CONFERENCE SCHEDULE
Thursday, April 23, 2020

TIME		ROOM
1:00pm - 5:00pm	P1 Preconference: Courageous and Difficult Conversations	TBA
3:00pm - 9:00pm	Registration Desk Open	Lobby
6:00pm - 10:00pm	Dinner	Beauvert Dining Room
6:30pm - 10:00pm	Trade Show Exhibits	Mary Schaffer Ballroom
7:00pm - 8:00pm	First Timers' Get Together - Pints of Advice: How to Get the Most out of your First ALC	Tent City
8:00pm - 9:00pm	Opening Reception & Poster Sessions	Great Hall/ Mary Schaffer Ballroom

Thursday Pre-Conference

1:00pm Pre-Conference: Courageous and Difficult Conversations ($75.00, registration required)

The ability to communicate effectively is a critical tool in everyone's toolbox. This practical, interactive and hands-on workshop will provide participants with the skills necessary to have difficult conversations on any topic.

Susan E. Cleyle is University Librarian at Memorial University. She is currently the chair of The Partnership, Chair of CAUL/CBUA (Canadian Atlantic University Libraries) and Treasurer of CARL (Canadian Association of Research Libraries). Su has completed the Royal Roads Post Graduate Executive Coaching program, is a certified Executive Coach, and holds a Certified Professional Coach (CPC) designation from the International Coaching Federation.

Please note, preconferences are run on a cost-recovery basis. If registration numbers are not enough to cover costs, the session will be cancelled.

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Thursday Networking Activities

7:00pm Pints of Advice: How to get the most out of your First ALC
Kick off your first Alberta Library Conference with a bang! This is the place to
meet other first-timers – make new connections, learn how to make the most of your conference, enjoy a
beverage, and win terrific door prizes.

8:00pm Opening Reception & Poster Sessions
Join the Presidents of LAA and ALTA to celebrate the opening of another Alberta Library Conference! Enjoy a
beverage while browsing through the Exhibits Hall (which opens at 6:30 pm) and tour the Posters in the Great Hall
to see what is happening at libraries across Alberta!

Generously sponsored by University of Calgary Libraries & Cultural Resources

Poster Presentations

How to Get $10,000/Month in Free Advertising for Your Library – Beatrice Pitocco
How does search engine marketing work? Google offers library organizations $10,000 per month in
advertising credit - for free! Discover Google Ad Grants, how to apply, and how to use this tool
effectively. See sample campaigns from libraries currently promoting their collections, programs, and
databases with Ad Grants. Then create your own advertising campaign together with fellow attendees

**Critical Makerspaces: Integrating Humanistic Discussion into a Technological Space – Bart Lenart,
Carla Lewis**
This poster introduces the concept of integrating humanist discussion and inquiry-based learning from
the Philosophy for Children (P4C) program into Makerspace activities. Incorporating these styles of
discussion and learning assists in the development of critical thinking and information literacy skills.
This poster will provide explanations of this style of programming and the benefits it provides to future
library users.

Remapping a Library without Breaking the Budget – Emily Hollingshead
Though the Drumheller Public Library moved into a new multi-purpose building in 2012, evolving
library operations in the years since have revealed a variety of limitations in the capacity of the original
design to serve community needs. As part of the library's 2019-2023 Plan of Service, the Board and
staff decided to address those issues by remapping the library to create more programming space and
needed quiet space, and to increase accessibility. Discover how we reimagined our library spaces using
existing resources.

Complicating Values: Making Visible the Library's Role in the Technology Industry's Predation – Kathleen Oliver

The increasing integration of electronic technology into the library space
poses problems. On one hand, it is meeting a clear community need. On the other, it conflicts with the core values of sustainability and social
responsibility when we acknowledge the social and environmental hazards created by the production of technology. Can we reconcile this?

Indians in the Database - Christian Isbister

As libraries look to alter their metadata to better support Indigenous users, it is crucial that we understand how the terminology of subject heading affects users. In this research study, which was grounded in an Indigenous research methodology, students in the University of Alberta Faculty of Native Studies were interviewed to understand how they relate to the subject heading "Indians of North America." This poster explores how an Indigenous research methodology centered on relationality can support library research.

Linked Data and the Future of the Decolonizing Description Project at University of Alberta Libraries – Luc Fagnan

How might Linked Data support or hinder efforts to decolonize bibliographic description at the University of Alberta Library? As the library transitions to a Linked Data environment, past research on these two areas is analyzed to explore how the U of A's Decolonizing Description Project might be affected by this transition and how it might account for Indigenous Ways of Knowing.

Empathy in libraries: Considerations for Empathy and Library Events/Programming, Websites, Collections, Instruction, Facilities and Service – Nancy Goebel

During a 2019 sabbatical, Nancy expanded her research base to include empathy in libraries. Her research into what libraries can do to further the development of empathy for library staff and patrons included a survey (650+ responses) focusing on empathy and libraries, generally, but also specifically about the empathy and library events/programming, websites, collections, instruction, facilities and service in public and academic libraries. Findings are applicable to all libraries!