

**WEDNESDAY, MAY 23**

**7:30 am**  
**Promenade**  
**Registration opens**

**7:30 am–8:30 am**  
**Worcester**  
**Continental Breakfast**

**8:30 am–9:30 am**  
**Commons I**

**Co-Creating Library/Social Services Partnerships: A Statewide Collaboration**

In August of 2017, the Massachusetts Library System (MLS) surveyed library directors about their interest to work collaboratively to facilitate library/social work partnerships for social service referral, support for immigrants, and staff training on topics like poverty, diversity, and social justice. Over half of the library director respondents expressed interest to explore this topic and share their experience. The survey results led the MLS to expand the scope of the project from social work partnerships to the broader social services community. Following the survey, MLS held forums throughout the Commonwealth to engage members in co-creating ideas, approaches, and programs to support the social service needs of our communities. Come hear about the progress of this statewide collaboration, what's next, and how you can get involved.

Speakers: **Michelle Eberle**, Consultant, Massachusetts Library System; **Shelley Quezada**, Consultant to the Unserved, Mass. Board of Library Commissioners; **Joe Vallely**, Housing & Homeless Specialist, Massachusetts Department of Mental Health

**8:30 am–9:30 am**  
**Ashland**

**Sharing the Wealth of Information Literacy with Students from PreK to High School**

Jason Soohoo will highlight the importance of sharing information literacy instruction and library services with students from preschool to elementary school to high school and beyond. You'll learn about several partnerships that connected his university library with various schools and students of all ages. These collaborations foster early literacy for preschool students, verbal and writing skills for elementary school students, and college readiness in high school students. In addition to these information literacy outreach efforts, books were distributed to the local schools and to a community reading and educational program to strengthen, support, and improve literacy.

Speaker: **Jason Soohoo**, Education Resource Librarian, Salem State University

**8:30 am–9:30 am**  
**Carlisle**

**Pinterest Can't Fail Club**

Starting a crafting club at your library takes full advantage of the Maker Space phenomena but is a lot less expensive, less techy and less needed space. All you need is one person who is crafty, Pinterest and some supplies. See our projects, from glassware and wood to felt and burlap. Learn how the small Plainville Public Library started the Pinterest Can't Fail Club a year ago for adults and teens and take home ideas and lessons to start your own club.

Speaker: **Melissa Campbell**, Director, Plainville Public Library

**8:30 am–9:30 am**

## **Middlesex**

### **Content Strategy for Librarians: From Planning to Practice**

Content strategy is a set of best practices to help organizations understand and produce the kinds of content their audiences really want and need, and to keep that content sustainable and flexible for future maintenance. It aims to align communication across all channels and platforms: websites, social media presence, building signage, and beyond. Expanding on last year's session, this program will speak to the needs of librarians and library content. This session will focus on creating a strategy, including establishing branding/style guidelines and building staff teams, and then bringing your plan to life with publishing workflows, free (or reasonably priced) software, and ongoing evaluation.

Speaker: **Callan Bignoli**, Assistant Library Director for Technology, The Public Library of Brookline

**9:30 am-9:45 am**

**Break**

**9:45 am-10:45 am**

**Commons I**

### **BISAC in the Library: Patron-Focused Collection Organization**

BISAC isn't just for bookstores; libraries can create a logical, subject-based organization system that has the potential to delight patrons. Using the Peabody Institute Library's experiences as a practical example, Al will highlight how BISAC can be used to improve patrons' browsing experiences and give a "soup-to-nuts" presentation to help attendees determine if BISAC is appropriate for you. Al will also share when NOT to BISAC, plus best practices and tips, stories of stumbling blocks, successes, and some great patron feedback.

Speaker: **Alysa Hayden**, Head of Children's Services, Peabody Institute Library

**9:45 am-10:45 am**

**Ashland**

### **Library Residencies: How They Can Expand Programming and Outreach with New Perspectives**

In conjunction with the renovation of their Central Library, the Boston Public Library expanded programming in new innovative ways. The Associates of the BPL, an independent fundraising organization that operates in the library, had a successful children's writer in residency program for years, and the library decided to kick-off their own residencies somewhat based on the exciting artist-in-residency work done at the Bubbler in Madison, WI. BPL tried two different pilots, one involving a composer and the other a playwright with varied and truly inspiring results. In this panel, Director of Library Services, Michael Colford, will discuss the process and intentions behind the residency program, while the former composer-in-residence and the current playwright-in-residence will share their experiences and approaches to provide this innovative service.

Speakers: **Michael Colford**, Director of Library Services, Boston Public Library; **Beau Kenyon**, Former Composer-in-Residence, Boston Public Library; **John J King**, Playwright-in-Residence, Boston Public Library and Fresh Ink Theatre

**9:45 am-10:45 am**

**Carlisle**

### **Diversify Your Readers' Advisory**

Discover benchmarks and read alikes from diverse authors in many genres, get recommendations for updating your library's collection, and join a discussion with colleagues

across the state.

Speakers: **Meena Jain**, Director, Medfield Public Library; **Anna Mickelsen**, Reference Librarian, Springfield City Library; **Alene Moroni**, Head of Reference, Forbes Library, Northampton

**9:45 am-10:45 am**

**Middlesex**

**Role of Fantasy in the Library**

This program is an interactive, hands-on demonstration for librarians who are looking for new and engaging programs to put on for their patrons. The model of the workshop engages patrons in three activities: world building, roleplaying, and character creation. This is the type of program that could be fit to a librarian who wants to try their hand at writing a murder mystery party for their library, for a book group looking to engage with their stories, or for patrons interested in creative writing to hone their skills in more interactive ways. Ideally, the outcome of this demonstration will give librarians the tools they need to replicate this program and/or tailor it to their library's needs.

Speaker: **Charlie Grosholz** is a current LIS student at Simmons College and works at Brookline Public Library and Pine Manor College

**10:45 am-11:00 am**

**Break**

**11:00 am-12:00 pm**

**Ballroom**

**General Session: Librarians on the Front Line: Protecting Free Speech**

In May of 2016, Kansas City Public Library Director of Programming & Marketing Steven Woolfolk was arrested while defending the right of a patron to ask unpopular questions at a public event held inside the library. Sixteen months later the case went to trial and a municipal court judge found Woolfolk not guilty on all charges. Woolfolk discusses the events of that day, the role Library programming plays in protecting and promoting the free exchange of ideas, and what can be done to combat a growing intolerance of dissent on all sides.

Speaker: **Steve Woolfolk**, Director of Programming & Marketing, Kansas City Public Library

**12:00 pm-1:30 pm**

**Worcester**

**Business Lunch**

Join us for the annual business meeting with remarks by incoming MLA President, **William Adamczyk**, and find out if you've won a raffle basket!

**1:30 pm-2:30 pm**

**Commons I**

**Readers Advisory in an Age of Uncertainty**

In our new political era of uncertainty, many of our patrons are feeling anxiety and are looking for both distractions and reliable information. Listen to different librarians talk about how they've used the current situation to place the right information and books into patron's hands.

Speakers: **Kevin O'Kelly**, Head of Reference, Somerville Public Library; **Louise Goldstein**, Outreach Librarian, Waltham Public Library; **Jenny Arch**, Information Services Librarian, Winchester Public Library

**1:30 pm-2:30 pm**

## **Ashland**

### **Oystermen, Veterans, and Job Seekers at the Library**

Three different libraries all identified a compelling need to beef up their services for people transitioning from a specific career path or looking for new jobs that necessitated developing new skills and training. Come hear how each of these libraries used grant funding and local resources and partners to create responsive, community-centered solutions to big challenges.

Speakers: **Jennifer Wertkin**, Director, Wellfleet Public Library; **Diane Ranney**, Assistant Director, Jonathan Bourne Public Library, Bourne; **Bonnie Mitchell**, Whittemore Library, Framingham State University

**1:30 pm–2:30 pm**

## **Carlisle**

### **Managing Your Self to Reduce Burnout: An IFS Way of Life**

In this interactive workshop, Robert Fox will show you strategies to manage the feelings you face that may lead to burnout. He draws from the cutting edge type of psychotherapy called IFS, developed by Richard Schwartz, Ph.D. IFS recognizes the many aspects of a person's personality and guides a person to find a state of inner clarity and compassion in order to effect positive change.

Speaker: **Robert Fox** is a Certified Employee Assistance Professional and Therapist in private practice who specializes in job stress. He is also a Qualified Substance Abuse Professional (DOT) as well as a Certified IFS & EMDR Therapist. His practice is Job Stress Solutions in Woburn

**1:30 pm–2:30 pm**

## **Middlesex**

### **Mysteries in Northern New England**

Macmillan's beloved Library Marketing Director, Talia Sherer, will moderate a conversation with two mystery novelists, Hank Phillippi Ryan and David Rosenfelt. Talia will also share information about upcoming mysteries coming out this year.

Speakers: **Talia Sherer**, Macmillan Library Marketing Director.

**Hank Phillippi Ryan** is the on-air investigative reporter for Boston's NBC affiliate. She has won 3 Emmys, 13 Edward R. Murrow Awards and dozens of other awards for her groundbreaking journalism. Bestselling author Ryan has won multiple prestigious awards for her crime fiction; 5 Agathas, the Anthony, Daphne, Macavity, and for "The Other Woman", the coveted Mary Higgins Clark Award. National reviews have called her a "master at crafting suspenseful mysteries" and a "superb and gifted storyteller." Her 2013 novel, "The Wrong Girl", won both the Agatha Award for Best Contemporary Novel and the Daphne Award for Mainstream Mystery/Suspense, and is a 7 week *Boston Globe* bestseller.

**David Rosenfelt** is the Edgar and Shamus Award-nominated author of eight stand-alones and fifteen previous Andy Carpenter novels, most recently *Unleashed*. After years living in California, he and his wife recently moved to Maine with the twenty-five golden retrievers that they've rescued. Rosenfelt's hilarious account of this cross-country move, *Dogtripping*, was published by St. Martin's Press in July 2013.

**2:30 pm–2:45 pm**

## **Break**

**2:45 pm–4:00 pm**

## **Ballroom**

**Closing Keynote Session: The New Authoritarianism: Where It Comes From and What Readers and Citizens Can Do About It, Timothy Snyder**

Professor Snyder will provide a contemporary international history of new forms of political oppression in Russia, Europe, and the United States. A sober understanding of these very real threats is the necessary condition for the protection of democracy and the rule of law. A Q & A session following Professor Snyder's remarks will be moderated by Dr. Maria Taesil Hudson McCauley, Director of Libraries, Cambridge, MA.

Speaker: **Timothy Snyder**, Levin Professor of History, Yale University and Author, *The Road to Unfreedom* and *On Tyranny*