, Library Director, Chelsea District Library; Elizabeth Goldman, Database Librarian, Kingston Frontenac Public Library, Ontario; Tina Patterson, former director, Chelsea Senior Center

Wednesday, 5 p.m. – 6 p.m.

Radisson Lobby

- Cocktail Hour
- Alumni Receptions

Wednesday, 6 p.m. – 8 p.m.

MLA Awards Banquet

Capitol I - IV

Wednesday, 8 p.m. – 10 p.m.

Night at the Races

Capitol I - IV

This Kentucky Derby-style event will benefit the MLA Scholarship Fund. The six race themes are: MLA Founders, Public Library Class Size, Library Type, MLA Presidents, Library Schools, and Award-Winning Libraries. The cost is \$50 to be one of the horses. Participants can bet in \$5 increments.

Thursday, November 5

7 a.m. - 3:30 p.m.

- Registration

7:30 a.m. – 9:30 a.m.

- Breakfast in Exhibit Hall
- Talk Tables

7:30 a.m. – 4 p.m.

- Exhibits
- Poster Sessions



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Thursday, 9:30 a.m. – 10:45 a.m.

Part-time Employee Benefits for Better Retention

Banquet 6

MEBS and the Public Employee Trust (PET) offer our Michigan labor partners, such as MLA, an opportunity to give their library administrators more cost-effective benefit plan options for their part-time employees. Learn how to keep and attract valuable part-time employees with medical, prescription, dental, vision, life, disability, and much more! Comprehensive coverage without small group penalties and fewer stipulations gives any MLA member the opportunity to enroll in a part-time employee benefit plan.

Speaker: Jane Mulder, Marketing Coordinator, MEBS

Libraries Prosper with Passion, Purpose and Persuasion

Governor's Room

Advocacy & Marketing Track

Today's public libraries are challenged with proving their value as never before. While competition for shrinking tax dollars has intensified, there is growing resistance to increased taxes. It is our responsibility, as library staff and trustees, to be proactive and create an advocacy plan that informs our community and elected officials about the value and impact of library services. This session will introduce the Public Library Association's new advocacy toolkit and the process it employs to develop an advocacy plan.

Speakers: Kathleen Reif, Director, St. Mary's County Public Library, Maryland

Playing up Storytime

103-104

Youth Services Track

Are your storytimes fun? Are they playful? Play is an essential part of child development. Cognitive, social, physical and emotional skills are improved through play. Children are most likely to learn through fun and playful activities. Learn how to use play to teach early literacy skills with some of your favorite children's stories. You will learn how to enhance Elmer by David McKee, Corduroy by Don Freeman, and My Truck is Stuck by Kevin Lewis & Daniel Kirk with props, toys, activities and games. This presentation will include hands-on demonstrations of easy and affordable activities you can use with popular picture books to enliven early literacy programs.

Speaker: Julie Moore, Early Childhood Specialist, West Bloomfield Township Public Library

Afterschool Arts Apprenticeship (AAA)

101-102

Youth Services Track

Staff at the Marshall District Library partnered with local professional artists to address the development needs of unattended youth, ages 9-14, who challenged library and business resources in the community. This program will provide an overview of the arts apprenticeship program development process, the means by which grant funding was secured, and the operating structure of the AAA program. The speakers will provide samples of student art created in the studio experiences, explaining the relationship with local galleries where classes and arts sales occur, and offering details of student entrepreneurial growth.

Speakers: Laurie St. Laurent, Director, Marshall District Library; Shelley Preston, Coordinator AAA, Marshall District Library

The Beauty of Some Rights Reserved: An Introduction to Copyright, Publishing and Creative Commons

203-204

Technology Track

As librarians we want to be ambassadors not gatekeepers to information. But as the number of digital files increases exponentially on the web, have you been stumped by copyright questions? This session features copyright specialist Molly Kleinman from the University of Michigan Libraries. She will explore the background of the Creative Commons licenses, explain the various types, and give some tips on introducing them to the community at large.

Speaker: Molly Kleinman, Special Assistant to the Dean of Libraries, University of Michigan

Going Green - Strategies for Sustainable Libraries

201

Leadership Track

This discussion panel will provide information to help librarians learn more about developing earth-friendly practices at work. Solutions for all types of libraries will be discussed and libraries that are in the "green habit" will be featured. A variety of green projects, from the most basic (start recycling) to the most complex (build an environmentally friendly library building) will be discussed. Special focus will be placed on Michigan libraries making unique sustainability efforts. Using environmental sustainability as a marketing and community outreach tool will be addressed.

Speakers: Christine Ayer, Coordinator of Customer Experience, Evanced Solutions; Joel Wiese, Energy Efficient Mortgage Expert; President, Urban Options; Christa Robinson, Associate Kitchen and Bath Designer, Sustainable Interior Designer, Lansing Community College

Ask the Expert: How to Manage Library Technology

Banquet 8

Ask the Expert Track

Technology is an ever-changing and yet ever-important component in libraries in 2009. How do you manage all the pieces to keep the technology in your library stable? How do you balance the line between meeting demand for the latest and greatest and yet providing the structure for stability and reliability? Library IT Manager Karen Knox faced the great challenge of turning a library's barely functional technology infrastructure into a robust and stable one. Network Engineer Ken Rutyna has worked in IT for many years and has recently been successful in assisting libraries through some difficult, yet necessary, IT projects. If you've got questions, here is your chance to talk with the experts!

Speakers: Karen Knox, IT Manager, Rochester Hills Public Library; Ken Rutyna, Senior Network Engineer, Knight Technology Group

Delivering Library Resources and Services through Course Management Systems

Banquet 5

Academic Track

Looking for ways to reach students in face to face and online courses beyond the library website? This session, presented by librarians from Lansing Community College and Michigan State University, will provide an overview of possibilities for integrating library resources and services into course management systems. Presenters will share how, at Lansing Community College, they have used a Learning Object Repository (LOR) in the course management system ANGEL to provide faculty with easy access to databases, research guides, Google Gadgets, and more. In addition, they will demonstrate how they have used ANGEL for assessment of information literacy sessions for writing classes. At Michigan State University, librarians have used a LOR for their Tier I Writing program to share targeted assessments and sample assignments which are now available to the entire MSU faculty. Both groups will explain the process of developing a global library LOR containing brief video tutorials.

Speakers: Suzanne Bernsten, Web Services Librarian, Lansing Community College; Sara D. Miller, Assistant Library Instruction Coordinator, Michigan State University; Kim Farley, Instructional Services Librarian, Lansing Community College

Making Sense of Business Reference

Banquet 7

Adult Services Track

Do you wish you felt more confident when faced with a business reference question? Come away from this conference session ready to test out some new sources and strategies for tackling questions on companies, industries, the stock market, consumer demographics and more. Face down your business reference fears and/or add to your growing business reference arsenal. Part business reference therapy, part business reference source overview, this session will leave you with a better understanding of the business reference process and provide you with a framework for building your business reference expertise. Discover the business reference skills you didn't even know you possessed and never (or almost never) feel like hiding under the desk when faced with business reference questions again!

Speaker: Celia Ross, Associate Librarian, Kresge Business Administration Library, University of Michigan

Thursday, 11:15 a.m. – Noon

Exhibits closed

Thursday, 11 a.m. – 12:15 p.m.

Nurturing Innovation

Governor's Room

Leadership Track

The Cuyahoga County (Ohio) Public Library will present its blueprint for nurturing innovation and discuss the challenges and opportunities faced in creating a culture of innovation that permeates throughout a diverse library staff at a system wide level or small branch level.

Speaker: Sari Feldman, Executive Director, Cuyahoga County Public Library, Ohio; Tracy Strobel, Deputy Director, Cuyahoga County Public Library, Ohio

100 Best Video Games for Public Libraries

101-102

Collections Track

Speaker Warren Buckleitner will show and tell you about the best 100 games for your library.

Speaker: Warren Buckleitner, Ph.D., Editor, Children's Technology Review

Sorting Out the Answers

Banquet 8

Technology Track

Usability testing has shown us that certain library terms such as "databases", "reader's advisory", and "early literacy," do not resonate with real-world users. This session will provide practical tips on how to conduct a card-sorting exercise using online software for large-scale feedback. Card sorting is a form of usability testing that focuses on how users arrange information on a website and what labels they ascribe to it. This program will provide a case study and demonstration on how card sorting can improve signage and labels at your library.

Speaker: Jamie Morris, Community Relations Specialist, Clinton-Macomb Public Library, Aaron Green, Technology Manager, Clinton-Macomb Public Library; Juliane Morian, Associate Director, Clinton-Macomb Public Library

Ask the Expert: How to Finance/Refinance Library Construction Projects

Banquet 6

Ask the Expert Track

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.

Todd A. Samuelson, CPA, Partner, UMBAUGH, Lansing

Dewey or Don't We:

Making Library Collections More Accessible

103-104

Collections Track

Libraries continue to evaluate ways to make their adult and youth nonfiction collections more accessible to the public by empowering users. Learn from reference staff at the Delta Township District Library in Michigan and the Frankfort Public Library District in Illinois, who have reclassified and rearranged their collections using Book Industry Standards and Communications (BISAC) and other taxonomies in addition to or instead of Dewey.

Speakers: Melissa Rice, Head of Adult Services, Frankfort Public Library District; Stephanie Conarton, Technical Services Coordinator, Delta Township District Library

Assessing Information Literacy from the Ground Up – Creating a Culture of Assessment

Banquet 5

Academic Track

Wondering how to begin an assessment program at your academic library? Perhaps your institution is moving toward a culture of assessment, and you've begun to survey the available assessment tools for information literacy, but found them too expensive, too time-consuming, or just too confusing.

Have you thought about developing your own assessments, but felt intimidated by the possibilities? Don't be! Kristy Motz and Randall Schroeder from Ferris State University will discuss the recent development of the FLITE library information literacy assessment program. Working in collaboration with classroom faculty and using questions tied to the ACRL information literacy competencies, FLITE piloted two different assessments during the 2008-2009 academic year. Both use pre- and post-instruction questions to measure student learning. One is a paper-based instrument used in traditional classes, and the second is a tool delivered digitally using the university's course management system. The findings are still new and raw, but they'll talk about their successes, their challenges, and the mistakes you can avoid—all to help you build your own information literacy assessment program from scratch.

Speakers: Kristen L. Motz, Instruction Coordinator/Reference Librarian, Ferris State University; Randall S. Schroeder, Department Head for Public Services, Ferris State University

Helping Your Patrons Understand the Global Financial Crisis: Turning Economic Chaos into a Useful Teaching and Marketing Tool

Banquet 7

Adult Services Track

You don't have to be Warren Buffet to help your patrons find useful resources that will help them (and you!) understand what's going on with the global economy. This workshop will highlight a number of useful tools and strategies for helping public and academic library patrons find information on the financial crisis. Also included will be ideas for using this topic to market your library's services and resources to students, faculty, small businesses and community members.

Speaker: Celia Ross, Associate Librarian, Kresge Business Administration Library, University of Michigan

Diamonds and Toads: The Year in Children's Literature 203-204

Collections Track

Three members of the 2008 Mitten Award committee invite you to sit back and relax as they describe their journey through more than 300 titles. We laughed, we cried, we groaned, we shivered, we debated and defended our favorites . . . and, in the end, we chose a winner. Hear about some of the best and worst titles of the year and how ultimately one title came out on top.

Speakers: Paula Schaffner, Head of Youth Services, Saline District Library; Jaclyn Miller, Youth Services Librarian, Rochester Hills Public Library; Ieva Bates, Youth Services Librarian, Ann Arbor District Library

Thursday, 12:30 p.m. – 2 p.m.

Academic Luncheon

Capitol III - IV

Jennifer Hendrix, ALA Washington, Office of Information and Technology Policy

The fundamental changes in how information is now created, modified, disseminated, and accessed enable many opportunities and challenges for libraries and public access to information. The Program on America's Libraries in the 21st Century focuses on monitoring and evaluating trends in technology and society to assist the library community in shaping its future to the greatest benefit of the nation.

In which roles may academic libraries be most useful in serving the nation? Physical library spaces continue to have value for communities, though their roles are evolving. The explosion in online information enables users to access many non-library information sources readily, but the online environment also affords tremendous opportunity for libraries to serve existing clients in new ways and to reach out to new clients. How should the LIS community's core principles of equal access, intellectual freedom, and objective stewardship of information be represented in the future online environment?

Children's/Teen Author Luncheon

Banquet 1 - 4

James Kennedy, author of *The Order of the Odd-Fish*

James Kennedy is the author of *The Order of Odd-Fish* (Random House / Delacorte Press 2008), a fantastical YA comedy that was one of the Smithsonian's Notable Books for Children 2008. Booklist praised *Odd-Fish* as "hilarious . . . readers with a finely tuned sense of the absurd are going to adore the Technicolor ride" and *Time Out Chicago* described it as "a work of mischievous imagination and outrageous invention." After completing a double major in physics and philosophy at the University of Notre Dame, Kennedy worked as a junior high school teacher and computer programmer. He has trained in improvisational comedy at Second City and Improv Olympic and plays bass in the Chicago art-punk band Brilliant Pebbles, which has been described variously as "melodramatic video game music," "moon-man opera," and "gypsy metal." Kennedy also lived for three years in Japan – ask him about his terrifying experience at Japan's rough-and-tumble Naked Man Festival. James' theatrical, borderline spastic readings from *The Order of Odd-Fish* have caused mild concern at bookstores, libraries, and schools. He lives with his wife and daughter in Chicago's Humboldt Park.

State Librarian's Excellence Award Luncheon

Capitol I - II

Nancy Robertson, State Librarian

Join State Librarian Nancy Robertson as she announces and celebrates the winner of the Library of Michigan Foundation's State Librarian's Excellence Award.

Thursday, 2:15 p.m. – 3:15 p.m.

Game On! Essential Electronic Services for Youth

101-102

Youth Services Track

With new media comes amazing opportunities for the public library, at least that's what the staff has been finding at the Flemington Free Public Library located in the center of a small New Jersey town of about 5,000. With the help of library trustees, the library designed a special room around the challenges and opportunities of new media. It's called Mediatech, and it just celebrated its five-year anniversary. Come and learn from their mistakes and victories in this story that has changed many lives.

Speaker: Warren Buckleitner Ph.D, Trustee, Flemington Free Public Library; Editor, Children's Technology Review

Death by Digitization: The Library of Michigan's Digital Projects, Future Prospects, and Lessons Learned the Hard Way

Banquet 6

Technology Track

With insight into how your library can undertake a similar project – large or small, this session will explore the Library of Michigan's latest digitization project from start to finish, including identifying the target resource, project timelines, information gathering, designing project specifications, indexing keystrokes, requesting bids, selecting the vendor, choosing software, web design, and the final product. Hear the speakers' experiences, both the good and the bad, as they selected the library's most popular and important genealogical resource for their first digitization project – death certificates for every death recorded in Michigan from 1897 to 1920, totaling nearly 1 million records. The program will also explore what future resources will be added as the library moves forward with its free, fully searchable Seeking Michigan website online at: <http://seekingmichigan.org>.

Speakers: Randy Riley, Special Collections Manager, Library of Michigan; Kris Rzepczynski, Michigan/Genealogy Coordinator, Library of Michigan

Best Practices for Managing Your E-Collection

201

Technology Track

Whether it's e-books, e-journals, or any other form of e-content, libraries are continually adding more and more of these materials to their collections. While libraries continue to decrease print subscriptions, we have access to thousands more electronic titles. As publishers and providers flood libraries with new and valuable resources, librarians face the challenge of deciding how best to manage them and ensure easy access for their users.

Many academic libraries now rely on a link resolver to reach electronic content. What relationship, if any, should it have with your ILS? What role should an electronic records management (ERM) system play and how do you know if an ERM is the best solution for your library's e-content woes? How can or should these disparate systems integrate with each other?

This presentation will focus on best practices for managing your e-collection. The speakers will discuss the changes Eastern Michigan University library is making and how they hope to improve access to electronic materials for their students and faculty. Specifically they will address how they used MARCIT, an e-journal record service from Ex



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Libris, to improve the synchronization between the link resolver and ILS. They will also describe how they synchronized other collections like the institutional repository with our ILS, why they have not yet implemented an ERM and what other products and services are available to libraries.

Speaker: Jackie Wrosch, Systems Librarian, Eastern Michigan University; Michael Barnes, Cataloging/Metadata Librarian, Eastern Michigan University

It Ain't Necessarily So: Challenging the Assumptions of Legacy Librarianship

103-104

Leadership Track

We all have them. They're always in the back of our minds as we go about our work. We act on them reflexively. What are "they?" "They" are our basic assumptions about libraries and their "patrons," of course. In this program, George Needham will review legacy librarianship and throw some light into the dark corners of our assumptions. Using real world examples and plenty of humor, Needham will ask you to think about how we present ourselves to the world, and whether this is what the world still wants or needs.

Speaker: George Needham, Vice President, Global and Regional Councils, OCLC

Everyday Leadership

Governor's Room

Leadership Track

First Gentleman Dan Mulhern gives an insider's view of what's most important to know about Fortune's "100 Best Companies to Work For." He will explain the practices that make some offices and companies great places to work. By becoming an effective manager and co-worker, your library can run better with less. Get fired up to make a difference in your workplace.

Speaker: First Gentleman Daniel G. Mulhern

Ask the Expert: Internal Control Risk Assessment

Banquet 8

Ask the Expert Track

This presentation will provide you with the knowledge and tools to prepare for your audit under current auditing standards and show how they affect libraries. You will also learn the steps you can take to increase the efficiency of your audits. Topics to be covered include risk assessment and internal control for libraries, key and unique concepts, and internal control documentation guidelines. Learn how to self-assess your library's internal control, make decisions on internal control changes, and understand and complete various internal control forms for your audit. In addition, you will learn how to make informed decisions related to fraud prevention and spot red flags often associated with fraudulent activity. The presentation will cover selected criteria for internal control over receipts and disbursements such as separating accounting duties by function into those who are responsible for initiating or authorizing transactions, carrying out the transactions, and recording the transactions into the accounting records. Also covered will be the concept of reasonable assurance, which recognizes that the cost of internal control should not exceed the expected benefits and how errors and irregularities might still occur and not be detected because of inherent limitations in any system of internal control. This is your opportunity to ask questions regarding the financial management of your library.

Speakers: Roger E. Hitchcock, C.P.A., Partner, Andrews Hooper & Pavlik, P.L.C.; Duane Reyhl, C.P.A, Andrews, Hooper & Pavlik, PLC

Research Consultations: Delivering Personalized Library Instruction to Students

203-204

Academic Track

Academic libraries face a significant challenge promoting information literacy in an evolving information environment where students lack essential research skills. Current research in education has drawn attention to the diverse learning styles of today's undergraduate students, unveiling another dimension in this challenge. Knowledge and understanding of these issues have resulted in an exciting reconsideration of traditional library services. Academic libraries now emphasize group instruction and a variety of interactive web-based services to promote information literacy. Unfortunately, these resources and services may not be feasible for smaller college and university libraries with limited funding, faculty support, or staffing. Research consultations can provide an effective, alternative mode of instruction, enabling students to work one-on-one with a librarian to receive personalized research instruction.

This program will focus on the benefit of forming personal connections within the traditional one-size-fits-all information literacy instruction model. The presenter will address the process of creating, marketing, and sustaining an academic research consultation service as undertaken by a regional campus of a larger, state-funded institution, highlighting the challenges and successes of this value-added service. The presenter will also foster discussion of how public and school libraries might implement similar personalized services to enhance student achievement.

Speaker: Sarah M. Frye, Public Service Librarian, Gardner-Harvey Library, Miami University Middletown, Ohio

Focus on Community: Bringing Library Outreach Services to Seniors

Banquet 5

Adult Services Track

The Farmington Community Library visits more than 25 senior residences each month with the help of dedicated volunteers and the cooperation of community departments. Residents receive book and media delivery, participate in monthly book discussion clubs, cultural programs, Book Buddy visits and computer classes. Volunteers deliver books, read stories, assist in making crafts, conduct a writers group, or just have fun visiting. Learn how one librarian coordinates all of this activity!

The Novi Public Library has developed an outreach delivery system where a laptop is brought to each site to check out materials and includes an "express" Wednesday delivery.

Speakers: Julie Solomon, Outreach Librarian, Farmington Community Library; Mary Storch, Outreach Librarian, Novi Public Library

Communities of Practice at MLA

Banquet 7

Attend this panel presentation to receive an update from MLA's pilot Communities of Practice leaders. Hear about their goals, outcomes

and experience to date. Learn how to get involved and what the future holds for Communities of Practice at MLA.

Speakers: Economic Development, Elizabeth Kudwa, Business Librarian, Capital Area District Library; Library Technologies, Sara Memmott, Emerging Technologies Librarian, Eastern Michigan University; Special Collections, Cindy Krolkowski, Librarian III, Wayne State University; Engaging Tweens and Teens @ Your Library, Michelle Brussow, Head Librarian, Capital Area District Library; Work/Life Balance, Holly Flynn, Mathematics Librarian, Michigan State University

Thursday, 3:15 p.m. – 3:30 p.m.

Break

Thursday, 3:30 p.m. – 4:45 p.m.

Sound Coach for Storytellers and Presenters

103-104

Youth Services Track

Charlie "The Noiseguy" Williams appears in full coach regalia to get attendees larynxes in shape. He provides education for librarians and other storytellers who would like to increase their audience attention and captivate them with the spoken word.

In this hands-on, tongue-in-cheek workshop, participants will learn the basics of making sounds for story times and other presentations. He will teach how to make noises of animals, machines, music and vehicles. The audience will learn thematic value and varying voices to enhance any public presentation. Vocal imitations add ambiance to presentations and will help children and audiences of all ages easily relate to the subject. Start a spooky story with a creaky door! Read I Stink with realistic garbage truck sounds! Learn sounds for Polar Bear Polar Bear What Do You Hear and Dinosaur Roar! Learn how to get the words off the page and enliven your audience.

Speaker: Charlie "The Noiseguy" Williams, Sound Safari Theater

MTagger: Integrating Social Bookmarking into Library Content

Banquet 8

Technology Track

The University of Michigan library launched MTagger, a social bookmarking tool, during winter 2008. MTagger allows users to add tags to library web pages, catalog records, digital images in the digital library, or to any other web page. The tool is deeply integrated into the alternative library catalog interface (Mirlyn 2 Beta, based on VuFind, launched in February), providing the mechanism for users to select and sort their "favorites." It is also part of the library's new Drupal-powered web site launching in August.

In addition to providing ways for library users to save and organize library resources, MTagger overlays saved items with the concept of "collections." These collections represent the kind of resource (for example, images, catalog items, web pages, journal articles). This allows others to explore the

universe of tagged items by kind. MTagger was intended to enhance findability across collections and to expose groups of resources that might otherwise remain “hidden” to particular users.

Speaker: Ken Varnum, Web Systems Manager, University of Michigan

Computer and Job-Seeking Training @ Your Library: The Quicker Picker Upper

203-204

Technology Track

With the economy in a tenuous state and the digital divide seemingly great, what can libraries do to contribute to the many needs of patrons in the areas of job seeking skills, computer skills, and general technological and information literacy? Offer two-hour training sessions, that's what! From basic computer skills (Introduction to Computers, Mouse/Keyboard Workshops, etc) to proficient Internet usage (Internet 101, Email Basics, etc.) to Microsoft Office product classes, patrons are craving the necessary skills that will make them confident, knowledgeable workers, parents, and consumers. To complement the basic computer literacy skills, adding a Job Seeking Success program to your library's slate of activities will be just the “quicker picker upper” that many people need! By offering a series of classes to support patrons in their employment quest, libraries can support the information seeking behaviors of those feeling perhaps lost or dejected by sharing specific library and Internet resources that will help find job postings, design powerful resumes, and prepare for interviews. In weekly two hour bursts, patrons get the reinforcement they need to succeed. Learn how your library can create classes such as these to educate and empower!

Speaker: Jennifer Cornell, Technology Trainer, Kalamazoo Public Library; Diane Randall, Business Librarian, Kalamazoo Public Library

Ask the Expert: Managing Library Investments in Times of Economic Turmoil

Banquet 6

Ask the Expert Track

Feel confident that your library assets are safe! Learn more about FDIC protection on bank deposits; securities account protection through SIPC; investing in: insured savings accounts; laddering of bank CDs; U. S. Treasury bills, notes, and bonds. Ask this investment expert how to get the most out of your public funds.

Speaker: Dawn Lovrovich, Vice President-Investments, Advisory & Brokerage Services, UBS Financial Services

Archiving a Presidency: Behind the Scenes at the Ford Presidential Library and Museum

201

Collections Track

Find out how presidential libraries are created, funded and operate, who uses them and why, how the archive, museum and education/public programs intersect. Enjoy a sneak peak at special treasures among the document, artifact, and media collections. Learn about some of the unusual inquiries received and donations offered – plus what it means to help plan and present a presidential funeral.

Speaker: Elaine Didier, Director, Gerald R. Ford Presidential Library and Museum

Park & Read

101-102

Advocacy and Marketing Track

Partnerships with other organizations are more important than ever if Michigan libraries are to thrive. This session will offer specific ideas and strategies on how libraries can create partnerships with arts, cultural and other nonprofit organizations, as well as how to secure the necessary sponsorships to ensure a successful program. Presenters will discuss how to develop partnerships designed to enhance learning, access and enjoyment for people of all ages while increasing the visibility for your library and the other program participants.

Presenters will offer simple fund-raising strategies and clear steps for libraries to pursue successful partnerships in their own communities. A brief overview of the Museum Adventure Pass Program, now in its second year in Metro Detroit, and Parks & Read, a program launched by the Michigan Department of Natural Resources and the Library of Michigan this summer, will be discussed.

Speaker: Betsy Hull, Continuing Education Coordinator, Library of Michigan; Karren Reish, LSTA Coordinator, Library of Michigan; Maia Stephens, Promotional Agent, Michigan Department of Natural Resources

ELIS: Embedded Librarian Instructional Services

Banquet 7

Academic Track

The presenters introduce a model for embedding librarian support and instruction in academic courses. The model, Embedded Librarian Instructional Services (ELIS), contains five components necessary for successfully infusing library support with course instruction. Collaboration between two librarians and a university professor spawned an exceptional synergy in pedagogy and student learning, resulting in the ELIS model. Each component of ELIS is data-driven. Using a mixed methods approach based on four years of qualitative and quantitative data, the speakers identified five disparate components: library resources, course-specific instruction, librarian-instructor collaboration, structure/methods of delivery, and student/faculty needs. They will define the five components, describe how each component relates to successful student learning, and discuss implementation processes. Presenters will address factors affecting the quality of course instruction and student work, and anticipated expectations for future collaboration. The ELIS model can be adapted to face-to-face, hybrid, or online courses, and all educational levels in public and private academic institutions (e.g., K-12 and adult education courses).

Speakers: Michael F. Strahan, Associate Professor of Library Science, Northern Michigan University; Judith Puncochar, Associate Professor of Education, Northern Michigan University; SaraJane Tompkins, Reference Librarian, Northern Michigan University

Serving World Language Speakers

Banquet 5

Adult Services Track

Public library patrons come from a variety of backgrounds and speak a number of languages. Serving their informational and recreational needs can be challenging if you are not sure where to turn for resources. Youth and adult public service librarians will share helpful tips and experiences concerning programming opportunities and collection development for people who do not speak English as a first language. Learn about what kinds of grants have been received and how to make contacts in the community. Wonder what the International Collections Librarians' Roundtable is and how it may be helpful to you? Whether your library serves a community in which one few or many languages are spoken, this program will be relevant to you.

Speakers: Helen J. Pytiak, Adult Services Librarian, Troy Public Library; Kirk Borger, Director, Riverview Public Library

Thursday, 4 p.m.
Exhibits close

Thursday, 5 p.m. – 6 p.m.
MLA Annual Meeting
Banquet I-IV

Thursday, 6:30 p.m. – 8:30 p.m.
All-Conference Reception – Delta Township District Library

Buses will be available for transportation for the event. Space is limited to the first 200 passengers. Join colleagues and friends for an evening of music, hors d'oeuvres, dessert, and a tour of the eco-features of this beautiful new LEED Silver Certified facility. Plus, meet Author Bridget McGovern Llewellyn and learn about her new book *One Child, One Planet: Inspiration for the Young Conservationist*.

Friday, November 6
7 a.m. – 9 a.m.
Registration

Friday, 7:30 a.m. – 8:45 a.m.
Communities of Practice Breakfast
“The AHIMA Community of Practice Experience”

Capitol I
The American Health Information Management Association initiated virtual Communities of Practice in 2001 to facilitate development of 'health information management' knowledge and networking. AHIMA currently has 150 public CoPs that are member facilitated. AHIMA CoPs are open to all AHIMA members and CoPs are one of their strongest member benefits. Learn about the AHIMA CoP experience to continue building CoPs at MLA.

Speaker: Carolyn Guyton-Ringbloom, Volunteer Services Manager, American Health Information Management Association

Friday, 9 a.m. – 10:15 a.m.
More than Just Reading: Literacy-Focused Children's Programs

201
Youth Services Track
Reading is just one aspect of literacy- the one aspect embraced wholeheartedly by libraries. But at a time when literacy standards and expectations have never been higher but family resources have

reached an extreme low, patrons are looking for more than just good books. This program will highlight the many ways local libraries can support and inspire true literacy through children's programming. The program will include: a look at the four dimensions of literacy (reading, writing, listening and speaking); a crash-course in literacy development; and a system for planning and implementing literacy-focused children's programs. Participants will leave with the tools needed to evaluate their library's programs and identify where a more comprehensive approach to literacy can be implemented.

Speaker: Sarah Smith-Conlan, Early Childhood Specialist, Rochester Hills Public Library

Thumbs-Up Committee Presents Best Books of 2008

103-104

Collections Track

Members of the 2008 Thumbs-Up Committee will discuss the best books of the year so that you can make informed recommendations to readers at your library. Learn about how the committee works and how you can be a committee member in the future.

Speakers: Patty Goonis, Chair of the 2008 Thumbs-Up Committee; Pat Hemingray, Children's Librarian, Auburn Hills Public Library, Deb Motley, Teen Services Librarian, Orion Township Public Library

Meeting Students Online (at Google, YouTube, etc.) and Luring Them to the Library!

203-204

Academic Track

Gone are the days of lecturing to students about library resources. Today's instruction librarian is challenged to engage multi-tasking millennial students actively in the learning process. Drawing on the current research and practice, examples of active learning techniques such as the use of clickers for instant feedback, peer-to-peer learning, and collaborative group work will take center stage in this engaging presentation of student-centered learning!

In addition to having a preference for active learning in the classroom, today's millennial students are turning to the Web first to meet their information needs in the academic setting. This session will showcase how instruction librarians are meeting students where they go first (Google, Wikipedia, Amazon, and Barnes and Noble) to discuss the myriad of limitations with these sources. Then see how to lead them to discover parallel library resources such as online specialty encyclopedias, journal indexes, signed viewpoint articles, and of course the library catalog to find authoritative, credible, and relevant sources in the University library.

Take away valuable tips and techniques from this session to use for your own information literacy instruction sessions!

Speakers: Michelle Allen, Instructional Librarian, Michigan State University; Ben Oberdick, Instructional Librarian, Michigan State University



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Tech Tools for Reference: A Public and Academic Library Perspective

Banquet 5

Technology Track

Librarians are always looking for new technology. This program highlights current Web 2.0 tools that will make public and academic librarians more efficient and more relevant to library users. Learn about new software for editing photos, and creating videos and podcasts. Learn new options for offering virtual reference service. Improve and update library services with technology by adding new tech tools to your arsenal. Most importantly, find out how to get on the bandwagon with technology without breaking the budget.

Speaker: Holly Hibner, Adult Services Coordinator, Plymouth District Library; Christine Tobias, Reference and Technology Librarian, Michigan State University

Ask the Expert: Employment Law

Banquet 6

Ask the Expert Track

Because of the state of the economy, nearly every employer is faced with making hard decisions in order to reduce costs while at the same time providing the same services to its customers. Marty Galvin and Jim Hermon from Dykema Gossett will discuss strategies that your organization can implement to assist in surviving an economic downturn without widespread job eliminations. Galvin and Hermon will then take questions that you may have regarding employment and labor law issues you might be experiencing in your organization.

Speakers: James Hermon, Dykema Gossett PLLC; Martin Galvin, Dykema Gossett PLLC

MLA Advocacy Update

Banquet 8

Advocacy and Marketing Track

Learn the most current legislative and political information from MLA's lobbyists and Legislative Committee. Hear about the state budget, government restructuring, key committees, tax capture and other issues affecting libraries. This session will be tailored to address the most pressing issues at conference time.

Speaker: Nell Kuhnmuench, Director GCSI; Debbie Morrow, Senior Librarian, Research & Instruction Services, Grand Valley State University

Ready, Set, Get Published: Tips for Scholarly Writing Success

101-102

Academic Track

Publishing scholarly articles and books has many benefits. For librarians, it can help establish a professional identity and contribute to professional growth. For the library community, it is an effective means for sharing ideas and experiences that contribute to improving library services and managing the challenges we encounter in our work environment.

This program features three presenters who will share their experiences participating in the scholarly publishing process. The first presenter will discuss how to locate publishing opportunities, develop an idea into an article, and select a journal. The second presenter will address the peer-review process and provide an insider's view of what journal reviewers look for when evaluating a manuscript, common errors that

writers make, and recommendations that increase the likelihood that a manuscript will be accepted for publication in a journal. Finally, the third presenter will cover developing a book concept into a publishing success through practical advice and lessons learned from a first-time book editor. In addition, there will be a Q&A period in which attendees can interact with the panelists and engage in discussion. The intended audience for this program is academic librarians and anyone else interested in learning more about the scholarly writing process.

Speakers: Annette M. Healy, Librarian, Wayne State University; Judith M. Arnold, Coordinator for Information Services, Wayne State University; Deborah H. Charbonneau, Librarian, Wayne State University

Assisting the Pro Se Patron to Find and Use Legal Resources

Banquet 7

Adult Services Track

This presentation has three goals: 1) to provide an overview of what legal resources are available at libraries throughout the state of Michigan and identify any additional sources useful for assisting the pro se patron (websites and print resources); 2) to instruct attendees on how to search the Internet to find and use authoritative and reliable legal resources; 3) to illustrate how to assist the pro se client without giving or appearing to give legal advice.

Public libraries are experiencing more pro se traffic during the dire financial crisis we are in, and they are faced with more varied and complex requests. Pro se patrons are looking for information on such areas of law as bankruptcy protection, mortgage foreclosures, truth in lending and residential real estate regulations, as well as the more traditional subjects such as divorce, child support, wills and probate.

At the same time as the need for access is growing, so is the move by government and private entities to reduce the number of legal resources published in print form. Even when print resources are still available, budget cuts have forced libraries to be very selective in what they do make available in print form.

Speakers: Marlene Coir, Reference Librarian, Thomas M. Cooley Law School; Jane Edwards, Head of Research Services, Michigan State University College of Law

Friday, 10:15 a.m. – 10:30 a.m.

Break

Friday, 10:30 a.m. – 11:45 a.m.

Closing General Session

Banquet 1-4

David Weinberger, Technologist, Fellow at the Berkman Center for Internet and Society, Harvard Law School

Friday, 12 p.m. – 1:30 p.m.

Michigan Author Award Luncheon

Capitol I-II

The 2009 Michigan Author Award winner is Dave Dempsey, author of award-winning books on conservation and environmental issues critical to Michigan. Sponsored jointly by MLA, the Michigan Center for the Book (a program of the Library of Michigan), and Sleeping Bear Press.

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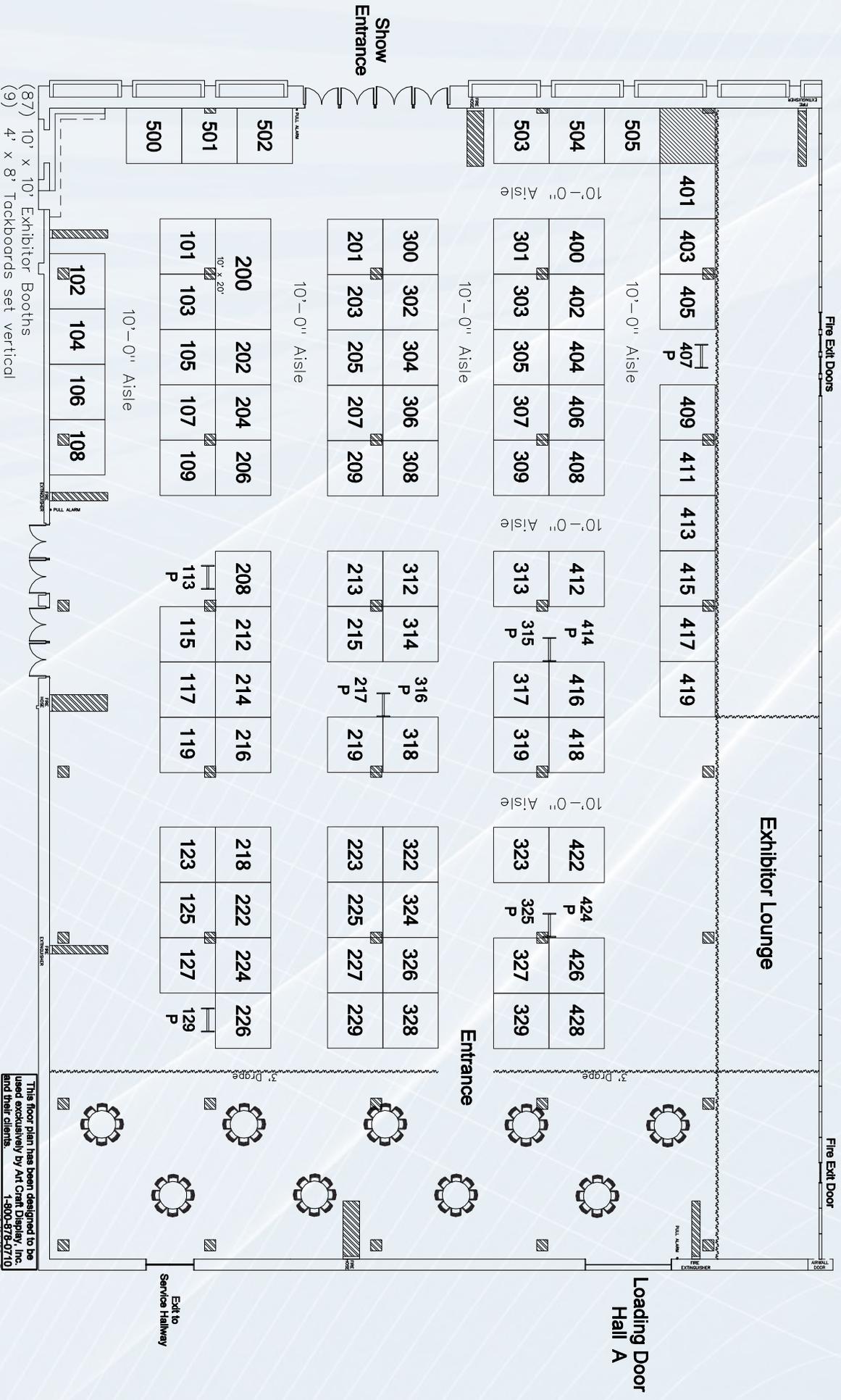
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