

Marigold Library System

2017 Member Libraries' Workshop

May 10, 2017

Registration Package

ADVOCACY

words worth sharing

Marigold Library System 2017 Member Libraries' Workshop

Marigold is pleased to announce that registration is now open for the 2017 Member Libraries' Workshop. **This year's workshop will be held in Calgary at the Clarion Hotel & Conference Centre at 2120 16 Ave NE, Calgary, AB.**

This larger venue allows Marigold to open registration for the workshop to both member library staff and board members.

Marigold covers the costs for up to two staff/board members from each member library to attend the workshop. *Additional attendees are welcome for a small registration fee of \$50/person.* Marigold will invoice your library for each additional attendee.

To help reduce our carbon footprint, Marigold encourages carpooling to the workshop. Marigold will compensate for mileage to the workshop for up to two vehicles/library.

REGISTRATION DEADLINE: APRIL 3, 2017

register online at
www.surveymonkey.com/r/ASMLSMLW2017

or fill out the registration form included in
this package and return to Marigold HQ

Workshop at a Glance

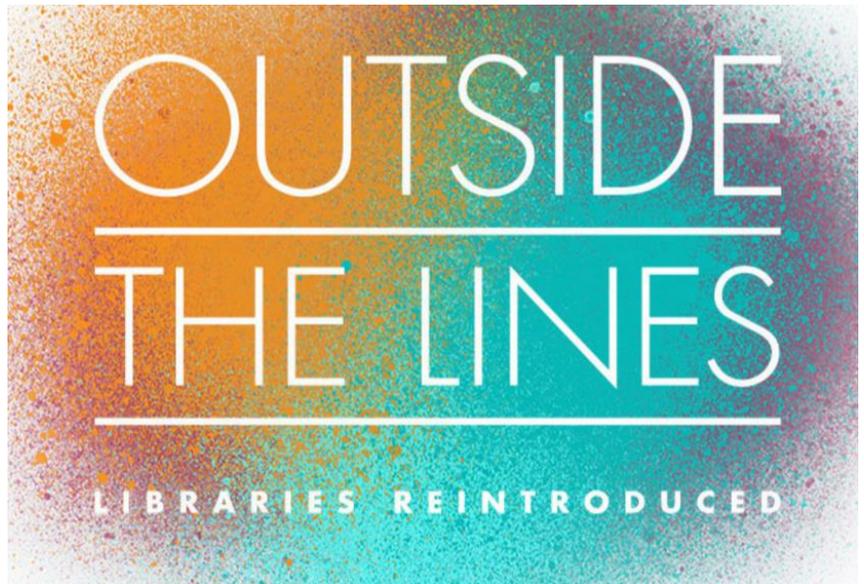
8:30 am – 9:00 am	 	Breakfast & Registration
9:00 am – 9:30 am	 	Welcome Address Michelle Toombs, Marigold CEO
9:30 am – 11:00 am	 	Keynote Address Stacie Ledden, Anythink Libraries
11:00 am – 11:15 am	 	Coffee Break
11:15 am – 12:15 pm	 	Morning Sessions
12:15 pm – 1:45 pm	 	Lunch Break, Making a Difference Awards, and Long Service Awards
1:45 pm – 2:45 pm	 	Afternoon Sessions
2:45 pm – 3:00 pm	 	Coffee Break
3:00 pm – 4:00 pm	 	Final Sessions
4:00 pm – 4:30 pm	 	Door Prizes (must be in attendance to win)

Keynote Address | 9:30 am – 11:00 am

Outside the Lines: Libraries Reintroduced

Libraries are dynamic centers for engagement that help everyone in the local community to be their best. To shift perceptions, we need to demonstrate how the library is more relevant than ever before.

Learn how this grassroots campaign to reintroduce libraries to Colorado communities grew into a global initiative to shift perceptions of libraries and help us engage with our communities in new and exciting ways (<http://www.getoutsidethelines.org/>).



Stacie Ledden is the Director of Innovations and Brand Strategy at Anythink Libraries in Colorado. In 2013, Library Journal named her one of 50 "Movers & Shakers" in the library industry.

Morning Sessions | 11:15 am – 12:15 pm

A) PLSB (Public Library Services Branch) Update

Join us for an update on initiatives underway at the provincial Public Library Services Branch. PLSB is involved in a number of initiatives, including:

- supporting access to public library services by Indigenous communities;
- province-wide licensing of eResources;
- the Alberta eBook project;
- follow-up from our successful series of symposia
- aiding libraries as they serve print-disabled patrons as well as preschool children and their families

Come hear about these initiatives as well as ongoing work the Branch does to fund and support the provincial library network!

Jen Anderson is a Library Consultant with the Public Library Services Branch, Alberta Municipal Affairs. She has over 20 years of experience working in and with public libraries, both large and small, in Alberta and Manitoba (where she is originally from). Jen received her MLIS from Dalhousie University in 2009.

Kim Johnson is a consultant with the Public Library Services Branch. Kim works on resource sharing initiatives, such as Alberta-Wide Borrowing, interlibrary loan, and library services for people with print disabilities.

Kerry Anderson is the Manager, Public Library Network Technology with the Public Library Services Branch, Alberta Municipal Affairs. She is a University of Alberta SLIS grad, a lifelong Albertan, and, like most library folk, an avid reader. Currently, Kerry splits her time between Edmonton and Elk Point.

B) Social Outreach: Programs for Tough Economic Times

Sylvan Lake Municipal Library has seen the effects of the downturn in the economy. More than ever, people are looking to libraries for cheap entertainment, Internet, and public use computers. We felt that we could offer more. Our response has been to give one-on-one resume writing workshops and establish a Little Free Pantry in the library. Find out how programs such as these make libraries more necessary than ever.

Caroline Vandriel has the enviable position of being the Director of the Sylvan Lake Municipal Library, where her staff are brilliant and always on the lookout for new ways to do things in order to better serve their community. She is a director on the LAA board, and sits on various committees in the community, including the Sylvan Lake and Area Early Childhood Coalition.

C) Breaking Barriers: Becoming an Inviting Library

Jean Keetch and Deb Cryderman will share a variety of ways to break the real and perceived barriers that people face when determining whether or not they will access the library. With examples from their own libraries and other libraries around Parkland Regional Library System, Alberta, and the world, they plan to provide attendees with some examples of barriers they may or may not recognize and solutions to them.

Deb Cryderman has been the Director of the Camrose Public Library since 2011 and believes that some of the barriers to library access aren't in the library at all.

Jean Keetch has been the Manager of the Rimbey Municipal Library since 2005 and has specialized in breaking down cultural barriers.

D) Engaging Youth, Mentoring the Future

The downturn in our economy is making the traditional work experience program more competitive. Many youths old enough to work are having trouble finding available places of employment. The Youth Employment Training (YET) Program addresses some of these concerns. The program is designed as a mentorship for youths aged 13 and 14. Our goal is to better prepare our youth for the work experience programs available when they turn 15.

This presentation will stress the importance of youth in the effort to involve all ages in the library, and the resulting impact it has on the community.

Pam Mathieu began with the Hanna Municipal Library as a volunteer in 2014. In 2015 she was hired as interlibrary loans officer, then moved into the Library Manager role in January 2016. Her experience in private sector business combined with entrepreneurial experience in Alberta based business, brings a different perspective to the library. Her energy and enthusiasm naturally connects with the children and youth in the Hanna area.

Madison Dufhilo is one of our three 2016 YET Program participants. Of the three, she worked the most hours through the summer in spite of holding a part time job. Dufhilo is very hard-

working. She has a knack for connecting with patrons of all ages. Her eagerness and sunny personality were a wonderful addition to our library over the summer.

Afternoon Sessions | 1:45 am – 2:45 pm

A) The Intersection of Branding and Culture

Your brand and your culture influence each other, whether you're aware of it or not. Using Anythink's brand and core values as a case study, we'll discuss how your staff is your brand and how important it is to nurture both.

Stacie Ledden is the Director of Innovations and Brand Strategy at Anythink Libraries in Colorado. In 2013, Library Journal named her one of 50 "Movers & Shakers" in the library industry.

B) Board Orientation

Your board makes fundamental decisions about how it will provide library service to your community. This is a critical role. It is up to you and the rest of your board to guide and shape current and future library service in your community. Where do you begin? How will you do your job effectively? This orientation will provide some basic information to assist you.

Joel Christianson is a Coordinator for the Board Development Program with Alberta Culture and Tourism.

C) Serving Indigenous Communities: Social and Technical Perspectives

As librarians, we can assess whether or not we're ready to serve Indigenous communities by answering the following: are we ready to accept full responsibility to remove barriers to our library services?

Librarians need to build relationships with their local Indigenous communities to find out what serves them most aptly, and we can achieve this goal even more effectively when we choose

to work together. This presentation covers strategies for libraries and Indigenous communities to communicate, collaborate, and share knowledge with each other.

Leah Haist is one of Alberta's leading digital service librarians; she has served over 200 libraries over the past 5 years. She has taken her experience with Indigenous communities into her role as Assistant Head of Technical Services at Parkland Regional Library. She is also the author of the Library Tech Toolkit, which shows library staff how to kick-start new library technology initiatives.

D) Creating Community Partnerships for Library Success

Public libraries can create partnerships with social non-profits, government agencies and businesses in their communities to benefit their patrons. These partnerships are also beneficial for individuals who are not currently library patrons while allowing those we partner with to better share their expertise.

Lara Grunow is the Assistant Librarian of the Okotoks Public Library where she has worked for the past 15 years, mainly in the capacity of the Program Facilitator. She is currently completing her MLIS through online studies with the University of Alberta. Lara is very passionate about creating a public library that is the hub for its community and believes that libraries can play an integral role in helping create happier, healthier communities.

Final Sessions | 3:00 pm – 4:00 pm

A) Advocacy in Action

St. Albert Public Library has been out of space for well over a decade. Despite several attempts to get more space, it was not until a number of focused campaigns between 2013 and present-day that we saw any progress. A new branch library has now been approved. Julie will talk about the campaigns created, the impact, and the lessons learned along the way.

Julie Collison is the Communications & Fund Development Coordinator for St. Albert Public Library and has been in the role since May 2009 (one year after emigrating from the UK where she was Head of Communications for a large municipality). Prior to that she was a senior manager in public libraries.

B) Stories On My Mind: Cultivating Critical Thinking and Information Literacy Skills Through Interactive Storytime

Libraries advocate for themselves through the programming and services they provide, offering, among other things, such valuable skills as information literacy. We propose an inquiry-based and learner-centered program for children and young adults as an addition, and a possible alternative, to the more traditional storytelling or book club programming in libraries.

This well-established program utilizes children's picture books and young adult novels in a dynamic facilitated discussion session designed to hone critical thinking and information literacy skills.

We will provide explanations of how this style of creative programming functions within a library setting, and the benefits it provides to future library users. Examples of potential books and resources will also be offered.

Bart Lenart teaches philosophy at the University of Alberta and was involved in the creation of Eureka!, a children's program designed to foster critical thinking through activity-based discovery. In addition to earning his PhD in philosophy, Bart also has a BEd and taught at the elementary and secondary levels. He is currently enrolled in the MLIS program, expecting to graduate in 2017.

Carla Lewis has a BEd, Library and Information Technology diploma, and is expected to graduate from the University of Alberta's MLIS program in Spring 2017. She is currently employed as the Plants Records Assistant Manager at the U of A Devonian Botanic Garden. Here, she has also worked as a Naturalist, teaching K to 12 natural science curriculum through inquiry-based programming.

C) From 0 to 100: Gaining Speed in Library Transformation

Building on the conference theme "Advocacy: Words Worth Sharing", we would like to speak to our work over the last year in building a more relevant library service for and with our community, how we did that, the response of the community, and the benefit to all.

In the past 14 months we have transformed our physical space with the addition of a beautiful reading garden, a new children's area, and a new mural representing the Town of Cochrane. In

addition, the Cochrane Public Library now also offers a Learning Lab with 21st century technologies for the entire community, new service points, a very successful Medieval Day, and so much more. For the first time in over ten years we have recruited a new Writer In Residence, Martin Parnell. We have increased our program offerings by more than 40 percent, increased membership by 10 percent, and received accolades galore.

The Town now looks to the Library as an engaged place and space and it is quickly becoming, literally, the talk of the Town.

The process has not been easy. In 2015 Board membership declined suddenly after a very difficult period of strife and bitterness, leaving not only the remaining Board members bruised, but staff worried and confused. In a very short period of time, a new Executive Director, a new Board Chair, new Vice Chair, and a new Treasurer, came together with the sole purpose of getting past old wounds and focusing on the job of renewing and reinventing the library. Fourteen months later the difference is stunning. We want to share this story.

Jeri Maitland currently acts as the Director of the Cochrane Public Library. In this role Jeri provides strategic planning, visionary and inspirational leadership, and guidance to the organization. Jeri's library experience is broad, with experience in academic, special/corporate, and academic library environments, as well as 10 years in the corporate IT sector and over 20 years of management experience.

Dawn Thome is currently the Vice Chair of the Cochrane Public Library. With 25+ years of experience working in recreational and social community development with the City of Calgary, the concept of building community has played a significant role in shaping her approach to her role as a Library board trustee.

D) Redefining Customer Service

Good customer service is usually defined as service with a smile and going the extra mile for the patron. While soft skills are important touchstones in good public service, customer service goes far beyond the personal touch.

Reducing/removing barriers to service, putting patron needs first when designing library layouts and displays, and focusing clearly on customer-driven collection development are equally as important.

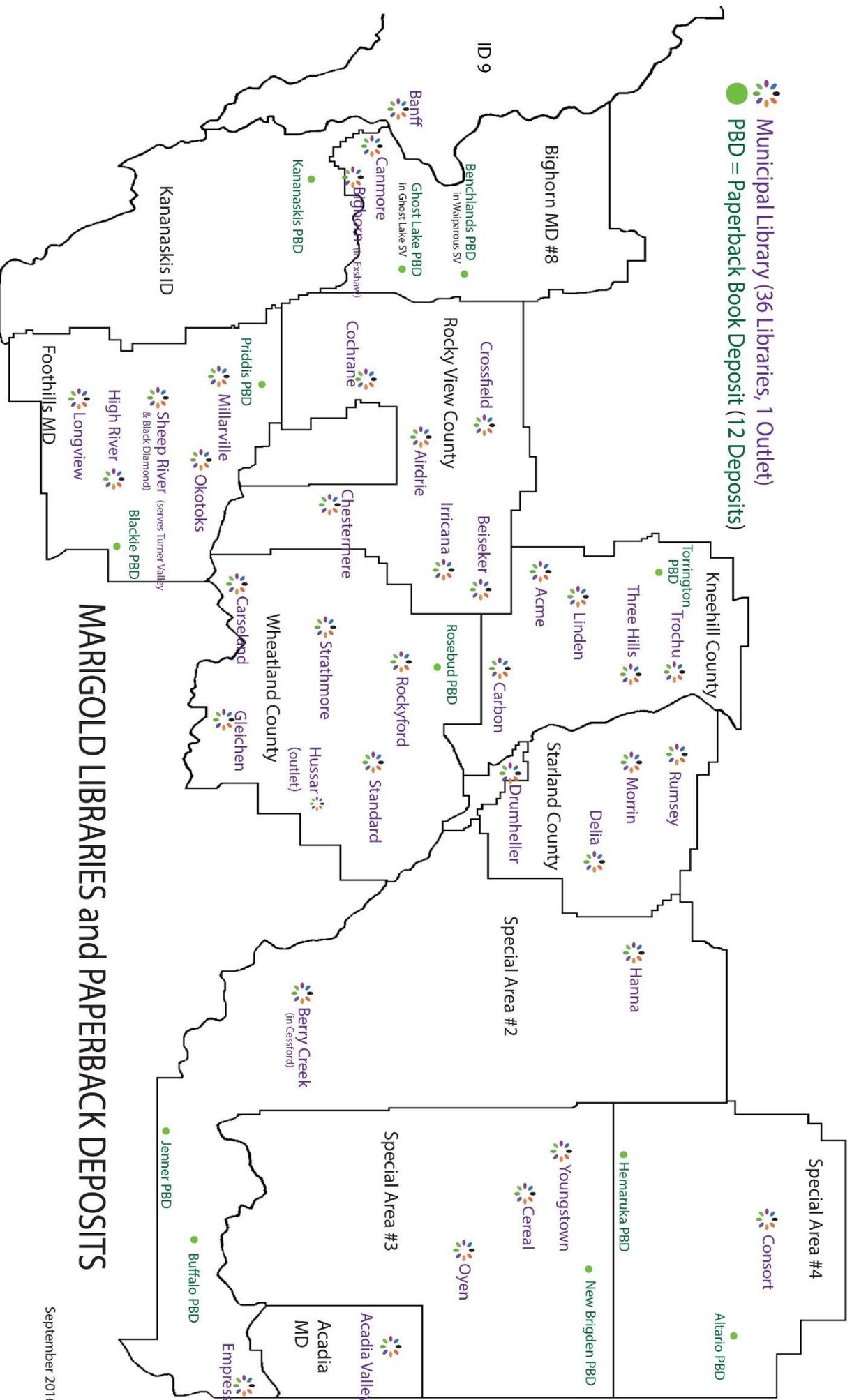
This session will discuss key concepts of customer service in these three areas, concepts that can be used to help you redefine customer service in your library.

Pam Medland has worked in public libraries for over twenty-five years in Ontario, British Columbia, and Alberta. She was appointed Director of the Airdrie Public Library in September 2015.

VENDORS

- Book Publishers Association of Alberta
- LegalAve
- Lynx Leisure
- Ristech
- SAIT
- ULS
- Local craft vendors (cash only)

 Municipal Library (36 Libraries, 1 Outlet)
 PBD = Paperback Book Deposit (12 Deposits)



MARIGOLD LIBRARIES and PAPERBACK DEPOSITS