

# Lake Superior Libraries Symposium 2014: Bridges

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June 6, 2014

## 8:00-8:45: Registration and Check-in

Coffee and refreshments

Poster Session

## 8:45: Opening Remarks – Kirby Ballroom

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

### **If You Meme it, They Will Come: Building Bridges by Energizing Your Social Media Presence**

Room KSC 326

Emily Passey , Shorewood Public Library

**Intended Audience:** Experienced with topic

It's time to get past the fact that "social media is here to stay" in libraries. It's time to get adventurous. Libraries that have taken a chance and thought (sometimes way, way) outside the box with their social media outreach – such as Craighead County Jonesboro Public Library, which won a 2013 John Cotton Dana Library Public Relations Award for their hilarious meme campaign – have seen their communities respond positively. Why? A library that takes a risk and shows its awesome side is easy to love and hard to forget.

My goal is not to show you one single foolproof method for increasing Facebook likes. Instead, I will demonstrate the variety of tactics, like Jonesboro's memes, used by all kinds of libraries to energize their social media presence and strengthen community ties. Libraries that use Facebook successfully know that there is more to the story than just how many likes you have: a positive reputation on social media translates to the real world, whether you use memes to do it or not. How? To answer that question, I will share my library's story of transforming our Facebook presence through examining other libraries' efforts, number-crunching, strategizing, and just plain winging it. My goal is to help the audience understand that, no matter the size or location of their libraries, with a little strategy and a little experimentation they can build bridges with social media - and have fun doing it.

### **Avoiding the Troll Under the Bridge: Creating Collaborations that Work**

Room KSC 311

Valerie Horton, Minitex

Stef Morrill, WILS

Matt Rosendahl, University of Minnesota Duluth

**Intended Audience:** New to topic

This session will explore the rewards and challenges of working collaboratively. The presenters will share their experiences in creating, managing, and participating in cooperative ventures, including:

- The value of collaboration

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- What is deep collaboration
- The importance of communication
- Perils and pitfalls of working together
- How organizations change and grow, and how to manage change in a collaborative environment
- The role of collaboration in a consortium
- Getting started

The session will include time for attendees to share their own successes and challenges and to brainstorm and explore new opportunities for working together.

## **Play! Sing! Read! Write! Talk! Putting Early Literacy Practices into Action**

Room KSC 323

Heather Acerro, Rochester Public Library

**Intended Audience:** New to topic

Are you interested in adding or enhancing early literacy programs and services in your library? Learn about a variety of innovative early literacy projects, from no cost to grant funded, offered by Rochester Public Library (RPL) including: Neighbors Read, a unique outreach program which places mini-libraries in the community; baby & toddler storytimes which require minimal preparation time; interactive and inviting play spaces; art programming and more!

Through Neighbors Read RPL took early literacy to the streets and put it in the hands of 13 families in an economically diverse neighborhood. With focused outreach, early literacy sessions and mini-libraries installed in the community, we worked to build personal relationships and create library and literacy advocates, as well as provide 24/7 access to books.

Each week RPL offers early literacy based baby & toddler storytimes which encourage plenty of family engagement and interaction. These popular programs bring in over 100 people each week, but require only ten minutes of preparation time. Learn our secrets for creating quality early literacy based storytimes when time is short.

Other early literacy program opportunities at RPL include dance programs which get families singing and playing together; and art programs which offer opportunities for scribbling, drawing and writing. These crowd pleasing programs are low cost, easy to put together and staff don't need to be artists or dancers to put them on.

Play spaces, which can cost anywhere from \$20 to \$45,000 bring in children and their grown-ups to play, read and explore together. RPL offers a Minnesota Children's Museum Smart Play Spot, a science Discovery Cart, an Art Room and a small playhouse. Hear how we moved from a being the place to check out books to being a high-quality destination for area families.

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## **Content Creators, Consumers and Owners: Librarians in the Crosshairs of MOOCs**

Room KSC 333

Bruce D. Reeves, University of Minnesota Duluth

**Intended Audience:** New to topic

MOOCs, as they currently exist, may not be the end of higher education, but they do usher in a different era for ongoing learning – one in which the learner is less likely to be tied to any particular institution. How do we accommodate the content creators, consumers and owners of copyrighted works in this arena of learners from anywhere?

In a guided discussion, participants will deconstruct their current models for accessing works in order to arrive at a model that accommodates creators and consumers from anywhere. As part of this breakout session, the presenter will provide a brief background on MOOCs which will enable those new to MOOCs to participate in the discussion.

Questions to consider: What open works will benefit learners? Which closed works may be left behind? If some closed works are being left behind, how is this used as leverage when negotiating with content owners?

## **10:15-11:15: Session 2**

### **Working with the Digital Public Library of America**

Room KSC 311

Jason Roy, University of Minnesota Libraries

Dorothea Salo, University of Wisconsin-Madison

**Intended Audience:** New to topic

This presentation introduces the Digital Public Library of America (<http://dp.la/>): why it exists, how it works, what it contains, and how it offers a bridge across far-flung digital collections while leaving collection creators in control of access and preservation. Next, we explore the Minnesota Digital Library (MDL) and its current collaboration with the DPLA, focusing on the goals and aspirations of this relationship and how they have begun to take shape. Attendees will leave able to leverage this new resource in classrooms and at the reference desk, and with a better understanding of the role that local digital collection play in supporting the DPLA.

### **Project WIN: 99 to 1**

Room KSC 323

Bruce Smith, WiLS

Michael Sheehan, Northern Waters Library Service

Lori Roholt, Indianhead Federated Library System

Inese Christman, Wisconsin Valley Library Service

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**Intended Audience:** New to topic

Find out how the question “What if?” started a journey to explore the benefits of joining forces and merging three ILS’s for three public library systems, with 99 total member libraries.

Project WIN is a collaborative exploration of Wisconsin Valley Library System (headquartered in Wausau, WI), Indianhead Federated Library System (headquartered in Eau Claire, WI) and Northern Waters Library Service (headquartered in Ashland, WI). Partnering with WiLS, a member organization that provides services to libraries and cultural institutions, the project first began in August of 2013 with the goal of determining the “desirability and feasibility” of this large-scale collaboration.

Hear from members of the Project WIN Leadership Team and WiLS about...

...the exploration process: how the process was designed to be flexible and allow for maximum buy-in of participants.

...the discoveries: the advantages and disadvantages that have been discovered along the way, including challenges of governance to the rewards of improved service for patrons.

...the “big” picture: is bigger better? What possibilities exist for collaboration beyond the ILS when a large group of libraries engage around providing better service to their communities?

We look forward to sharing what we have learned with you.

## **Bridge Over Troubled Water: Intellectual Freedom is on Your Side**

Room KSC 333

Kirsten Clark, University of Minnesota

Amy Springer, University of Minnesota

**Intended Audience:** New to topic

Recent newspaper headlines around government gathering of personal data may not seem to be related to personal research and academic scholarship. But when the issue is expanded to how privacy and intellectual freedom is viewed as part of larger societal discussions, we begin to see how information, its collection and dissemination, bridges into our day-to-day life and work, and influences how we view its use. As chairs of the Minnesota Library Association’s Intellectual Freedom Committee, the presenters will also talk about the work of the Intellectual Freedom Committee and suggest intellectual freedom resources on the state and national level.

## **Bridges to The Mindful Library**

Room KSC 326

Alison Stucke, WITC-Superior

Bridget Reistad, Lake Superior College

Richie Townsend

**Intended Audience:** New to topic

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What is “Mindfulness”, and why are libraries creating mindfulness spaces, collections, and LibGuides for their customers and staff? Our session will explore this ancient practice and its recent appearance in the library realm. Alison and Bridget will tell of the mindfulness practices they have incorporated into their daily routines as academic librarians. Throughout the presentation, participants will join in several mindfulness exercises, led by Richie Townsend, that you can use to be more mindful throughout your work days and personal lives. Learn how mindfulness practice can help you improve relationships, increase productivity, and reduce stress.

**11:15-12:15:** Lunch – Deluxe Taco Bar

**12:15-1:15:** Keynote – Jessamyn West (Kirby Ballroom)

**1:30-2:30:** Session 3

## **Building a bridge to the future: present and future states of library and information science programs**

Room KSC 311

Dorothea Salo, University of Wisconsin-Madison

Chad Zahrt, University of Wisconsin-Milwaukee

Deb Grealey, St. Catherine University

facilitated by Matt Rosendahl, University of Minnesota Duluth

**Intended Audience:** Experienced with topic

Representatives from Minnesota and Wisconsin's LIS programs will talk about their programs, and their predictions for the evolution of the future of education for our profession.

## **Technology Mixer - Tools for Making Your Awesome Library Awesomer**

Room KSC 326

Andrea Coffin, WiLS

**Intended Audience:** Experienced with topic

This open and informal mixer invites attendees to share technology tools they are using in their libraries and how they are using them. Got something great for project management? What about for communicating with coworkers or patrons? Free online services, free or cheapware, open source, mobile and desktop apps, we want to hear about all of them! Come to this session if you have something to share or want to learn about cool new tools your colleagues are using.

## **Literacy Equity: Engaging Resourceful Community Knowledge**

Room KSC 323

Anna Barker, Crosswinds Arts & Science School

Leah Larson, Perpich Center for Arts Education

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Byron Richard, Perpich Center for Arts Education

**Intended Audience:** Experienced with topic

What questions guide library support of patrons' emerging literacy interests? With a focus on the local emergence of water quality issues and concerns, session participants hear multiple examples of ways to support emerging literacy from an east metro middle school, and from the Ramsey Washington Metro Watershed District. What are the keys to understanding students' voice and choice in their learning through school and community? How can adults tether and support these interests to maximize individual and community learning? When and how can adults and children together make learning visible to themselves and their communities? Participants will experience examples of students' and communities' emerging literacy. First from the point of view of a middle school media center and classroom teacher collaboration with community organizations, students and their families, and augmented by the story of a series of community information gathering events, followed by analysis and public display to inform the work of a large urban watershed district. Examples of strategies are shared and participants are invited to pose question about emerging literacy in their communities.

"Literacy Equity: Engaging Resourceful Community Knowledge" is a multi-site, LSTA grant-funded project bringing together school and public libraries to increase public awareness of local water quality issues. This workshop will examine how a partnership between multiple libraries including Woodbury Public Library, Crosswinds Arts & Science School Library, Cloquet Public Libraries, Fond du Lac Ojibwe School, Fond Du Lac Head Start and Cloquet Public Schools resulted in increased public awareness of strategies to engage patrons in the development literacy about meaningful issues and topics. This workshop will explore both the original collaboration that became a model for the grant project, and how this framework was adapted and implemented in different communities.

## **Building Bridges, Planting Seeds**

Room KSC 333

Jocelyn Baker, Duluth Public Library

Carla Powers, Duluth Public Library

**Intended Audience:** New to topic

The Duluth Seed Lending Library, one of the first public seed libraries in the region, opened at the Duluth Public Library on February 22, 2014. The idea came from a member of the community, was moved forward with help from several partner organizations, and has generated a high level of enthusiasm in the Duluth area and beyond. Already the seed library is having a positive ripple effect by engaging groups that normally do not interact with the public library. This program will give an overview of how the Duluth Seed Lending Library was set up, the roles that partner organizations and volunteers are playing, and ideas for how to start a seed library in your own community with very little up-front funding.

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## 2:45-3:45: Session 4

### **Psst, you and your library should be on Twitter**

Room KSC 326

John Meyerhofer, University of Wisconsin-Milwaukee

**Intended Audience:** New to topic

With 230+ million monthly active users and 500 million Tweets sent per day, Twitter has become one of the pillars of social media. Do you use Twitter? Does your library use Twitter? No? Then this presentation is for you!

To start, we'll make a case for using Twitter. Who's already on Twitter? Its your colleges, other libraries, your patrons, and potential patrons. Twitter is a way you can connect, market, and inform them about you and your library!

After some basic Twitter terminology and some tips for creating your account, we'll explore Twitter nomenclature and more including: Direct Message, Blocking, @, .@, #FF, Discovery tool, Me page, #, Star, Re-Tweet, how to shorten URLs. Next we'll look at how library professionals are using Twitter and how you can use it to network with fellow librarians. You will see how it can be a source for library news, learning, and even gossip. Finally, we'll look at how current libraries are using Twitter. You will see how Twitter is much more than just another marketing tool and can be used to create buzz about your library and its services. After exploring some examples, we'll see some best practices to ensure you connect with patrons and future patrons on Twitter.

By the end of the presentation, you'll be ready to go back to your library and start Tweeting!

### **Burning Bridges (to Build Bridges)**

Room KSC 311

Laura Jacobs, University of Wisconsin-Superior

Patricia Maus, University of Minnesota Duluth

**Intended Audience:** New to topic

The UMD Kathryn A. Martin Library's University Archivist and Special Collections Curator, Patricia Maus, will present an initiative to reorient archives use focused on undergraduate students and faculty. The session describes the archivist's process to redirect users not engaged in academic research. The archivist made deliberate choices to closely align archive' use to a Strategic Plan goal to support student achievement, learning and teaching. To support this goal, the archives moved away from genealogy and "entertainment" in the reading room and moved to academic, classroom enhancement using archives resources for academic applications and research. This redirection could only succeed because the archives is a part of a robust information resources network including the Duluth Public Library and other colleagues.

Complementary to the presentation from UMD, Archivist Laura Jacobs of UW-Superior's Jim Dan Hill

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Library will describe how they are also reorienting archives to focus on undergraduate research. Through initial opportunities for archives internships capstone research, the archives is building bridges with faculty to draw them to explore greater use of undergraduate research. Focusing on two of the university's strategically focused "high impact practices" — Undergraduate Research and Academic Service-Learning — she will discuss exploration of ways we might to connect students to both original research and to the local community.

## **Know When to Hold 'Em and Know When to Fold 'Em**

Room KSC 323

Nicole Miller, Gilbert Public Library

**Intended Audience:** New to topic

I came to the Gilbert Library in 2012 and was faced with a chaotic, unwelcoming library with diminishing use. Since I came to this job from a non-library background, I was able to toss a lot of sacred cows on their heads to clean up my library and its reputation in my community. A few people ended up being offended, but library use has been steadily going back up thanks to these changes.

I've also introduced new ideas to the library and the community because of my non-library background. Those changes (like storytime at home daycares and bringing programs to senior centers) have been well-received and increase library use and our reputation.

## **Understanding MN Public Libraries: History, Governance, and Funding Structures**

Room KSC 333

Mark Ranum, Plum Creek Library System / Pioneerland Library System

**Intended Audience:** New to topic

Participants will learn about the following aspects of MN Public Library history, governance, and funding structures.

- How public libraries spread across Minnesota and their historic roles
- The legal/statutory history of public library services
- How public libraries are governed
- How local, state, and federal government funding support public libraries
- Variations of public library structures in Minnesota, including city, county, and regional public libraries

**3:45-4:00:** Concluding Remarks – Kirby Ballroom

**4:00-???:** Social Event at Sara's Table/Chester Creek Cafe