



IT STARTS WITH US

**Marigold Library
System Conference
May 10, 2023**



Marigold welcomes all library staff and board members to attend the Marigold Library System Conference.

**Wednesday, May 10, 2023
Best Western Premier Calgary Plaza Hotel & Conference Centre
1316 33 St NE, Calgary, AB**

Registration

MARIGOLD MEMBERS	Early Bird Rates	Regular Rates
First TWO registrants from each library	FREE	FREE
Additional registrants	\$75.00	\$100.00
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NON-MARIGOLD MEMBERS		
Non-Members	\$125.00	\$175.00
SAIT LIT Students	\$75.00	\$100.00

Registration Deadlines:

Early Bird Rates - April 5, 2023

Regular Rates - April 28, 2023

Registration & Payment:
www.showpass.com/mlsc2023/

Getting There/ Staying There

For Marigold Member Library Staff & Board Members

Travel

Marigold will reimburse mileage for up to two vehicles per library at a rate of \$0.60/km with a maximum of \$200 per vehicle. To help reduce costs and minimize the environmental footprint, Marigold encourages carpooling to the conference.

Accommodation

Marigold will cover the cost of up to two hotel rooms per library for one night for attendees travelling more than 1.5 hours to the venue.

Please indicate the requirement of a hotel room on the electronic registration form at showpass.com/mlsc2023. Register by April 5 in order to book a room at a reduced rate.

For Non-Members

Accommodation

Marigold has set aside a block of hotel rooms at the Best Western Premier Calgary Plaza Hotel & Conference Centre for conference attendees. These rooms are offered at a reduced rate until April 5.

To reserve a room, please contact Hotel Reservations at 1-800-661-1464 and ask for the "Marigold Library System Block."

Contact Us

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Conference at a Glance

8:30am - 9:00am	Registration & Breakfast
9:00am - 9:15am	Welcome: Lynne Price, Marigold CEO & Laura Taylor, Marigold COO
9:15am - 10:45am	Keynote Address: Timothy Caulfield - The Role of Social Media in the Spread of Misinformation
10:45am - 11:00am	Break
11:00am - 12:00pm	Morning Sessions
12:00pm - 1:20pm	Lunch Break and Making a Difference & Long Service Awards
1:20pm - 2:20pm	Early Afternoon Sessions
2:20pm - 2:45pm	Break
2:45pm - 3:45pm	Late Afternoon Sessions
3:45pm - 4:00pm	Door Prizes & Closing Remarks

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The Role of Social Media in the Spread of Misinformation

The spread of misinformation seems to intensify with each passing week. Indeed, it is a defining characteristic of our time! And research tells us that misinformation is doing tangible harm - to public health, mental health, public discourse, personal relationships, and public trust. A growing body of evidence has shown that social media facilitates the spread of misinformation, stresses us out, erodes our ability to think critically, and plays into our ideologies, fears, and cognitive biases.

How did we get here, why do people believe misinformation, and what can we do about it?

In this presentation, Professor Caulfield will explore what the most recent evidence tells us about the nature and source of misinformation. He will also provide science-informed recommendations about how to best engage individuals and communities.

Timothy Caulfield

Professor Timothy Caulfield is an unrivalled communicator who debunks myths and assumptions about innovation in the health sector - from research on stem cells to diets to alternative medicine - for the benefit of the public and decision makers. He is a Canada Research Chair in health law and policy, a professor in the Faculty of Law and the School of Public Health, and a research director of the Health Law Institute at the University of Alberta.

Over the past several years, Caulfield has been involved in a variety of interdisciplinary research endeavours that have allowed him to publish more than 350 articles and book chapters. His research focuses on topics like stem cells, genetics, research ethics, and the public representations of science and health policy issues. The recipient of numerous academic and writing awards, and a recent appointee to the Order of Canada, Caulfield is also a Fellow of the Royal Society of Canada and the Canadian Academy of Health Sciences.

Caulfield also writes frequently for the popular press on a range of health and science policy issues and is the author of several bestselling books, including *The Cure for Everything*; *The Vaccination Picture*; *The Science of Celebrity...Is Gwyneth Paltrow Wrong About Everything?*; and, most recently, *Relax: A Guide to Everyday Health Decisions with More Facts and Less Worry*. He is also the host and co-producer of the award-winning documentary TV show, *A User's Guide to Cheating Death*, which aired in over 60 countries and is available for streaming on Netflix in North America.



A) Make a Statement: Shaping Public Library Service with Mission, Vision, and Values

Jordan DeSousa, Public Library Services Branch

Almost every organization attempts to express its identity through statements: mission, vision, values, and more. For library boards, your Plan of Service must (at a minimum) include a mission statement - but what's the point? Can a few words really make a difference or is it all just corporate bafflegab? Believe it or not, well-crafted statements do have the power to improve organizational focus, unity, and, ultimately, the service you provide.

In this session, we'll review various types of statements, explore the benefits they can have on board governance and library operations, and consider some strategies for developing statements that are authentic and compelling.

Jordan DeSousa is a Library Legislative Advisor at Public Library Services Branch, Alberta Municipal Affairs, where he helps library boards understand their legislative responsibilities and excel in their governance role. Jordan has been working with public libraries in Alberta since 2013 and enjoys learning about what makes every community unique.

B) High Stress Situations: What We've Learned

Miranda Leduc & Karla Gaetz, Medicine Hat Public Library

Every library has action plans on how to deal with high stress situations, but no matter how well-versed you are in these plans, actually living through these incidents is an entirely different experience. The Medicine Hat Public Library has seen an increase in high stress situations over the past few years, such as drug use, medical emergencies, and violence. As a result, we have had to become more confident in handling these situations.

In this session, we will cover:

- Preparing and practicing for emergencies
- Living through real life situations
- Post-incident debriefing
- Follow-up conversations within the organization
- Skills to cope with high stress situations

Miranda Leduc is the Adult Community Librarian at Medicine Hat Public Library, where she's passionate about creating community connections through programming and conversations. She holds a MLIS from Western University. When she's not working she can be found watching anime or writing in a local coffee shop.

Karla Gaetz is a Library Assistant in the Youth Department at Medicine Hat Public Library, where she has worked for the past 14 years. She enjoys working with children of all ages, but especially toddlers. She has a Library Science and Information Technology diploma from SAIT. When she's not working she can be found looking for inspiration for her next tattoo or reading in the sun.

C) Lightning Round: Inclusion Starts With Us

1. Making Libraries Accessible for People with Dyslexia

Andree Hodge, Decoding Dyslexia Alberta

Imagine trying to manage every day life with a disability that makes it difficult to read, write, or spell. This is the reality that 15-20% of Canadians who live with dyslexia face every day. Public libraries are keenly situated to provide safe, accessible, and welcoming services for people with dyslexia. Join us to explore opportunities to increase accessibility in your library!

Andree Hodge is the Vice President and a founding member of Decoding Dyslexia Alberta, established in 2019. Decoding Dyslexia is a network of parent-led grassroots movements across North America focused on raising dyslexia awareness while supporting and empowering families to advocate for the dyslexic children. As two of her three children have dyslexia, Andree understands and supports families as they struggle, like she did, especially in the early days of diagnosis. Leveraging her extensive experience, Andree's goal is to help parents/caregivers navigate the school system and effectively seek out available support and interventions.

2. Fill Up My Cup: Fostering Connections and Community Among People with Disabilities

Jill Kergan, Peace Library System

Does your library offer programs for people with developmental disabilities (PDD)? Not sure what to offer or where to start? After surveying community needs, consulting with local stakeholders, and developing partnerships with service providers, we learned that providing meaningful programs for PDD can be as simple as providing opportunities to connect over a cup of coffee. Disability or not, we all crave connection and need social engagement to "fill our cups."

This session will cover how to develop meaningful programs for PDD by assessing community needs, developing partnerships, and networking with service providers. It will also cover how to foster positive connections, build a sense of community, and elicit meaningful feedback, as well as furthering engagement through collaborative program planning, volunteerism, and social media.

Jill Kergan is a Consultant Librarian at the Peace Library System. She previously served as the Community Outreach Librarian at the Grande Prairie Public Library. Her expertise lies in developing innovative services for underserved populations and community building. Jill is passionate about fostering community connections and is dedicated to developing inclusive library services.

3. "Don't You Forget About Me:" Creating Space for Teens

Stephanie Kuhn, Medicine Hat Public Library

The COVID-19 pandemic disrupted many areas in the library world, but most notably it has affected how patrons under the age of 18 move through library programs and services. A 15 year old today was 12 years old when the pandemic started. This means they have lost three years of "aging up" in the library and may have no idea what we have to offer them as teenagers. As a result, we may see a significant decline in teenage patrons over the next few years. It is up to us to advocate for space in the library for teens, whether teen programming, dedicated physical spaces, and/or online spaces (ideally a combination of all three).

In this presentation, I will be sharing my journey of advocating for and creating a dedicated teen "hang out" space at the Medicine Hat Public Library. This includes how to get (potentially reluctant) management and/or board members' approval, how to find seemingly nonexistent square footage in your library, as well as tips and tricks on how to successfully complete a needs assessment with teens in your community to ensure the space meets their needs. If time permits, I will also go over best practices for creating teen programming and virtual spaces.

Stephanie Kuhn, MLIS, graduated from Western University in 2018. Born and raised in Medicine Hat, it was Stephanie's dream to move back to Alberta to pursue her library career, and she was delighted to get hired at her childhood library. As the Youth & Community Librarian at MHPL, Stephanie has been working with teens for the past 4 years. On her days off, you can find Stephanie either on a leisurely walk with her husband, daughter, and small dog or curled up at home with a good book and a cup of tea.

D) Graphic Content: Using Graphic Novels to Change the World

Brandon Schatz, Variant Edition Graphic Novels + Comics

Graphic novels have captured the attention of the world, but they still battle a stigma as a "lesser medium". In this talk, we're going to explore the benefits of presenting information in the medium of comics and graphic novels, as well as provide a good groundwork on how the combination of visual learning and radical content can change minds, worlds, and potentially the culture within your space.

Brandon Schatz, having worked in the comic book industry for over 15 years (while writing about it for over 20), considers himself a "comic book sommelier", pairing people and organizations with their new favourite stories. He lives in Edmonton, Alberta with his life-and-business partner Danica LeBlanc where they attempt to wrangle cats and try to relax in their spare time.

E) How to Raise a Million Dollars (and More)

Pamela Medland, Airdrie Public Library **Catherine Keill, Keill & Company**

In 2022, the Airdrie Public Library hired Keill & Co. to lead a Capital Campaign in anticipation of the APL's opening in a new library and multi-use facility in 2025. The goal of the campaign is to raise \$1.5M to support the tripling of APL's collections from 60,000 to 180,000 items. Medland will discuss how APL clarified its campaign goal and the steps that were followed in selecting a fundraising professional. Keill will describe APL's Capital Campaign strategy and the plan to achieve the library's fundraising goal.

Pamela Medland is the Director of the Airdrie Public Library. Medland's career in libraries spans 35 years and more than 15 library builds. It all started in the mid 1980s when Medland's branch of the Hamilton Public Library delivered service from a school gym while a second floor was being built on the library's roof. Her desk was in the boy's locker room. That's when she first heard the expression: "Thank you for your flexibility and good cheer."

Catherine Keill is the CEO of Keill & Company, leading a team of highly-skilled professionals that serve clients across Canada with stakeholder relations, fundraising, marketing, public relations, and other communication needs. Catherine has held executive positions in public, private, and non-profit organizations over her 25+ year career and is sought after for her ability to dig in and work hard with positivity. Her personal motto is, "Be good. Do good."

A) Courageous Leadership for Boards

Trina McCarroll, Hello Courage

A well-functioning board is critical to an organization's success by providing risk management, performance oversight, and strategic perspective for impact. In order to fulfill this challenging mandate in a new era of work, boards would benefit from using courageous leadership and strong teamwork. Courageous leadership skillfully combines humanity with accountability so that your organization can thrive. Join this session to learn more about courageous leadership and how you can incorporate its principles into your board.

Trina McCarroll is the founder of Hello Courage, a facilitation and consulting firm that specializes in organizational strategy, culture, change, and governance. Trina frequently speaks and teaches on courageous leadership and exceptional teams who achieve results and recognize the humanity in one another.

Trina is a Certified Professional Facilitator (CPF) and Chartered Professional in Human Resources (CPHR). She is trained through Brené Brown's Dare to Lead program and is a graduate of the University of Alberta School of Business in strategic management and organizational analysis. Trina is most proud when she sees courageous moments from her three great kids and oodles of nieces and nephews.

B) Video Production and the Library

Michael Baird, Edson & District Public Library

How do we promote our libraries? How do we do something different? How do we grab some attention? These are some of the questions I thought about for the Edson Library. These thoughts led to developing our first promotional video. The success of that video opened the door to more video work and to a whole different approach to promotion.

In this session, I will discuss the experience of making promotional videos, how it changed advocacy for our library, the feedback from the community, the ROI, and the plans we have going forward. I will offer some guidance so that you can start building your own script and storyboard, or at least start planning a video if you don't want to tackle the creative part.

Michael Baird holds a diploma in Library and Information Technology, a Bachelors in Geographic Information Systems, a Masters of Library and Information Science from San Jose State University, and is a member of Phi Theta Kappa Honors Society. He is currently the Library Manager at Edson & District Public Library and has served as the Library Director for the Sundre Municipal Library, as well as a town Councillor for the Town of Sundre. He has served as a regional director for the Alberta Library Trustees Association while a member of the Parkland Regional Library Board, on the elections committee for The Alberta Library, and as the Chair of the SAIT LIT program Advisory Committee. He is the current chair of the ALTA conference committee and on the planning committee for the Edson Renaissance Faire.

C) Truth and Reconciliation: The Role of Your Library

Kerby Elfring, Chinook Arch Regional Library System

This session will explore the history of colonization of Treaty 7 territory. We will learn about the Indian Act, the legacy of Residential Schools, and the work of the Truth and Reconciliation Commission. Once we've reviewed these truths, we can begin to talk about how our libraries can contribute to reconciliation.

Kerby Elfring is the Reconciliation Liaison & Conference Coordinator at Chinook Arch Regional Library System. She is a Settler Canadian of Dutch, British, and Scottish descent. She is committed to honouring the Spirit of Treaty 7 and advancing the process of reconciliation.

D) More Than Happy Customers

Margaret Law, The Alberta Library

How is good customer service related to advocacy and marketing? To be an advocate means to speak in favour of something, and to ensure that decisions are made with good information. This session will explore how happy customers can support the library's advocacy and marketing efforts.

Dr. Margaret Law is a library consultant who is currently the acting CEO of The Alberta Library. She is a frequent presenter at library conferences on topics related to library management and advocacy. She is a past president of both the Library Association of Alberta and the Canadian Library Association and has worked in public and academic libraries.



A) Strategic Board Governance

Trina McCarroll, Hello Courage

A board's governing approach is defined by the types of decisions the group chooses to focus its time and energy on. A strategic governing approach intentionally mitigates risk in decision-making processes, oversees organizational performance, and maximizes the organization's strategic potential for impact. Join this session to learn more about courageous leadership and how you can incorporate its principles in your board.

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B) Lightning Round: Responding to Public Pushback

1. Book Challenges: Our Experience

Barbara Longair, Lethbridge Public Library

Like many libraries, Lethbridge Public Library has experienced an increase in book challenges over the past few years. This practical session will discuss what has happened and our tips and practices to deal with challenges from patrons.

Barbara Longair is the manager who oversees collections (and other things) for Lethbridge Public Library. She has worked in university and public libraries in the States and in Canada.

2. Why Fentanyl Test Strips Have a Place in Libraries

Jessia Arsenio, Banff Public Library

Fentanyl and other synthetic opioids are responsible for an epidemic of overdose deaths in North America. Knowing whether a substance will harm you is an access to information issue for vulnerable persons. Providing fentanyl test strips can be a practical way for libraries to do their part during a public health crisis. Some community members might be reluctant, though. In this session, Jessia Arsenio from Banff Public Library will explain how he navigated pushback to a pilot program to offer fentanyl test strips in Banff Public Library.

Jessia Arsenio is the Access and Inclusion Assistant for Banff Public Library. He came to Banff from Toronto in 2017. Jessia believes a better world is possible and that libraries are uniquely outfitted to help lead the way.

3. Love Wins at OPL: Drag Queen Storytime

Sarah Gillie, Okotoks Public Library

To celebrate Pride Month, the Okotoks Public Library hosted a family Drag Storytime event in June 2022. OPL Director, Sarah Gillie, will talk about the public pushback the library received as well as share the lessons she learned along the way.

Sarah Gillie (she/her) has worked in public libraries across Canada for over 20 years. As a third-generation library worker, one could say libraries are in her blood. Most recently, in her time with the Okotoks Public Library she has participated in advocacy and fundraising efforts to support the library's 2021 expansion. In her free time, Sarah enjoys watching cake decorating videos and cuddling with her two cats, George and Marlee, and her dog, Jackson.

C) Making Diversity, Equity, Inclusion, and Reconciliation Happen at Your Library: A Workshop

Jackson Longworth, Chestermere Public Library

Rose Reid, Marigold Library System

This session will help participants plan a program, policy, or other initiative at their library to help them implement Diversity, Equity, Inclusion, and Reconciliation. The presenters will share their background and some of the work they have done in these areas previously. The majority of the session will be a workshop.

Participants will develop a plan to implement their chosen initiative at their library. There will be 6-10 initiatives for participants to choose from, each with a list of questions to help them think about what they would need to make it happen. Participants will answer the questions for the specifics of their own library situation, but will work with partners to create and share ideas. The goal is to have participants leave with the start of a plan for implementing their chosen initiative, a new contact who has similar interests, and a sense of excitement and possibility around DEI and Reconciliation.

Jackson Longworth (any/all pronouns) is a settler from Amiskwacîwâskahikan (Edmonton) who is interested in libraries as places to challenge conventional ways of thinking, acting, and relating to each other and the world. Jackson is currently the Community Librarian at Chestermere Public Library, an aspiring well-rounded human, and eager to play board games with you.

Had you asked **Rose Reid** what she wanted to be when she grew up, ten year old Rosemarie would have said she wanted to be a librarian. That or a bird. Rose was the library manager at Bighorn Library in Exshaw for twenty-three years. During that time she developed many relationships and a deep affection for the members of the Stoney Nakoda Nation. Six years ago, Rose began working for Marigold Library System as the Indigenous Outreach Specialist.

D) Shut Up and Listen: The Art of Authentic Listening

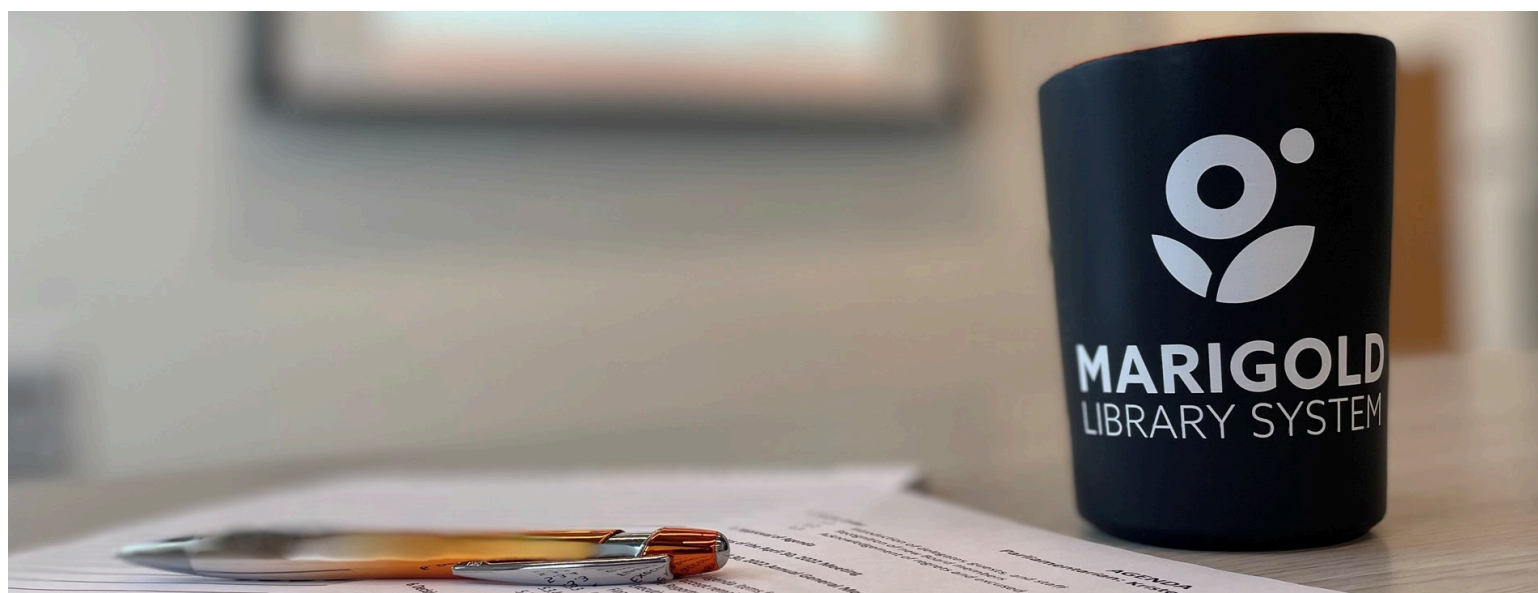
Angela Kublik & Dymphny Dronyk, House of Blue Skies Consulting Inc.

One of the most crucial skills in providing library services is to listen to people authentically. There is a fundamental difference between "hearing" someone speak and "listening with intent." Once you start using active listening techniques, you'll experience better results, not only with your work, but even in your life.

Drawing on techniques from the field of public engagement, this session teaches you how to listen attentively, show real interest, understand what you have heard, and respond appropriately. We will discuss the power of body language as well as specific questioning techniques. You will become a more effective communicator in all aspects of your work and life. Listening is an essential skills for both library staff and board members.

Angela Kublik, as a public librarian, spent twenty years embedded in the community, working closely with boards, municipal governments, and other key stakeholders to build better communities. Having moved into the field of community engagement, she now works as a Strategy and Data Analysis Consultant for House of Blue Skies and is excited to share engagement techniques with her library colleagues.

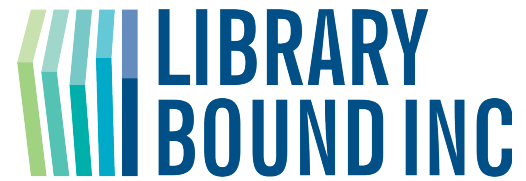
Dymphny Dronyk is a Qualified Mediator and the CEO of House of Blue Skies Consulting Inc. She has developed innovative skills in conflict management and community engagement during more than thirty years of working on controversial energy and municipal projects across western Canada. She understands and shares her stakeholders' love of the land and for community.



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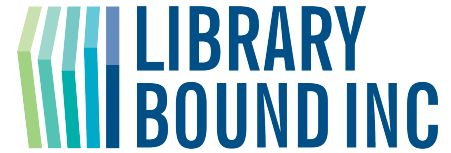
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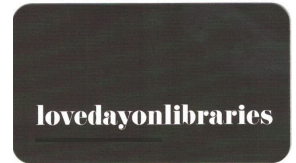
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