

C: Lightning Round

How Does Your Graphic Novel Garden Grow? Harvesting the Benefits of Outreach and Collaboration | Amanda Miller, University of Pittsburgh at Greensburg

Developing and maintaining a successful graphic novel collection requires constant outreach and collaboration both within the local academic community and the wider world of fans and readers. Our library, which is at a liberal arts campus of a larger research university, has recently started to develop our graphic novel collection to include new titles, comic book collections, and some manga. This session will review both our present and future plans to expand this graphic novel collection as we make more connections both within and outside the academy.

Exploring Social Capital and Liaison Librarianship | Tim Schlak, Robert Morris University

In a forthcoming article in *Library Management* entitled “Social Capital and Leadership in Academic Libraries: The Broader Exchange around ‘Buy In’,” I argue that the widely used phrase “buy in” is an incomplete representation of change management and social leadership. In this lightning round presentation, I will contextualize liaison work within the foundational literature on social capital in order to argue that it is a valid concept for exploring previously unexamined and/or unsubstantiated areas of liaison librarianship.

Dynamic Duo: Reference and Instruction are Better Together | Amanda Folk, Anna Mary Williford, Kelly Bradish, & Amanda Miller, University of Pittsburgh at Greensburg

Reference and instruction are often treated as two distinct services, despite both being fundamental aspects of public services. Our library, which is at a liberal arts campus of a larger research university, views reference and instruction as two sides of the same coin and has made a commitment to developing formal and informal teaching and learning opportunities between students and librarians. This lightning round talk will give an overview of what we’ve done to align these services and what we hope to do in the coming years.

Sounding Board to Active Board: Maximizing a Student Advisory Board's Collaborative Effectiveness | Alyssa Archer, Beth Johnson, Craig Arthur, & Candice Benjes-Small, Radford University

McConnell Library at Radford University maintains a thriving student advisory board to assist with outreach, but in the past has had some difficulty translating useful feedback into a plan of action. Librarians facilitating monthly board meetings began creating active exercises for every gathering, with ideas coming from other library employees and the professional literature. This lightning talk will be helpful to anyone thinking of beginning a student advisory board, wanting to breathe new life into their existing board, or looking for activities to generate creativity and useful ideas from any library stakeholders.



Spring Conference 2015 Creating Connections

Friday, June 5, 2015

Clarion University of Pennsylvania

Schedule

9:45 am	Registration & Breakfast	Level A
10:00 am	Graduate Student Poster Session	Level A
10:30 am	Business Meeting	Level A
11:10 am	Interest Groups	Level A
11:45 am	Concurrent Session I Session A Session B Session C	Room 215 Room 201 Level A
12:45 pm	Lunch, sponsored by OCLC	Level A
1:45 pm	Keynote	Level A
3:00 pm	Concurrent Session II Session A Session B Session C	Room 201 Room 215 Level A
4:00 pm	Tour of Rena M. Carlson Library (optional)	

Graduate Student Poster Session

What We Talk About When We Talk About Usability | Christie Kliewer & Gesina Phillips, University of Pittsburgh

Public and Academic Library Connections | Lauren Lancaster, University of Pittsburgh

Concurrent Session I

A: Career Connections: Professional Literacy | Janice M. Krueger & Marilyn K. Harhai, Clarion University

Hoping to expand your professional competencies and literacies to grow in your career? Do you know which direction your professional development should follow? Consider ideas for career success through networking and collaboration with colleagues. Gauge your professional abilities with your peers by participating in a pre-session assessment. The self-assessment instrument is based on skills identified by professional associations. Aggregated results for eight areas of librarianship will be shared. Participants will collaborate on ideas for career sustainability by sharing their expertise and exploring ways to direct career growth.

B: Here We Are World: Designing and Promoting Instruction Sessions Using Rare Books and Primary Sources | Jeanann Haas & Jennifer Needham, Special Collections Department, University of Pittsburgh

Special collections and archives are encouraged to play a larger role in instruction involving the use of primary source materials, which is central to our function and mission. The number of classes visiting Special Collections increased during the Spring 2015 semester with the identification of courses that align with primary source materials and communication with faculty and liaison librarians. A range of topics were represented, from children's literature to the study of women and gender, history of the book, and 19th century British Literature. Co-presenters, Jennifer Needham and Jeanann Haas, propose to share our experiences of building up a robust instruction program in the Special Collections Department at the University of Pittsburgh through active outreach and recruitment; collaborating with liaison librarians to find out how Special Collections can meet the needs of teaching faculty; introducing student and faculty to our unique archival, manuscript and rare book materials; and incorporating the student research experience into our social media initiatives.

C: #Trendy or #Targeted? Developing Your Outreach Plan | Kelly Bradish, Anna Mary Williford, Amanda Miller & Amanda Folk, Millstein Library, University of Pittsburgh at Greensburg

Although there is no magical, cookie-cutter outreach strategy for academic libraries, we do face similar challenges in our efforts to reach students. As a library at a liberal arts campus of a larger research university, we are successfully promoting our reference and instruction services in print and online. We will outline the evolution of our branding efforts, illustrating the importance of flexible, audience-focused planning. The value of gathering ideas outside the library world will also be explored, including examples of resources we've found helpful. Facilitated small-group discussions will give participants the opportunity to exchange ideas and experiences.

Keynote

Creating Connections with DPLA: A Platform, a Portal, and a Public Option | Gretchen Gueguen, Data Services Coordinator for the Digital Public Library of America

Gretchen Gueguen is a Data Services Coordinator, working alongside the Director and Assistant Director for Content to bring on new partners, conduct data mapping and ingest, perform quality assurance, and support several other critical projects. Prior to DPLA, Gretchen worked as Digital Archivist at the University of Virginia where she helped establish the first born-digital archives program. Gretchen has also worked at East Carolina University and the University of Maryland where she received her MLS in 2005. Gretchen has been involved in several collaborative digital library and digital humanities projects throughout Maryland, Virginia, and North Carolina.

Concurrent Session II

A: Marketing Through the Ordinary | Virginia Kline, Potomac State College of WVU

If phrases such as "SWOT analysis," "library branding" and "media coverage" make you want to run for the hills, this marketing presentation is for you. Based on Valerie Aggerbeck's article, "Marketing Through the Ordinary...and the Extraordinary," this interactive talk provides practical advice and breezy ideas on how even the most mundane of your job responsibilities provides excellent opportunities for networking. The presentation consolidates Aggerbeck's sensible strategies into five simple rules which can immediately be put into practice in academic libraries of any size or scope. You don't need a fancy mission statement or a cost/benefit analysis for your library to become the go-to source for information on campus, you just need to build on relationships and turn your patrons—faculty, students, and administration—into your biggest promoters. It doesn't happen overnight, but you can start on Monday!

B: Literacy Instruction: Connecting to Online Faculty and Students | Marilyn K. Harhai & Mary Buchanan, Clarion University

Dr. Marilyn Harhai, Clarion University Department of Library Science, and Mary Buchanan, Clarion Information Literacy/Reference Librarian, have worked together since summer 2013 to facilitate Information Literacy instruction sessions for Dr. Harhai's online classes. Utilizing Blackboard Collaborate through Desire to Learn, Dr. Harhai has moderated webinar sessions and invited guest speakers to her online classroom to further the education of her online students. Mary Buchanan was one of her first guest speakers. Ms. Buchanan spoke on library resources for distance education students, using specific resources geared to specific classes. This initiative combined liaison activities with outreach and collaboration. In addition, there was specific emphasis on digital collections for the online students. The speakers for this program will share their practical experiences with Blackboard Collaborate giving tips for setting up sessions, archiving sessions for asynchronous users, and best practices and limitations of online information literacy instruction.