

## Friday, June 28, 2013

**Unconference Activities:** The Unconference and the Library Camp provide an open forum where librarians from all disciplines come together to connect, share, and learn. I love it because it provides the opportunity to connect organically around topics that matter to those who are present. This year my golden nugget was “wow, where did all of these young people come from!?”

Out of 15 suggested topics, it was narrowed down to Changing Roles of Librarians, New Metrics for Measuring, Enhancing the Customer Experience, and Collaboration Across Disciplines.

### Changing Roles:

- Privacy versus Access: Education is key (not a new role for librarians, just an expanded one!) – Identify the times when privacy is important and when it doesn’t matter (medical, legal, banking vs. shopping and social networking vs. your level of comfort). We have to find the balance, provide the education and be diligent! Provide services and teach the users how to use it.
- Learning styles change from individual to group work collaboration which impacts library service delivery. *The library as an Information cafe.*
- Today's culture is comfortable with sharing. Educate about the value of privacy
- Customer questions are more complex, take longer. Fewer Middle of the road questions.
- Today's librarian does more outreach. People are getting more information at the library because some government agencies are referring people to the library.
- Need for more digital literacy training. Patrons are not digitally literate
- Googolization of information has changed our roles.

### New Metrics for Measuring:

- Bridge standard quantitative measures with the qualitative (stories)
- Determine the purpose of the metric.
- Long term .. How do you know you are impacting their lives; Cause and effect what can you take credit for it
- Quantifying qualitative feedback
- Infographics .. Incorporate data and stories
- Work with partners to measure costs and values and missions
- Suggestions:
  - Shelf study .. Do not shelve books and track
  - Pictures - Library snapshot day
  - Neutral third party to collect data ... Use university sociology dept.
  - Social media .. For posting discount on fines ..
  - Enhancing customer experience ...
  - Arlington Heights Library <http://ahml.info/> ... Relevant information on website
  - Separate f2f questions from phone and web questions as to who handles them .. Great for staffed libraries what about 1 or 2 person libraries?
- Philosophical thing about libraries and the public's perception. Balance pleasurable and efficiency needs ... Find the middle between pointing the customer to hand holding.

### Collaboration and Resource Sharing:

- Library invite other libraries (public, school, academic, special) to show off their technology tools together!
- One book one read across the community for different age groups parallel messages, with multiple types of libraries participating
- [www.Brainpicking.org](http://www.Brainpicking.org)
- Community branch within academic setting .... Shared book club
- School librarian .. Connect and share your resources, licensing agreements, money, time, leadership
- National Network of Libraries of Medicine (<http://nnlm.gov/>)... Public libraries can join with local public agencies to deal with homeless, healthcare issues

## **Opening Session – Steven Levitt – author of Freakonomics**

[www.Newsknowhow.org](http://www.Newsknowhow.org): Teaches media literacy

[www.Americnadreamtoolkit.org](http://www.Americnadreamtoolkit.org): citizenship

Downloadable videos [www.atyourlibrary.org](http://www.atyourlibrary.org) for a variety of programs and talking points

<http://www.ala.org/offices/librarychampions> ALA has theirs your library has their own – access Library story database

100 things kids will miss if they don't have a school librarian .. <http://auhsdteacherlibrarians.wikispaces.com/100+Things>

Ala liberty .. Templates guides and meeting handouts [www.ala.org/liberty](http://www.ala.org/liberty)

Stephen Levitt ... Freakonomics

**Golden Nuggets:** It's about the idea ... Simple but obvious. How can we use that in the library world? Generate time for idea generation

Instead, Levitt said that “everyone is so busy doing meetings and printing reports that nobody ever thinks.”

## **Cognotes Highlights**

Dr. Mark Edwards .. Superintendent of the year and digital revolutionary

Fundamental rethinking of teaching and learning – Initiated a 1:1 laptop program .. 6,000 laptops to all students and teachers 3rd - 12th grade

- Training teachers
- Technology support and infrastructure
- Technology plan
- Access to vetted sites .. Filtering?
- Use the school libraries as the key partner
- Curriculum changes
- Every child, every day

Washington Update

- [www.libegov.org](http://www.libegov.org) .. A new website to help librarians serve the e-government needs of their communities. Currently the site provides information about what egov is, how libraries can partner, and ready reference information about taxation and immigration.

Library-led community engagement

- Maureen Sullivan, ALA president states "the role and contribution of libraries in ensuring informed and engaged communities is critical to our society and the future of our democracy."

**Saturday, June 29, 2013**

## **Resources for Sessions I would have attended with the super power of split personage:**

- 20 Programs Under \$20: <http://ala13.ala.org/node/10082> Find instructions for things like Cupcake Foundue, Picture It, Teen Spa Night, Freezer Tees, Star Wars and much more!
- Outputs to Outcomes: What Matters: <http://ala13.ala.org/node/10213> check back for slides and handouts
- Making your Presence Known: <http://ala13.ala.org/node/10164> Hilda K. Weisburg – looking outward good slides—also more information at <http://slworkshop.net/>
- Introducing the Creative Aging Toolkit for Public Libraries – An Online Resource : <http://www.lifetimearts.org/programs.shtml>
- Librarians as Learning Leaders: Networked for the 21st Century <http://ala13.ala.org/node/10112>
- Presidents' Program: Standing on Marbles: Ensuring Steady Leadership in Unsteady Times (ACRL / LLAMA) <http://ala13.ala.org/node/10071>
- National Public Policy, School Libraries, and Technology <http://ala13.ala.org/node/10154>

- Making a Mentoring Match: <http://ala13.ala.org/node/12529> NMRT Mentoring Tools: <http://www.ala.org/nmrt/oversightgroups/comm/mentor/mentoringcommittee>
- Advocacy Corner: Saturday, June 29 Schedule: <http://ala13.ala.org/node/11496>
  - "What's New @ your library" <http://www.ala.org/advocacy/advleg/publicawareness/campaign%40yourlibrary>
  - "Get a Bigger Piece of the Budget Pie"
  - "How the Washington Office Can Help You Advocate: Key Legislative Resources" <http://www.ala.org/advocacy/>
  - "Library Snapshot Day" <http://www.ala.org/advocacy/advleg/statelocalefforts/snapshotday>
  - "Answering the Tough Questions with Ease"
  - "Advocacy Resources Ripe for the Taking"
- Dynamic Duos: Building and Sustaining Public and School Library Connections <http://ala13.ala.org/node/10083>
- Make Library STEM Connections with National Science Agencies

## Poster Sessions

- Flip this Class! <http://ala13.ala.org/node/12066> -- handout available
- Making Online Learning as Effective as Face to Face: <http://ala13.ala.org/node/12070>
- Magic of Web Tutorials: <http://ala13.ala.org/node/12072> or bit.ly/alaMAGIC
- Technology Literacy Course: A little TLC goes a long way! <http://ala13.ala.org/node/12104>
- Schoolin Life: A mentoring program: <http://ala13.ala.org/node/12111>
- Get Stem Connected: <http://ala13.ala.org/node/10127>
- Partnering with your Community: DIY Kit for STEM Center: <http://ala13.ala.org/node/12144> -- handout a

## The Promise of Libraries Transforming Communities: A Presidential Initiative Update

Panelists: [Maureen Sullivan](#), President, American Library Association, [Alexia Hudson Ward](#), [Mary Wegner](#), [Richard Harwood](#)

- Shift in how we interact with all types of communities
- Looking for shared aspirations .. focus on the best rather than on resolving problems
- Turn outward ... Do something **with** the community rather than **to** the community
- Listen deeply .. Shift programs so they serve the community better .. sharing back
- Your library as a purposeful space in the community
- How are we going to engage in our communities ... Re engage and reconnect?
- Libraries occupy a unique place in our communities .. Public trust .. Safe space
- Restoring the emotion that brought us to this vocation .. Needs are cold .. Aspirations are warm fuzzy
- Get out there and be part of the community ... Listen learn link ... Building relationships
- Training library staff... ALA will offer Harwood Learning Labs 2.5 days in October, 2013
- *How do you think about the community or do you think about your organization? Do you know your community? How many people don't you know? Introduce staff to new parts of the community. Think of library users as citizens rather than consumers. Think with authority .. Can you stand on the table and describe the need and wants of people in your community?*
  - Focus on issues that are core to the community wants/needs
  - More you turn outward, the more aligned staff becomes; more mission driven
  - Civic health of the community improves

We as librarians in our communities have the opportunity at any time to step up and start these conversations

1. Access to information
2. Critical to everyone pursuing lifelong learning

We can do better and it is possible... This is the message we want to hear in Idaho

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## EDGE Initiative

### *Tweets*

- Discover how your library can use Edge tools & resources to enhance public computing services!  
[#LibraryEdge](http://www.urbanlibraries.org/edge--leadership---planning-tools-for-public-access-technology-event-22.php) <http://www.urbanlibraries.org/edge--leadership---planning-tools-for-public-access-technology-event-22.php> ...
- Use benchmarks as a guideline, a planning tool, and to get ideas to deploy services and do things differently [#librarvedge](#)
- Don't let the exceptions throw you. The vast majority of BM useful for all types and sizes of libraries.  
[#librarvedge](#)
- Edge benchmarks quantify library's impact on digital literacy of community, and provides council advocacy tools. [#libraryvedge](#) [#alamw13](#)
- [@I\\_UMD](#) edge helps libraries articulate their role & demonstrate to city ldrs that libs help meet challenges the city is facing [#librarvedge](#)
- Great to hear about how a small library has used [#LibraryEdge](#) to improve community engagement and organizational management [#alamw13](#)
- Library edge benchmarks help to position digital inclusion and digital literacy services and plan 2 to 3 years in the future [#librarvedge](#)
- [#ala12](#) we need to do what our community wants not what we think our community needs. Right on!  
[#librarvedge](#)

Debuting in January 2014. What can my library do today? Take to board meetings and start conversation about what we can do. Workbook can be the guide. Planning tools. Each state library will have an account and will able to take an assessment. Training comes after assessment .. How to use info afterwards ... will b 4 courses delivered online via adobe connect: Community assessment, Technology management, Advocacy, Library leadership. Will be available Feb 2014 .. Can take all four or individually. Should be familiar with library action plan. Homework. Use of edge benchmarks for Idaho ... Perhaps use in financial literacy grant .. Or part of leadership institute

## **Community Engagement Tools** <http://ala13.ala.org/node/12208>

<http://www.ala.org/transforminglibraries/libraries-transforming-communities>

- **Turn Outward:** Are you mostly "turned inward or outward"? Librarians may use this tool to assess the focus of their efforts in the community as they further shift their orientation from internal to external.
- **Aspirations:** This tool helps librarians to focus on their community's aspirations, identify next steps for creating change, and to create an aspirations-based story for their community as a starting point for library action.
- **Intentionality:** Librarians may use this tool to test the external orientation and mindfulness of their community engagement choices and decisions.
- **Sustaining Yourself:** This tool helps librarians to personally map the components that feed their motivation and commitment for community work.
- **How Librarians and Libraries Can Lead Community Conversations for Change:** This conversation guide, inspired by *The Work of Hope* by Richard C. Harwood, provides a step-by-step plan for librarians to convene small group community conversations about shared aspirations and to share their findings with the community.

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**Sunday, June 30, 2013**

**Resources for Sessions I would have attended with the super power of split personage:**

- Conversation Starters: Are We Having Fun Yet? Energizing Staff Development : <http://ala13.ala.org/node/12228> or <http://slidesha.re/14x9CVu>
- Makerspaces: Creating, Exploring, Pitfalls : <http://ala13.ala.org/node/10191>
- Mid-level Administrators: Leading with the Leaders; Managing the Managers : <http://ala13.ala.org/node/10100> -- bibliography available.
- Maker Nation: Providing STEM Programming Through Partnership: <http://ala13.ala.org/node/10080>  
Attachment: Bench Marks for Maker Spaces
- 3D Printing: A New Dimension in Service: <http://ala13.ala.org/node/12121>
- "Next Gen": Leadership in the 21st Century." <http://ala13.ala.org/node/12135>
- All the News that's Fit to Teach: <http://ala13.ala.org/node/10069> -- more resources at Center for News Literacy ([www.centerfornewsliteracy.org](http://www.centerfornewsliteracy.org)) and Measuring News Media Literacy (<http://hdl.handle.net/10355/34713>)
- Libraries and Health Insurance: <http://ala13.ala.org/node/14053>
- Money Smart Week @ Your Library: <http://ala13.ala.org/node/10043>
- Citizenship Resources at the Library: <http://ala13.ala.org/node/10048>

**Poster Sessions**

- Bringing the Pieces Together: Building a Community Network <http://ala13.ala.org/node/12106>
- Muffins and the Market: <http://ala13.ala.org/node/12125>
- The Frugal Librarian: <http://ala13.ala.org/node/12082>
- Building Financial Literacy Resources: <http://ala13.ala.org/node/12237>
- Pollinate, Perform and Produce: <http://ala13.ala.org/node/12052>
- Using Grants to Support Library Staff: <http://ala13.ala.org/node/12051>
- Intellectual Freedom for Teens – Handout available.

**Sessions Attended**

**Project Management .. Skill set for every leader:** <http://ala13.ala.org/node/11366>

- Project management is an approach, process, tool. Requirements for success
  - Clear vision
  - Commitment from admin and leaders
  - Defined process and core group of trained people
- Define .. Goals, timeline, parameters, constraints, resources
- Ownership management of project
- Plan the project: Deliverables, Define tasks and dependencies, Assign, Baseline schedule
- Risk management and communication. (SWOT)
- Project execution and reporting
- Completion and handouts
- Potential pitfalls
  - No definition
  - Poor planning
  - Using an expert as project manager
  - Fail to communicate
  - Inadequate or inappropriate resources
  - Lack of org content
  - Staff feels it is done to them not with them!!!!

Deschutes public library provided a great form .. Consider use...Identify issue ... Is it a Major project?

- Project form, Action form or Relationship issue
- Who does what? Chair, Members, Project Management team
- Roles: Responsibility, Accountable, Consultative, Informed
- Project Steering Committee .. Rotation members
  - Review
  - Don't want to be one a super project manager .. Only guidance
  - Helps to make sure staff are not involved in multiple projects
  - Staff/Project team Assesses project steering committee process

Handout Available.

### **That was Great! Now What?** <http://ala13.ala.org/node/10073>

Summarized the role of the Learner, Learning Leader and Supervisor in the learning process; presented the following tools: Likert Scale Evaluation, Transfer of Training, and Kirkpatrick 4-level model of follow-up.

### **Rural Incubator:** <http://ala13.ala.org/node/10049> T

- There are new rules .. You either follow or define them There is no silver spoon ..
- 1% of today is the 99% of tomorrow
- Leadership is the capacity to translate the vision to reality
- How can you take one piece and use it!
- What can you learn from lean set ups .. Data .. Opportunities .. Turn outward
  - Think big
  - Plan smart
  - Start small
  - Grow
- Partner
- What box? There is no box! Just think
- What is your level of maker space readiness Makers spaces ...
- What if?

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## **Monday, July 1, 2013**

### **Resources for Sessions I would have attended with the super power of split personage:**

- The Good, The Bad and the Ugly!  
<https://docs.google.com/file/d/0B6RnRROgWZQWb241T3FCdTJtUVU/edit?usp=sharing>
- Best Practices in Training: <http://slidesha.re/12Gx0Cj> ; or <http://ala13.ala.org/node/10058>  
<https://docs.google.com/file/d/0B61DhadGXESENZdPSW11Y3Y4ODQ/edit?usp=sharing>
- Conversation Starters: Achievement unlocked: Motivating and assessing user learning with digital badges  
<http://ala13.ala.org/node/12231>
- Communicate with Confidence: <http://ala13.ala.org/node/10135>
- Everything is Beta: <http://ala13.ala.org/node/10203> or <https://t.co/kBgF7CqHew>
- So you want to be a Director: <http://ala13.ala.org/node/12204>
- MOOCs <http://ala13.ala.org/node/10197> or <http://bit.ly/moocFuture>
- Bringing Collaboration to your Library: <http://ala13.ala.org/node/12215>
- Librarians community Allies: <http://ala13.ala.org/node/12202>
- Community Collections: OUTREACH <https://preserveanddestroy.wordpress.com>

## **Sessions Attended**

### **I lead USA** <http://ala13.ala.org/node/10129>

- Helped library staff to how to use technology coupled with leadership training
- One spirited team of I leaders and immersion program = One product
- Based on synergy leadership institute: three f2f sessions .. with blended learning, always had an action item
- All videos are on you tube -- Each team has a mentor .. poster sessions
- Worked on building connection to team .. Build a community
- Support system: Mentors, Instructors, Other team members
- Take chances, Equipment grant, Webjunction as diary, Inter sessions .. Community reps
- *Transforming relationships: A connection to an emotional connection*
- *Idaho*: Academic institutions, Mentors, instructors (Pat Wagner, Andrew Sanderback, Peter Bromberg)  
 Community partners: State gov .. Project planning, Collaboration and digitization (George Needham, Johan Frye Williams)
- *Utah State Library would work with us Donna Morris*
- Immersive learning - Informal .. Social learning opportunities
- *Eli Nyberger: Informal and social learning is part of the fabric of learning*
- *Idaho Partners*: ILA, State Dept. of H & W, Med assoc.; Topics: Leadership, team building, technology; School, academic, public libraries
- IMLS area that cover public safety, health care, etc ... Compelling statement with collaboration
- Mentor group, Instructional group, Participant teams
- Laura bush guideline available July 16

Handout Available – See Shirley

### **Learning with Tomorrow's Technology** <http://ala13.ala.org/node/10198>

- Horizon Reports: <http://www.nmc.org/publications> (provides summary on 6 emerging technologies)
- Socrative online product to engage learners: Free, Online, Works with computers and mobile devices.
- Blended modalities are best, Time, Technology, Multiple communication pathways
- Word clouds, Thing link, IBM learning initiative.. Will provide materials for your training program
- Spring share libguides
- Snapp
- Loco analyst
- Bees tar insight
- Crazy egg .. Heat mapping
- Open educational resources MIT
- *We want it when we need it .. Not training for use later*
- Get jar
- Research in Motion
- App discovery
- Blackberry making a comeback
- Non cellular mobile devices

Bring Your Own Device: Wendy Stevens <http://ala13.ala.org/node/10150>

Use of personal devices in the classroom.

**Cognotes**

**AASL Top Apps for Teaching and Learning:** <http://www.ala.org/aasl/standards-guidelines/best-apps>

**Digital Public Library of America:** <http://dp.la/>

**Digital Learn.org** – online hub for digital literacy support and training: <http://www.digitallearn.org> (ALA OITIP and COSLA)

**Engage! Teens, Art & Civic Participation Guide:** [www.programminglibrarian.org/assets/files/engage/engage-pdf-guide.pdf](http://www.programminglibrarian.org/assets/files/engage/engage-pdf-guide.pdf)

**eCollab – Flash webinar Series for access by members and subscribers.** <http://www.ala.org/aasl/ecollab>

**Chicago Children’s Museum Tinkering Lab** – Handout available.

**Mango** – free language course for librarians – [www.mangolanguages.com/spanish-for-librarians](http://www.mangolanguages.com/spanish-for-librarians)

**Social Media Customer Service Boot Camp** -- Andrew Sanderbeck

**Unveiling the Evolving Patron** – Lee Rainie, Pew Research: <http://pewinternet.org/Presentations/2013/Jun/RUSA.aspx>

Tech revolution has changed patron experiences and expectations in 5 ways

1. Evolution driven by purpose of engagement/need
2. Evolution driven by life stage
3. Evolution driven by life stressors (time demands, urgency)
4. Evolution driven by demographics
5. Evolution driven by library innovation (supply side evolution)



2 – Patron evolution tied to life stage



- Students
- Young workers
- 30somethings
- 40-50somethings
- Younger retirees
- Older retirees



4 - Patron evolution driven by demographics



5 - Patron evolution driven by library innovation



Poster Sessions: Shirley has the Abstract booklet for contact information on any poster session held at ALA 2013