

TUESDAY

7:30am

**Grand Ballroom Foyer
Registration Opens**

7:30am–8:30am

**Bass River
Hot Buffet Breakfast**

8:30am–9:40am

**Osterville A
Library Director's Roundtable**

Join us for roundtable discussion for new library directors and administrators to share their experiences, offer tips, discuss issues, and build connections. Led by the MLA Vice President/President-Elect Alex Lent and members of the New Library Directors Group, an organization that facilitates communication, collaboration, and continuing education for library directors in their first five years on the job.

Speakers: Alex Lent, Director, Millis Public Library; Peter Struzierro, Director, Belmont Public Library

8:30am–9:40am

**Osterville B
Scaffolding Library Instruction: One Community College's Approach**

How do you change your library instruction approach or reach out to faculty about changing their approach? The librarians at Middlesex Community College have been slowly converting their library instruction to a scaffolding model: Breaking up the research process into smaller sessions so students can progressively learn the process over time. Learn how scaffolding began, the development of partnerships with the Writing Center and English Department, and approaches we have modified over the past few years.

Speaker: Carrie Salazar, Information Literacy and Assessment Librarian, Middlesex Community College, Bedford-Lowell

8:30am–9:40am

**Centerville
Youth Services Section Annual Meeting + Why Don't Patrons READ Library**

Signage?: Graphic Design and Libraries

The Youth Services Section will give a brief update for the first 15 minutes, then the main event: What is good design, and how can it help your library appear seamless, consistent, and professional to the outside world? Marketing and PR are important, but what does that mean beyond signing up for a Canva account? Three public librarians will discuss the wide range of web and desktop-based design tools at your disposal how best to use them.

Speakers: Larissa Farrell, Young Adult/Reference Librarian, Duxbury Free Library; Jessica Lamarre, Children's Librarian, Duxbury Free Library; Jed T. Phillips, Head of Technology & User Experience, Ames Free Library, Easton

8:30am–9:40am

Orleans

Are you Prepared? Assisting In-crisis Patrons in the Library

In recent years, the librarian/social worker dichotomy has become a hot topic of conversation. Librarians in both public and academic libraries are having to deal with growing levels of social work and related issues. This presentation will consider how librarians and paraprofessionals are being trained to provide assistance to in-crisis patrons and whether such training prepares them to meet the needs of this distinct patron group. Attendees will be provided with a comprehensive bibliography covering current approaches and tools for working with in-crisis patrons, all of which can be adapted to their own libraries.

Speaker: Anna Bognolo, Outreach/Technical Services Librarian, Springfield Technical Community College

8:30am–9:40am

Hyannisport East

Balancing Life as a Reference Librarian in a Small Public Library

Working the reference desk in a small library can be a very different experience than in a larger library. Our panelists will discuss the challenges of juggling numerous roles and maximizing smaller budgets while playing vital roles in their communities.

Speakers: Deborah Hersh, Head Reference Librarian, Northborough Library; Heather O'Leary, Reference and Instruction Librarian, Ames Free Library, Easton

9:40am–10:10am

Grand Ballroom

Morning Break in the Exhibit HallSponsored by Bibliotheca + 3M

10:15am–11:25am

Osterville A

Twitter for Libraries and Librarians

It is a truth universally acknowledged, that Twitter is full of librarians! Avid users will explain how to get started on the platform--either as a personal user or as an institution--for networking, information sharing, opportunity finding, and even answering tricky reference questions.

Speakers: Anna Mickelsen, Reference Librarian, Springfield City Library; Alene Moroni, Information Services Librarian, Forbes Library, Northampton

10:15am-11:25am

Osterville B

Optimizing Your Library Telescope Program

Designed for libraries that are currently participating in the Aldrich Astronomical Society's Library Telescope Program, this session will expand on how to build programming for and patron use of your Orion StarBlast Telescope(s), as well as how Aldrich can support your efforts. There will be time for discussion with program attendees about what has and has not worked.

Speakers: Jim Zabrowski, President, Aldrich Astronomical Society; John Root, Aldrich Astronomical Society

10:15am-11:25am

Centerville

Canine CSI: "A Good Man with a Dog"

For 19 years, Maine Game Warden, Roger Guay worked the wilderness of Maine with his devoted K9 at his side. With Kate Flora, Roger has written *A Good Man with a Dog: A Game Warden's 25 Years in the Maine Woods*. He and his K9, Siba, will bring you the excitement of search and rescue combined with the author's love of the wild beauty of Maine. Lecture and demonstration. A book signing with Roger and Siba will follow.

Speakers: Roger Guay, Retired Maine Game Warden; Siba, Retired K9 Search and Rescue Dog

10:15am-11:25am

Orleans

Content Strategy for Librarians

Sponsored by Assabet Interactive

So, your library just got a shiny, new, mobile-friendly website and you've got every social media account under the sun and maybe a blog or two. Not to mention the reams of paper marketing materials--bookmarks, brochures, posters--on your bulletin boards and public desks. With so many different channels and so much content, how can you manage everything? How can you reach the huge range of people you serve when you don't always know where,

when, how, or why they're looking for information? Use "content strategy": Mindsets, tools, and best practices to help align communication across all channels while keeping it sustainable and flexible so you can meet your patrons wherever they are.

Speaker: Callan Bignolo, Assistant Director for Technology, Public Library of Brookline

10:15am–11:25am

Hyannisport West

Transforming Teen Spaces

It's often a struggle for teens to find a place they can call their own, and sometimes creative maneuvering is necessary before it's feasible in a library. Whether it's transforming an existing space or creating a whole new one, Kat and Jen have tips, tricks, and ideas to give teens the space they deserve!

Speakers: Katrina Ealy, Assistant Director/Youth Services Librarian, Holbrook Public Library; Jen Forgit, Teen Services Librarian, Cary Memorial Library, Lexington

11:40am–12:50pm

Osterville A

Staff Development and Continuing Education

Are you looking for ways to economically provide training for your staff or create a culture of ongoing staff development at your library? Looking for ways to advance your own career or learn new skills for little or no cost and without the hassle of travel? Combining their passion for education with years of experience working in libraries, Karen Horn and Linda Collins will share simple, practical, and economical ways to implement a learning program for yourself or your library.

Speaker: Karen Horn, Assistant Director, Sturgis Library, Barnstable; Linda Collins, Interim Director, Falmouth Public Library, Falmouth

11:40am–12:50pm

Osterville B

Capturing a National Tragedy: The Challenger Collection

The Henry Whittemore Library houses an eclectic collection of primary source material from the 1986 Space Shuttle Challenger mission, which tragically broke apart 72 seconds after takeoff, killing all seven astronauts aboard. We address the ethical and practical considerations of curating a publicly accessible digital collection documenting a national tragedy.

Speakers: Susan Skoog; Jonathan Golden

11:40am–12:50am

Centerville

Youth Services One Author, One Conference: Preaching to the Chickens: A Story of Young John Lewis by Jabari Asim

Introducing a conference-wide read for youth services! Jabari Asim, a critically-acclaimed Massachusetts-based author, will be joining us to discuss *Preaching to the Chickens: The Story of Young John Lewis*. Mr. Asim will speak about his story outlining the early life of Georgia congressman and activist John Lewis, and the wider themes of activism and diversity.

Speaker: Jabari Asim, Author

11:40am–12:50pm

Orleans

Building a Digital Media Lab on a Shoestring

Ellen Snoeyenbos will present on efforts to build a Digital Media Lab at the West Bridgewater library. Find out what she learned, how she prioritized, and how she got her town to dream big!

Speaker: Ellen Snoeyenbos, Director, West Bridgewater Public Library

11:40am–12:50pm

Hyannisport East

Small Business Outreach at the Public Library

Sponsored by Plymouth Rocket

Learn how libraries have reached out to small businesses in their communities and participated in building and supporting strong local economies. Learn how to reach out to the local business community, different ways to provide services and programming that appeal to small businesses and partner with local business agencies. This program is brought to you by the Reference and User Services Section.

Speakers: Priya Rathnam, Assistant Director, Shrewsbury Public Library; Gregor Smart, Business Innovation Librarian, Kirstein Business Library & Innovation Center, Boston Public Library; Jackie Dzugan, Business Librarian, Worcester Public Library

11:40am–12:50pm

Hyannisport West

Mind in the Making: Creating Play and Learn Spaces @ Your Library

Librarians are in a unique position to teach parents about their child's development. Validated by new neuroscience and supported by the MBLC, our task is to create intentional spaces that harness a parent's ability to interact in ways that support their child's brain development. Learn how three libraries are in the process of doing just that!

Speakers: Katrina Ireland, Children's Librarian, Northborough Free Library; Bernadette Rivard, Director, Bellingham Public Library; Mia Cabana, Head of Youth Services, Jones Library, Amherst

12:50pm–2:00pm

Grand Ballroom

Boxed Lunch in Exhibit Hall

12:50pm–2:00pm

Outside Exhibit Hall Guerrilla Storytime

Join us for a facilitated best practice session focusing on youth services librarianship and programming. Jump in and share your storytime tips, readers' advisory, and more!

Speakers: Rachel Keeler, Children's Librarian, Boston Public Library; Ashley Waring, Children's Librarian/Assistant Director, Reading Public Library

12:50pm–2:00pm

Centerville

YA Smackdown

In the style of Teen Services Underground and Guerrilla Storytime, questions about working with teens will be posed to the group and answers will be volunteered by audience members. Learn best practices for working with teens from your fellow librarians in this fun, low-key environment.

Speaker: Erin Daly, Youth Services Coordinator, Chicopee Public Library

12:50pm–2:00pm

Barnstable I

An Open Discussion: Creating a Technology Section

Members of the Technical Services Section and others are interested in starting a technology section. At this meeting, we will discuss forming a new or refocused section. Have ideas for technology programming or want to explore emerging library trends? Connect, brainstorm, and think big. Bring your ideas and your lunch. TSS meeting will follow.

2:00pm–3:10pm

Osterville A

Step Into Your Office: The Library as a Co-Working Space

Sponsored by Simmons College School of Library and Information Science

The arrival of the Digital Age has facilitated the rise of the remote worker. Will your library adapt to fit the needs of this new segment of the work force? How can libraries help to foster collaboration among their working professionals? Commercial co-working spaces may offer some ideas. Panelists from Boston Public Library and Northeastern University Library will share their experiences creating co-working spaces in their libraries.

Speakers: Susannah Borysthen-Tkacz, Staff Librarian for Emerging Technologies, Cambridge Public Library; Gregor Smart, Business Innovation Librarian, Kirstein Business Library & Innovation Center, Boston Public Library; Patrick Yott, Dean for Digital Strategies and Services, Northeastern University Libraries

2:00pm–3:10pm

Osterville B

Conquering Digital Overload: The Slow Books Movement at Your Library

In keeping with other "slow" movements, the Slow Books Movement emphasizes mindfulness and reflection and challenges readers to choose books that encourage quiet contemplation as a response to, and a way of counteracting, the fragmentation brought on by this Age of Digital Distraction. Public librarians who have historically offered readers' advisory services are well positioned, by virtue of both their collections and expertise, to lead this movement, but academic libraries also have an important role. In this presentation, learn about the history of readers' advisory in academic libraries, why readers' advisory belongs in academic libraries today, and how you can revive and reinvent readers' advisory in your library.

Speaker: Meagan Lacy, Assistant Professor, Information Literacy Services & Instruction, Guttman Community College, CUNY

2:00pm–3:10pm

Centerville

Marketing and Managing with Jungle Jim Manning

Acclaimed performer, Jungle Jim will present on how to better market library programs. He will also touch on crowd management, dealing with chatty parents and difficult children, and helping your program run smoothly.

Speaker: Jim Manning

2:00pm–3:10pm

Orleans

Disability On the Shelf: Going Beyond Large Print

When providing library services, how often do we think about accessibility beyond the physical? When examining our collections with an eye to diversity, do we remember disability? This presentation will explore the challenges and opportunities in finding positive representation and take a look at tropes and stereotypes, controversy over lauded titles, ableism in the library, and helping patrons of all ages and abilities find characters and stories they can connect to. Speakers: Tegan Mannino, Theo Hull, Stephanie Legg

2:00pm–3:10pm

Hyannisport East

Got Para? Annual Para Section Meeting and 2017 PARA Certification Presentation

Find it on job descriptions and job postings: PARA Preferred! What can a PARA Certificate do for you? Why are NH, VT, and ME eager to participate? Why are degreed librarians interested in the PARA? Meet the accomplished staffers who have earned PARA levels I, II, III, and IV and learn the updated certification guidelines and how to apply.

During the annual meeting, hear about Para Section accomplishments, vote on the slate of open officer positions, and hear the 2017 MLA Paralibrarian Recognition of Achievement Certification presentation.

Speakers: Allison Sloan, Senior Library Associate, Reading Public Library; Karen Horn, Assistant Director, Sturgis Library, Barnstable

3:10pm–3:40pm

Grand Ballroom

Afternoon Break in the Exhibit Hall

3:45pm–5:00pm

Osterville A

Child Abuse Prevention: How Librarians Can Help

The presenters will describe their sexual abuse prevention pilot program for preschoolers in a library setting. Children's Trust initiatives include 'Keeping Kids Safe' sexual abuse prevention training for parents, and a 'Healthy Families' support and coaching program for parents of children under three years old. Children's Trust combats child abuse through educating parents, strengthening families, and forming partnerships with local communities.

Speakers: Marybeth Dwyer, Keeping Kids Safe Training Consultant, Children's Trust of Massachusetts; Nancy Sheehan, Head of Youth Services, Lucius Beebe

Memorial Library, Wakefield

3:45pm–5:00pm

Osterville B

This Ain't Your Grandma's Library... Or Is It? Serving Older Adults in a Changing World

This session will cover preconceptions about older adults and the expectations of aging Baby Boomers. Programming for older adults and strategies for recruiting and using older volunteers, as well as the importance of developing community partnerships will be discussed.

Speakers: Wendy Pender, Older Adults Project Specialist, King County Library System, Washington

3:45pm–5:00pm

Centerville

Navigating National Committees and Panels: Youth Media Awards and Work/Life Balance

The panel addresses what it's like to be on committees and panels for the American Library Association, especially the Youth Media Awards Committee. Topics will include how to get on a committee, how to balance committee duties with work and life, and what's good and bad about being on one.

Speakers: Christi Farrar, Consultant, Massachusetts Library System; Shelley Quezada, Consultant to the Underserved, Massachusetts Board of Library Commissioners; Robin Brenner, Teen Librarian, Public Library of Brookline

3:45pm–5:00pm

Orleans

Making Without a Space

Everyone keeps talking about Makerspaces and Maker programs, but what kind of programs can you run without a dedicated space? Newton has been running Maker activities without a space for three years. We'll share what we have purchased and why, what programs have been successful (along with those that haven't), and what we're doing to build and encourage a community of Makers.

Speakers: John Walsh, Assistant Supervisor of Public Services, Newton Free Library; Sara Levine, Public Services Librarian, Newton Free Library

3:45pm–5:00pm

Hyannisport East

Resume Writing Review

Sponsored by University of Rhode Island Graduate School of Library and Information Science

Are you starting a job search or just getting around to updating your resume?

This session will address all aspects of resume writing, including key word search techniques and the benefits of writing chronological or functional resumes.

Speakers: Gary Gekow, Career Consultant; Manuel Leite, Library Director, Boyden Library, Foxborough

5:15pm–6:15pm

Bass River

Cocktail Hour Sponsored by SirsiDynix

6:30pm–9:00pm

Bass River

Dinner and Awards Gala

Chart your course at the Fourth Annual Awards Gala to honor some of the library stars of conference, including PR Award winners and scholarship winners. Congratulate our Paralibrarian Section Outstanding Library Support Staff and Support Staff Advocate of the Year, and meet the 2017 PARA Certified paralibrarians. Help us select the Book Cart Drill Team winners. It is sure to be an evening of applause and celebration.

Book Cart Drill Team Competition

BCDTs from libraries across the state demonstrate teamwork and community spirit as they entertain. Watch their video entries and vote for your favorites using the Capira Conference app. Winners will be announced at the end of the gala. The BCDT competition is sponsored by DEMCO.

Conference Scholarship Winners

Congratulate the winners of the Overdrive Scholarship, the Ingram Content Scholarship and five Kay Bader Scholarship recipients.

Biennial MLA PR Awards

Every other year, Massachusetts libraries are invited to submit their best PR materials to apply for MLA PR Awards. See the winners walk across the stage to accept their awards. Winning entries will be on display.

Paralibrarian Awards Join us to honor people who work in libraries throughout Massachusetts. You nominated these outstanding contributors, now let's cheer and show them how much they are appreciated for going above and beyond, as we honor the nominees and recipients of the 2017 Outstanding Paralibrarian Support Staff of the Year and the Paralibrarian Advocate of the Year.

Paralibrarian Certification Recipients

Congratulations to the seven recipients who have earned the PARA Certification this year.