

PaLA

Pennsylvania  
Library  
Association

2022 Conference

- **EDUCATION**
- **CONNECTIONS**
- **ADVOCACY**

## **Pennsylvania Libraries: keystones of our Communities**

Harrisburg Hilton, October 16 - 19, 2022

**2022** Pennsylvania Library Association Annual Conference



9:00 AM - 11:00 AM

## Governor's Advisory Council Meeting

**Mary Garm**, Chair, GAC

### GAC Members

**Susan Banks**, Deputy Secretary, State Librarian,  
Commissioner for Libraries

The Governor's Advisory Council on Library Development, established by the Library Code, offers advice and recommendations to the Governor, the Secretary of Education and the State Librarian in areas relating to general policies and operations of the State Library and the Commonwealth's library program. Council members represent library trustees, librarians and lay advocates.

1:00 PM - 2:00 PM

## Barriers to the Customer Experience: Beyond Fine Free

**Track:** Library Administration

**Nicole Henline**, Director, Monroeville Public Library

**Taylor Lee**, Library Services Manager, Carnegie Library of Pittsburgh-Downtown

**Jenny Worley**, Library Application Systems Coordinator, eiNetwork

**Heather Weleski**, Director, Avalon Public Library

**Moderator: Kimberley Hrivnak**, Chief Operating Officer, Allegheny County Library Association

In 2019, a dozen libraries in Allegheny County went fine free. Now, we're focusing on improving customer experience by identifying library-imposed limitations regarding programming, technology, and customer service. Changes in these limitations, both large and small, make a difference in users and communities. Join us to talk about practical

strategies to bring more people into libraries and provide them with a high-quality experience without negatively impacting budgets.

The panel will consist of a group of Allegheny County library professionals representing libraries who have gone fine-free.

## Common Board Problems - You Can Fix Them!

**Track:** Library Administration

**Catherine Alloway**, Library Strategies

Library and Friends boards most often struggle with their responsibilities in fundraising, financial oversight, strategic planning and community relationships. There are ways to improve board performance and energy in these areas. This session will provide strategies and resources that can improve board performance and meetings. For library administrators, trustees, Friends, and anyone serving on non-profit boards.

**Catherine Alloway** recently retired as Director of Schlow Centre Region Library after fifty years of library employment. She also worked as an administrator in the Dauphin County Library System and Hershey Public Library. Alloway has been a consultant for twenty years to numerous public libraries and non-profits on strategic planning, board management and fundraising.

## Developing a Fun and Engaging Sensory Storytime

**Track:** Youth Services

**Carrie Lowery**, Youth Services Specialist, Bridgeville Public Library and South Fayette Township Library

Have you ever wanted to create your own Sensory Storytime, but felt intimidated? Or you weren't sure where to



begin? In this session, we will discuss how you can create your very own Sensory Storytime by using books you love and pairing them with activities that involve the senses. Throughout this lecture, we'll learn about various activities that are helpful for people with sensory processing disorders. Carrie will give you her Sensory Storytime outline, and she will help you develop a why of establishing partnerships with organizations local to your library community.

**Carrie Lowery** has been working in the library field for nine years. Currently, Carrie is a Youth Services Specialist at Bridgeville Public Library and South Fayette Township Library located in the suburbs of Pittsburgh, PA. Carrie loves to sing, dance, draw, and play board games.

### In sourcing or Outsourcing Online Learning Object Creation

**Track:** Technology & Education



**Victoria Raish**, Online Learning Librarian, Pennsylvania State University

This session is designed as a conversational presentation. What is meant by that is that the presenter has just gone through this exact situation over the past year as part of a team and has key questions and conversations that helped to inform our decision moving forward for learning object strategy. That being said, the hope is that attendees coming to the session will also have an interest in the topic and possible experience in making these decisions. This means that they will also have valuable insights to share. The effort to get a handle on learning object strategy has been in the background for the past few years. This past year, a more action-oriented effort was undertaken to decide on how learning objects are created and used, as well as how they are presented on the website. This was undertaken with the goal of presenting a more seamless and user-friendly model for learning object availability as well as identifying the needs of learning objects and sustainability moving forward. Key focus areas included accessibility, user experience, technology integrations, scalability, reliability, and the comprehensiveness of the learning object. This presentation will utilize the focus areas to structure the conversation.

**Victoria Raish** is the Online Learning Coordinator for Penn State University. In this role, she has a key responsibility for developing and managing the learning objects for the University. She has spent the past decade plus immersed in different types of learning objects, developing them, helping

other develop them, sourcing them from open resources, and dealing with vendors who offer learning objects.

### Creating Inclusive Communities in your Library

**Track:** Community Service & Engagement



**Nichole Book**, Library Assistant & Chair the Mansfield DEI Council, Mansfield University, North Hall Library

A conversational discussion about how we can begin to make our libraries a more inclusive community. We will explore ways that we can regularly examine our own biases and privilege's to better understand the needs of our patrons. A practical discussion about diverse ordering and it's impact. An overview of some best practices for ADA compliant technology. Finally some fun, hands on approaches to promoting diversity in your institutions.

**Nichole Book** is Chair of DEI Council at Mansfield University and Co-Chair of DEI Strategic Planning Committee and serves as Mansfield's representative for PASSHE wide Chief Diversity Officers Meetings. She is a current member of the PASSHE's Vice Chancellor of DEI's Board of Advisors (two year appointment), Planning committee for the PASSHE system wide Climate Survey and Planning committee for the PASSHE DEI Summit Planning Committee.

### Governor's Advisory Council on Library Development Open Forum

**Track:** Career & Leadership

**Mary Garm**, Governor's Advisory Council Chair  
**David Belanger**, Governor's Advisory Council Vice Chair  
**Susan Banks**, Deputy Secretary, State Librarian, Commissioner for Libraries

The Governor's Advisory Council (GAC) Open Forum provides an opportunity for the library community to communicate with the twelve-member group appointed by the Governor. The GAC Open Forum invites library partners who provide statewide services to present reports and highlight future plans. Attendees are welcome to ask questions and engage with the GAC members.



**Humanizing Homelessness: Outreach Services**

**Track:** Community Service & Engagement



**Ashley Famularo**, Adult Programming & Outreach Coordinator, Dauphin County Library System  
**Marla Cattermole**, Outreach Pilot, Dauphin County Library System  
**Fawn Contreras**, Valley Community Library

This program will introduce outreach services librarians to serving those who are experiencing homeless, through outreach services with a focus on empathy and personal experiences. The Dauphin County Library System’s (The Library) outreach team will discuss what services The Library provides to those who are experiencing homelessness. An emphasis will be on best practices and important lessons learned while serving the homeless community outside of the library. The panel will include a library staff member from Valley Community Library who experienced homelessness. She will discuss her own personal struggles and how the library made a difference in her life.

**Ashley Famularo** is the Adult Programming and Outreach Coordinator for the Dauphin County Library System. They work with their team of staff and the Capital Area Coalition on Homelessness to conduct weekly outreaches at two homeless encampments in the Harrisburg area.

**Marla Cattermole** has been the Outreach Pilot for the Dauphin County Library System since February 2019. She has provided services to those experiencing homelessness throughout this period, but has become more involved since The Library’s 2<sup>nd</sup> Responder status was elevated during COVID-19.

**Fawn Contreras** is the Youth Services Coordinator at the Valley Community Library. In Fawn’s earlier years of parenthood, she encountered homelessness and found libraries to be an important resource for her struggling family.

**Wait, What?! We Need More Than Diverse Books?**

**Track:** Youth Services



**Rachel Fecho**, Children’s Librarian, William Jeanes Memorial Library

Campaigns such as #WeNeedDiverseBooks are familiar by now, and most library collections are becoming more and more diverse. But we need more than just diverse books. In this session, through lecture, visual aids, and conversation, participants will evaluate their library’s language, facilities, media, hiring, displays, programs, attitudes, resources, and yes, books. We will examine why diversity, equity, and inclusion matter in every community, and how these concepts are not limited to issues of race or ethnicity, but extend to issues of gender and sexuality, class, language, ability, religion and culture, family structure, citizenship status, and more. With these discussions serving as an introduction, the bulk of the hour will consist of sharing practical ways to develop and strengthen diversity in our libraries. Participants will walk away with inspiration and ideas for creating a more comprehensively diverse experience for their young patrons. For example, offering a storytime about Holi instead of St. Patrick’s Day, not always referring to animals as “he,” ensuring that displays and resources are visible to patrons using wheelchairs, inviting diverse presenters and authors to speak at programs, circulating different items to promote diversity, such as dolls (not limited to white, cis, neurotypical characters), and more.

**Rachel Fecho** has extensive experience (37 years) living, working, and volunteering in diverse communities in Pennsylvania and New Jersey. As a children’s librarian, she has engaged in continuing education activities, primarily focused on diversity, equity, and inclusion and has developed and implemented numerous children’s programs, displays, procedures, and collections that promote and strengthen practical, tangible efforts to achieve diversity, equity, and inclusion among children, families, the library, and the community.

**Using Your ILS Data for Collection Analysis**

**Track:** Collections



**Sylvia Orner**, Collections and Resource Management Librarian/Weinberg Memorial Library, University of Scranton  
**Elizabeth Davis**, Support and Project Management Specialist, Pennsylvania Integrated Library System (PaILS)

Tableau is a powerful data visualization tool that has long been used in the business world to track statistics and identify trends. With low to no cost options for educators and non profits and its intuitive interface, it can easily be adapted for use in the library world. In this session, we will

discuss how to use Tableau and OpenRefine to transform raw data from your ILS into a complete analysis. Along the way, we'll also discuss the different opportunities for analyzing and using your data to help inform collections assessment projects and general collection development trends within your organization. We will go through the entire process from data extraction and cleanup to creating interactive collection snapshots.

**Sylvia Orner** is the Collections and Resource Management Librarian at the University of Scranton. She has 10+ years of experience in library technical services. Her areas of research include data visualization and data literacy. She is currently pursuing a Masters in Business Analytics at the University of Scranton.

**Elizabeth Davis** is the Support and Project Management Specialist for the Pennsylvania Integrated Library System (PaILS). She has 15+ years of public library experience with the last seven in IT and Digital Services. She is passionate about using data to make informed decisions.

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### **Building Your Advocacy Team: Growing Friends into Strong Advocates**

**Track:** Advocacy & Development

**Denise Sticha**, *Centre County Library and Historical Museum, Board member PCBL*

**Brady Clemens**, *District Consultant Schlow Centre Region Library*

The session will combine a review of best practices in advocacy efforts, helpful handouts and tip sheets that can be customized, role playing in how to conduct an advocacy visit and time for Q&A.

**Denise Sticha** has been a Board member of Pennsylvania Citizens for Better Libraries (PCBL) for more than 10 years and has conducted advocacy training programs at the PCBL Institutes. She has served on the PaLA Legislative Committee for many years and has attended ALA Advocacy training. As the System Administrator for the Berks County Public Library System, Sticha coordinated the development of an Advocacy training manual and sponsored advocacy trainings for local boards and Friends.

**Brady Clemens** is the district consultant librarian for the Central Pennsylvania Library District, based at Schlow Centre Region Library in State College. As part of his work,

he serves as the staff liaison for the Schlow Library Foundation Advocacy Committee, and has helped to develop and coordinate advocacy talking points, advocacy tools, and legislative visits.

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### **Let's Talk about Budgets!**

**Track:** Library Administration

**Christi Buker**, *Executive Director, Pennsylvania Library Association*

Is your library budget a tool to help you grow in ways that you want? Or does your budget handcuff you to the same limits year after year? In this session, we will look at some example budgets. We will cover fundamental budget considerations first. Then we will explore how library leaders can use a good budget for advocating for library needs, and even engage board members in conversations that focus on the future! From presenting increases, to staff compensation, and understanding multi-year trends, participants will dig into making budgets useful tools.

**Christi Buker**, as the executive director of the Pennsylvania Library Association prepares the draft budget. Through attention and focus on the budget and related elements, she has helped move the Association to a more secure financial footing, including creation of operational reserves.

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### **Am I the Crazy One Here? Talk Therapy for New Directors**

**Track:** Career & Leadership

**Blane K Dessy**, *Consultant*

New library directors assume a great deal of responsibility. While we train for collections, services, human resources, and budget, how do we train ourselves for the new role and its pressures--conflict, anxiety, loneliness, uncertainty, and just plain fear? When you're the only director in the building, who can you talk to? This session will ask participants to identify their biggest "new director" issues and the group will discuss how to deal with them. Topics may also include how to manage your image as a library director, how to set expectations for yourself and others, and how to manage the inevitable problems. This is a program for the human beings who are tasked with running an organization in spite of resource shortages, uncertainty about the future, and uncertainty about ourselves.

**Blane Dessy** is a retired librarian who has over four decades of experience in library management. He is particularly interested in the sustained resiliency of library managers and successful resiliency techniques.

**Adult Author Panel:  
Thrillers, Suspense, Horror...Oh my!**  
**Track:** Community Service & Engagement

*Joel Burcat, author*  
*J.L. (Jen) Delozier, author*  
*Thomas Malafarina, author*  
*Sandra Nork, author*

Local authors Joel, Jen, Thomas, and Sandy write stories of thrills, suspense, and horror. In this panel discussion, the authors will share how they find their ideas for their stories as well as discuss their writing process. They will also share how libraries can work with independent authors and how a partnership can benefit library programming. The author's books will be available for purchase in the PaLA Store. Directly after the panel session, the author's will be available for a book signing in the PaLA Store.



Retired environmental lawyer, Joel Burcat has published three environmental legal thrillers, **Drink to Every Beast** (2019, about illegal dumping of hazardous waste), **Amid Rage** (2021, about a coal strip mine permit battle), and **Strange Fire** (2022, about fracking). All were published by Headline Books, Inc.

Award-winning author, J.L. Delozier draws inspiration from her work as a physician and science that exists on the edge of reality—bizarre medical anomalies, new genetic discoveries, and anything that seems too weird to be true. Her first murder-mystery, **The Photo Thief**, arrives Oct, 2022 from CamCat Books. See more at [www.jldelozier.com](http://www.jldelozier.com).



Thomas M. Malafarina ([www.ThomasM-Malafarina.com](http://www.ThomasM-Malafarina.com)) is a horror fiction author from Berks County, Pennsylvania. To date, he has published eight horror novels, seven collections of horror short stories, and a book of often-strange single-panel cartoons called **Yes, I Smelled It**

**Too; Cartoons For The Slightly Off Center.** His books are published through Hellbender Books, an imprint of Sunbury Press.



Sandy Nork is the author of the Valerie Sloan crime novels set in the world of insurance investigation of musical instruments. Sandy was a librarian in Pennsylvania for 23 years at both the local and state level, but she was a writer for far longer. She retired to spend more time with her fictional characters. She lives in the Harrisburg area with her musician husband and his collection of guitars. You can find out more about her at [www.sandynork.com](http://www.sandynork.com).

**3:30 PM - 4:45 PM**

**Opening Keynote**

**Wicked Opportunities: Leading into the Future**

**Track:** Contemporary Issues

**Frank Spencer, Co-Founder and Creative Director, The Futures School**

We live in an age of accelerating complexity, a world where change is exponentially increasing in speed, degree of surprise, and amount of possible outcomes. Instead of running from complexity and attempting to create simple answers through linear thinking, we believe complexity offers a broader landscape to solve long-standing problems in society. Instead of operating from fear and risk, we must reframe Wicked (complex) Problems as "Wicked Opportunities" in order to create transformational solutions in our institutions and communities.



Frank will share the Three Wicked Opportunity mindsets that empower us to lead the future of libraries:

- 1. Sense:** Challenge the constants, see the signals.
- 2. Mesh:** Shake up silos, surface sweet spots.
- 3. Transform:** Annihilate iteration, build breakthroughs.

**Frank W. Spencer IV** founded Kedge – a global foresight, innovation, and strategic design firm which pioneered The Futures School. Throughout his career, Frank has worked

as a leadership coach and developer with entrepreneurs, social communities, networking initiatives, and SMEs, helping them in areas such as development, innovation, and networking. He holds a Master of Arts in Strategic Foresight from Regent University. He is a prolific speaker, having delivered presentations to groups and conferences around the globe for over the last 20 years. Frank holds memberships in World Futures Society (WFS) and Association for Professional Futurists (APF).

**5:00 PM - 6:00 PM**

### Welcome Mixer

All conference participants are invited to network and learn more about association activities at this informal, "getting to know you" event. Light hors d'oeuvres and a cash bar will be available.

**6:00 PM - 8:00 PM**

### Chapter Dine Outs


Join your fellow chapter members for some informal networking and fun as you dine at a local restaurant.

**8:00 PM - 9:30 PM**

### Trivia


Test your trivia skills against your colleagues from across the state at the 10<sup>th</sup> Annual Trivia Competition! Proceeds benefit the David Roberts EXCEL Award Fund.

*\*Additional registration fee required.*




**Pennsylvania  
Citizens for  
Better Libraries**

**Join other Pennsylvania citizens  
in working to secure the future  
of Pennsylvania libraries!**



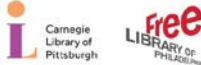
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[pcbllpa@gmail.com](mailto:pcbllpa@gmail.com)  
800-870-3858**



**LAMP / Library of  
Accessible Media  
for Pennsylvanians**

Pennsylvania residents with print disabilities can Read for Life with LAMP. If you or someone you know has a print disability due to visual impairment, blindness, the inability to hold a book or turn its pages, or has a reading disability such as dyslexia, you may be eligible to receive free reading materials in accessible formats shipped right to your door, or downloaded to your favorite device. To learn more or to apply visit: [MyLAMP.org](http://MyLAMP.org)

LAMP is funded by the State of Pennsylvania with services emanating from Carnegie Library of Pittsburgh and the Free Library of Philadelphia.





8:00 AM - 9:00 AM

## Breakfast on your own

9:00 AM - 10:00 AM

## OCL Plans for the Future - LSTA and Keystone Programs

**Track:** Advocacy & Development

**Susan Banks**, Deputy Secretary and State Librarian, Office of Commonwealth Libraries, PA Dept of Education

**Heather Sharpe**, Director, Bureau of Library Development, Office of Commonwealth Libraries, PA Dept of Education

**Sarah Greene**, Director, Bureau of the State Library, Office of Commonwealth Libraries, PA Dept of Education

**Ed Lupico**, Keystone Program Coordinator, Office of Commonwealth Libraries, PA Dept of Education

Every five years, the Office of Commonwealth Libraries is required to produce an evaluation of the LSTA program and a plan for the next five years of priorities for allocating the funding that the Institute of Museum and Library Services distributes to every state (Grants to States). The Commonwealth-funded Keystone Recreation, Park and Conservation Fund Grant Program for Public Library Facilities requires the same evaluation and plan cycle. Deputy Secretary and State Librarian Susan Banks will be joined by OCL staff to review those evaluations and plans and answer questions about how those programs will be evolving in the future to meet the needs of PA Libraries.

The panelists are employed by the Office of Commonwealth Libraries.

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## LAMP: Helping Pennsylvanians with print disabilities Read for Life!

**Track:** Community Service & Engagement



**Mark Lee**, Library Services Administrator, LAMP  
**Pat Shotzbarger**, Assistant Administrator, LAMP  
**Mary Beth Parks**, Patron Services Manager, LAMP

This session will offer an overview of LAMP services through a short PowerPoint presentation and brief overview of [MyLAMP.org](http://MyLAMP.org). This presentation will include hands on interactions with materials LAMP provides as well as a Q&A with a panel of LAMP staff from Philadelphia and Pittsburgh. The panel will speak to how LAMP can support you and your print disabled patrons and how librarians are empowered to help people to Read for Life. Please join us. All participants receive a small gift that will help them remember where to locate LAMP resources.

LAMP is a Network Library of the Library of Congress. It is funded by the State of Pennsylvania through the Office of Commonwealth Libraries with services emanating from Carnegie Library of Pittsburgh, the Free Library of Philadelphia and through the website [MyLAMP.org](http://MyLAMP.org).

**Mark Lee** is the Library Services Administrator at LAMP/Library of Accessible Media for Pennsylvanians. He supports a staff of more than 20 in the departments of Reader Advisory, Materials Fulfillment, Recording Studio and Community Outreach.

**Pat Shotzbarger** is a librarian with over twenty-five years of experience who currently serves as the Assistant Administrator at LAMP/Library of Accessible Media for Pennsylvanians.

**Mary Beth Parks** is a librarian with over ten years of experience who currently serves as the Patron Services Manager at LAMP/Library of Accessible Media for Pennsylvanians. She supports a staff of Reader Advisors and LAMP's Youth Services Librarian in providing library programs and services to LAMP patrons.



## Planning Library Buildings for the Post-Pandemic Future

**Track:** Library Administration

*Jeff Hoover, Library Design Director, Tappe Architects*

What were the important pre-pandemic library planning challenges and have they been changed by the pandemic? Expounding on (and transcending) the lessons learned from the pandemic period, this is a lecture-style presentation of recent past and emerging future principles to use as a framework/roadmap for the planning and design of next-generation library facilities.

**Jeffrey Hoover** specializes in programming, planning and design of community environments, as well as master plans and feasibility studies for colleges and universities. Mr. Hoover has been actively involved with architectural conferences and symposiums throughout the country, speaking on future libraries. He has been an instructor for Harvard University's Graduate School of Design's Office of Executive Education, teaching on the Future of Library Design. His libraries have received multiple Library Journal "New Landmark Library" status and a combined AIA/ALA award for excellence in Library design.

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## Be Prepared: What to Know if Your Library Faces a Materials Challenge

**Track:** Collections

*Barbara McGary, Executive Director,  
James V. Brown Library*

*Leslie Swope, Director, St. Mary's Public Library  
Ryan McCrory, Executive Director, Lititz Public Library*

**Moderator: Russell Hall, Reference and Instruction Librarian, Penn State Erie**

Hear about how your colleagues have dealt with challenges, what they have learned in the process, and learn about the resources available to you.

**Barbara McGary** is a library director who has faced challenges at her library.

**Leslie Swope** is a library director who comes to this from the perspective of a parent who has had a challenge at her child's school.

**Ryan McCrory**, Executive Director, has fielded challenges

of materials, display, and social media at the Lititz Public Library

**Russ Hall** is the current chair of the PaLA Intellectual Freedom Committee.

**9:00 AM - 11:15 AM (Double Session)**

## Show 'EM: Programming the Engineering and Math Portion of STEM

**Track:** Youth Services

*William Fee, Lead Instructor, STEMLab,  
State Library of Pennsylvania*

*Ellen Shenk, Community Engagement Librarian,  
State Library of Pennsylvania*

*Nicole McCune, Outreach/Makerspace Assistant,  
State Library of Pennsylvania*



This will be a hands on session with some presentation. It will demonstrate types of programming possible in Engineering and Mathematics, and give some experience in the process. The session will also showcase State Library of Pennsylvania materials available for borrow by libraries, and other resources and sources for programming on the topics

**William Fee** established the State Library of Pennsylvania STEMLab in 2014, as a makerspace at the time. Since then, the members of the lab have worked with local schools and organizations to improve the STEM identity of children and adults. In addition, the STEMLab is committed to training library staff to increase STEM confidence, ability and capacity. Mr. Fee has been with the State Library of Pennsylvania since 1995

**Ellen Shenk** is the community engagement librarian for the State Library, and has a keen interest in science, so helps coordinate the STEM lab makerspace programs for our community of learners.

**Nicole McCune** is the community engagement and STEM lab makerspace assistant. She works with the STEMLab lead instructor, as well as the community engagement librarian, to coordinate events and trainings for patrons of all ages.



### Pennsylvania Library Laws - Historical Perspective Current Implications

**Track:** Library Administration

**Bernadette Lear**, Education, Behavioral Sciences, and Social Sciences Librarian, Penn State University Libraries  
**David Belanger**, retired Pennsylvania librarian and library consultant

This program will introduce attendees to Pennsylvania library law. Drawing from legal materials gathered for her book, *Made Free and Thrown Open to the Public: Community Libraries in Pennsylvania from the Colonial Era through World War II*, Ms. Lear will summarize more than two centuries of state-level Pennsylvania library legislation and explain how it has influenced public library organization, funding, service areas, and more. As a 36-year veteran of public libraries, including service as a library director and System/District Administrator, Mr. Belanger will share his extensive understanding of recent library laws and how they impact modern library service. Together, Ms. Lear and Mr. Belanger will help attendees understand the deep roots of Pennsylvania library law and make sense of a legislative ecosystem that often seems confusing to librarians and library advocates.

**Bernadette Lear** is the author of *Made Free and Thrown Open to the Public: Community Libraries in Pennsylvania from the Colonial Era through World War II*. She is the Education, Behavioral Sciences, and Social Sciences Librarian at Penn State University Libraries. With Eric C. Novotny, she is the founding co-editor of the scholarly journal, *Libraries: Culture, History, and Society*. Lear's research focuses on the history of libraries, which she studies as an intersection of cultural, labor, social, and woman's history.

**David Belanger** recently retired after 36 years working in Pennsylvania libraries, including positions as a library director, consultant librarian, and as a System/District Administrator. He has been active in the Pennsylvania Library Association, serving as the treasurer, an at-large board member, and as a member of numerous committees. He was on the original steering committees for the Platform for 21<sup>st</sup> Century Libraries and PA Forward®, two of the most successful PaLA initiatives.

### Designing Scaffolded Disciplinary Information Literacy Curriculum

**Track:** Technology & Education



**Josephine Smith**, Instruction and Assessment Librarian, Shippensburg University

Research methods and senior capstone courses are often the first time students experience largescale research projects or attempt original research. However, students are unprepared to take on this challenge. Students have specific needs at the research methods course level and the capstone level that are not always addressed by library instruction programs, especially considering scarce resources and emphasis on first year programs. This can lead to needing significant support to complete the class work at the level that faculty expect in the best case, but can also cause high DWF rate, with students repeating courses two or three times. Faculty often express frustration with students' ability to successfully synthesize and integrate their independent research projects within the broader literature. I have collaborated with multiple partners to design and implement different upper-level curriculum that align to the libraries broader scaffolded IL program. This presentation will share different strategies to design this type of curriculum and the curricular structure developed.

**Josefine Smith** is the instruction and assessment librarian at Shippensburg University. She holds an MLIS from the University of Pittsburgh, an MA in American studies from Penn State University, Harrisburg Campus, and a BA in history and literature from the University of Pittsburgh. Her research interests include information needs of nontraditional and minority student populations, applications of pedagogical theory in information literacy classrooms, and programming and outreach to student populations.

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### Preparing for an Armed Intruder: How to Keep Your Staff & Visitors Safe

**Track:** Contemporary Issues



**Rick Capozzi**, Founder/President, Survival Mindset Co.

Are you concerned about how you can best prepare for, respond to, and survive an armed intruder attack? What about how to deal with an unwelcomed guest at your library? Not everyone who potentially walks through your doors has good intentions. Rick Capozzi, is a nationally

recognized presenter on preparing for armed intruders and uninvited guests. His company, Survival Mindset Co. offers training for everyday people by his team of subject matter experts that have backgrounds in law enforcement, military, EMS, Fire, Education, Psychology, and more. This engaging and interactive program will equip you to strategize on how to respond to a variety of emergency situations through a mix of case studies, discussions, demonstrations, and Q&A. You will leave with a list of action items to make **your library a much safer space and you will possess much greater confidence in your ability to know what to do to keep yourself and others safe.**

As an international speaker and consultant, **Rick Capozzi** has worked with groups from small businesses to Fortune 500 companies, elementary schools through higher education, local churches to global ministries, and individuals to entire companies with excellent results.

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### **Grants: Are You Ready? Let's Go!**

**Track:** Advocacy & Development

**Chris Crytzer**, CFRE, Principal, Crytzer Communication

The session will cover why it's critical for libraries to be grant ready and how libraries can get a good start toward grant readiness. Chris Crytzer will share steps for successful nonprofit fundraising and grant seeking based on 15 years of winning grants for nonprofits. Chris will share her knowledge of the grants process, including:

- What to do and what not to do
- The documents that are required to apply for grants
- Why you need a fundraising plan
- How to find Best Fit Funders (BFFs)
- Best chances for success in grant writing
- Free resources

The session format is lecture.

**Chris Crytzer** is a Certified Fund Raising Executive (CFRE) and registered fundraising consultant with Pennsylvania's Bureau of Corporations and Charitable Organizations, and is passionate about helping nonprofits flourish and has a successful track record writing corporate, foundation, and government grants. She understands the many challenges that nonprofits face today—from overhead costs to increased competition for grants, reductions in government funding and the need for multiple revenue streams. Chris received a bachelor's degree in communication arts from Grove City College and a master's degree in corporate communication from Duquesne University.

## **Special Reminders:**

### **Lodging:**

Conference participants may book a room in the PaLA block at the Hilton Harrisburg for \$149/night. (plus 11% local and state tax). Rate includes complimentary self-parking in the adjacent Walnut Street Garage.

*\*Please note that it is very important that conference attendees book in our contracted room block, as this assists us in meeting our contracted obligation with the hotel, keeps costs for meeting space at a minimum and puts us in a better negotiation position for future events. All of this helps to avoid registration fee increases!*

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### **BUCKS:**

**BUCKS Codes may NOT be used retroactively!** So please alert your staff now if you want them to get the discount. In order to get your promo code, YOU or the authorized person must send an email requesting your unique code(s).

Please contact Susan Wertz, Administrative Assistant, at [admin@palibraries.org](mailto:admin@palibraries.org) to ask for these. You will receive one discount for each \$100 you pay in dues. Get your promo codes NOW, and tell your staff to use these accordingly before the early bird registration rate deadline of August 31!

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### **Annual Business Meeting:**

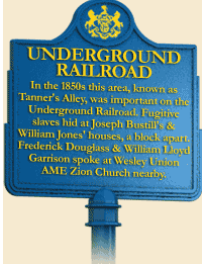
PaLA Annual Business Meeting is Tuesday, October 25, 2022. (Time TBD) The award for both **Library of the Year** and **Distinguished Service** will be announced.



10:30 AM - 12:30 PM

### Gathering at the Crossroads: A Walking Tour of the Historic Eighth Ward

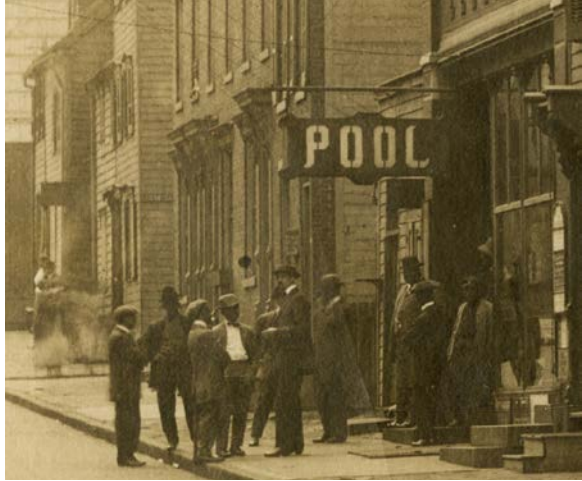
Organized by **Beth Transue**, Messiah  
College; 2022 Local Information Committee



The conference planning committee is pleased to offer a walking tour of the Old Eighth Ward, a thriving African-American, Jewish and immigrant community in downtown Harrisburg during the late nineteenth century that was destroyed to make way for the State Capitol Complex. In addition to your guide, the tour may also include meeting with a descendant of Ephraim Slaughter, a man who escaped slavery and was also the last surviving Civil War veteran in Harrisburg and resident of the Old Eighth. Come, hear about this important chapter in our capitol city's history and learn how libraries are at the forefront in a collaborative effort to preserve its heritage. Several intriguing pre-destruction photos, maps and census information is available on the website:

<https://digitalharrisburg.com/exhibits/eighthward/>

*\*Additional registration fee required.*



photos courtesy of the State Archives



## Best Practices Awards

**Track:** Youth Services

*PaLA Best Practices Committee*

Pennsylvania libraries are providing fun, instructional, and developmentally-appropriate programs and services for youth and their families. Since 2004, Pennsylvania libraries have been recognized for their exceptional services to youth (birth to 18) with the Best Practices Award. Winners for the Humanities in Action Award (Sponsored by the Pennsylvania Humanities Council) and the David J. Robert's Award will also be announced.

## Keystones of Inclusive Hiring: Best Practices for Creating a Welcoming Interview Process

**Track:** Library Administration

*Emily Mross, Business Librarian, Penn State University Libraries*

*Carmen Cole, IST and Business Librarian, Penn State University Libraries*

National searches for academic library positions are becoming more common to attract top talent. It can be challenging to hire and retain candidates from outside of the state or even outside of our communities, especially for those from historically underrepresented groups, if adequate information about the local environment and institution is not clearly communicated to job candidates. Further, the pandemic brought about changes in the hiring process, such as virtual interviews, which can be more accessible for those with disabilities or caregiving responsibilities. We should strive to make these practices commonplace as we acquire new employees at our libraries. In this session, we will discuss how our library is developing welcoming and inclusive hiring procedures, and how other libraries can transform their current practices and resources to make candidates feel more comfortable and informed in their employment decisions.

**Emily Mross** and **Carmen Cole** served on multiple library faculty searches at Penn State University Libraries over the past six years, with Carmen also serving as a search committee chair. In Summer 2021, they developed a template to create a prospective faculty website based on feedback from library employees to provide information to important

candidates that many felt has been lacking as they made their decisions to join the libraries in years past.

## Applying the Universal Design for Learning Guidelines to Reference Practices

**Track:** Community Service & Engagement



*Emily Reed, Reference and Instruction Librarian, Penn State University Libraries*

The Universal Design for Learning (UDL) Guidelines have become prolific in higher education for making learning equitable through accessible and participative learning opportunities. Most notably, librarians have studied how they can be applied during information literacy instruction. However, little to no research has been written that describes how the UDL Guidelines can be applied to other teaching and learning domains, particularly reference. Offering reference services presents the opportunity to teach our patrons how they can learn to become self-sufficient researchers. But this depends on the perspective of the librarian managing the reference interaction; the librarian must view certain reference activities as teaching and learning opportunities, and not simply a transaction where the librarian supplies an answer with no additional explanation. To that end, if reference services are understood as teaching and learning opportunities, then the UDL principles can be applied. This session will define the UDL principles and guidelines, then apply them to appropriate reference modalities. Session participants will learn how reference services can support the UDL principles of engagement, representation, and action & expression with the goal of developing expert learners.

**Emily Reed** is a reference and instruction librarian who has provided reference services via consultations, email, chat, and phone since 2015. In her current position, she has completed over one thousand reference transactions. She advocates for librarians to begin viewing reference services as teaching and learning opportunities and has published an article on the subject in *Communications in Information Literacy* (vol. 15, #2).



## Investing in Development: Committing to Strategic Fundraising

**Track:** Advocacy & Development

**Jeffrey D. Swope**, Executive Director, Bosler Memorial Library

**Carolyn Blatchley**, Executive Director, Cumberland County Library System

**Molly Shane**, Development Officer, Bosler Memorial Library

**Jairee Counterman**, Advancement, Cumberland County Library System

The Bosler Memorial Library is part of the Cumberland County Library System. While about half of the libraries (including Bosler) have fundraising staff, the Cumberland County Library System also added a fundraising staff person in 2018 to support member libraries that do not have a fundraising staff person. Staff from both the Bosler Memorial Library and the Cumberland County Library System will discuss how they went about investing in fundraising staff, costs and benefits, and how to open a discussion with your board about investing in fundraising when budgets are tight already. This program is not meant to offer a step-by-step model, as each library and community is unique, but to examine ways to strategically explore how a fundraising position might benefit your library based on the experiences of these entities.

**Jeffrey Swope** is the Executive Director of the Bosler Memorial Library in Carlisle, PA. Swope attended Lycoming College in Williamsport, PA, and received his Master's in Library Science from Clarion University. Swope worked as the Youth Services Coordinator and Assistant Director for the James V. Brown Library in Williamsport. During his time there the library became Pennsylvania's first Family Place Library and undertook the design and construction of a \$6.5 million children's wing.

**Carolyn Blatchley** is the executive director for the Cumberland County Library System (CCLS). Carolyn has a strong background in non-profit management, 20 years at CCLS and a 10-year career with Hemlock Girl Scout Council which intertwined with the time she spent working on her Masters in Library and Information Science at the University of Pittsburgh. A strategic decision to grow the organization to be more proactive in development activities lead Carolyn to create the library system's first Advancement position in 2018.

**Molly Shane** is Development Officer at Bosler Memorial Library and earned her B.A. from St. Olaf College and her M.A. in Arts Administration from the University of Cincinnati's College-Conservatory of Music. Her strengths and interests lie mostly with individual giving, donor stewardship, annual campaigns, and grant writing. She earned her Certified Fund Raising Executive credential in 2006 and is a member of the Association of Fundraising Professionals, the Susquehanna Valley Council of Charitable Gift Planners, the AAUW Carlisle Branch, and the West Shore Symphony Orchestra where she serves as principal cellist.

**Jairee Counterman** joined the Cumberland County Library System as its first development staffer in 2018. She earned her B.S. in English and Secondary Education from East Stroudsburg University and an M.Ed. in English from Shippensburg University. She also completed postgraduate coursework in community relations at Temple University-Harrisburg and a National Endowment for the Humanities fellowship in rhetoric at the University of Wisconsin-Madison. Her eclectic experience as classroom teacher, college department chair, nonprofit arts organization executive director, and inner-city middle school principal as well as more traditional foundation and nonprofit leadership roles inform her work for the library system.

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## Advocating for More: How Our Funding Task Force Made the Ask ????

**Track:** Advocacy & Development

**Joseph Sherwood**, Executive Director, Chester County Library System

**JoAnn Weinberger**, Trustee, Chester County Library System

**Carey Bresler**, Library Director, Oxford Library

In 2019, the Chester County Library System created a Funding Task Force (FTF), comprised of Board Members and administrative staff. The goal was to increase funding for the System through a set of deliverables that included municipal, county, and state objectives. The FTF therefore created new educational and contact opportunities for member library directors and boards, calculated a sustainability analysis to determine need, made a funding ask to the county and is now piloting a mentoring program for municipal advocacy. As a result, the FTF was able to secure both an increase in county level funding for general operations and for materials.



**Joe Sherwood** has 30+ years in Pennsylvania libraries and is currently executive director of the Chester County Library System. He has spent extensive time serving on the PaLA Legislative Committee.

**JoAnn Weinberger** has a 28 year tenure as a Library Trustee, serving in various leadership positions on the boards of the Chester County Library and District Center, Chester County Library Trust, and Philadelphia Center for Literacy, where she also served as CEO. Formerly, she was Deputy Secretary for Policy Management in the PA Department of Education. She is currently a Nonprofit Leadership Consultant in areas of planning, policy analysis, government relations, management, and proposal development.

**Carey Bresler** has worked in the Chester County Library System for 12 years with 10 of those serving as the Director of the Oxford Library Company and two years as the Director of the Atglen Public Library. Before that, she worked as an Adjunct Librarian at Cecil College. She started her career in libraries as a volunteer in Heidelberg, Germany. Carey earned her MLIS at the University of Wisconsin – Milwaukee and received a BA in English Literature from West Chester University. She is a 2014 graduate of the PaLA Academy of Leadership Studies Program.

**12:45 PM - 2:00 PM**

### **Carolyn W. Field Award Luncheon**

**Track:** Youth Services

*Alison Green Myers, author*

Carolyn W. Field dedicated her life to advancing children's literature and the powerful role that libraries play in the lives of youth. Since 1983, PaLA's Youth Services Division has recognized the best book for youngsters written or illustrated by a Pennsylvanian through the Carolyn W. Field Award.



Please join us as we recognize the 2022 winner, Alison Green Myers for her debut novel, ***A Bird Will Soar***. We are working to include the author at the conference, but plans have not yet been finalized. Pennsylvania is setting the bar high for exceptional children's literature and services for our youth - join us in celebrating these achievements!

### **College & Research Division Luncheon**

**Track:** Contemporary Issues

**Steven J. Bell**, Associate University Librarian, Temple University Libraries



Keynote speaker, Steven J. Bell, Associate University Librarian at Temple University Libraries, will share his experiences with keeping alert to trends where the library can take a leadership position on campus - and help to maintain relevancy. This interview-style talk will touch on factors such as identifying trends, risk taking and experimentation, and using design methods for prototyping.

### **Exhibits Grand Opening Lunch**

A complimentary walk around lunch will kick off the opening of the exhibit hall and offers time to visit the exhibits while enjoying tasty lunch treats.

**2:00 PM - 3:00 PM**

### **No-Conflict Exhibit Time**

Take a break from formal education settings and enjoy a beverage while strolling among the exhibits to gather information on new library innovations and collect tickets for the exhibit raffle at 5 p.m.

### **Poster Sessions**

View a selection of posters on case studies and successful ideas and programs from library colleagues.

3:15 PM - 4:15 PM

**How to Train a Dragon: Tips for Directors Working with Library Boards**  
**Track:** Library Administration

**Karla Trout**, Executive Director, Library System of Lancaster County

Would you like to learn to tame the dragon that is your library board? Would you like your board to recognize what is their job and to stop doing yours? Would you like a highly functioning board that supports your library in the community? This session for library directors will give tips and tricks to transform your board from over-reaching to highly functioning and supportive. Bring your questions and let's talk candidly about what you can do to change the way your board thinks about their job, so you can do yours.

**Karla Trout** has worked in non-profit organizations for more than three decades and has spent twenty years working with boards. She had taken over-reaching, micro-managing boards and turned them into highly functioning oversight boards. She has also taught boards about their role and responsibilities, assisting them to create policy, job descriptions and other useful tools. In her role as administrator of the Lancaster Library District and the Library System of Lancaster County, she has worked with both directors and boards to help build better board relations and establish roles and responsibilities.

**Children's Authors: Writing for Children and Young Adults**  
**Track:** Community Service & Engagement

**Judy Schachner**, author  
**Jamie Beth Cohen**, author

Join local authors Judy and Jamie to learn about their books, writing style, and the similarities and differences in publishing for Children's vs. Young Adult, or Adult books. In this panel discussion, the authors will share how they find their ideas for their stories as well as discuss their writing process. The author's books will be available for purchase in the PaLA Store and the authors will be available for a book signing in the PaLA Store immediately after the session.



**Judy Schachner** was born into an Irish Catholic working class family. Money was as tight as their apartment was tiny and though she may not have had the easiest of childhoods, she credits her imagination with helping her survive it. Judy Schachner is the #1 NY Times Best Selling Author/Illustrator of over 29 books for children including *Everything Will Be OK* (Anna Dewdney), *Stretchy And Beanie*, *Stretchy McHandsome*, the *Skippyjon Jones* series, *Sarabella's Thinking Cap*, *Dewey Bob, Bits & Pieces*, *Yo Vikings*, and *The Grannyman and Willy and May*. She has won many awards including the first E. B. White Read Aloud Award.

**Jamie Beth Cohen** is a writer and storyteller who grew up in Pittsburgh and lives in south central PA. She is the author of *Wasted Pretty* and *Liminal Summer*, collectively known as *The Alice Burton Books*, from Black Rose Writing. When not working, writing, or spending time with her family, she mentors an incarcerated writer and novice storytellers. More info on her services as a writer, storyteller, speaker, and instructor can be found here: <http://www.jamiebethcohen.com/bookjamie>



**Computational Propaganda: Bots, Algorithmic Manipulation, & Information Literacy**  
**Track:** Technology & Education



**Ian O'Hara**, Assistant Professor/Research & Instruction Librarian, Weinberg Memorial Library, University of Scranton

We increasingly live in a world in which technologies misdirect our attention, poison our public discourse, and algorithmically manipulate our cognitive epistemic practice. As we move socioculturally towards seeking information within novel sources, such as social media platforms, we see both the vulnerabilities in these algorithmically curated information ecosystems being consistently exploited by computational propagandists. These propagandists mean to manufacture consensus through amplification of a given message via automated algorithmic manipulation. This manipulation has been highly visible in recent years in relation to the mis-characterization of the Black Lives Matter protests in the wake of the murder of George Floyd. The work of propagandists is even more clearly in the presentation of



anti-science messages in relation to the COVID-19 pandemic and the efficacy of the subsequently released vaccines. As librarians it is imperative that we have a thorough understanding of the information landscape and where these vulnerabilities exist for propagandists to exploit, and how to mitigate the effects of this epistemic manipulation through information literacy instruction.

**Ian O'Hara** is an Assistant Professor and Research & Instruction Librarian for the University of Scranton's Weinberg Memorial Library. He serves as library liaison to the physical therapy, occupational therapy, nursing, exercise science and computing sciences departments, and also provides research services and information literacy instruction. He has obtained a B.S. in Education from the University of Scranton, a Master of Library and Information Science from Clarion University, and a Master of Science in Software Engineering from the University of Scranton.

### Exceeding ADA: Increasing Autonomy and Access for Your Library

**Track:** Community Service & Engagement



**Mark Lee**, Director, Carnegie Library of Pittsburgh  
**LAMP** (Library of Accessible Media for Pennsylvanians)  
**Phyllis Kim**, AIA, GBBN

A place of community and shared resources, public libraries rightly pride themselves on striving to be free, open, and welcoming to all. Library professionals realize that it takes intentional effort to remove barriers to service that disrupt that ideal. The Americans with Disabilities Act (ADA) provides one set of guidelines for accessibility, but that is rightly understood as a minimum standard. To be truly welcoming, libraries should exceed ADA standards in meeting the needs of all patrons. In this presentation, Carnegie Library of Pittsburgh's Library of Accessible Media for Pennsylvanians (CLP LAMP) and GBBN Architects will discuss share the process they developed to ensure that the recent renovation of CLP LAMP was not just compliant, but truly accessible to all. This presentation will not only make the case for exceeding the ADA's standards, but it will share the story of how CLP LAMP and GBBN engaged its community during the design process and how their feedback was used to shape the design itself. In addition to engagement process and outcomes, the presentation will share a set of design strategies—from wayfinding for people with visual impairments to cantilevered booths that make room for service animals—that make the space truly welcoming.

**Mark Lee** is the director at Carnegie Library of Pittsburgh's Library of Accessible Media for Pennsylvanians. He is a champion for his patrons, often seen advocating for individual member's needs.

**Phyllis Kim** is an architect at GBBN in Pittsburgh. Her passion for community-engaged, public interest design finds expression in her work.

### We are Still All In This Together! A "How-to" for Developing Local Partnerships

**Track:** Advocacy & Development

**Rob Lesher**, Pa Forward® Program Manager, PaLA  
**Rick Miller**, Executive Director, Osterhout Memorial Library  
**Brenda Beikert**, Director, Knox Public Library

Strategic partnerships are critical for the success of any organization committed to community engagement. This program will help library workers identify potential strategic partners in their community. Attendees will be provided with a how-to manual with scripts for contacting local partners and give steps to take to build a relationship with a potential partner. Just as critical as developing local partners, attendees will discuss ways to avoid zombie partnerships/ programs which just happen but don't help a community thrive.

**Rob Lesher** has been the PA Forward® Program Manager since 2019 and develops and nurtures dozens of state-wide strategic partnerships in that role. Before working for the library association, he has had nearly 30 years of professional librarian experience having served as an Executive Director, IT Director, and Head of Information Services.

**Rick Miller** is the Executive Director of the Osterhout Free Library and a System/District Administrator for Luzerne County since 2011. He has served on the PA Forward steering committee for two years, and was on the planning committee for the last in-person Literacy Summit before the pandemic.

**Brenda Beikert** is the library director at the Knox Public Library in Clarion County. She has been a part of the PA Forward Literacies Team since 2019.



## Our 2022 Exhibitor Partners

*\*As of 07/20/2022*

We appreciate the support and expertise offered by our exhibitor partners and encourage you to visit the exhibit hall on Monday & Tuesday to obtain information on the latest innovations in library products and services from the experts!

- **ABDO**
- **Auto-Graphics, Inc.**
- **Baker & Taylor**
- **Beanstack**
- **Bibliotheca**
- **Brainfuse**
- **Brodart Co.**
- **ByWater Solutions**
- **Calgi Construction Company, Inc.**
- **EBSCO Information Services**
- **Equinox Open Library Initiative**
- **Fortres Grand Corporation**
- **Gale, a Cengage Company**
- **GBBN**
- **Incident Tracker**
- **J. P. Jay Associates, Inc.**
- **JanWay**
- **Legacy Book Press, LLC**
- **Library of Accessible Media for Pennsylvanians (LAMP)**
- **Longley Insurance Agency, Inc.**
- **NewsBank, Inc.**
- **NMS Imaging**
- **OCLC**
- **OverDrive, Inc.**
- **Overton & Associates, LLC**
- **Pennsylvania Citizens for Better Libraries (PCBL)**
- **Pennsylvania Integrated Library System (PAILS)**
- **Pennsylvania Treasury Department - Bureau of Savings Programs**
- **PHEAA**
- **Playaway Pre-Loaded Products**
- **POWER Library (HSLC)**
- **Springshare**
- **StackMap**
- **Survival Mindset Co.**
- **T-Mobile**
- **The Baking Coach, Inc.**
- **University of Pittsburgh School of Computing and Information**
- **UPMC for Kids**
- **Worthy Consulting & Training, LLC**



4:15 PM - 5:30 PM

### Exhibit Hall Reception & Prize Drawings

Network with our exhibitor partners over light food and drink and discuss what's new on the library products and services scene. The raffle drawings will begin at 5:00 p.m.

5:45 PM - 6:15 PM

### Public Library Division Business Meeting

**Presiding:** *Heather Weleski, Division Chair*

All members are welcome to attend this brief meeting for division updates and business.

6:00 PM – 7:30 PM

### College & Research Division Dine-Out

Grateful Goat Brewing & Provisions, Camp Hill, PA

6:30 PM – 8:30 PM

### Susquehanna Art Museum “VanGO” Museum on Wheels “Open House”

Susquehanna Art Museum's “VanGo! Museum on Wheels began in 1992 to meet the needs of students and community members who previously had limited exposure to museum-quality arts. This mobile museum is housed in a 34-foot custom Winnebago equipped with an onboard museum gallery and has the ability to visit to a variety of settings including schools, libraries, parks and festivals. We are pleased to offer the opportunity for conference attendees to experience this unique exhibit which will be located at the Broad Street Market in Harrisburg's Midtown community. Check it out on your way to or from dinner or the banned book discussion at the Midtown Scholar Bookstore located just across the street from the market.

*\*Additional registration fee required.*

7:30 PM - 9:00 PM

### Banned Book Discussion & Shopping at Midtown Scholar Bookstore & Cafe

What banned books have you read or would like to talk about? Join other conference attendees for informal “pop-up” discussions of banned books. The Midtown Scholar Bookstore is an important fixture in Harrisburg's Midtown community, offering a welcoming space for the discussion and exchange of thoughts on books, politics, arts and culture - making it the perfect backdrop for this free flow event with opportunities for discussion, browsing the stacks and enjoying dessert and coffee.

Plentiful, easy parking will be available in the Broad Street Market surface lot located just across the street, where the Susquehanna Art Museum's “Van Go” mobile exhibit will be available for exploration. Why not double up for both activities and make it an evening of arts and modern culture?

*\*Additional registration fee required.*

### Game Night!

After enjoying your choice of dine-out options, put your “game face” on and join us at The Hilton for our first-ever in-house Game Night from 7:30-9:00pm. Whether coming to stoke your competitive side, to have some light-hearted fun, or to leisurely network with colleagues inside or outside your chapter, dozens of unique choices will await you! We'll have STEM kits to explore and about two dozen unique card and board games for two to six, or more players: *Catan*, *Ticket to Ride*, *Bananagrams*, *Blackbeard: The Golden Age of Piracy*, *Sheriff of Nottingham*, *Trekking the National Parks*, life-size *Clue*, team-focused *Harry Potter Trivial Pursuit*, and MANY more. Play as much or as little as you like, with many games only taking 30 minutes, with others playable in an hour or more.

*\*Additional registration fee required, and includes one drink ticket from the cash bar.*



8:00 AM - 9:00 AM

## Breakfast on your own

9:00 AM - 10:00 AM

### Where is Andrew Carnegie When We Need Him? Advanced Fundraising for Libraries

**Track:** Advocacy & Development

**Debra Thompson**, *President Strategy Solutions (Moderator)*

**Margie Taylor**, *CFRE, Sr. Consultant, Strategy Solutions*  
**Francie Ambuske**, *Senior Consultant, Strategy.com*

Where is Andrew Carnegie (and others like him) when we need them? We all know the importance of a community public library but when it comes to major philanthropic support, we often struggle to raise the funds to truly enable our libraries to grow and thrive. This interactive session enables participants to learn why and how to grow from an annual fund/special events framework into a major/transformational gift program. By building on your strategic plan and cultivating engagement at both the grass roots and “community influencer” levels, libraries can identify manageable goals, objectives and actions with their board, creating clear roles for board members, volunteers and library staff. Participants will learn strategies to analyze their visibility as a charity, their donor pool, and other resources to create a more robust fundraising plan. The elements of a strong “case for support” will be discussed, along with how to use it in your fundraising process. Participants are polled during the session to determine their backgrounds, experiences, and knowledge. This allows tailoring of specific remarks, providing targeted information and opportunities to encourage idea exchange. Takeaways include examples and templates that can be used to improve your fundraising approach and plan.

**Debra Thompson**, MBA Debra Thompson is President of SSI. In this position, she provides strategic planning facilitation, fund development planning, as well as research and project management services to organizations and communities. She is a certified trainer, consultant and peer reviewer for both the PA and National Standards for Excellence®: An Ethics and Accountability Code for the Nonprofit Sector. Debbie received her Master of Business Administration from Gannon University. She has also completed advanced training in Strategic Planning, Quantitative and Qualitative Market Research, Total Quality Management and Leadership Development, Systems Thinking & Facilitation (through affiliates of MIT) and is a 1993 graduate of Leadership Erie. Throughout her career, she has worked with over 250 non-profit organizations supporting their strategic development priorities and initiatives.

**Margie Taylor**, CFRE Margie has worked in philanthropy and economic development for more than 30 years. Her tenure began at a women’s liberal arts college whose fundraising staff was charged in the 1980s with raising \$1 million in cash annually. She then joined a public policy consulting firm followed by leadership roles in economic development organizations. In 2000 she joined The Pennsylvania State University’s Office of Development and Alumni Relations where she served as Director of Development for one of the university’s colleges, raising over \$56 million. Taylor holds the professional designation “Certified Fundraising Executive” since 2011. She was named Outstanding Fundraiser of the Year by the Association of Fundraising Professionals, Northwestern Pennsylvania Chapter, in 2012.

**Francie Ambuske**, RN, BS Francie Ambuske is a Senior Consultant with Strategy Solutions, providing fundraising counsel, major gifts, planned giving and capital campaign consulting support to nonprofits who wish to understand and build “heart into the art of philanthropy.” Francie’s more than 30 years’ experience as a nonprofit program leader, director and founding Executive Director of the Bradford Hos-



pital Foundation, gives her a unique ability to understand and support both start-up and long-term philanthropy as key components in organizational sustainability. Francie's accomplishments include raising more than \$32 million in support of Bradford Regional Medical Center's mission, as well as assisting with and coordinating numerous community capital and fundraising campaigns. She is the Former Chair of the Pittsburgh Planned Giving Council Leave a Legacy Program and was recognized as Outstanding Fundraising Professional by the NWP Chapter of the Association of Fundraising Professionals in 2015.

**Picture This: A Diversity Audit of Picture Books in an Academic Library**

**Track:** Contemporary Issues

**Karen Wanamaker**, Education librarian, Rohrbach Library, Kutztown University of PA



Come learn how one academic library took steps towards ensuring diverse voices and representation in their picture book collection. Attendees will hear about the entire process from researching how to complete a diversity audit and the ups and downs of the process to the outcome and lessons learned. This presentation will be followed by time for questions and discussion.

**Karen Wanamaker** began her career in education and has been working as the education librarian at Kutztown University for over 20 years. She has published research regarding the use of children's literature with pre-service students and has given presentations related to children's literature at local and national conference. She is also a past member and chair of the PaLA Carolyn Field Award Committee.

**What Lurks in Yonder Catalog: MARC Records, Web Links and a Voyage of Discovery**

**Track:** Collections

**Vickie L Kline**, Systems Librarian, Associate Professor



Join me as I detail our descent into a cataloging marsh haunted by revenant MARC records. Learn what we did to identify and exorcise the most egregious web linking problems. Take back recommendations for how to battle link rot in your own MARC records. This session will be both humorous and scary. It's time to revisit our online catalogs.

**Vickie Kline**, is the Systems Librarian and an Associate Professor at York College of PA. Since 2015, she has been teaching "Footprints in Silicon," a first-year seminar about the implications of having a digital life. She has also taught a two-credit information literacy course. Her personal research interests include search tools, discovery, metadata, indexing, UX, and inquiry-based learning. Many of her interests stem from her previous life as a cataloger, and authority control enthusiast.

**Understanding your Strengths, Unlocking your Potential**

**Track:** Career & Leadership

**Jolene Pickens**, Gallup Certified Strengths Coach  
**Brianna Campbell**, Gallup Certified Strengths Coach

As Gallup Certified Strengths Coaches, our dynamic presentation dives into the impact that understanding your natural bends of talent and how to apply them for growth can positively affect your organization. In a culture that focuses on fixing weaknesses, the CliftonStrengths Assessment invites people to begin focusing on what is right and strong about them.

**Jolene Pickens** is a Gallup Certified Strengths Coach and believes in the connection between personal mission and organizational vision to create a more dynamic business culture.

**Brianna Campbell** is a Gallup Certified Strengths Coach and is in the business of helping people be intentional. Whether they are building a healthy company culture, developing their leadership skills, or wanting to foster healthier relationships - if they are intentional, they begin to unlock true potential.

**2022 PA Forward® Adult Literacy Programming Awards**

**Track:** Community Service & Engagement

**Rob Lesher**, Pa Forward® Program Manager, PaLA

The winners in the five Literacy areas will be announced publicly and the Best PA Forward® Literacy Program will be announced at the program. Each program winner will be given the opportunity to explain how the program was developed and what they learned from carrying out the program.

Rob Leshner has been the PA Forward® Program Manager since 2019. Before working for the library association, he has had nearly 30 years of professional librarian experience having served as an Executive Director, IT Director, and Head of Information Services.



10:00 AM - 11:00 AM

### No-Conflict Exhibit Time

Take a break from formal education settings and enjoy a complimentary cup of coffee while strolling among the exhibits to gather information on new library innovations and collect tickets for the final exhibit raffle to take place in the afternoon.

### Poster Sessions

View the posters to learn about successful ideas or programs from library colleagues.

11:15 AM - 12:15 PM

### Library Cards for All

Track: Youth Services



**Erin Pierce**, Director, CC Mellor Memorial Library  
**Carrie Lane**, Youth Services Coordinator, Allegheny County Library Association  
**Kevin McGuire**, High School Librarian, Woodland Hills School District

Allegheny County has spent several years with a School Library Card Registration Task Force focusing on how to integrate library card registration into school registration. We have created a menu of possible outcomes, and a roadmap to each outcome. Multiple libraries have had the opportunity to partner with their school districts in this past year. Join us for a panel discussion with task force members, and school district partners to hear about the many ways this goal can be achieved.

Each of the speakers has been intimately involved with the project from a different perspective.

**Carrie Lane** is currently working with multiple libraries on this initiative. She co-chaired the task force that has led this initiative.

**Erin Pierce** is the Director at the public library that hosted the first pilot. She was the other co-chair of the task force leading this initiative.

**Kevin McGuire** is the school partner for the first pilot.

### Addressing Systems of Inequity and Oppression in the Library System

Track: Contemporary Issues



**Jessica Jaymes Purdy**, CEO | Founder,  
FIC Human Resource Partners

Part lecture, part discussion, this session will begin beyond the introductory level of bias, prejudice, and discrimination by allowing participants to learn about the self-perpetuating cycle and systems of oppression they create and are created by. Additionally, specific actions will be discussed that will help participants better center and achieve equity in policy and practice while defining ways in which their libraries can work to address social disparities and oppression in the communities they serve. Participants will begin the session learning about systems of oppression and the four levels of “isms” (e.g. Racism, Sexism) that support those systems. With this basic understanding of systems of oppression and common language, they will participate in a conversation that will explore the roles a library can play in addressing social disparities and oppression in the community while learning tips for how to achieve equity in policy and practice. Participants should have a familiarity with the concepts of bias, prejudice, discrimination, and equity.

**Jessica Purdy’s** desire for a more inclusive and accepting society led her to become an Activist, Public Speaker, and Founder of FIC Human Resource Partners, LLC. Her identity as a panromantic, asexual, transwoman is central to her life and work. It’s a combination of her personal experiences and mindset of ‘bringing people in’ that has made her an effective leader, facilitator, and change agent. The ‘new collar’ journey that led to FIC Human Resource Partners began with Military Service as a Legal Specialist. That service ended with an honorable discharge under Don’t Ask, Don’t Tell. She was a founding member of the Lancaster LGBTQ+ Coalition, Board Chair of the Lancaster Pride Association, former Keystone Business Alliance Board Member, and is currently serving on the YWCA Lancaster board. She has written and published four books of poetry, including **Glass Hearts & Broken Pedestals**.

## How Do We Know What to Pay? Compensation System Best Practices

**Track:** Library Administration

**Debra Thompson**, *President Strategy Solutions*

Library staff members are often underpaid because they work for nonprofit organizations that don't necessarily have a lot of resources to support the mission. However, best practices suggests that libraries, as well as other nonprofits, should have a compensation policy that sets salaries that are comparable to similar organizations and ensures that the board reviews comparable salary data for the Director at least once every three years. How does a library get started with such a process if they've never done it before? This interactive workshop provides a review of the Standards for Excellence® An Ethics and Accountability Code for the Nonprofit Sector that relate to compensation for the Director and staff. Participants are polled during the session to determine their background, previous experience and knowledge of compensation systems. This allows tailoring of specific remarks, providing targeted information and opportunities to encourage idea exchange. Takeaways include examples and templates that can be used to improve your compensation system and pay scales.

**Debra Thompson, MBA** Debra Thompson is President of SSI, providing strategic planning facilitation, fund development planning, as well as research and project management services to organizations and communities. She is a certified trainer, consultant and peer reviewer for both the PA and National Standards for Excellence®: An Ethics and Accountability Code for the Nonprofit Sector. Debra received her Master of Business Administration from Gannon University. She has also completed advanced training in Strategic Planning, Quantitative and Qualitative Market Research, Total Quality Management and Leadership Development, Systems Thinking & Facilitation and is a 1993 graduate of Leadership Erie. Throughout her career, she has worked with over 250 nonprofit organizations supporting their strategic development priorities and initiatives.

## Crisis Communications: Protecting Your Brand and Reputation

**Track:** Library Administration

**Tom Meinert**, *Partner, Meinert/Mashek Communications*

A crisis is not prejudice. It can strike an organization whether it is public, private, small or large, or new or well-es-

tablished. An organization must be prepared to respond properly whenever faced with an unexpected crisis, as their brand and reputation can be protected or damaged depending on how they respond. Tom will share a series of effective and damaging case studies, along with some suggested tactics to communicate both internally and externally.

**Tom Meinert** has provided communications counseling and public relations support for clients in a broad range of industries. Tom's experience has ranged from implementing strategic communications plans for highly publicized and controversial commercial development projects, to conducting media training seminars for numerous corporations, professional associations and government agencies. During his career, Tom has also been instrumental in providing effective media relations and grassroots services to support several legal and public policy projects across the Commonwealth. Tom and a former colleague, Dave Mashek, have partnered to form Meinert/Mashek Communications, offering clients a unique approach to public affairs and issues management focusing on strategic counsel and personal attention. Tom is a graduate of Edinboro University with a Bachelor of Arts degree in speech communications.

## Service Dogs, Their Role in the Community, and the Law

**Track:** Community Service & Engagement



**Laura O'Kane**, *Executive Director, Paws and Affection*

Learn the differences between service dogs, companion dogs, facility dogs, emotional support animals, and therapy dogs and the ways they help those they serve. The presenter will also cover the laws surrounding all these categories of dogs and the rights of the library as a public institution. A service dog will be present to demonstrate tasks and the presenter will take questions from the audience.

**Laura O'Kane** founded Paws and Affection in 2013 and spends her time raising funds to care for and train the P&A team of dogs, managing day to day operations, and overseeing the training department. Laura has a hands-on approach to leading the team and enjoys building relationships with staff, fosters, volunteers, recipients, donors, and the community. She and the P&A Ambassador, Rosie the goldendoodle, spend time visiting schools, libraries, and other community groups educating them on the role of service dogs in the community and the laws surrounding them. Laura has a B.S. from Virginia Tech in business and experience in management prior to starting Paws and Affection.



## Branding Speaks Volumes

**Track:** Advocacy & Development

**RJ Thompson**, Creative Strategist & Co-Principal,  
Plus Public

**Kent Kerr**, Design Researcher, Plus Public

**Dana Farabaugh**, Library Director, Jefferson Hills  
Public Library

**Barb Mitchell**, County Coordinator, Cambria County  
Library System

Many libraries struggle to understand what marketing and branding can mean for their library, why to do it, and how to do it with limited available resources. The panel will discuss successful marketing efforts by PA libraries, what you need to get started, and provide a toolkit of resources that can be used by all types of libraries.

12:30 PM - 2:00 PM

## Public Library Division Luncheon

### Soup or Salad: Diversity, Equity, Inclusion and Belonging is the Main Entree

**Track:** Contemporary Issues

**Marvin Worthy**, President & CEO,  
Worthy Consulting & Training



Join us for an inspiring keynote and interactive discussion on how we can build relationships in our communities of practice and position ourselves as libraries to be aware of and confront our biases to create environments of inclusion and engagement. With a focused mindset for change, learn about the difference between diversity and inclusion as these concepts align with representation, participation and belonging; asking ourselves and navigating the following questions:

1. What is our purpose as a library? What could our purpose be if we think 'outside the box'?
2. How do we want to be perceived in our communities as institutions?
3. How do our community members want to be perceived?
4. How do we as libraries communicate the messages of representation, participation and belonging?

For more than 25 years, **Marvin Worthy** has been committed to minimizing the devastation caused by a lack of civility

and a sense of belonging. As the President and CEO of Worthy Consulting & Training, Worthy has assisted organizations in building inclusive educational and workplace communities and culturally competent students and staff. Worthy has made it his mission to inspire and motivate his audiences to include not exclude, to accept not reject, and to act not ignore.

## Exhibit Hall "Strolling" Lunch

Stroll through the exhibit hall while enjoying tasty, portable treats and take advantage of this last opportunity to collect raffle tickets from exhibitors for the 2:00 p.m. drawing!

2:30 PM - 3:30 PM

### Mental Health First Aid: Recognizing the Need for Our Patrons and Ourselves

**Track:** Community Service & Engagement



**Cynthia Pollich** MS Ed., Extension Educator, Food, Families and Health, Penn State Extension Lancaster County

This session will address common mental health concerns encountered by adults and teach strategies for family members, friends and peers to recognize the signs and symptoms of mental health or substance use challenges and offer support. Self-help strategies for staying mentally well will also be offered.

**Cynthia Pollich**, MS Ed is a Parenting and Better Kid Care Educator. She holds an Associates of Science degree in Resource Management and a Bachelor's and Master's degree in Education from Queens College, New York. Her program focuses on providing technical support and delivering evidence-informed educational programs to parents and early educators, to improve the quality, educational practices, and educational outcomes for children. In addition, she focuses on Mental Wellness and is a certified Mental Health First Aid Trainer, training various modules across the state.

### Building Relationships with County Leaders

**Track:** Advocacy & Development

**Brinda Penyak**, Deputy Executive Director, CCAP  
County Commissioner, to be identified

Proposed as a breakout session in lecture/discussion for-

mat that explores what county commissioners are responsible for and most concerned about, and how to work together to create a rapport. Effective communications with county commissioners can improve local interactions and partnerships in support of mutual goals.

**Brinda Penyak** possesses career long public policy expertise, with 19 years serving county commissioners.

### Achieving Equity When Implementing Workplace Policies

**Track:** Library Administration

**Jessica Jaymes Purdy, CEO | Founder, FIC Human Resource Partners**

During this workshop, participants will be introduced to a four-question framework to achieve equity in policy implementations. They will be guided through interactive review of an existing policy. Participants will join in a collaborative conceptualization session led by the facilitator for each of the four questions. These sessions will seek to answer each of the questions in regards to a specific policy. At the end of the session, the group will have determined the intent/purpose of the policy, who will be impacted by it, how that impact will differ, and ways to revise the policy to achieve a more equitable outcome. In working their way through the review of a single specific policy, participants will learn the basic skills necessary to implement the process on their own.

**Jessica Purdy's** desire for a more inclusive and accepting society led her to become an Activist, Public Speaker, and Founder of FIC Human Resource Partners, LLC. Her identity as a panromantic, asexual, transwoman is central to her life and work. It's a combination of her personal experiences and mindset of 'bringing people in' that has made her an effective leader, facilitator, and change agent. The 'new collar' journey that led to FIC Human Resource Partners began with Military Service as a Legal Specialist. That service ended with an honorable discharge under Don't Ask, Don't Tell. She was a founding member of the Lancaster LGBTQ+ Coalition, Board Chair of the Lancaster Pride Association, former Keystone Business Alliance Board Member, and is currently serving on the YWCA Lancaster board. She has written and published four books of poetry, including **Glass Hearts & Broken Pedestals**.

### What Happens Next? Succession Planning for Key Roles in Your Library

**Track:** Career & Leadership

**Paula Gilbert, retired, York County Libraries**

This will be an interactive presentation with a short PowerPoint visual designed to start the process of developing a succession plan for key leadership people in library organizations. Whether you are in a small library or a larger facility, planning for the right person to bring into your organization is important. Participants will get solid suggestions to begin the process of planning in their own libraries.

**Paula Gilbert** has 45 years in the library field and has dealt with succession planning in libraries for the last 10 years. She has also done succession planning for board positions in community organizations.

**2:30 PM - 4:45 PM (Double Session)**

### "How About Dessert? A Deeper Dive into Fostering a Culture of Inclusion and Belonging"

**Track:** Contemporary Issues

**Marvin Worthy, President & CEO, Worthy Consulting & Training**

Join Marvin G. Worthy for a deeper dive into how to increase awareness and appreciation of differences and identifying the benefits associated with fostering a culture of inclusion in libraries. How do libraries position themselves to make these important connections and collaborations with those in our communities we may not be used to or comfortable working alongside? Through interactive discussion, Marvin will guide us in how to promote a culture of respect, a genuine appreciation of differences, and how we can create library environments where all who enter, work, and engage feel valued and appreciated.

For more than 25 years, **Marvin Worthy** has been committed to minimizing the devastation caused by a lack of civility and a sense of belonging. As the President and CEO of Worthy Consulting & Training, Worthy has assisted organizations in building inclusive educational and workplace communities and culturally competent students and staff. Worthy has made it his mission to inspire and motivate his audiences to include not exclude, to accept not reject, and to act not ignore.



3:45 PM - 4:45 PM

## Rainbow Connections: Celebrating LGBTQ+ Kids and Allies in Your Community and Beyond

**Track:** Youth Services



**Jessica Olzak**, Children's Librarian, Abington Township Public Library

**Elizabeth Fitzgerald**, Executive Director, Abington Township Public Libraries

Have you ever wondered whether there is a need for an LGBTQ+ youth group in your library community? Staff at the Abington Township Public Library (ATPL) did and heard a resounding "Yes!" when they launched Rainbow Connections in the fall of 2021. Presenters will share how they started this wildly successful program which virtually convenes LGBTQ+ children, allies, and their families from across the country. ATPL's Rainbow Connections offers monthly meet-ups, led by a team that includes a children's librarian and a community parent, to help support and affirm LGBTQ+ kids and their families as well as educate and build community with allies. Attendees will also gain knowledge and advice on how to handle issues that may arise when offering a program for the LGBTQ+ community as told from an administrative point of view.

**Jessica Olzak** is a Children's Librarian at the Abington Township Public Library and one of the co-organizers and co-hosts of Rainbow Connections.

**Liz Fitzgerald** is the Executive Director of the Abington Township Public Libraries. Prior to her current role, Liz launched the Free Library of Philadelphia's Culinary Literacy Center, about which she presented nationally and internationally. Liz was named a Mover and Shaker by Library Journal in 2016.

## How to Use Social Media Effectively in 2022

**Track:** Community Service & Engagement



**Emily Weber-Wood**, Marketing and Fundraising Specialist, Bucks County Library District

Internet users spend an average of 144 minutes on social media per day, and there are more social media users and platforms than ever before. As social media platforms alter

their algorithms and add new features, libraries must be selective and strategic about how they use social media. This lecture will address key elements of Facebook and Instagram's algorithms and explore the elements of posts that successfully engage patrons, donors and other constituents.

**Emily Weber-Wood** has nearly a decade of experience providing content development, email marketing, and social media marketing assistance to non-profit organizations in the Philadelphia region.

## Rural Matters!: Resources from the Center for Rural Pennsylvania

**Track:** Advocacy & Development

**Kyle Kopko, PH.D.**, Executive Director, Center for Rural PA  
**Jonathan Johnson**, Sr. Policy Analyst, Center for Rural Pennsylvania

**David Martin**, Public Policy Data Analyst, Center for Rural Pennsylvania

The Center for Rural Pennsylvania, a Legislative agency of the Pennsylvania General Assembly, studies issues of rural Pennsylvanians and helps sets priorities for legislation which impact our rural communities. Learn what priorities our legislators are talking about in Harrisburg and how libraries can be a part of the solution to the problems faced by our rural communities. The Center for Rural Pennsylvania's board is made up of representation from the Legislature, Academic Institutions, and the Governor's Office and is chaired by Senator Gene Yaw.

**The speakers** are staff of the Center for Rural PA.

## Reasonable Accommodations from the Employee Perspective

**Track:** Contemporary Issues

**Katelyn Manwiller**, Education Librarian, West Chester University

Disability accommodations are essential to creating accessible library workplaces, but are often discussed from the Human Resources or legal perspective. This session will walk attendees through requesting an accommodation from the employee perspective, how to know if you have an eligible disability and if accommodations could be right for you, what documentation is required, and what federally-mandated resources are available. It will also discuss the



limitations of “reasonable” accommodations and potential barriers or discrimination library workers may encounter. Employees from all types of libraries at all levels of seniority will benefit from a better understanding of their own civil rights under the Americans with Disability Act. Likewise, supervisors and administrators will learn how best to support their employees with disabilities with compassion, dignity, and respect through a process that does not always equate to access.

**Katie Quirin Manwiller** is the Education Librarian and Assistant Professor at West Chester University. She earned her MLIS from the University of Pittsburgh in 2015, and has worked as an archivist and instruction librarian in academic settings. Katie lives with chronic illness and is dynamically disabled. Her research and advocacy focuses on improving disability inclusion in libraries.

**5:00 PM - 6:00 PM**

**Ex Libris Reception**

A “thank you” reception for Ex Libris Society members. Not a member? Donate now at <https://www.palibraries.org/donations/donate.asp?id=7130>

**Pennsylvania Black Librarians Caucus (PABLC) Reception**

Come learn more about this organization, formed in 2020, that promotes professional growth by recruiting and supporting library professionals and para professionals to improve library service and professional development. Join us and learn how you can get involved! Light refreshments will be served.



**5:15 PM - 9:30 PM**

**Hershey Dine Outs, AACA Library Tour & Dessert Reception**

Organized by **Michael Clater**,  
Dauphin County Library System; 2022 Local Information Committee

Participants will have the choice of a dine-out opportunity at one of several Hershey-area restaurants, followed by a tour and dessert reception at the Automobile Club of America (AACA) Library and Research Center in their recently occupied, fully renovated facility. Members of the Library staff will be on hand to welcome and guide participants throughout the building, featuring antique automobiles, a motorcycle and even pedal cars in static displays. In addition to reference resources, the collection includes artwork, rare copies of trade periodicals and newsletters, flat files and vehicle-specific publications. Library displays show off a fraction of the Center’s artwork, homemade and concept vehicle models, automotive games, and a plethora of unique items. An iconic focal point that may be of particular interest to librarians is the Center’s fully restored 1955 Chevrolet bookmobile. Now fully roadworthy, the vehicle is requestable for participation in special events – and can even be driven to your event by AACA Library staff!

8:00 AM - 9:15 AM

## Legislative Breakfast

Track: Advocacy & Development

Kick-off a special legislatively-focused day with insights from leaders within the Pennsylvania General Assembly. With the general election just weeks away, don't miss this opportunity to learn what key issues may influence the elections and upcoming legislative sessions.

9:30 AM - 10:30 AM

## Prepare for Your Advocacy Appointments!

Track: Advocacy & Development

**Christi Buker**, Executive Director, Pennsylvania Library Association

**PaLA Legislative Committee**, representative  
**Greenlee Partners**, representative

Advocacy and visibility of libraries, library workers, and our role in the community is essential. This session will help prepare you for upcoming appointments with your state-level or local elected officials. We will review talking points, tips for effective meetings, selecting impactful stories to share, and what feedback should be shared with the Pennsylvania Library Association Legislative Committee.

**Christi Buker** is the registered principal for lobbying on behalf of the Pennsylvania Library Association. Greenlee Partners is our professional lobbyist for state-level advocacy. The Legislative Committee of the Pennsylvania Library Association engages in advocacy appointments and policy discussions and outreach throughout the year.

## Wrangling the Wild West: One Library's Successful Experience with LibGuides

Track: Technology & Education

**Molly Wolf**, Head of Research & Instructional Services, Widener University

**Kayla Van Osten**, Research & Instruction Librarian and Assistant Archivist, Widener University



The COVID-19 pandemic highlights the need for flexibility in delivering resources and services, including the increased need for asynchronous learning materials. More than ever, patrons may be accessing the library's resources remotely and outside of the scope of normal business hours. Spring-share's LibGuides is an accessible, adaptable tool that libraries can use to provide resources and services to their patrons asynchronously. From traditional subject guides, to special topic guides, to guides that serve as departmental pages, LibGuides accommodates a multitude of needs. In this session, we will detail our experiences with LibGuides including our move from a "wild west approach" (no standardization at all!) to creating a shared set of best practices to which all guides must adhere. Additionally, we will discuss our cyclical LibGuides maintenance timetable and our tips and tricks to streamline the creation of new guides. Our processes have resulted in the creation of 69 new guides since 2016, with all guides being accessed 5448% more.

**Molly Wolf** has 22 years of experience as an academic librarian and is currently the Head of Research & Instructional Services at Widener University. She holds a BA in Literature and Libguistics from West Chester University, a MS in Library and Information Science from Drexel University, and an MEd in Sexuality Education from Widener University.

**Kayla Van Osten** has worked at Widener University for nearly five years as a Research and Instruction Librarian & Assistant Archivist. She received a BA in English and Communications from Albright College and received her MLIS from Drexel University.

## E-rate Made Easy!

**Track:** Library Administration

**Julie Tritt Schell**, PA E-rate Coordinator

During this session, we will cover E-rate discounts, competitive bidding, eligible services and the timeline to apply. We will also cover the CABIO bidding exemption for which many libraries qualify. The presentation will be lecture format, but will be casual enough for all attendees to ask questions.

**Julie Tritt Schell** is the PA E-rate Coordinator, a role she has held since the program's inception in 1998.

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## Starting a Hub Collection in Your Community

**Track:** Community Service & Engagement

**Heather Weleski**, Library Director, Avalon Public Library

The COVID-19 pandemic may have restricted access to community outreach opportunities, but it didn't restrict the need of those community members to have access to the library. One of the struggles we faced was providing services to senior facilities that we had started to dialogue with regarding outreach in early 2020. While we weren't able to hold programming, we were allowed to develop an Avalon Public Library Hub Collection in their spaces. These collections provide reading materials to those who have trouble accessing the library on their own. This session will discuss the process taken to begin the collections, difficulties we ran into, and information from users.

**Heather Weleski** has been the Library Director at the Avalon Public Library since July 2019, but has roughly a decade of experience in the library field. She has presented at the PaLA Annual Conference in 2015 on Marketing Library Programs, 2016 on Highlighting Literacy Skills in Library Programs, and 2018 on Sign Language for Librarians. She currently serves as the Public Library Division Chair for the Pennsylvania Library Association.

**9:30 AM - 11:45 AM (Double Session)**

## They're the People that You Meet When You're Walking Down the Street

**Track:** Youth Services



**Julia Terry**, PA Humanities

**Valerie N. Adams-Bass**, University of Virginia

PA Humanities recently completed a Learning Brief of 10-Years of the Teen Reading Lounge (TRL) Program in which best practices and recommendations for teen programming are presented. In this workshop, we will discuss recruitment and retention of youth, two vital elements of programming with diverse adolescents. Participants will begin drafting maps to help identify local community resources to establish relationships that enrich Library program and may increase recruitment and retention of diverse and/or underserved youth.

Throughout her career, **Julia Terry** has worked to utilize creativity for interdependence by lifting up and strengthening the artistic and cultural assets that already exist in individuals and communities. Prior to joining the PHC team, Julia was Associate Director at ArtWell, where she designed creative youth development programs, supported teaching artists, and cultivated school and OST partnerships. Through Healing Our Work (HOW), Julia uses creative and trauma-informed facilitation to help nonprofits mitigate burnout and align work culture with organizational values. Julia holds a B.A. from Hampshire College in Studio Art and Youth Development and completed her M.A. in Art Education at Tufts University and the School of the Museum of Fine Art. She is a board member of the Girls Justice League and sits on both the Philadelphia Commission for Women and the Philadelphia Poet Laureate Governing Committee.

**Dr. Valerie N. Adams-Bass** is a developmental psychologist and an Assistant Professor of Youth and Social Innovation in the Curry School of Education and Human Development at the University of Virginia. Her research centers on black children and youth. She is most interested in examining how media exposure influences inter-personal interactions and self-concept and how racial/ethnic socialization experiences are related to the process of identity development, social and academic experiences. Dr. Adams-Bass teaches research methods, Child Protection in Emergencies and Black Media Stereotype courses. She is a faculty affiliate of The Racial Empowerment Collaborative at the University of Pennsylvania, The Youth-Nex Center to Promote Effective Youth Development and The Center for the Study of Race and Public Education in the South in the Curry School of Education and Human Development. Dr. Adams-Bass regularly trains youth development professionals to use culturally relevant practices when working with African American children and youth.



### The Metamorphosis of Technical Services

**Track:** Collections



- Tracie Ballock**, AUL for Collections & Metadata Services, Duquesne University Gumberg Library
- Kathaleen McCormick**, Cataloging & Metadata Librarian, Duquesne University Gumberg Library
- Kristy White**, Head of Licensing & Acquisitions, Duquesne University Gumberg Library

After years of downsizing physical collections and upsizing electronic resources, the Collections and Metadata Services Department at Duquesne University's Gumberg Library reinvented and streamlined collection and technical service responsibilities in acquisitions, cataloging, processing, collection development, and electronic resource management. During this process, staffing changes began to naturally right size the entire department. As traditional technical service responsibilities change or fade away, duties in support of access and management of electronic resources continues to grow and change at a rapid pace. Due to the nature of electronic resources and the metamorphosis of the department, new services were developed around faculty syllabi, OER and textbook affordability. It also allowed for the creation of metadata and access to unique archival collections that were not previously available.

**Tracie Ballock** is the AUL for Collections and Metadata Services at Duquesne University. Her primary role includes higher education leadership and strategic visioning for developing library collections, spaces and services for the future.

**Kathaleen McCormick** is the Cataloging and Metadata Librarian at Duquesne University in Pittsburgh, PA. She has over 20 years of experience in cataloging and metadata creation supporting discovery and access to library and special collections. She earned her MLS from the University of Pittsburgh's School of Library and Information Sciences.

**Kristy White** is the Head of Licensing & Acquisitions at Gumberg Library, Duquesne University. Her primary research interests include organizational and management theories in libraries, workflow management, contract negotiations and data privacy and analysis.

### Food for Thought: Helping Patrons with Food Insecurities

**Track:** Community Service & Engagement



- Pam Calfo**, Library Director, Plum Borough Community Library
- Pam Bishop-Fauls**, Adult Program Coordinator, Plum Borough Community Library

The Plum Library established partnerships with a local school district, a community non-profit and the local food bank to provide free food to patrons in need. Each week the library is able to provide perishable items and non-perishable items to members of our community, along with resources for them to get additional help if needed. Understanding that there are misconceptions or stereotypes around food insecurity, the library has developed a no questions asked method that allows patrons to take the food they need weekly. We will share our plan that generated a tremendous response in the community and at minimal (to no cost!) for the library.

**Pam Calfo** is the library director at the Plum Borough Community Library and helped to oversee the implementation of the program at the library.

**Pam Bishop-Fauls** is the Adult Program Coordinator at the library and organizes and implements the program on a weekly-basis.

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### Inviting Patrons to Party with Their Ancestors: Finding Resources, Creating Programs, and Forming Partnerships for Genealogy

**Track:** Community Service & Engagement



- Mary Porter**, Technical Services Librarian, Indian Valley Public Library
- Beth Transue**, Information Literacy Librarian, Messiah College

Obtain an overview of major resources (especially free!) and search strategies to get your patrons started on their genealogy searches. Ideas for genealogy related programming to get more of them interested and engaged will be shared, as well as possible organizations and businesses who could provide speakers and/or low- and no-cost assistance to both your library and your patrons in this effort.

**Mary Porter** has been involved in her own historical society's genealogical research for over 40 years, and has been presenting genealogy sessions for her library since 2012.

**Beth Transue** is the Information Literacy Librarian at Messiah University. She coordinates information literacy instruction across the undergraduate and graduate curriculum, including a robust instruction program in required first year core courses. In her personal time, Beth enjoys delving into family history, a hobby which she grew more serious about during COVID lockdown. She is currently working with a librarian colleague to create a small genealogy research business, Thistle Genealogy Services, over the next few years.

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## Marketing Round Table Discussion

**Track:** Advocacy & Development

**Claire Williams**, Marketing Coordinator,  
Huntingdon County Library  
*Plus Public*, representative

Sponsored/hosted by PR & Marketing Committee, this session will include a conversational round table to discuss and share marketing ideas, plans, and techniques. We will also highlight available resources from PR & Marketing Committee & other library associations like ALA.

**Claire Williams** is the Marketing Coordinator at the Huntingdon County Library and chair of the PR & Marketing Committee.

11:00 AM - 11:30 AM

## Press Conference at the Capitol

Join your colleagues for a short walk to the Capitol to emphasize that libraries are the keystones of our communities and need more state funding to continue their important work.

11:00 AM – 12:15 PM


## Displays and Posters in the Capitol Rotunda

A showcase for legislators, staff, the press and the public on how libraries support literacy and technology and remain centers for their communities.


11:30 AM - 3:00 PM

## Legislative Visits

After the conclusion of the press conference, attendees will have a chance to engage with their elected officials. Conference attendees should make appointments prior to arriving at the conference to visit the Harrisburg offices of their PA representatives and senators. (Even if appointments are not confirmed prior to arrival, attendees may drop off handouts to staff in the Harrisburg offices.)



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