Alaska’s Libraries: The Original Discovery Channel

ALASKA LIBRARY ASSOCIATION CONFERENCE
Alaska's Libraries: the Original Discovery Channel
MARCH 21-24, 2013 * VALDEZ, ALASKA
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CONFERENCE SERVICES

REGISTRATION DESK
Thursday, March 21st 9:00 a.m. – 5:30 p.m.
Friday, March 22nd 8:00 a.m. – 6:00 p.m.
Saturday, March 23rd 8:30 a.m. – 5:30 p.m.
Sunday, March 9:00 a.m. – 11:30 a.m.

EXHIBITS/VENDOR HOURS
Thursday, March 21st 5:00 p.m. – 6:30 p.m.
Friday, March 22nd 10:00 a.m. – 6:00 p.m.
Saturday, March 23rd 8:30 a.m. – Noon

AkLA Store
The store is located near the Registration Desk. Stop by the AkLA Store to purchase your conference t-shirt and other items from past conferences.
**President’s Welcome**

Welcome to the Alaska Library Association’s annual conference in beautiful Valdez. This year’s theme “Alaska Libraries: The Original Discovery Channel” resonates with this area that was once inhabited by seven tribes. One of the tribes is the Valdez Native Tribe. It is a non-profit organization that provides health, social, educational, and cultural services for its members in the Valdez area. The people live in harmony with this land and practice traditional values. On behalf of the Alaska Library Association, I want to thank the Valdez Native Tribe for letting us experience this part of Alaska.

Valdez has been “The Original Discovery Channel” of the Trans-Alaska Pipeline System that terminates here for shipping oil out to the world. Today, there is the Richardson Highway following the similar route from the early 1900s for tourists. Also, Valdez survived the 1964 Alaska earthquake and the Exxon Oil Spill. This rich history is preserved in the Valdez Consortium Library, directed by Mollie Good, who is the conference coordinator. I want to thank her, staff, and volunteers for their fine work on planning, developing, and delivering this year’s annual conference. Gunalcheesh!

I hope you will enjoy this opportunity in visiting Valdez to experience its history, people, and culture.

Linda Wynne  
AkLA President

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**Conference Coordinator’s Greetings**

Welcome to the 2013 annual AkLA Conference in Valdez, Alaska! I hope that you will take advantage of the learning and network opportunities offered during the conference in this unique and beautiful setting. The Conference Committee has worked very hard to provide an excellent conference, and the community of Valdez is thrilled to host all of you. Special thanks to the City of Valdez, the Valdez Convention and Visitors’ Bureau, the conference committee, and to all the volunteers who made this event possible. Enjoy Valdez!

Mollie Good  
Conference Coordinator
**Featured Speakers**

**Susan Ballard** is the President of AASL and the retired Director of Library, Media, and Technology for the Londonderry (NH) School District, a recipient of the AASL National School Library Media Program of the Year. Presently, Susan is an adjunct professor at Simmons College. She serves on the editorial advisory boards for Teacher Librarian and Knowledge Quest. She was the first recipient of the NH Excellence in Education award for Library Media and a charter inductee in the New England School Library Association Hall of Fame.

**Robert Bocher** is a Fellow of ALA's Office for Information Technology Policy where he focuses on broadband and Internet access issues. In addition, Bob is a consultant on the Alaska OWL project. Bob Bocher is brought to AkLA 2013 by the Alaska OWL Project and the Alaska State Library.

**Jennifer Fenton** is the Continuing Education/Training Coordinator at the Washington State Library. As the Training Coordinator, Jennifer facilitates both in-person and online trainings around the state. She also serves on the ALA LEARN Roundtable as a board member. With a background in youth services, collection development and administration, Jennifer enjoys matching people up to great continuing education opportunities. Washington State Library has been offering online trainings for library staff for over 5 years. With the rise of broadband and better software, the online trainings produced by WSL are now available to library staff from all 50 states. Jennifer Fenton is brought to AkLA 2013 by the Alaska State Library.

**Helen Frost** worked for about twenty years as a poet before publishing her first poetry collection, supporting herself with work she also loves, that of a teacher—in elementary schools, as a poet-in-the-schools, and at the college level. Her books include six novels-in-poems for children and young adults, two collections of poetry for adults, two plays, a book about teaching young people to write about difficult issues, two picture books for younger readers, and two anthologies. One of her novels, Diamond Willow, is set in Alaska. Her next book, Salt: a Story of Friendship in a Time of War, will be published next July. Helen continues her work with children and teens through school author visits, and is now a full-time writer, living in Fort Wayne, Indiana.

**Gail Johnson** founded Face to Face Communications and Training in 1997 to fill the need for customized training in the increasingly competitive workforce. Ms. Johnson has designed and delivered thousands of communication-related workshops throughout the United States. The Illinois Chamber of Commerce has named Face to Face Communications and Training a designated Training Provider for its ITP grant program. Ms. Johnson's individualized approach to training has earned her a loyal client base that has grown primarily through referrals. Her client roster spans a broad range of industries, including telecommunications, banking, travel, architecture, legal, health-care, as well as local governments, education, libraries, and park districts. Thus proving to her mother and various elementary school teachers that, YES! you can make a living by talking incessantly!
Rukhsana Khan is an award-winning author and storyteller. She was born in Lahore, Pakistan and immigrated to Canada at the age of three. She has eleven books published and others under contract. She has appeared on television and radio numerous times, has been featured at international conferences in Denmark, Mexico, Singapore, Italy, and South Africa, and has presented all across Canada and the U.S. She tells tales of India, Persia, the Middle East, as well as her own stories. She has four grown children (three girls and a boy) and seven grandchildren. She lives in Toronto with her husband and family. Rukhsana is a member of SCBWI, The Writers Union of Canada, and Storytelling Toronto.

Rukhsana Khan is brought to AkLA 2013 by Alaska Spirit of Reading and the Alaska Association of School Librarians.

Jamie LaRue has been the director of the Douglas County Libraries, headquartered in Castle Rock, CO, since 1990. He is the author of The New Inquisition: Understanding and Managing Intellectual Freedom Challenges, and wrote a weekly newspaper column for over 25 years. He was the Colorado Librarian of the Year in 1998, the Castle Rock Chamber of Commerce’s 2003 Business Person of the Year, and in 2007 won the Julie J. Boucher Award for Intellectual Freedom. Jamie LaRue is brought to AkLA 2013 by the Alaska State Library.


Sara McWilliams is a member of Portland Playback Theater. She received her BFA in theater from Kent State University and is currently an alternative training student with the National Association of Drama Therapy. You can reach her, (and she’d love to hear from you), at saramacplayback@gmail.com or check out www.playbacktheaterpdx.com.

Shannon McClintock Miller is the district teacher librarian and technology specialist at Van Meter Community School in Van Meter, Iowa. She is also an educational consultant for Mackin Educational Resources and Rosen Publishing. She encourages her students to have a voice while learning, creating, collaborating, and connecting to others within their school and around the world. Shannon is the author of the award winning Van Meter Library Voice blog and enjoys writing for ISTE’s Leading & Learning journal, various blogs, and in other forums. She has had the opportunity to speak in Iowa and around the country about advocacy, librarianship, technology, social media, and making a difference in education and the lives of others. She is a member of ISTE, SIGMS, ALA, AASL, and ILA (Iowa Library Association). Shannon serves as the advocacy chair on the Iowa Association of School Librarians and on the Iowa Center for the Book Advisory Council as the public school students and
libraries representation. She also serves on the advisory board for Library Journal, Horn Book, and School Library Journal; School Library Monthly advisory board; StarWalk Kids board of advisors; and the BiblioNasium advisory board. She is a FableVision Learning Ambassador and presenter for SimpleK12. Shannon is a Social Media WRADvocate for LitWorld's World Read Aloud Day campaign. In 2010, she was also chosen to be part of the Cengage Learning/School Library Journal New Leaders Program. In March 2011, Shannon was awarded the Connecting People Shorty Award. Shannon can be found at @shannonmmiller on Twitter and online at shannonmmiller.com.

Jackie Paris was born and raised in South Africa, and has spent her life working with individuals, groups, and businesses, empowering them to re-envision themselves and their community, by helping them to be full contributors to the planet’s well being. She also directs the Portland Playback Theater troupe, which is an ensemble of skilled actors, musicians and group facilitators, whose mission and passion is to build connection and community between people.

Pam Parr joined Face to Face Communications and Training in 2005. Having attended the University of Iowa as a Theater Major with a Pre-Law minor, she owned her first business at the age of 23. She was a founder and partner in Fox Valley Trophy and Awards for 20 years, an icon in the recognition industry. Pam brings 30 (plus) years of business management and customer service experience to Face to Face. Her career spans corporate, government and entrepreneurial entities.

Steven Shields runs an IT consulting company, Shields Networking, serving small businesses in the Puget Sound region. He has designed and delivered customized curriculum for the Alaska, Oregon, and Washington State Libraries. Most recently, Steven has been working with the Alaska OWL project to help deliver small network technology training. Prior to starting his own consulting business, Steven spent four years working in libraries as a computer trainer in the US Library Program for the Bill & Melinda Gates Foundation. Steven Shields is brought to AkLA 2013 by the Alaska OWL Project and the Alaska State Library.

Rajesh Singh is an Assistant Professor in the School of Library & Information Management at Emporia State University in Emporia, Kansas. His deep interest in management and libraries has led him to frequent interfacing with library leaders and research of the application of marketing and branding in library organizations. He teaches leadership and management courses and continues to actively pursue related research. His professional website is lisrajesh.com, and he can be reached at rsingh1@emporia.edu.
Special Events and Entertainment

March 21st
5:00 p.m. – 6:00 p.m.
Opening Reception Honoring Exhibitors
Welcome from Mayor Dave Cobb

March 23rd
8:00 p.m.
Dessert Reception
Evening with Rukhsana Khan

March 24th
10:00 a.m.
End Note Brunch
Brunch with Nancy Lethcoe

Silent Auction
Be sure to stop by the Silent Auction as you attend conference sessions. As you might expect, there are many lovely and interesting items available for bid, and you'll be supporting AkLA scholarships and continuing education programs. There is sure to be something that will catch your eye! Thank you to AkLA members and other donors for their generosity.

Silent Auction Hours
Friday, March 22nd (bidding begins) 8:00 a.m. – 6:00 p.m.
Saturday, March 23rd 8:00 a.m. – 4:00 p.m.

College Credit Through UAA
Would you like to earn one continuing education (CE) credit for attending the AkLA Conference in 2013?
The University of Alaska Anchorage is offering LS A590, a pass/no pass course that allows you to get one CE college credit for attending 15 hours of AkLA Conference activities. To register, select the $100 college credit option on the AkLA Conference registration form. In addition to attending 15 hours of conference activities, coursework will include documenting and summarizing AkLA Conference sessions attended, and writing a 3-5 page paper. LS A590 satisfies the Alaska Department of Education requirements for recency credits for certification renewal.
Contact Deb Mole, UAA Library Science Professor, at 786-1967 or dlmole@uaa.alaska.edu if you have questions.
Presenters and Guest Authors

Conference Presenters

Freya Anderson
Caroline Arnold
Susan Ballard
Bob Bocher
Sigrid Brudie
Cynthia Busse
Paul Cappuzzello
Daniel Cornwall
Lisa Dennis
Erika Drain
Christie Ericson
Jennifer Fenton
Patience Fredericksen
Megan Friedel
Helen Frost
Jane Fuerstenau
Stacy Glaser
Larry Hibpshman
Melissa Houston
Jodi Jacques
Mary Jennings
Karen Jensen
Gail Johnson
Zachary Jones
Alex Kagak
Jamie LaRue
Mahria Lebow
Patricia Linville
Shelly Logsdon

Nina Malyshev
Katie Mangelsdorf
Leslie McCartney
Jennifer McKay
Sara McWilliams
Shannon Miller
Rebecca Moorman
Micah Muer
Julie Niederhauser
Jackie Paris
Pam Parr
Carol Race
Deborah Rinio
Michael Robinson
Nicole Roohi
Kari Sagel
Coral Sheldon-Hess
Sue Sherif
Steven Shields
Rajesh Singh
Beth Skow
Lisa Smith
Lisa Sobieniak
Shane Southwick
Linda Thibodeau
Kellie Tilton
Robin Turk
Linda Wynne

Local Guest Authors
Authors to Alaska Luncheon

Speaker for Luncheon: Helen Frost

Judy Almy
Marie Blood
Matt Kinney
Nancy Lethco
MaryLou Vanderburg
AkLA Organization

Alaska Library Association
Executive Council 2012-2013

Executive Board
President Linda Wynne
President Elect Stacey Glaser
Conference Coordinator Mollie Good
Past President Michael Robinson
Secretary Julie Niederhauser
Treasurer Patricia Linville
ALA Representative Sue Sherif
PNLA Representative Sara Saxton

Ex Officio
Executive Officer Mary Jennings
Historian Nancy Lesh
Lobbyist Clark Gruening
Newspoke Editor Loretta Andress
State Librarian Linda Thibodeau
Web Team Elise Tomlinson

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Anchorage Jodi Jacques
Far Site Inactive
Juneau Daniel Cornwall
Kenai Jane Fuerstenau
Ketchikan Debbie Gravel
Kodiak Laurie Madsen
Mat-Su Gini Geary
Northern Georgine N. Olson
Sitka Kari Sagel

Committees
Awards Michael Robinson
Continuing Education Freya Anderson
Intellectual Freedom June Pinnell-Stephens
Library Advocacy Amy Marshall
Membership Mary Jennings
Nominations Michael Robinson
Social Media Coral Sheldon-Hess

Roundtables
Academic Jane Fuerstenau
Adult Readers Tracy Leithauser
Alaska Association of School Libraries (AkASL) Georgine Olson
Alaska Native Issues Nicole Roohi
Authors to Alaska Jim Simard
Cataloging Charlotte Glover
Civic Engagement Caroline Hassler
Collection Development Rebecca Moorman

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AkLA Store Carol Race
Authors to Alaska Deborah Mole
College Credit Freya Anderson
Conference Wiki Michael Robinson
Conference Treasurer Connie Thomas
Entertainment Ken Wheaton
Equipment Teressa Williams
Library Advocacy Sandy Moore
Membership Mollie Good
Nominations Sandy Moore
Photography Valdez Arts Design
Registration Erin Hollingsworth
Silent Auction Mollie Good
Speaker Coordinators Nelli Vanderburg
Volunteer Coordinators Erin Hollingsworth
Conference Advisors Ellen Davis
Website Mary Jennings

Documents Vacant
New Members Coral Sheldon-Hess
Public Library Beth Skow
Special Libraries Teressa Williams

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AkLA 2013 Conference Program

THURSDAY, MARCH 21

10:00 a.m. – 5:00 p.m.
Shane Southwick
OWL Sustainability Pre-Conference Workshop
This pre-conference will highlight different things the state library is doing to sustain the Alaska OWL Project. It will also feature workshops in grant writing, e-resources for digital literacy, building communities of practice around languages, using OWL resources in the community, and partnering opportunities with OWL. There will also be a video-conferencing demonstration.

10:00 a.m. – Noon
Face2Face Communications (Gail Johnson & Pam Parr)
The Internal Customer Service App
Colleagues, coworkers, staff, team members, posse, or compadres: we are each other’s customers too, and there’s an app for that! This fun, reality-based workshop will provide a much-needed peek inside your coworkers’ heads. (YIKES!) Gain insights into their needs, wants, and communication styles. Your staff will leave with specific words and phrases that will ultimately see productivity surge, ramp up morale, boost creativity, and get immediate results.

Noon – 1:00 p.m.
Lunch Break

1:00 p.m. – 3:00 p.m.
Face2Face Communications (Gail Johnson & Pam Parr)
Creating Library Groupies
So you think you’re pretty good at customer service? We’ll take you to the next level and show you how to create Library Groupies! This fun, fast-paced interactive workshop will have you on your feet as you learn what it takes to hear your customers consistently say, “Wow, your service was unbelievable! Thank you!”

1:30 p.m. – 4:30 p.m.
Coral Sheldon-Hess
Alaskan Librarians Build Communities
Library budgets continue to fall or stay flat, even as demands for our services go up. Part of the problem may be that our communities don’t realize the amount, complexity, or variety of the work we do. One of the best possible ways to educate our communities about our skills (and by extension, our value) is to work with people on projects that are important to them using those skills. If people see us outside the context of libraries, working with technology, teaching, or doing any one of the many things we do that have nothing to do with “reading books all day,” they will adjust their views of us and of our value to the community.

5:00 p.m. – 6:00 p.m.
Opening/Exhibits Reception
6:30 p.m. – 7:30 p.m.  
**Coral Sheldon-Hess**  
**New Members Roundtable Social**  
Are you a new (or new-ish) AkLA member? Are you new to AkLA conferences? The New Members Roundtable invites you to join us for an orientation and social event. You will have the chance to learn about AkLA and its associated organizations, roundtables, chapters, and committees, while getting to know new and not-so-new members alike! We’ll share some tips for a successful conference experience (tip #1 is “come to the NMRT Social,” by the way!) and leave plenty of time for socializing and snacking.

7:00 p.m. – 8:30 p.m.  
**Linda Wynne**  
**E-Council Dinner**  
Business meeting for AkLA E-Council members. Offsite location TBD.

FRIDAY, MARCH 22

8:00 a.m. – 8:45 a.m.  
**Nicole Roohi**  
**AkASL Grant Recipient Meeting**  
This is a mandatory meeting for anyone who has received a grant from AkASL to attend this conference. Additional requirements will be covered in this short session, and questions will be answered.

**Nina Malyshev**  
**Alaska Library Network Board Meeting**  
Annual face-to-face meeting for the Board of Directors of the Alaska Library Network (ALN).

**Christie Ericson**  
**First Time Conference Attendee Orientation**  
Is this your first AkLA conference? Join us to learn more about the Alaska Library Association and how to get the most out of your conference experience!

**Rebecca Moorman**  
**Cataloging Roundtable Meeting**  
Annual meeting of the Roundtable to discuss group activities, training needs and opportunities, and all things cataloging. The purpose of the Roundtable is to support quality cataloging in Alaska, provide input into AkLA programs for cataloging education, encourage camaraderie and information exchange among catalogers, and to promote knowledge and awareness of the importance of cataloging as a foundation of librarianship. Open to everyone.

**Patricia Linville**  
**Civic Engagement Meeting**  
Help this new roundtable develop a plan for our libraries to participate in the growing movement of civic engagement – where citizens come together to discuss the issues they face, and libraries, building on their roles as centers of their communities, provide the
venue. We hope to work with our partners at the Alaska Center for Public Life to provide training for librarians who want to learn more about convening, facilitating and framing these discussions.

15 Minute Break

9:00 a.m. – 10:00 a.m.

Shannon Miller

Keynote - Be the Change You Want to See in the World

Educators can empower others to use communication, social media, collaboration and connections to make a difference. In this presentation, Shannon will focus on developing a vision that encourages students to “think, lead and serve while connecting to their passions.” Change can begin by building a team environment that includes teachers and students. She will demonstrate how to strengthen the local school community and promote global connectivity using Google Sites, blogging and social networks. You will leave this presentation with several ideas that can be replicated and successful in your schools as well.

15 Minute Break

10:15 a.m. – 11:15 a.m.

Rajesh Singh

Leading Chance in Libraries with Strategic Thinking and Stick-to-itiveness

Libraries today are facing an identity crisis as they navigate the sweeping changes in information availability and accessibility. Now is the time for information professionals to rise to the challenge to reimagine their role in their communities. Successful change to help libraries to survive and thrive will require good ideas which inspire stick-to-itiveness throughout the organization. Instead of starting with strategic planning, we must first foster a culture of strategic thinking to better address our community’s information needs and expectations. A framework such as Heath and Heath’s “Switch” can help us understand how to develop good “sticky” ideas in order to achieve sustainable organizational change.

Terrie Weckerle

Early Literacy Q&A

This is an informal open discussion session where attendees can pose and answer questions about early literacy in their libraries and communities. Come with your questions, share your knowledge, and propose your ideas. No question is too small; no answer is too big. Let’s talk!

Valerie Oliver

Applying for E-rate Funding for My Library

This session will give you an overview of the E-rate process, provide helpful links and resources for understanding E-rate, and remove the mystery of this federal program that can pay up to 90% of your library’s phone and internet bills.

Kellie Tilton

The First Year Seminar: Exploring Instruction Outside of Library Science

In the Fall of 2012, one librarian ventured outside the Library Science curriculum to teach a First Year Experience seminar based entirely on The Hunger Games. What resulted from
the seminar was a refreshing, engaging experience that allowed her to connect with first year students and think about instruction in a different way. In this session, she will discuss the process of applying and preparing for the FYE course and the most surprising things she learned teaching the course.

Jennifer Fenton
Help! How Do I Get Off This Sinking Ship?
In this interactive workshop, participants will learn how to deal with stress and burn-out and still provide stellar customer service.

10 Minute Break

11:25 a.m. – 12:25 p.m.
Robert Bocher
Broadband: An Update on Federal Initiatives and Issues
Adequate and affordable broadband is an issue not just for Alaska libraries but for libraries nationwide. This presentation will describe social initiatives and programs at the federal level to help address this issue. It will also look at continued broadband advocacy efforts by the American Library Association and other organizations like the Schools, Health and Libraries Broadband Coalition.

Lisa Sobieniak
Making Libraries More Accessible Through Natural Language
527.047 MAN?! What is that and where is it? The Dewey system, while clear and concise for librarians, can be an obstacle to our patrons – especially those with English as a second language and children. Find out about the process and results of changing over the nonfiction materials in a small village library to natural language instead of Dewey.

Jane Fuerstenau
Academic Libraries Roundtable Meeting
Discussion of items related to Academic Roundtable business.

12:30 p.m. – 1:30 p.m.
Linda Thibodeau
State of the State Luncheon
Linda Thibodeau, State Librarian, will talk about the recent activities of the State Library, Archives & Museum. Clark Gruening, AkLA lobbyist, will update us on what is happening in the State Legislature. Pre-paid meal ticket is required.

1:30 p.m. – 3:00 p.m.
AkLA General Membership Meeting and Awards

3:00 p.m. – 3:30 p.m.
Exhibits and Poster Sessions

3:30 p.m. – 4:30 p.m.
Face2Face Communications (Gail Johnson & Pam Parr)
Dealing with Difficult People
Ever left a conversation wishing you’d said something different? This fun and interactive workshop will give you industry-specific, real-world tips on what to say and do when you’re dealing with difficult people. Guaranteed to increase your confidence and decrease your blood pressure!

*Lisa Dennis*

**NoveList: Your Key to Reading Recommendations!**
If you don’t have time to read a wide range of genres, then this session is for you. NoveList is a powerful database that helps libraries deliver outstanding reading recommendations targeted to their community needs. Help patrons find book discussion guides for their book groups. Create book lists for kids studying specific subjects in school. EBSCO has hosted this session at the past four AkLA conferences and it’s always packed – join us to find out why!

*Daniel Cornwall*

**Experience Blackboard Collaborate**
Blackboard Collaborate is an interactive webinar service used by the Alaska State Library and the Alaska OWL project for training and the occasional troubleshooting. Features include interactive whiteboards, video and application sharing. Come to this session for hands-on practice with this training tool so you don’t have to figure it out at the State Library’s next webinar!

*Nina Malyshev & Paul Cappuzzello*

**AK Libraries at Webscale: What New OCLC Cataloging, Interlibrary Loan and Discovery Services Will Mean for Your Library**
Join us to hear about plans for the future of OCLC’s cataloging, interlibrary loan and discovery services. Nina Malyshev, Alaska Library Network Director, will talk about the State Library’s role in providing access to OCLC services for Alaska libraries. Paul Cappuzzello, OCLC’s Senior Library Services Consultant, will share information about new metadata management tools, a new interlibrary loan (ILL) service, and a new FirstSearch interface with expert search features that will enhance search experience. The program will also include information about resources available to support your transition to the new service.

*Robin Turk*

**Share Your Favorite Session, Technology, Resource or Program**
Let’s put our heads together and share our best tips and tricks! Bring samples, lessons or handouts for your favorite “thing,” or just share online. A fun way to get to know your colleagues across the state, and learn a lot too! Contact rturk@matsuk12.us for information.

15 Minute Break

4:45 p.m. – 5:45 p.m.

*Portland Playback Theater (Sara McWilliams, Jackie Paris, LMFT, RDT)*

**Bridging Communities: From Distance to Solidarity**
This experiential and solutions-focused workshop will actively explore issues of geographic and cultural distance when working with diverse groups in all parts of the state. Using techniques from theater, we will identify barriers, and then reveal resources in ourselves.
and the community at large. No matter where you work and with whom, this will be an on-your-feet and fun workshop to connect your needs to the right resources.

*Leslie McCartney*

**Project Jukebox has Evolved Again**
Project Jukebox is the digital branch of the Oral History Program and provides access to audio and video recordings, transcripts, maps, historic photographs and films from across Alaska and it is evolving again to meet the challenges of delivering digital oral histories online in a new and innovative fashion! Also featured will be our new Gates of the Arctic Research Portal, which ties together all books, images, oral histories, language materials and more as related to each community as found in the Gates of the Arctic National Park and Refuge.

*Karen Jensen*

**Library Battledecks!**
Volunteer presenters will give short, impromptu but coherent talks based on PowerPoint slides they’ve never seen before. Come enjoy a session of light-hearted fun, the jangling of contestants’ nerves, and vote for the best! Prizes for the winners!

*Alex Kagak*

**RFID: A Survival Guide**
This session will cover the process of the implementation and the day-to-day utilization of the RFID circulatory and conversion systems at Tuzzy Consortium Library.

6:15 p.m. – 7:45 p.m.
**Buffet Dinner**
Pre-paid meal ticket required.

6:15 p.m.

*Nicole Roohi*

**AkASL Dinner Board Meeting**
Board meeting for AkASL board members.

After Dinner, offsite, TBD

*Coral Sheldon-Hess*

**Social Media Committee Meeting**
This will be the first meeting of the official (not just ad-hoc) Social Media Committee! If you’ve been on the committee the whole time, you’d like to join the committee, or you just have ideas about what you’d like to see the committee do, please join us! This is a committee meeting. The plan is to formalize some of our operating procedures, to see if any training is needed (or wanted), and to make plans for the year.

**SATURDAY, MARCH 23**

7:30 a.m. – 8:15 a.m.

*Lisa Smith*

**SLED Advisory Group Annual Face-to-Face**
Let’s get together, SLEDders!
Jodi Jacques

**Special Libraries Roundtable Annual Meeting**
Meet and share ideas with others in Special Libraries around the state! During this session we will nominate a Chair-Elect and regional SLRT representatives, discuss SLRT goals for 2013, and begin planning a Special Libraries program for the 2014 AkLA Conference.

Carol Race

**Authors to Alaska Roundtable Business Meeting**
Yearly face-to-face with other members of the Authors to Alaska Roundtable, sharing program and author information and planning for the following year. Minutes are posted on our AkLA page and financials reviewed.

Nicole Roohi

**AkASL General Meeting**
General meeting of the AkASL membership. All school librarians and any other librarians interested in what our organization has done in the last year are welcome. Come give input into your organization! There will be a report of what is happening with the funding of the Public School Library Collection Development Grant, and an introduction of new officers. If you received a grant from AkASL to attend this conference, attendance is mandatory.

15 Minute Break

8:30 a.m. – 9:30 a.m.

Jamie LaRue

**Swimming Upstream**
We are at the beginnings of a revolution in publishing. There are new streams of content. Will the library be at the confluence of these streams, or in the backwater? What new opportunities now present themselves to revitalize the role of the library?

Zachary Jones

**Images of the Surreal: Contrived Photographs of Native Americans in Archives and Best Practices**
This presentation will discuss problems associated with certain types of historic photographs of Native Americans found in the archival collections of libraries today, how the descriptive metadata for these photographs are sometimes inaccurate, and what archivists can do to improve metadata and work with Native communities. During the historic period, many photographs of Native Americans were generated that were contrived or otherwise manipulations of Native American images, including staged photographs, photographs that captured Euro-American perceptions of Native Americans, Native impersonators, or photographs created for political advantage. Today, archivists are tasted with curating these sensitive photographs, but little training or publications are available for guidance. This presentation discusses ways that librarians and archivists can identify contrived photographs and then craft metadata that accurately represents photographic intent and context. Such professionalism demonstrates the importance of libraries and archives as research entities.

Jennifer Fenton

**Webinars with Pazazz!**
Discover tips and tricks for offering engaging and fun web meetings and trainings. Learn how to make an impact even when you can’t see your audience face to face. Tips on developing curriculum, icebreakers and more will be covered in this interactive session.

**Kellie Tilton**  
**Sharing the Young Adults: A Panel**  
The American Library Association’s YALSA group defines young adults as anyone between the ages of 12 and 18. Due to the dynamic population this age range encompasses, librarians in public libraries, high school libraries and academic libraries all have claim to serving the YA patron. While each type of library serves a different and unique purpose for a young adult, there can be overlap in the approaches of service and learning. This panel, containing a public librarian serving young adults, a high school librarian and an academic librarian serving freshmen, will address these similarities and differences and look at ways to better serve the young adult population through collaboration and communication.

**Freya Anderson**  
**Mobilizing the Digital Pipeline**  
Have a new smartphone, tablet, or other mobile device? Want to use it for something more practical than Angry Birds or Words with Friends? Come and learn about the cool apps available from Digital Pipeline vendors like EBSCO, BrainPop, Mango Languages, and more. We’ll have both Apple and Android devices as examples. Bring your own mobile device, and start using Digital Pipeline apps in Valdez!

15 Minute Break

9:45 a.m. – 10:45 a.m.  
**Rajesh Singh**  
**Library Image and Branding: Touchpoints to Community Engagement**  
Developing a brand for your library is not simply a matter of coming up with a logo, tagline or slogan. Instead, think of it as creating a total customer experience through your library’s key “touchpoints,” or points of contact, with the community. Managing your customer’s experience is a strategic venture, and begins with the overarching question: “Do we offer the right experience?” Offering the “right” experience hinges upon understanding your community’s wants and needs. Gain new insights on how to transform your library’s image through branding, and deliver an experience that will engage and enrich your community.

**Steven Shields**  
**Solving Basic IT Issues in the Library**  
Discussion of common technology issues in small libraries including why printers stop working after a power outage, troubleshooting computer hardware, and wireless connections.

**Shelly Logsdon & Erika Drain**  
**Battle of the Books Title Selection Workshop**  
Come spend time with some great librarians from around the state and join in the lively discussion of the final selection of the 2013-2014 Battle of the Books titles.

**Julie Niederhauser**  
**Community Economic Development Begins at the Library**
How connected is your public library to the workforce needs and economic development opportunities specific to your community? Is your library partnering with local government and community partners to build a knowledge economy? This presentation will focus on strategies public libraries can employ to support economic development and entrepreneurship in their communities. Participants will be introduced to Project Compass Workforce Job Seeker and Small Business & Entrepreneurs pathways, and learn how OWL videoconferencing equipment may be utilized to communicate and collaborate with community partners.

Patience Frederiksen

Hidden Treasure: Grants Road Show
Got ideas, but no money? Do not let an empty purse deny your dreams. A panel of librarians who have pursued their dreams with grants will speak about their experiences. Grants Administrator Patience Frederiksen will provide a brief overview of project grants available from the Alaska State Library.

10:45 a.m. – 11:15 a.m.

Exhibits and Poster Sessions

11:15 a.m. – 12:15 p.m.

Susan Ballard

School Libraries: Let’s Get Down to Business
In tough economic times, and in a marketplace where the competition is stiff, not only do school librarians need to know what works and how to demonstrate that these practices work, but they need a savvy business plan to ensure survival. The development of a brand is a crucial business concept that helps to convey the entire experience customers and prospective customers can expect from your program. While AASL has defined learning standards and program guidelines and related resources to help to demonstrate that our instructional programs are essential and contribute to student learning and achievement, it is up to each of us to ensure our individual franchises flourish by understanding the “why” and “how to” further develop our brand.

Melissa Houston

Accessing Alaska’s Rich Business Resources with AKSourceLink
Established by the University of Alaska in 2009, AKSourceLink is an online business resource referral center. We aim to serve as the first-stop shop for Alaskan entrepreneurs by providing them referrals to the proper business resources they need, when they need them. We help businesses to navigate the various government, university, and non-profit resources available to help them start or grow their business ideas. Come learn how to use and promote AKSourceLink in your library system.

Portland Playback Theater (Sara McWilliams, Jackie Paris, LMFT, RDT)

Shh...Acting Up in the Library
Acting up...in the Library? Yes! This on-your-feet, fun, and interactive workshop will give you practical ways to use theater processes in the library. We’ll play games, devise theater, and provide take home resources to stay connected to the work long after the conference. Join Portland Playback Theater for this hour-long session and come away with innovative and fresh new ways to bring literacy to life.
**Nina Malyshev**

**ListenAlaska Annual Partners’ Meeting**
Annual face-to-face meeting of ListenAlaska partner libraries to discuss new development, policy and operational issues.

12:30 p.m. – 1:30 p.m.

**Helen Frost**

**Authors to Alaska Luncheon**
Featuring author Helen Frost. Pre-paid meal ticket required.

1:45 p.m. – 2:45 p.m.

**Michael Robinson**

**Ditching the OPAC or: How I Learned to Stop Worrying and Love Discovery**
In Fall 2012 the UAA/APU Consortium Library in conjunction with its partners (Anchorage Public Library, ARLIS, Anchorage Museum) began a project to replace their aging OPAC with a next-generation library catalog that uses discovery search technology. The session will explore next-generation library catalogs and why you might want one. The session will also cover how we selected our new catalog and what was involved in getting it up and running.

**Lisa Dennis**

**What’s New with EBSCOhost!**
Join this session and learn what’s new with EBSCOhost! We’ll discuss feature enhancements to the facets and the EBSCOhost Mobile 2.0 introduction. Updates to the Business Searching Interface (BSI) and company profiles will also be reviewed. Are you promoting folders and alerts to your users? If not, learn why you should! We’ll also look at ways libraries can customize their own pages with widgets and search boxes. Whether you are new to EBSCOhost or a veteran user, you are sure to pick up a few new tips at this session!

**Jennifer McKay**

**Curriculum Mapping: Discovering Where Your Institution Can Make the Most Difference**
A panel of academic librarians representing Alaska’s MAUs will be speaking on how the benefits of curriculum mapping can serve your institution’s library instruction program. This activity can demonstrate how looking broadly at your institution’s pathways to degree-earning may reveal where library instruction can best impact student success. Attendees are encouraged to bring their institution’s course catalog so that part of the session can be spent creating their own curriculum map. This session is based on an activity demonstrated at ACRT's Information Literacy and Instruction Retreat presented by past ACRL President Lisa Janicke Hinchcliffe in August of 2012.

**Deborah Rinio**

**Teacher and Librarian Collaboration in Schools: What the Research Says and What to Do About It**
This session will present the research behind school librarian and teacher collaboration. Is it beneficial? What are the pros and cons? What’s the recipe for effective collaboration? How can you make it happen? How can you build upon what you’ve already achieved? How can you recover when something doesn’t go as planned? Although the research reviewed covers school librarians, much of the information is applicable to collaboration in general in any
environment. This session will review the research, describe a few examples of successful collaborations, and provide an opportunity for questions and answers.

Mahria Lebow  
**Pocket-Size Health Information for All**  
This session will discuss mobile versions of the National Library of Medicine’s consumer health resources, such as MedlinePlus. We will also cover the differences between apps and mobile optimized websites, addressing the pros and cons of these two approaches to mobilizing content. There will be interactive aspects to this session and it would be great to have a mix of devices in attendance, so everyone is encouraged (but not required) to bring one along.

15 Minute Break

3:00 p.m. - 4:00 p.m.  
Shannon Miller  
**Empower Your Students to Connect, Create, and Collaborate With Each Other**  
In this session, you will learn how social networks can be used to connect, create, and collaborate with each other and the world. I will share my experiences using social networks such as Skype, Twitter, Edmodo, Facebook, Diigo, Blogger, KidBlog, Edmodo, Smore, StudyBlue and more with my students at Van Meter Community School and others around the world. You will also hear from representatives of these various platforms via Skype and share your own experiences with others in the workshop as well. Participants will not only see how I organize my life in these social networks, but you will also have the chance to sign up and get connected within them as well. You will leave this session having new places to connect, tools to use within your classroom and library, and a global community that opens you up to new ideas, people, and places.

Micah Muer  
**Using Clickers to Salvage the One-Shot**  
You’re twenty minutes into your one-shot. Glassy stares flicker between the clock and poorly hidden smartphones. You pose questions, hoping to engage the audience, but they keep staring. And it’s only going to get worse. The bit about scholarly journals? As soon as you’re halfway through it, you realize the students already know it. Finally, it’s over. The feedback forms all say you did wonderfully, but somehow you doubt it. One-shot instruction lessons - which often follow this format - are much maligned, but there’s little reason to believe we’ll be able to do away with them anytime soon. Fortunately, the greatest deficiencies of one-shots can be remedied with clickers, handheld remotes that participants use to answer questions posed by the instructors. In this practical session, we’ll look at using clickers to pose interesting, discussion-generating questions that the whole class can grapple with. We’ll also discuss how clickers can gather immediate feedback, allowing you to adjust your teaching on the fly, while at the same time collecting rich data necessary for any long-term assessment programs. We’ll conclude with an examination of the options - some free - for instructors who wish to work clickers into their teaching.

Sue Sherif  
**Summer Reading 2013**  
Come learn more about the 2013 Alaska Summer Reading program with an underground theme. Learn about some easy-to-do programs that relate to the themes Dig Into Reading
(Preschool and Elementary) and Beneath the Surface (Teens). Share your own ideas and brainstorm with the group.

Steve Shields
Networking Basics
Basic overview of small networks and network troubleshooting including an overview of the hardware used to create wired/wireless networks and how computers communicate using TCP/IP (the language of the Internet).

15 Minute Break

4:15 p.m. - 5:45 p.m.
Jamie LaRue
Telling the Library Story
Library advocacy as we’ve practiced it over the past generation has failed to earn us widespread support. So what will? Answer: it’s not about numbers. It’s about stories.

4:15 p.m. - 5:15 p.m.
Nina Malyshev
Alaska Library Network General Membership Meeting
Come and hear about the activities and the current and future projects of your Alaska Library Network (ALN). Members and non-members are cordially invited!

Katie Mangelsdorf
Discovering the Champion Within
My experience as teacher and librarian in rural and urban Alaska led to my writing an adventure biography about Joe Redington Sr., the Father of the Iditarod. Joe's inspirational life showed he was a thinker and a doer - just the role model our children need. His dreams have preserved part of Alaska’s history, and he made history - coming up with the first long-distance sled dog in Alaska and taking his team of huskies to the summit of Mt. McKinley. The character traits he lived, such as perseverance, honesty, doing the best he could no matter what was going on around him, not giving into fear or frustration, trusting in himself, not letting limitations hinder what he could accomplish, the importance of his word and handshake are all qualities that are inherent in every child and adult. These character traits can be seen through his often incredible adventures in Alaska. My goal is to plant seeds of “anything is possible if you only believe” and to light a spark of interest in reading and writing.

Cynthia Busse
Early Literacy Stations for Your Library
Come find out how you can provide a safe digital learning experience that will attract kids (ages 2-14) to your library. Hear from your colleagues about their experience with Early Literacy Stations at their library. We will also discuss funding options and provide a grant funding guide participants in this session.

Caroline Arnold
Think Outside the Box: Projects and Activities That Reinforce Reading
Projects and activities inspire readers to go beyond the book. From learning how climate change affects wildlife to how earthworms help the garden, hands-on experience helps bring
books to life. Caroline Arnold, author of 150 books for children, will explore how books like hers can be used to encourage children to read and learn about the world we live in. Using PowerPoint slides and demonstrations, she will present projects and activities and provide an inside look at her own writing and illustrating process. The session will include handouts and examples of how students have used her books as a jumping-off place for their own creative writing, art, multimedia, and science projects. Her new book TOO HOT? TOO COLD? is illustrated by Alaska artist Annie Patterson.

6:00 p.m. - 7:30 p.m.
Coral Sheldon-Hess
Dine Around Valdez and Social Media Committee Meeting
This will be the first meeting of the official (not just ad-hoc) Social Media Committee! If you’ve been on the committee the whole time, you’d like to join the committee, or you just have ideas about what you’d like to see the committee do, please join us!

8:00 p.m. – 9:00 p.m.
Kari Sagel
Dessert Reception with Rukhsana Khan
Rukhsana Khan is this year’s Spirit of Reading’s featured author. This Canadian author writes for both children and young adults. Her books center on themes of immigration, refugees, English as a second language, and the world of Islam. Ms. Khan will be traveling to schools and libraries throughout Alaska as part of the program. This dessert reception is sponsored by Alaska Spirit of Reading, the Alaska Association of School Librarians, and the City of Valdez.

SUNDAY, MARCH 24

8:00 a.m. - 8:45 a.m.
Nicole Roohi
AkASL Board Meeting
Board meeting for AkASL Board members.

Sigrid Brudie
Arctic Health and Teen Health: Free Resources from the Alaska Medical Library
With more people turning to the internet for answers to health questions, the Alaska Medical Library (AML) has made an effort to provide easy-to-use portals to free, reliable online health resources. In this session, you will explore the newly revised Arctic Health website, a significant source of information on health issues affecting people of the Arctic. You will actively participate in usability testing of the website, giving you an opportunity to learn the usability testing process and giving us at AML the input we need to optimize the site’s usefulness. You will also be introduced to a new online resource guide at AML called Teen Health Resources, which was developed in response to requests for safe, reliable health information for teens, parents, and educators. Both sites are relevant for public, school, and academic librarians. Bring your laptop or notebook so you can discover these resources firsthand.
Lisa Dennis

**eBooks on EBSCOhost**
Are you thinking about adding eBooks to your EBSCO collection? If so, join us for the informative session and learn how eBooks fit into the EBSCOhost profile. Topics will include browsing and searching options, viewing and downloading and managing personal preferences using the My EBSCOhost folder. We'll also take a quick tour of the EBSCOhost Collection Manager (ECM), which is an easy-to-use tool for building and managing your eBook collections.

Beth Skow

**Public Libraries Roundtable**
All public librarians are invited to come and share their local library news and get updates from around the State. It’s a great time to re-connect with your colleagues around the state, share ideas and look to the future.

15 Minute Break

9:00 a.m. - 9:45 a.m.

Karen Jensen

**Collection Development Roundtable**
Collection Development Roundtable meeting - bring your ideas for building and sharing collections in the digital age.

Stacy Glaser

**Orientation for New E-Council Members**
This meeting is for new members of the executive council, but anyone who is interested is welcome to come. If you won office in the last elections or became a chair of a roundtable or committee during the conference, this session is for you! Meet other members of the executive council and learn about how the council does its work throughout the year.

Larry Hibpshman & Panel

**Exxon Valdez Oil Spill Litigation Records 2.5 Decades After the Spill**
This session will bring together a panel of people deeply involved in Oil Spill Litigation & the huge volume of records it produces. Panelists will explore what that means for the organizations that created the records, for reference institutions, and for public access. Topics will deal with what is being done to preserve historical records, what will happen to other records & efforts of State Library, the Department of Law and the Oil Spill Trustee Council to work together to create the best, most effective long-term access. Attendees will understand the history of the records of the Exxon Valdez Oil Spill Litigation project, some of the issues involved in moving them to public access & be able to locate aids for the records and view related materials online.

10:00 a.m.

**End Note Brunch**
Buffet brunch with Nancy Lethcoe. Pre-paid meal ticket required.

11:30 a.m.

**Buses depart Valdez**
Poster Sessions

Megan Friedel
The Pomeroy Project: Setting Benchmarks for New Processing Standards (poster session)
This poster session will detail an IMLS grant-funded project that UAA Archives & Special Collections completed in 2011-2012 to create new benchmarks for processing and digitizing its backlogged collections of archival material by applying the recent archival theory of “More Product, Less Process” (MPLP). The test-case for the project was the Harold and Roxolana Pomeroy, a large, previously uncataloged collection that documents the lives of a couple who homesteaded on Katchemak Bay beginning in the late 1940s and were instrumental in developing Alaskan public policy relating to economics and agriculture. This poster session will detail the positive outcomes of applying MPLP to processing the Pomeroy collection, including the creation of modern, streamlined, and efficient standards for arranging and describing UAA’s archival collection.

Mary Jennings
It’s Not Just an Online Membership System
AkLA’s NetForum membership database allows you to pay dues, register for conference, search the library directory, access committee lists and update your personal information and your library’s information. Come learn about all the bells and whistles.

Jennifer McKay
Fall 2012 eTextbook Pilot Project at UAA
Sixteen undergraduate and graduate level sections of UAA face-to-face and distance classes participated in a National eTextbook pilot project sponsored by Internet2, McGraw Hill and EDUCAUSE during the 2012 Fall semester to examine how students and faculty would respond to the use of eTextbooks. This IRB-certified research project was completed by Sarah Frick, Faculty Technology Center Instructional Designer and Jennifer McKay, Acting Education Liaison & Instruction and Reference Librarian in March of 2013 and provided insights into how access to eTextbooks affects student learning.
Notes