CONFERENCE SCHEDULE
Saturday, April 27, 2019

TIME	ACTIVITY	ROOM
6:45am - 8:30am	Breakfast	Beauvert Dining Room (also available in Moose's Nook until 10)
8:00am - 8:30am & 10:00am - 11:00am	Registration Desk Open	Lobby
8:45am - 10:00am	E1 Keynote Speaker: Terry O'Reilly	Beauvert Dining Room
10:00am - 1:15pm	Trade Show Exhibits	Mary Schaffer Ballroom
10:00am - 10:45am	Coffee Break	Lobby, Exhibits, Lower Level (Main Lodge) & Clubhouse
10:45am - 11:45am	Concurrent Sessions F	To be announced
11:45am - 1:30pm	Lunch	Beauvert Dining Room
1:30pm - 2:30pm	Concurrent Sessions G	To be announced
2:30pm - 3:00pm	Coffee break	Lobby, Exhibits, Lower Level (Main Lodge) & Clubhouse
3:00pm - 4:00pm	Concurrent Sessions H	To be announced
6:00pm	Closing Dinner & Social	Beauvert Dining Room
8:00pm - 9:30pm	Panel Discussion Social Responsibility	Pyramid A/B/C
9:00pm	Dance	Mary Schaffer Ballroom
SUNDAY, April 28, 2019		
7:30am - 11:00am	Breakfast	Beauvert Dining Room

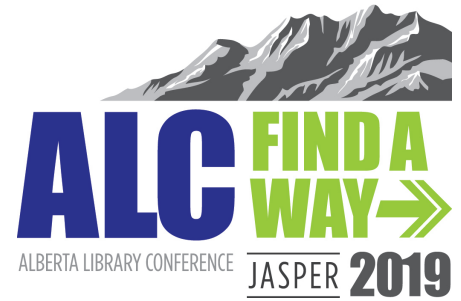## Saturday Keynote - Terry O'Reilly

Terry has won a few hundred national and international awards for writing, and has directed such notable actors as Alec Baldwin, Ellen DeGeneres, Kiefer Sutherland, Bob Newhart, Martin Short and Drew Carey. He has been a judge at the Cannes Advertising Festival in France, and was named Radio Chairman for both the International Clio Awards in Miami and the London International Advertising Awards. When he's not creating advertising, he's talking about it as the host of the award-winning CBC Radio One/Sirius Satellite/WBEZ Chicago radio show, *Under the Influence*, which was the follow-up to the hit series, *The Age of Persuasion*.

Terry began his career as Copy Chief for FM 108 radio in Burlington, Ontario, then went on to become an award-winning copywriter for Toronto advertising agencies Campbell-Ewald, Doyle Dane Bernbach and Chiat/Day. He created campaigns for many of the top brands in the country, including Labatt, Molson, Tim Hortons, Volkswagen, Nissan and the Hudson's Bay Company. In 1990, Terry co-founded Pirate Radio & Television. A creative audio production company producing scripts, sound and music for radio and television commercials, Pirate grew to a staff of 50, with 8 recording studios in Toronto and New York City.

Terry was given a Lifetime Achievement Award by the advertising industry, and an Honorary Doctorate of Laws from McMaster University. He has co-written a best-selling book called *The Age of Persuasion: How Marketing Ate Our Culture*. He has a wonderful wife and three lovely daughters. Who like some of his work.

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Saturday Networking Activities

Available all day: Mystery Town Tour Jasper
Cost: $30/person
Grab a friend and play this clue-solving adventure that transforms Jasper Park Lodge into a real-life puzzle board! Follow a series of FUN and challenging clues using the Mystery Towns App that will lead you around Jasper Park Lodge, solving the puzzles you need to unlock a final mystery. You can play at any time during your stay at the conference. Check out their website at: http://www.mysterytowntours.com/
Ready to sign up and play? Register via the ALC website.

6:00 pm   Closing Dinner & Social
In honour of the 10th Annual Jasper Pride Festival, dress in colours of the rainbow for the evening. Winners will be drawn for door prizes and the winning Mystery Town Tour team will be announced! You must be in attendance to win.

8:00 pm   Panel Discussion: Social Responsibility
Cash bar will be available.

9:00 pm   Dance!
Don't be shy about attending the dance: you don't need a partner and you don't even need to dance. Just plan to have some fun socializing and celebrating the end of a great conference with your colleagues. Be sure to get your photo in the photo booth – bring your own props, or use ours.

Concurrent Sessions

10:45am-11:45am
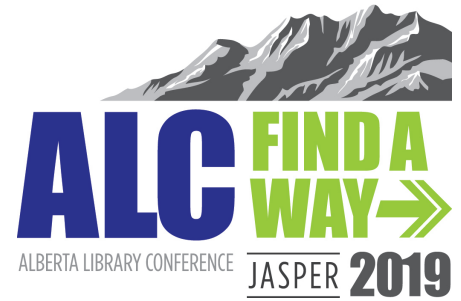**F1 Building Reading Culture: Public Libraries, Children, and Literacy – Joanne Rodger**
All librarians and library staff want to support the reading practices of our youngest customers. We want to develop programs and services that encourage reading for fun, while also instilling a love of reading and books in our children. This session will talk about the ways in which public libraries can be innovative and find ways to support reading and literacy in new and interesting ways. Non-traditional programs and services that combine reading, making, design, and technology will help support and develop a culture of reading. Drawing on real life examples, as well as current research, participants will come away with ideas to integrate reading, literacy, technology, and books into great programs and services for children of all ages.

F2 Best Practices for Public Libraries – Kerry Anderson and Jen Anderson
Alberta public library boards often request information on basic service best practices in order to compare their library with those of similar size. In 2018, PLSB updated Best Practices for Public Libraries in Alberta to meet the need for this information. These best practices are: encourage equity in delivery of library services for residents of Alberta; provide a point of reference for self-evaluation; provide a framework for future development; and encourage excellence. The document provides service levels that each board can consider

as they assess and plan their library service, while taking into account the community's expectations, challenges, and growth. PLSB is able to provide assistance to enable boards to use best practices and determine if their measures of success are comparable to other similar libraries. This session will provide an overview of implementation of this document.

F3 Exploring Reconciliation Through an Indigenous Public Space – Colette Poitras, Diana Davidson, Jed Johns
Building on the success of Edmonton Public Library's Voices of Amiskwaciy project, Public Libraries Services Branch engaged EPL in expanding a digital storytelling project to support Indigenous communities to create, share, discover and celebrate local Indigenous languages, histories and experiences. Digital storytelling is a practice that supports community to create and share information and knowledge through a process guided by ethics of inclusivity, informed consent, capacity-building and preserving the autonomy and authenticity of the storyteller.

F4 Speak Up: Advocacy for Trustees – Tanya Pollard
Advocacy is a task that is often daunting for library trustees. How do we get our message of the absolute necessity of libraries out into the community? How do we form a strong relationship with our municipal councils? How do we advocate to our elected officials at the provincial level? Advocacy does not have to be frightening! The Alberta Library Trustees Association has developed a toolkit to help trustees develop their own advocacy strategies and tailor them to fit individual libraries across the province. Bring your best practices and your questions, leave with new insights into advocacy across multiple levels.

F5 Rainbows and Riots: Pride Month at Your Library – Elisabeth Hegerat
This session will begin with a very brief primer on terminology and etiquette for working with the LGBTQ+ community, context about Pride celebrations, and recent highlights from Alberta communities. Library-specific content will cover ideas for Pride month programs and community participation, and ways to ensure your library is welcoming to the LGBTQ+ community year-round through staff training, policies, facilities and programs.

F6 What's the Deal with Public Library Collections – Angela Lieu, Quincy Hiscott
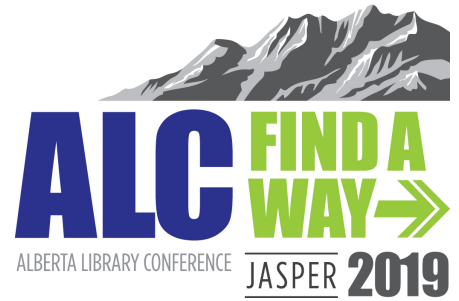Edmonton Public Library's Collections Assessment and Trends Intern Librarians will tell you how they found a way to turn collections data into meaningful information. The presenters will share findings from their research of EPL's physical and digital collections (including user analyses, floating, and interlibrary loan), and discuss how emerging trends in relevant industries might impact public libraries.

F7 Don't Judge a Book by its Cover – Caroline Moynihan and Jonathan Jarvie
The library is one of the last public spaces that is open to all. In many cases those who are homeless, suffering from addiction or mental health issues, and even those who do not meet society's ideal standard of cleanliness are seen as undesirable. While we do sometimes see problematic behaviours in the library, this does not mean that we cannot strive to ensure that we provide excellent customer service to all who enter the library. These "difficult patrons" can often be a library's most valuable patrons, treating the library and its collections with the utmost respect. Libraries offer these patrons a refuge from the hardships of life, while the patrons in question offer communities the chance to learn about understanding. Library staff should not chase these patrons out

in an effort to provide a safe library, as they are just as concerned about creating a safe space as we are.

F8 Byte Me: Coding in Libraries – Grant Stewart, Kristine den Boon
This session will present strategies to create a coding-based library program. Grant will discuss the use of coding tools like the Sphero and Code-a-Pillar, as well as online games that can be found on Code.org and codecademy.com. Learn easy processes to develop a coding program that is fun and interesting for your patrons! This session will also cover pitfalls and strategies to get around potential issues. There will also be hands-on time with some of the websites and gadgets discussed.

F9 Demystifying Alberta's Local Governments – Ian McCormack
Sometimes libraries have to 'Find a Way' to build – or rebuild - a relationship with their local governments. That relationship can be a positive, mutually reinforcing one; however, it can also be something less desirable. Municipal council members are elected by the people of their communities to deliver a wide range of programs and services, and there is always more work to do than there are resources available to do it. This is complicated with the notion with some that libraries have outlived their useful life, and some councillors will wonder why they waste money on a service that nobody uses. If trustees understand how local governments work, how they identify their priorities, and where they get their information, the library board stands a better chance of creating a positive relationship with local governments. Together trustees and staff can find a way to make it happen.

F10 Increasing Membership and Awareness in Your Library with a Card Drive - Emily Paulsen, Kerri Twigge
In October 2017, the Fort Saskatchewan Public Library embarked on a year-long Library Card Campaign. While most card campaigns may last only a week or a month, this year-long endeavour gave the library time to be creative in reaching new members, and raise awareness of the library within the community. FSPL overhauled branding and promotional tools to create an exciting new face of the library, then took that outside the library walls and into the community. They not only achieved the goal of 5,000 new and renewed cards in one year but blew it away! Emily and Kerri will share their success story and lessons learned from this campaign, which included card sign up tables, a fun mascot, and other unique marketing, outreach and library events.

F11 Visit the Exhibits
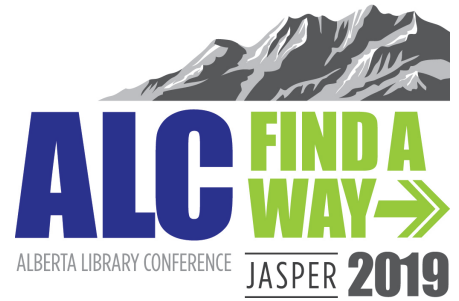Take this opportunity to visit the Trade Show! Last Chance!

1:30 pm – 2:30 pm
G1 Student Athletes: Strategies for Library Outreach and Engagement - James Murphy and Leeanne Morrow
Student athletes can prove to be a challenging group for the library and library staff to connect with. They are often on the road and have training demands that put pressure on the already busy student schedule. James and Leanne will review ideas, strategies and programs that academic libraries or school libraries can use to connect with this group. This session will explore the hurdles and successes that the University of Calgary Libraries have had over the past few years trying to improve the information literacy skills of this important student group.

G2 Library Boards and Councils – Ken Allen
Library boards and municipal councils are both independent corporations.
The relationship between library board and municipal council is very important in the provision of local library service. Both bodies have specific roles to play as defined in legislation, and each may take steps to make sure their relationship is productive and mutually beneficial. Councils may also provide administrative services to library boards, but if this relationship is not defined in writing the lines between these two corporations can blur. This session will define the roles each body has in providing effective service, how to work together effectively, and when their roles should be defined by a written letter of understanding.

G3 Trustee Connect – Tanya Pollard
Join members of the Alberta Library Trustees' Association for an open discussion. ALTA welcomes trustees from all libraries of every size and shape to join the conversation and share the trials and successes of library trustees from across the province.

G4 Cyber Hygiene 101 – Stephanie Thero
When it comes to cyber security, you are the last line of defence – and you are also the weakest link. As stewards of patron information, you have a responsibility to know the risks and how to mitigate them. Geared toward non-IT staff or anyone who has thought that they have nothing to steal, this session will ensure that attendees will leave armed with some simple precautions and habits that you can employ at work and home, that will protect you and your data.

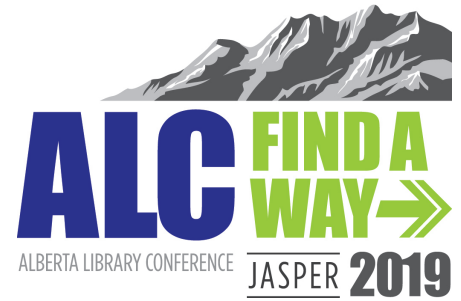**G5 Midlife Crisis: Programming for Adults –Melanie St.-Onge, Carla Iacchelli**
Programming for adults isn't always easy. In fact, it can be notoriously difficult! Unpredictable attendance, hard to reach audiences, competing for space in busy schedules – these are just some of the reasons you might be tempted to turn your focus to safer programming bets (early literacy anyone?). Edmonton Public Library's Adult Services Team has tried to break out of this comfort zone by piloting a variety of previously untested adult programs to see what sticks: passive programming like the Summer Reads '18, to extremely active programming like the Tour of EPL library bike tour, special events like a literary and local themed spelling bee, volunteer-led DIY workshops, live concerts, guest lectures, "Learn Local" discussion groups, and more. At this session the presenters will share what they've tried, what they've learned, and where they're going next to keep growing great adult programming at the library.

G6 No Money, No Staff, No Makerspace - No Problem!– Lisa Stormer
Answering community demands for a makerspace when you have no money, no staff, and no space is a daunting task. Despite the challenges of staffing, budget, and space constraints, St. Albert Public Library successfully launched its Makerspace in 2018. Lisa will share lessons learned by SAPL including how to conduct interdepartmental staff training, selecting and training volunteers, how to operate without a permanently allocated space, and options for libraries on a limited budget. The SAPL makerspace brings together a broad demographic, including 30-49 year olds who normally do not participate in library programs. The makerspace is open two times per month overseen by one staff facilitator and 2 to 3 volunteers. Attendees explore different technologies, connect with others in the community, and move from being consumers to creators.

G7 123 Read and Play with Me – Rachelle Macomb, Anna Wolkowski
Early literacy is so important and by starting early, we unearth the potential
of children right from birth. This hands-on presentation for participants will provide program examples, themes and strategies that are friendly for both baby and toddler programs. It will also cover how Anna adapted her program to suit her audience better. Participants will learn how to plan, structure and present these programs, and the presenters will share some of their favourite ideas to promote early literacy, play and physical literacy in libraries, including information on their 1000 Books Before Kindergarten program and in-house made multi-use activity centres.

G8 Digital Content: We Haven't Been Baking Brownies When the House is On Fire - Sharon Day
Digital content access for libraries has become even more precarious in 2018, from new eBook content embargoes, eAudiobook licensing models which restrict availability, disappearing *Globe and Mail* content and the continued affordability issues with eBook pricing models. Join the taskforce as they review the current status of these issues, discuss the work underway to advocate for changes, and learn how you can participate in this important work. Learn about the "One eRead, One Nation/Un livrel, une nation" Canada-wide program which will be available to all libraries to foster awareness of Canadian literature. And finally, join the presenters as they update the recommended licensing terms discussion. With the impacts of new privacy legislation and changes in the digital landscape, it's more important than ever to be able to effectively understand and transform the terms into a workable solution.

G9 Settling into the Library: Newcomer Perspectives - Allan Wilson, John Shepherd, and Larissa Petrillo
This session will identify challenges of researching newcomers to the public library and their perspectives, including the difficulties in eliciting detailed responses from varied age groups, diverse families, ethnic and cultural sensitivities, language and other barriers; all with a view to better understanding how newcomers use a public library. Presenters will provide a summary of the challenges and rewards of such research as libraries seek to address the issues of serving more diverse audiences. Newcomers are often suspicious of researchers due to their experiences with government institutions from their home country, and face many challenges in their adopted country related to language, bias, technology and other issues that native Canadians may take for granted.

3:00 pm – 4:00 pm
H1 Say "Yes" to Publishing – Tanya Ulmer
Did you institute a great service, do an assessment or run a study that you'd like your colleagues to know about? Have you considered publishing an article previously but aren't sure where to start or what's involved? Are you wondering about the peer review process and it works? This presentation will briefly give an overview of the publishing process, particularly at *Partnership: The Canadian Journal of Library and Information Practice and Research.* It will cover what journals are looking for in terms of content and quality, what timelines to expect in the publishing process, and what do we mean by 'peer review'. A discussion of the common challenges encountered by first-time authors will be discussed as well resources available to help. This presentation will hopefully make you say 'yes' to publishing and getting your work out there!

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H2 Evaluating Success: Getting More From Your Plan of Service – Jordan DeSousa and Miranda Maguire
Public libraries must find ways to prove their value to stakeholders.
Thankfully, one of the most powerful advocacy tools available is something libraries already have: a Plan of Service. In this session we'll show participants how they can use their Plan of Service to demonstrate value and communicate success to stakeholders (community, funders, decision makers). We will briefly cover Plan of Service basics before focusing on the process of developing effective goals and measurable objectives that support meaningful evaluation. Participants will learn various evaluation and assessment methods, and understand how their Plan of Service can inform future strategic direction.

H3 Salvy Trojman Presents: Titans of Industry – Featuring Larry Alford and Leslie Weir
Over the last 29 years, Salvy has had the opportunity to share and receive knowledge from the greatest minds in our industry. He's visited hundreds of libraries and met with over a thousand librarians. Two librarians will join him for a conversation about their life in libraries. This session will be a colourful, humorous and meaningful experience for attendees that will illuminate the most important aspects of librarianship past, present and future. Over the last 4 years Salvy has hosted this event at the annual Gale Engagement Summit, and has interviewed librarians from all over North America to help shed a light on what matters most to them.

H4 Ogres Are Like Onions: Physical and Virtual Layers in Pop-Up AR Programs – Kristen Lemay
Augmented reality (AR) books can help readers explore a topic in new ways, allowing them to control the movements of a Mars rover or watch a whale swim across a page. The drawback for younger readers is that AR takes precedence over information in the physical book. Learn how to combine AR and pop-up books in a program that encourages youth to express their creativity as they add physical and virtual layers to a story. While teens develop skills in paper engineering, prototyping and AR, they will consider how paper mechanics and AR can enhance the reading experience. Will these features offer details that drive the plot forward, or will a virtual character offer a story that complicates the main narrative? This session will provide a step-by-step guide about how to run Pop-Up AR programs in your own classroom or library.

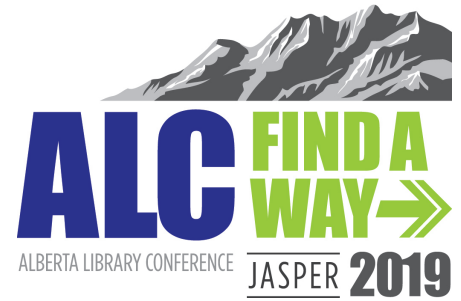**H5 Lightning Strikes 2**
Filter Bubbles – Rob Hudson
Filter bubbles are personalized search results based on predictions of user preferences. The internet searching we all know increasingly limits our ability to search based on these isolating filter bubbles. After filter bubbles are defined and demonstrated, techniques for addressing this rising issue in digital literacy will be discussed. Schools of thought on the nature of filter bubbles include a utopian idea of a world of our own creation and a counter model of a fragmented population.

Mentorship 101 – Veronica Bergsten
This session will highlight the importance of mentorship in libraries. Mentorship provides an opportunity for established librarians to share their expertise and knowledge with new professionals and future librarians. Mentoring allows mentors to share the lessons they learned from their experiences and unique insight of librarianship. Mentorship allows mentees to develop a sense of belonging to the library community, allowing them to find their own way in their new career while sharing their experiences with mentors. This process enables librarians from all paths to develop and strengthen our library community, enabling us all to better serve our user communities.

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More than "personal communication": a citation template for Indigenous Elders and Knowledge Keepers – Lorisia MacLeod
NorQuest College Libraries worked with the Indigenous Student Centre
to develop new citation templates to be used in APA and MLA for citing Indigenous Elders and Knowledge Keepers. These citation formats are meant to promote the culturally respectful use of Indigenous knowledge and people in research and challenge the status quo of who we cite.

H6 Public Library Services Branch – Public Library Network update – Katrina Peachey and Kim Johnson
It has been a busy year for PLSB! This session will highlight the current network initiatives that the Public Library Services Branch offers to support Albertans through Alberta's public libraries.

H7 Finding Many Ways to Literacy: Global Young Albertans Become Readers – Margaret MacKey
Margaret will present twelve case studies of Albertan readers, aged 18-25, interviewed after they created a digital map of a site important to their childhood reading. The format of the study allowed for subtle observation about developing childhood literacy, and the cultural and ethnic diversity of the participants offered new insights into variations and commonalities among very different readers. The project was designed to explore the impact of childhood environment on reading and it did so, but it also revealed very complex accounts of the role of reading in the lives of children and young adults.

H8 Trustee Solutions – Tanya Pollard
Alberta Library Trustees' Association presents Trustee Solutions: a comprehensive condensed synopsis of the 2018 ALTA/PLSB Symposium *We're Only Human*. This session will provide you with an overview of the most common human resources challenges faced by trustees. We will cover topics such as occupational health and safety, workplace legislation, benefits, hiring (and termination), and many other HR hot spots. While we won't be able to address each topic in depth, we will provide links and resources to help with your HR adventures!