2015 Annual Conference

Program Preview

May 13-15, 2015
Caribe Royale
Orlando, FL

Preconference - May 12, 2015

A Message from President Linda McCarthy

One of the great things that I get to do as President is establish the theme for the annual conference. Now it’s time for me to invite you to attend at the beautiful, just renovated, Caribe Royale hotel. Our conference chair Stephen Grubb and the 2015 Conference Committee members are working hard to bring you a dynamic, educational and fun experience. This year we have many wonderful programs embodying the theme, “Florida Libraries: Inspiring Innovation.” One conference highlight will be our keynote speaker, Peggy Cadigan, New Jersey’s Deputy State Librarian for Innovation and Outreach, who will share her thoughts on innovative ways to make your library indispensable to your community. We are also fortunate to have other well-known national speakers, including Eric Deggans, NPR’s TV critic, who will be talking about Race, the Media and Libraries; Amy Dodson, winner of the 2014 Best Small Library in America award; and the blockbuster author of the Southern Reach Trilogy (set in north Florida) and New York Times sci-fi book review critic, Jeff VanderMeer, who will share his thoughts on Florida fiction and evolving new genres. To wrap things up, our closing session will feature Barbara Rosenblatt, who is not only a cast member of the popular TV show *Orange is the New Black*, but also a reader for Recorded Books.

You’ll notice a subtheme of America’s other favorite pastime: cooking. We’ll have Florida’s Executive Chef Justin Timineri, join us in the exhibit hall with a cooking demo, and we have several programs on cooking and libraries.

During this year’s conference, you’ll have the opportunity to bone up on the new standards for both public and academic libraries. The Florida Public Library Standards Committee will unveil the new statewide standards, sponsored by FLA. We will also have a review of the important new Information Literacy Framework from ACRL. We’ll have two lightning rounds packed with great ideas this year, including one focused on technical services. We’ll also have a member group speed dating session and Career 911 programs. There’s something for everyone at this year’s conference!

To kick things off we’ll have a meet-up by the pool on Tuesday night. If this is your first time at FLA, don’t miss the New Member Orientation session first thing on Wednesday morning. And, of course, we’ll have the event that everyone looks forward to, the President’s Reception where you can support FLA’s scholarships through the wine toss and silent auction. In the FLA Library Nation, we all have rich resources of expertise and friendship that we want to share with you at the 2015 Conference – register now! I can’t wait to see you there!

Linda McCarthy, President
Florida Library Association

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Online Conference Information

Everything you need for the FLA Conference in one convenient place online.


**Register**

Early Registration rates are valid until March 6, 2015.

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FLA is grateful for the work of FLA volunteer Maria Gebhardt for her work in designing and editing this Preliminary Program.
Get ready for a fabulous stay at the Caribe Royale all suite property! Each room includes a separate bedroom with a double queen or king bed, a living room with a full-size sofa bed and a host of comfortable hotel amenities that are sure to make you feel right at home. And, there are no resort fees and all guest receive free parking.

Complimentary Hotel Services:
- Wired and wireless in-room high-speed Internet.
  Wireless access to high-speed Internet in lobby and other common areas.
- Access to fitness center.
- In-room coffee and tea.
- Transportation to Walt Disney World® Theme Parks and Nightly Transportation to Downtown Disney.
- Self-parking is complimentary for all group attendees.

When you stay at the conference hotel, you’re close to all the action and are helping FLA too! The sleeping rooms booked at the Caribe Royal Hotel help to reduce the cost of the conference.

### Room Rates:

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### Check In/Out Times:
- Check in time is 3:00 p.m.
- Check out time is 11:00 a.m.

### Make Your Reservation:
- Call 1-888-258-7501 and mention the Group Name - Florida Library Association

### Notes:
- In order to receive the conference rate, reservations should be made prior to April 21, 2015.
- Reservations made after the cut-off date will be on a space and rate available basis at the hotel’s discretion.
- Reservations cancelled within 72 hours of arrival will be charged one night’s room and tax. This includes no-shows.

Questions? Contact Meeting Planner Sharon Gray at aplantomeet@earthlink.net or 850-224-6222.
# 2015 Annual Conference
## Preliminary Program At A Glance
All events will be held at the Caribe Royal Hotel.

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Areas of Interest

Authors/Books
- A Conversation with the 2014 Florida Book Awards Winning Authors
- FLA One Book, One State: *Give and Take* by Adam M. Grant
- FLA Mystery Writers Breakfast
- Mystery Writers Discussion
- Races, the Media and Libraries

Children/Youth Services
- A Children’s Art MakerSpace: Inspiring Innovation in our Kids
- Don’t Tell Me, Engage Me! Teen Technology Volunteers as Friends of Real Community Engagement
- Innovative Strategies in Teen Programming: Crowdsourcing Content
- Interplay @ the Library - Using Interactive Theater in Library Programs
- Librarians as First Responders for Student Success and Retention: An Innovative Model for Coaching Students
- Performer’s Showcase I – Children
- Picture This: Storybook Science
- Summer Technology Camps for Kids and Teens at Your Library
- Teen Robotics Teams in the Library
- Teen Tech at Your Library – Hands On Session
- What a Character! Storytime Picture Books to Explore Character Education

Collection Development & Management
- Applying RDA to Digital Resources Media
- Cooks & Books
- Increasing Connections to Collections: Taking the Next Step with Digitization
- Let Them Eat PDA: Inspiring Innovation with Emerging Selection Models
- Subject Access for the Semantic Catalog: Opportunities for Discovering Content and Context in a Linked Data Environment
- The Library History Roadshow: Gathering Your Library Memories

Information Services/Reference
- Create Inspiring and Innovative Programs in Your Library Through Instructional Design
- Information Literacy Framework Inspiring Instruction in Academic Libraries
- Inspiring Inventive Instructional Techniques and Cognitive-based Learning Strategies
- Reaching Out Far and Beyond: International Business Research for Everyone
- The Power of Open Data!
- The User Focused Online Library
- Why Assessment Matters: Developing an Assessment Program to Become an Integral Part of Your Library
- Who are We Really Serving? Data Integration Strategies for Libraries

Management/Leadership
- Finding Alternative Funding Resources
- Florida Library Standards Committee Program
- Florida Librarians and Libraries into the Future
- Leadership Voices
- Learn to Speak IT: Communicating with IT Staff and Technology Vendors for Results
- Libraries: Key to Florida’s Education Enterprise
- Lightning Rounds

Marketing/PR
- Best Small Library in America
- Connect, Explore, Soar: Innovative Technologies and Services in Library Learning Commons
- Creating an Amazing User Experience (UX)
- Innovative Ways to Market Your FEL Resources
- Keeping it Fun: Innovative Ways to Build Relationships with Library Users
- Protecting Patron Privacy: Protocols and Practical Applications
- Stop, Collaborate and Listen: Identifying Partnerships to Strengthen Your Library’s Relevance in the Community
- Who are We Really Serving? Data Integration Strategies for Libraries
Areas of Interest

Outreach/Programming

- Build Effective Partnerships for Your Friends Group
- Conversations that Matter
- Cooking the Books: Food Programs in the Library
- ESL for YOUR Library
- Integrating Information Literacy in a Post Dev Ed Environment
- Keeping it Fun: Innovative Ways to Build Relationships with Library Users
- Libraries Enhancing & Networking the Families affected by Autism Spectrum Disorder (ASD)
- Libraries: Inspired by Community Aspirations
- Performers Showcase I – Children
- Performers Showcase II – All Ages
- Stop, Collaborate and Listen: Identifying Partnerships to Strengthen Your Library’s Relevance in the Community
- Subject Librarians Innovatively Partnering with Academic Unites, Faculty and Students
- Thrive or Survive? The Value of Collaboration
- Using Computer APPs to Improve Library Service Among Non-Native English Speakers

Teaching/Learning & Information Literacy

- A Children’s Art MakerSpace: Inspiring Innovation in Our Kids
- Beyond MakerSpaces: Integrating 3D Printing into the Curriculum
- Building a Creative Digital Learning Studio
- Create Inspiring and Innovative Programs in Your Library Through Instructional Design
- Designing Interactive Learning Spaces
- Information Literacy Framework Inspiring Instruction in Academic Libraries
- Innovative Through Times of Change – Florida Virtual Campus User Group Meetings and Update
- Inspiring Inventive Instructional Techniques and Cognitive-based Learning Strategies
- The Power of Open Data!
- The Uncommon Connection: The Public Librarian and the Common Core

Technology

- Becoming an iLibrary
- Dig In and Cache Out: Geocaching for Your Library
- Don’t Tell Me, Engage Me! Teen Technology Volunteers as Friends of Real Community
- Innovative Strategies in Teen Programming: Crowdsourcing Content
- Innovative Technical Services: Lightning Round
- Innovative Ways to Market Your FEL Resources
- Inspiring Digital Innovation
- iPads Across the Ages
- Let Them Eat PDA: Inspiring Innovation with Emerging Selection Models
- Online Learning – Anytime, Anywhere – Is Your Library in the Loop?
- Summer Technology Camps for Kids and Teens at Your Library
- Teen Robotics Teams in the Library
- Teen Tech at Your Library – Hands On Session
- Using Computer APPs to Improve Library Service Among Non-Native English Speakers

Personal Development

- Career 911 – We Can Help!
- Making it Work: Online Project Management Techniques
- Member Group Speed Dating
- New Member Orientation
- Put Your Virtual Self to Work
- Retirement is Not Good-bye
Peggy Cadigan is the Associate State Librarian for Innovation and Outreach strategies at the New Jersey State Library and one of two librarians accepted into the Association of Professional Futurists. She’s the co-creator of Snapshot Day and she’s currently leading one of just two pilot projects in America in which adults earn their high school diploma at the library. Peggy looks at trends, analyses data and thinks creatively to improve, strengthen and create new library and literacy services. She expertly identifies niche areas, promotes technology and partnership development to advance the future of libraries and keep them indispensable.

Barbara Rosenblat is one of this country’s most sought after and beloved narrators of Audiobooks. Her extraordinary range of accents and characterizations in a distinguished body of work (more than 400 titles to date) has earned her eight coveted Audie Awards from the Audio Publishers Association.

And yet, many of us will recognize her as the spirited Ms. Rosa from the Netflix Original Series Orange is the New Black. Based on Piper Kerman's memoir, Orange Is the New Black: My Year in a Women’s Prison, the Emmy nominated program has been renewed for a third season.

Ms. Rosenblat will talk about the audio book recording industry and how she works with authors and the methods she uses to transform stories to read into stories to hear. And she has promised to include a few dramatic readings. Her lively entertaining presentation will be the Grand Finale of the FLA’s 2015 Conference!

Leadership Voices
Thursday, May 14 10:30 – 12:00

FLA’s 5th Annual Leadership Voices Program!

Record your thoughts on how library leadership can play a vital role in helping libraries create new possibilities and partnerships. After the conference FLA will post the recordings, along with your picture to the FLA website.

Keep in the conversation

Twitter – #flacon2015

Facebook - http://facebook.com/groups/FloridaLibraryAssociation

Pinterest - https://www.pinterest.com/floridalibassoc/
May 12, Tuesday

1:00 p.m. — 5:00 p.m.
PRECONFERENCE WORKSHOP
If you’ve had a library discussion, attended a library conference or read a library journal you know a little bit about UX. Now you have the opportunity to wade in. This timely, exciting program will give attendees easy, practical, hands-on development and usability testing of the library website. Including library website anti-patterns (common library web stuff that users really, really hate!) Using the website can be an experience rather than a chore.

Presenter and Trainer, Michael Schofield is a front-end developer specializing in user experience for libraries and higher education. An innovative voice in the community, he writes about the web and speaks at a variety of conferences about user experience, content strategy, and pushing the #libweb forward.

5:00 p.m. — 7:00 p.m.
Registration and Info Desk Open
6:00 p.m. — 7:30 p.m.
Meet Up at the Pool
Join fellow attendees and meet up at poolside for food and drinks.

May 13, Wednesday

7:00 a.m. — 7:00 p.m.
Registration and Information Desk Open
8:00 a.m. — 9:30 a.m.
OCLC Breakfast in Bonaire 4
8:00 a.m. — 9:15 a.m.
 Concurrent Sessions

New Member Orientation
Curacao 7
Start your conference experience with an orientation especially for new FLA members and first-time conference attendees. Learn about FLA’s structure and benefits of membership. Begin building your professional network and developing your leadership potential by learning about your state association.

Speakers
Zdra Hawkins, Washington County Public Library; Linda McCarthy, Florida Virtual Campus

Libraries: Key to Florida’s Education Enterprise
Bonaire 5
Learn how staff working at the 2013 Library of the Year transformed their library to its current prominence as a renowned education institution, alongside the region’s schools and colleges. You will be walked through the process and learn pitfalls and strategies for success. Participants will hear how this library changed their language from “library speak” to terms respected by the education community. At the Howard County Library System, they have instructors not librarians. The library’s CEO will share how she inspired her staff to innovate which resulted in funding increases and new programs. Frontline staff will have the chance to discuss the pros and cons of making similar transformations in their hometown.

Speakers
Sandra Newell, Florida Department of State, Division of Library and Information Services; Valerie J. Gross, MM, MLS, JD, Howard County Library System

9:30 a.m. — 11:30 a.m.
Opening Session in Grand Sierra
• Welcome
• Keynote Speaker Peggy Cadigan: Library Futurista kicks off the 2015 Conference.
• Recognition of scholarship recipients

1:00 p.m. — 2:00 p.m.
Concurrent Sessions

Conversations that Matter
Sponsored by the FLA Continuing Education Committee
Bonaire 4
Join members of FLA's Continuing Education Committee and subject experts for informal round table discussions about STEM Programming for Children and Teens

Page 9
(Katherine Kastanis, Dunedin Public Library); Creating Makerspaces (Chad Marin, Novare Library Services); Copyright and Fair Use (Kristen Moore, Stetson University College of Law); Flipping the Classroom in Library Instruction (Rachel Mulvihill, University of Central Florida Libraries); Outreach Services (Ann Hardy, Sarasota County Library System).

Put Your Virtual Self to Work
Bonaire 5
Librarianship is constantly evolving especially in the online world. Librarians should be using online tools to build a thriving professional presence. This session will highlight the use of resources such as blogs, e-portfolios and social media. Samples of librarian portfolio websites and a demonstration on portfolio creation tools, creation and use of social media profiles on LinkedIn and Twitter, and librarian-created blogs and blogging platforms will be shared. Panelists will provide information on the best tools for each medium, strategies for successful use, and examples of how these resources have been used in practical settings. Crafting a strategy to develop your online persona is an innovative way to contribute to the profession in a way that reaches far beyond your individual library.

Speakers
Carrie Moran and Rayla Hanselmann, University of Central Florida; Kelly Robinson, Embry-Riddle Aeronautical University

Keeping It Fun

Innovative Ways to Build Relationships with Library Users
Bonaire 6
The Harriet F. Ginsburg Health Sciences Library has implemented several fun and innovative practices to reach out to its users by going a step beyond customer service. Having a 98% digital collection, the library realized the importance of building relationships with its users to increase awareness of library resources and services. This session will discuss the steps taken to train the library team to provide exemplary customer service, to identify opportunities to market the library, and to create unique instruction and outreach experiences.

Speakers
Shalu Gillum, Kerry McKee and Natasha Williams, University of Central Florida, College of Medicine

Don’t Tell Me, Engage Me!
Teen Technology Volunteers as Friends of Real Community Engagement

Curacao 1
Sarasota County Public Libraries undertook an experimental 2-year Teen Volunteer Technology Project which emphasized leadership development through technology service projects and programs delivered by teens. Take part in an experiential and interactive session that will provide the organizational framework, concrete examples, and best practice recommendations necessary to develop a low-budget multifaceted teen volunteer technology summer program. Participants will learn about the materials and activities needed to design and run 36 technology-themed “Technopoly” camp days for children (delivered by the teens). Attendees will participate in shortened versions of the interpersonal and intrapersonal activities from the camps. Our session will be delivered through a multimedia experience highlighting vibrant images taken over two years and mirroring the multisensory activities of the Technoploy camps. Session participants will walk away having engaged with technology, rather than just learning about how it’s used and discover a distinct approach to volunteer program design and implementation.

Speakers
Rino Landa and Janet Hansen, Sarasota County Public Libraries

Innovative Strategies in Teen Programming
Crowdsourcing Content
Curacao 2
Though scripted programming has been the norm for libraries, recent successes within the Orange County Library System show that allowing teens to create their own program content or become the content of a program has resulted in more favorable events, and higher participation. The programs that will be highlighted are held at two different locations with varied staffing levels and program support. This session will include a detailed framework to implement these programs and other similar programs at other library systems. Including options to scale programs depending on available space. Programs to be discussed are the Nerdfighter Club, inspired by author John Green’s online collective, is a monthly meet up where teens hang out; and the Film Club, in which teens use video cameras to film around the library, using the computer lab to edit their film. These programs engage teens and build on their performance experience and confidence, and because of this, these events are a valued asset to the community we serve.

Speakers
Lauren Mathur and Jennifer Ulmer, Orange County Library System
FLA One Book, One State
Curacao 3-4
Give and Take: A Revolutionary Approach to Success was selected by current FLA President Linda McCarthy. The author is Adam Grant, the most highly rated professor at the Wharton School of Business. Named one of the best books of 2013 by Amazon, the Financial Times, and the Wall Street Journal - as well as one of Oprah’s riveting reads, Fortune’s must-read business books, and the Washington Post’s books every leader should read. This legacy program of the FLA Leadership Development Committee has been well received in the past and with a new twist this year (a panel of Past FLA Presidents) will exceed all expectations!

Speaker
Kenny Rampersad, Palm Beach County Library System

Florida Librarians and Libraries into the Future
Curacao 5-6
What do you believe is the future of the library profession? What do you aspire libraries to become? And in what innovative ways can associations help to achieve our shared aspirations. Join us for a frank and honest conversation about where we are and where we’re going. Attendees will become part of an engaged and collective effort for positive action to a successful future. Attendees will learn about ALA’s Libraries Transforming Communities Initiative and how they can strengthen librarians’ roles as core community leaders and change-agents. This is a facilitated discussion so all participants will provide input.

Speaker
Michael Dowling, American Library Association

Using Computer APPs to Improve Library Service among Non-native English Speakers
Curacao 7-8
APPs are an application, typically a small, specialized program downloaded onto mobile devices designed to fulfill a particular need. The list of APPs is endless ranging from GPS, messengers, hotels, games, among others. People of all ages, nationalities, and culture are familiar with them and take advantage of such technological gadgets, and that should not be different in the library environment. Librarians should use this technology to better serve all patrons, in particular patrons who are non-native English speakers. This panel session has as objective to discuss the wide variety of APPs which are related to different languages and cultures to enhance library service among multicultural groups. It will also cover how libraries can make the best use of such technology, better ways to measure the quality of these technologies, and budget feasibility.

Speakers
Vilma Silva Butym and Joann Tebo, University of South Florida

2:00 p.m. — 2:15 p.m.
Session Break

2:15 p.m. — 3:30 p.m.
Concurrent Sessions
Integrating Information Literacy in a Post Dev Ed Environment
Bonaire 4
Librarians have always faced challenges in reaching under-prepared college students with information literacy instruction at their level. In May 2013 the Florida legislature passed a law exempting many Florida students from developmental education classes, and community colleges have responded to these changes in a variety of ways. At Valencia we had a successful pilot program to integrate information literacy into developmental reading that disbanded when developmental reading offerings were reduced. At the same time that developmental education was changing, Valencia was creating a new required course for first year students. The librarians had the opportunity to write an information literacy lesson for the new course. We discuss adapting the developmental education pilot lesson into the new course for first year students and results from the initial year of implementation.

Speakers
Beth King and Regina Seguin, Valencia College

Connect, Explore, Soar
Innovative Technologies and Services in Library Learning Commons
Bonaire 5
How do libraries create an environment that fosters critical thinking, cultural growth and collaboration, while being recognized in their communities for innovation? This session will explore the process undertaken by the University of North Florida’s Thomas G. Carpenter Library to incorporate new technologies, services, and programming to meet this challenge. Building the patron-driven library...
requires commitment to innovation, and the Carpenter Library learned to challenge long standing traditions to truly empower their users. We will share our journey from a librarian-driven library to a patron-driven library. The panel will cover practical tips and cutting-edge techniques that attendees can use at their libraries to help them connect with users, explore user needs, and soar to achieve common goals. Connect: Solicit and assess user needs and preferences through surveys and statistics. Explore: Incorporate innovative technology such as instructional displays, wayfinding, and iPads, as well as create content for these technologies. Soar: Reach for success by writing and implementing a marketing and outreach plan that appeals to various audiences.

**Speakers**
Maria Atilano, Cat Silvers, Lisandra Carmichael, Michael Kucsak, and Paul Mosley, University of North Florida

### ESL for YOUR Library

**Bonaire 6**
4.8 Million! That’s how many people there are in Florida who speak a language other than English at home, and the numbers are growing. Are you ready? Learn how to start a practical and effective ESL program in your library that produces results through goal-setting and participant accountability. Largo Public Library has developed an organizational framework for a 6-month ESL tutoring program that is a doable option for small to mid-sized libraries. The presenters will walk you step-by-step through the process of setting up your own program and will share their organizational toolkit of forms, applications and reports, along with recommendations for selecting textbooks and using web-based record-keeping. Representatives from two libraries who have adopted this framework, St. Petersburg Library and Seminole Community Library, will talk about their experiences and the positive impact the ESL program is having on their library and community.

**Speaker**
Nancy Coleman-Romanos, Largo Public Library

### Let Them Eat PDA

**Inspiring Innovation with Emerging Selection Models**

**Curacao 1**
The Olin Library (Rollins College), Nova Southeastern University Libraries, and the FIU Libraries, are expanding their reach and role by implementing innovative Patron Driven Acquisition (PDA) collection development models. Contrasting PDA models at three institutions of varying sizes will be spotlighted, including standalone versus consortium arrangements, Usage Based Content, and free discovery models. PDA offers the library’s audience unfettered and immediate access to a wide array of titles for a fraction of the cost as opposed to predictive selection methods. This session will demonstrate each library’s experiences with these new initiatives, detail the processes for planning and implementation, provide practical instruction on recurring workflows, suggest performance evaluation strategies, and discuss emerging products being developed that also fill voids in traditional selection processes.

**Speakers**
Rachel Perry and Andrew Copnick, Nova Southeastern University; Erin Gallagher, Rollins College; Valerie Boulos, Florida International University

### Innovative Ways to Market Your FEL Resources

**Curacao 2**
Join us for an engaging look at how you can drive usage to your FEL resources! We’ll discuss strategies for promoting your FEL resources and your library’s value proposition. Learn how to use the tools that Gale has created for you - including personas which you can use to leverage storytelling to help your users understand the importance of libraries of all types. Learn about the best resources for your programming and bibliographic instruction needs and easy ways to integrate the resources into social media, blogs, and more! Walk away from this session with both the knowledge and tools that will empower you to make an even greater impact for your community in 2015!

**Speakers**
Emily Mageski Papa and Bethany Dotson, Gale/Cengage Learning

### Cooks & Books

**Curacao 3-4**
Cooking programs in the library can draw in new patrons and excite existing ones. Libraries already have a host of materials to support home cooks and provide nutrition information. This session will highlight cooking programs at the Maitland Public Library; community support for the programs, including a grant of $36,000 for construction of a demonstration kitchen; and guidance on replicating the program at other libraries. If facilities permit, presenter will demonstrate a dish during the session on Library’s portable equipment: if you can whip up something delicious in a hotel conference room, you can do it in your library!

**Speaker**
Stacie Larson, Maitland Public Library

### Teen Robotics Teams in the Library

**Curacao 5-6**
The Pasco County Library System will show and discuss its FIRST Robotics teen team. As well as explain how they did it. This team, a library first in the nation, fund-raised for
and built a fully functional FIRST FRC Competition robot. The teens then entered and competed in the annual FIRST robotics regional competition in Orlando, Florida. The three main mentors of the team, Sean McGarvey, Paul Stonebridge and Joel Croteau will explain just what it takes to create (and maintain) a robotics team in a library! They will discuss fundraising, cost, build time, teen engagement, advertising, and demonstrate the robot itself. They will also answer questions on how to get teens involved and the logistics of building a five-foot, 125-pound robot. This session is not limited to just full sized competition teams though, as they will show the audience the many options for smaller and less expensive robotics programs, including LEGO leagues, which can be conducted easily in a small library space.

Speakers
Paul Stonebridge and Sean McGarvey, Pasco County Library System; Joel Croteau, Americore

Create Inspiring and Innovative Programs in Your Library through Instructional Design
Curacao 7-8
An instructional designer and a librarian walk into a bar... Looking for help designing instruction, classes, programs or training? Are you so close to a successful program, but, just missing that special something? Would you like assistance in putting together phenomenal programs for your patrons? Like chocolate and peanut butter, instructional design and successful library programs are two ingredients that go great together. Gary Brown, EdD, instructional designer, and Loanis Menendez-Cuesta, MLIS, young adult librarian and media specialist, are teaming up to explain the benefits of applying instructional design principles to library programs. They will then focus on one program, Delray Beach Public Library’s “Battle of the Books, Sponsored by Levenger,” and explain how an instructional design model was applied to create an innovative and successful library program. Finally, they will help you start thinking like a librarian who effortlessly applies instructional design practices.

Speakers
Dr. Gary Brown, Nova Southeastern University; Loanis Menendez-Cuesta, Delray Beach Public Library

3:30 p.m. — 3:45 p.m.
Refreshment Break
3:45 p.m. — 4:45 p.m.
Concurrent Sessions

Librarians as First Responders for Student Success and Retention
An Innovative Model for Coaching Students
Bonaire 5
Upon a change in university administration, a critical review of academic support services highlighted several questions: Why weren’t students utilizing our excellent peer tutors? Is there something different about nontraditional college students’ preferences for seeking help? Who is best placed to help students? As a result key stakeholders met and developed a new model for serving students: Librarians as first responders and triage for student success. Inspired by learning commons models, we saw opportunities for librarians to expand their roles. Students already ask librarians to look over papers, help them interpret assignments and more. What if we formalized and expanded that role? Add the long time critical role of librarians as referrers and the possibilities for bibliographic instruction implicit in this process and we were on our way to an innovative new model for helping students succeed. This session will look at the factors we considered in developing this new model and the reality of implementing the new model from the perspective not only of the librarian, but other key university stakeholders.

Speaker
Susan Smith, Hodges University

Subject Access for the Semantic Catalog
Opportunities for Discovering Content and Context in a Linked Data Environment
Bonaire 6
This session will delve into opportunities for drastically enhanced subject access in a Linked Data environment. Subject data provides a core access point for library users to find and select resources based on content and social/scholarly contexts. Linked Data technologies and modeling offer a complete re-imagination of controlled vocabulary design and application, merge and display of data, and discovery experiences. The innovative areas to be discussed are: 1) Nuanced and semantically-defined schemas for indexing; 2) Appropriation and dynamic display of external abstracts, summaries, and other contextualizing information; 3) Data analysis techniques, such as visualizations and topic modeling; 4) Cross-domain, cross-collection browsing features and follow-your-nose behavior; and 5) Semantic search technology. This session will provide a thorough grounding in the concepts and tools supporting these new opportunities. Through a combination of theory and how-to instruction, audience members
will obtain knowledge and inspiration to implement innovative subject access.

Speaker
Allison O’Dell, University of Miami Libraries

Thrive or Survive?
The Value of Collaboration
Curacao 1
Public Libraries that foster strong internal teams and develop powerful external alliances within their communities are the libraries that will thrive in this era of declining budgets and widespread public misperceptions concerning their relevance. Workshop attendees will learn the fundamental characteristics of collaborative organizations as well as practical techniques for joining forces with others — inside and outside their organization — to create vibrant and relevant public libraries that provide essential services to their customers. Time breakdown: The Truth about Collaboration (organizational theories) 15 minutes, Collaboration within the Library (leadership, work teams, etc.) 20 minutes, Collaboration outside the library (partnerships, community engagement, etc.) 20 minutes, Question and answer 5 minutes.

Speakers
Kevin Griffith, Sean McGarvey and Nancy Fredericks, Pasco Libraries

Making it Work
Online Project Management Techniques
Curacao 2
Do you work in a team? Are your team members in different locations? Online project management tools can be a life-saver, but some can be complicated to use and/or expensive to license. This workshop will discuss project management techniques for the remote team and will demonstrate two free online project management tools — Asana and Trello. These two project management tools can be used online or on a mobile device, can be used by an individual or a team. TBLC staff members use a hybrid telecommuting environment to work together and collaborate on projects — working distant and in-office. Online project management tools keep the team on the same page and foster collaboration and communication. Join TBLC’s Beth Farmer and Jessica Riggins to learn more in this workshop.

Speakers
Jessica Riggins and Beth Farmer, Tampa Bay Library Consortium

Protecting Patron Privacy
Protocols and Practical Applications
Curacao 3-4
The issue of privacy in regards to intellectual freedom will be explored in this session by Barbara Kaplan, Research & Scholarly Communications Librarian. How do current laws affect librarians and their ability to protect their patrons' rights to privacy? Do privacy rights change when the patron is a child? What measures should be taken to protect personally identifiable information? How can you, the librarian, help your patrons understand issues like informed consent, data mining, and surveillance? Practical advice for handling these issues in a variety of library settings will be given.

Speaker
Barbara Kaplan, Florida State University

Dig In and Cache Out
Geocaching for Your Library
Curacao 7-8
The session will demonstrate how to implement a system, campus or county-wide geocaching program, regardless of library size or budget. This engaging activity introduces library nonusers to the library and library services, as well as encourages them to try a new activity. Geocaching is a real-world, outdoor treasure hunting game. The Marion County Public Library System (MCPLS) took geocaching a step further and implemented it for library use. The program involved a multi-stage geocache that was placed in all eight locations. We created a contest to encourage participants to be a part of the program, including partnerships with local businesses that offered prizes. Academic libraries can use geocaches to attract students and community members to their university libraries. Participants in this session will learn how to implement and maintain a geocaching program, gain an understanding of common pitfalls and how to avoid them, learn how geocaches can be implemented in different library system sizes and different types of libraries, discover how to engage the community and develop partnerships and learn how to incorporate Geocaching.com into the program.

Speakers
Morgan Brickey and Kristen Calvert Nelson, Marion County Public Library System

Redefining Success in Public Libraries
Curacao 5-6
What is library success? What does it mean? The Next Level of Library Service will include: What is the “next level”? Is it achievable for everyone? The sessions includes how to redefine success and failure including how to measure the “new” success and failure and how to change from the inside out so that small changes make big differences.

Wednesday
• Thursday
Speakers
Amy Dodson, Douglas County Libraries in northern Nevada

4:00 p.m. — 6:00 p.m.
Exhibit Hall Opens: Exhibits, Silent Auction and Author Tables

5:00 p.m. — 6:00 p.m.
Exhibitor Reception and Poster Session Part I

May 14, Thursday

7:00 a.m. — 7:00 p.m.
Registration and Info Desk Open

7:30 a.m. — 9:30 a.m.
Mystery Writers Breakfast in Bonaire 3

Join members of the Florida Mystery Writers Association for breakfast and hear about their latest books. Admission is free but seating is limited. You must request a ticket with your conference registration. Sponsored by Mystery Writers of America, Florida Chapter.

8:30 a.m. — 9:30 a.m.
Concurrent Sessions

Retirement is Not Good-bye
Bonaire 4

Organizational meeting and program for the newly formed Library Retirees Interest Group. Panel discussion that will include members of various position and library types who have continued to serve libraries in a variety of ways after retirement. Whether planning for retirement, or serving after retirement, the program will inspire and provide members with the opportunity to continue growing and giving in the field.

Speakers
Patricia DeSalvo, Seminole State College; Faye Roberts

Libraries Enhancing and Networking the Families Affected by Autism Spectrum Disorder (ASD)
Bonaire 6

Libraries have a special opportunity and ability to serve families with members who are autistic. In this program we will cover how to put on a story time tailored for individuals who are autistic, including. We take a look at using tools like timeline boards or fidget toys – to keep hands busy during stories, seating place markers, music, stories, sensory craft activities, and environment consideration (all items listed above will be available for participants to try out). These tools will help in keeping kids interested during the story time, giving parents a more relaxed feeling about taking their families into a public setting along with them being able to networking with other families. Learn how the Center for Autism and Related Disabilities) can work with the libraries and families.

Speakers
Elizabeth Steele, East Lake County Library; Gesa Barto, University Central Florida’s The Center for Autism and Related Disorders

Online Learning—Anytime, Anywhere

Is your library in the loop?

Curacao 1

Online learning is mobile, and online learning is for everyone. Nearly half of Americans 16 and older have participated in online learning, according to the recent OCLC membership report, "At a Tipping Point: Education, Learning and Libraries." We'll explore this trend and the report's findings and invite input from workshop attendees who want to describe what they are doing to curate online learning opportunities for patrons, cultivate online learner success and behavior, and create new online learning offerings for professional and personal development, MOOCs and other e-learning activities. Come share ideas on how libraries can get into the loop.

Speaker
Meryl Cinnamon, OCLC

The User Focused Online Library

Curacao 2

Use of electronic products continues to grow and the library patron online is the most enigmatic of our customers. We often do not know whether or not they have found what they were looking for. Using free and premium tools for data collection, we can develop a greater understanding of our virtual customers and web site traffic patterns to prioritize and create websites and services that resonate. Analyzing data provided by server statistics and authentication protocols shows which parts of the library web site are in need of overhauling and which work most effectively. We will take a close look at the information-seeking trends and narratives to be found in library usage data. As our online presence continues to adapt to a changing web, we will let you know what to watch for and what to ignore in your site's web analytics to best meet patron needs.

Speakers
Brian Walton and Cheryl Wolfe, Tampa-Hillsborough County Public Library
The Uncommon Connection

*The Public Librarian and the Common Core*

Curacao 3-4

Common Core is a subject that primarily affects school libraries. However, this set of standards, adopted by Florida and many other states, can impact the information that library patrons need as well as the way they use it. The Common Core Standards refer to a set of standards for mathematics and English language arts, but the goals of these standards can also be applied across all subjects, especially in association with the various English language arts standards. Public libraries can help students, parents, teachers, school librarians, and the community to achieve their informational needs in the face of these changes. This session will address the basic standards of the Common Core and how it affects library users and examine resources, tools and strategies for the collaboration of public librarians and the school. The presenter will utilize a multimedia presentation, links to online resources and digital tools, as well as small-group discussions to achieve the objectives outlined.

**Speaker**
Deborah Parrott, East Tennessee State University

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Inspiring Inventive Instructional Techniques and Cognitive-based Learning Strategies

*Academic Librarians Share Some Tips from the Field*

Curacao 5-6

More and more academic librarians find themselves challenged to create effective and meaningful instruction sessions and learning objects. This panel of academic librarians will share different perspectives and examples regarding learning and instructional design. Doris Van Kampen-Breit will share a framework for using gaming analogies to create meaningful associations for Chemistry students. Susan Smith will share efficient rules of thumb for supporting multimedia learning. Ava Brillat and Alvin Dantes will share projects, processes, and strategies used at Florida International University Libraries to create and maintain learning objectives. Sandy Avila will discuss the ADDIE model and its significance to creating a meaningful context for library instructional learning. Rachel Cooke and Carol Bledsoe will discuss using standards-based exercises to deliver a hybrid writing and research two-part workshop. The speakers will provide concrete examples and conceptual frameworks that will encourage audience members to explore the multifaceted nature of instructional design and its applications in academic libraries. Participants will leave with examples of using instructional design to strengthen learning and a basic understanding of instructional design principles.

**Speakers**
Doris Van Kampen-Breit/ St. Leo University; Susan Smith, Hodges University; Ava Iuliano Brillat and Alvin Dantes, Florida International University; Sandy Avila, Florida Technical College; Rachel Cooke and Carol Bledsoe, Florida Gulf Coast University

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The Power of Open Data!

*Curacao 7-8*

This is a workshop discussing and demonstrating the value of open data sources. For academic librarians, open data sources are critical resources for reference interviews and research consultations. For public librarians, open data is also important in reference but can also be used to develop library services and programs based on socioeconomic and demographic characteristics of their service area. The focus will be on government data but sources from NGO’s will also be discussed. We will demonstrate several tools by academic discipline: economics, public health, sociology, demography, urban planning, political science and more. This will also include the extraction of raw datasets for analysis in statistics software packages. This will be an opportunity for the audience to ask questions or ask about specific applications related to their field.

**Speaker**
Renaine Julian, Florida State University Libraries

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Thursday

8:30 a.m. — 9:30 a.m.

Exhibit Hall - Poster Session Part II

9:00 a.m. — 4:00 p.m.

Exhibit Hall: Exhibits, Silent Auction and Author Tables

9:30 a.m. — 10:30 a.m.

Session Break/Coffee with Exhibitors

10:30 a.m. — 12:00 p.m.

Concurrent Sessions

**Picture This: Storybook Science**

*Bonaire 4*

The Jacksonville Public Library developed a training partnership with the Duval County Public Schools to highlight storybooks as an interactive way to introduce science concepts. We will share how the partnership was developed, a bibliography of books, and corresponding activities to get you started.

**Speakers**
Susan Mankowski and Amber Holley, Jacksonville Public Library
Increasing Connections to Collections

Taking the Next Step with Digitization

Bonaire 5

Libraries and archives strive to increase access to collections and connect with current and new audiences. Digitization of collections can help to improve internal workflows, make materials more accessible and create new and engaging relationships with users. LYRASIS has established the Digitization Collaborative to assist libraries with their digitization needs. This unique program enables small, medium and large cultural heritage institutions to gain the benefits of a coordinated effort without having to invest in creating their own infrastructure. A wide range of materials have been digitized including books and newspapers to archival materials, manuscripts, photographs, maps, microfiche and microfilm to audio, video and film. Attendees will hear from Alyssa Koclanes, Eckerd College and Andrew Dutka from Broward College about their experiences. They will discuss their digitization programs, how they increased access to their collections and feedback from users.

Speakers
Laurie Arp, LYRASIS; Alyssa Koclanes, Eckerd College; Andrew Dutka, Broward College Archives and Special Collections

Leadership Voices

Bonaire 6

This will be the 5th Annual Leadership Voices legacy program. Program invites conference attendees to drop in anytime to record their thoughts on leadership and innovation (specific question based on theme TBD). Recordings are available on FLA website and aim to inspire pre and post conference. Everyone is welcome and no appointment is necessary.

Speaker
Kenny Rampersad, Palm Beach County Library System

Mystery Writers Discussion

Curacao 1

Nancy Cohen

Designing Interactive Learning Spaces

Curacao 3-4

What does it mean to Evolve? Why do Libraries need to Evolve? Through this session, Brian Pichman of the Evolve Project will discuss the importance of redesigning library spaces to make them more interactive and innovative. Learn how to start redesigning your library space today. The Evolve Project is a collaborative platform that aims to change the way people see libraries through the injection of technology that fosters collaboration and exploration. Some of these technologies allow participants to build robots without knowing how to program, build simple circuits, program and build robots, do 3D printing, and so much more. The session begins with a discussion about building fablabs/makerspaces and provides participants an opportunity to experiment with different technologies to foster learning and exploration. It concludes with participants sharing photos and working together in coming up with new solutions.

Speaker
Brian Pichman, Evolve Project

Member Group Speed Dating

Curacao 5-6

One of the hallmarks of FLA is networking and this has been exhibited well through the establishment of 21 Member Groups. To provide one method for member groups to expand their base while supporting FLA’s new Strategic Plan under "Professional Development" and "Membership", a round table discussion-type/information session be held where each participating Member Group will have their own table attended by the Group Leader to discuss the group's activities. Since the object would be to talk to as many potential members as possible, the facilitator would announce time to change tables and get to know another group, a speed-dating mechanism.

Speaker
Gene Coppola, Palm Harbor Library; FLA Member Group Leaders

Why Assessment Matters

Developing an Assessment Program to Become an Integral Part of Your Library

Curacao 7-8

As the need for accountability has increased, assessment has become more important for libraries. User satisfaction with library services, resources, and facilities has always been important for all types of libraries. Libraries have always collected and reported data, but, knowing what to collect, how to analyze it, and how to report it can provide evidence for decision making and create a picture that will help demonstrate a library’s relevance (Kelly et al, 2012) and value. The goal of this session is to show that assess-
ment is not just for academic libraries, but that it is relevant for all types of libraries and that it will become more critical in the coming years. Participants in this session will learn the following: 1. How assessment in libraries has evolved and why it matters. 2. How the FAU Libraries has developed its assessment program and what lessons have been learned. 3. What the “best practices” are for developing an assessment program. 4. What the future of library assessment is.

Speakers
Darlene Ann Parrish, Malka Schyndel, and Tony Scott Parish, Florida Atlantic University Libraries

Performers’ Showcase I
Children’s Performers
Grand Sierra
Preview live performances delivered on stage by entertainers who present shows for libraries all across Florida. Chat with the performers at their meet-and-greet tables.

11:30 a.m. — 1:00 p.m.
Lunch for Sale in Exhibit Hall

12:00 p.m. — 1:00 p.m.
Exhibit Hall Poster Session Part III

12:00 p.m. — 2:00 p.m.
Friends, Foundations and Boards
Member Groups Business Meeting, Awards Program and Luncheon in Bonaire 3
Ticketed Event sponsored by the Friends, Foundations and Board Member Group

1:00 p.m. — 2:00 p.m.
Concurrent Sessions

Stop, Collaborate and Listen
Identifying Partnerships to Strengthen Your Library’s Relevance in the Community
Bonaire 5
Libraries are under pressure to demonstrate their value within their constantly evolving educational institutions or in their communities. The University of North Florida is in the process of a rebranding project to update its image, and address concerns including student success, retention, and time to degree. The presenters will propose skills to strengthen library relevance that are applicable to all libraries by using three simple steps: STOP - Evaluate where you are. Assess your current practices and determine areas for improvement. COLLABORATE - Identify opportunities for partnerships with organizations or groups whose goals align with yours. LISTEN - Garner feedback from users via social media and other platforms such as surveys and user interactions. Presenters will demonstrate how librarians can incorporate these three steps into their library’s marketing and outreach plan to help ensure that their library will remain relevant within their changing community for years to come."

Speakers
Catherine Silvers and Lisandra Carmichael, University of North Florida

Finding Alternative Funding Resources
Bonaire 6
Today, people are constantly restrained from turning their "ideas" into actions. The root of the problem is sometimes budgetary restraints. Want to hear about how other people are funding their next project without fighting for the grants everyone else is struggling to find/get? This session will provide an ample list of avenues to fund your next project. Most importantly, we will work together on using word-tracks and other tactics to sell our ideas to others. Tired of dealing with the typical sales person who doesn’t seem to offer discounts? Let’s sell back to them our ideas and get them to pay to use their products/services.

Speaker
Brian Pichman, Evolve Project

Applying RDA to Digital Resources Metadata
Curacao 1
This session will describe how Resource Description and Access (RDA) has been applied in cataloging, updating, and migrating digital resources at the University of Central Florida Libraries. Presenters will explain the similarities and differences of using RDA to catalog traditional serials in an Integrated Library System (ILS) and digitized serials and serial analytics in a Content Management System (CMS). Examples will be used to illustrate the issues of using RDA in conjunction with other metadata standards such as Dublin Core (DC) and Metadata Object Description Schema (MODS) to catalog digital resources including digitized newspapers and monographs, such as: relating RDA core elements to the DC and MODS fields; treating analytical description; transcribing newspaper information; ap-
plying roles and vocabularies as specified in RDA; exhibiting work, expression, and manifestation relationship; and describing designator relationships. It will also address the typical changes made to convert old records to RDA in migrating them to new systems. This session will help catalogers and metadata librarians react to the changing cataloging rules and apply them in their daily work.

Speakers
Sai Deng and Peter Spyers-Duran, University of Central Florida

Reaching Out Far and Beyond
*International Business Research for Everyone*
*Curacao 2*
Meet the patrons: A business major writing a marketing plan for a product to sell in New Zealand for her International Marketing class. A student entrepreneur scouting ways to get product samples from off-shore companies. A group of scientists commercializing their innovative research in an emerging market. An online MBA student looking for business laws in Canada. Business faculty studying restrictions on foreign direct investment in the Andean Common Market. The list goes on. What do they have in common? They all need international business research to achieve their goals. Relevant international business information is vital not only to traditional users such as business students and faculty, but increasingly to the entrepreneurial community both on and off campus. Academic business librarians are not just liaisons to College of Business, but often serve as a linchpin in meeting information needs for broader communities. The audience will learn: 1) effective strategies to teach international business research to the diverse user groups on and off campus; 2) how to identify and reach out to potential user groups benefiting from training in international business research skills; and 3) fundamentals of international business research using open internet resources, common public library tools, as well as, (costly) subscription databases.

Speakers
Kyung Kim and Trip Wyckoff, Florida State University

Beyond MakerSpaces
*Integrating 3D Printing into the Curriculum*
*Curacao 5-6*
How might librarians move beyond a MakerSpace environment to take advantage of 3D printing to enhance curricula and promote student learning of important principles? Learn how the Stetson University librarians and Chemistry faculty collaborated to explore this question. The library supplied the Chemistry Department with a 3D printer to design curricular activities. In return, Chemistry students agreed to become proficient in 3D printing, experiment with learning applications, and collect data on the use and maintenance of 3D printers. Students provided librarians with data regarding set-up, ease of use, and maintenance; learning curve of software; level of mediation required with users; and the cost of supplies. With these data, librarians determined the operating budget, and levels of staffing and service needed to provide an innovative technology to students and faculty. This session will use photos and 3D molecular structure models to demonstrate the scope of the project; laboratory projects developed; research and learning outcomes; and both the rewards and challenges of providing 3D printing in academic libraries. A librarian, a Chemistry faculty member, and a Stetson University student will speak on each of their perspectives on 3D printing pedagogical applications.

Speakers
Susan Ryan and W. Tandy Grubbs, Stetson University

Interplay @ the Library
*Using Interactive Theater in Library Programs*
*Curacao 3-4*
Many library programs contain interactive details - themed crafts, themed games, trivia, and more. But that's often where the interactivity ends, and the program becomes like nearly every program: something static happening at the library. Interactive theater can take programming a step further. Library staff become characters, patrons become characters, and every part of the program, even simply waiting around, becomes an unforgettable experience. Even without elaborate decorations (sometimes even without decorations at all!) and a shoe-string budget, a program can be on the level of interactive experiences at theme parks with the right attitude and the right volunteers. Learn how to use interactive techniques in your library to create an experience library members will never forget and have them coming back for more.

Speakers
Samantha Fagan and Jessica Beeler, Palm Harbor Library

Innovative Technical Services
*Lightning Round Creative Solutions, Updates and Tips*
*Curacao 7-8*
Through lightning round format presenters will share innovative ideas and creative solutions put into practice, interdepartmental collaborations, updates, tips and tricks on the following topics: supporting cataloging and collection management needs of remote campuses, BIBFRAME,
advantages of catalog librarians staffing reference, next-gen ILS cataloging and acquisitions, collection weeding, and academic eBook integration into catalog and LibGuides to support liaison subject areas.

Speakers
Darla C. Asher Cannon Memorial Library, Saint Leo University; Jeanne Piascik, University of Central Florida Libraries; Shannon Schane, Everest University/Brandon Campus; Hilary A. Wagner

Lightning Rounds
Grand Sierra
Join this fast-paced program, where your peers share their experience and knowledge in timed presentations. Speakers and topics to be determined.

2:00 p.m.—2:15 p.m.
Session Break

2:15 p.m.—3:15 p.m.
Concurrent Sessions

Build Effective Partnerships for Your Friends Group
Bonaire 4
This is a session by Mae Silver, a published author of women’s histories and a community activist. She will discuss ways for non-profit groups to identify existing partnerships in their community (profit, non-profit, local businesses). She will discuss how a lot of groups already have existing partnerships, do not realize they have them and how to identify and make the most effective use of those partnerships.
Speaker
Mae Silver, author

What a Character!
Storytime Picture Books to Explore Character Education
Bonaire 6
News reports indicate that incidents of bullying and violence among youth have risen in recent years. In today’s pluralistic world, it has never been more essential that children develop respectful and tolerant dispositions. Attendees will discover or revisit titles of multicultural picture books that can be used in story time to promote positive character traits in young people, such as respect for diversity, responsibility, courage and more. We will also examine why and how children’s picture books are a compelling and enjoyable technique to foster the appreciation of our friends of all races, colors and creeds. A slide show with multimedia links will be utilized to facilitate the session. The attendees will be able to describe why multicultural picture books can be an effective method to teach tolerance during story time, cite specific titles of children’s picture books that can be used to cultivate healthy, respectful attitudes in children and describe activities to utilize with picture books.
Speaker
Deborah Parrott, East Tennessee State University

Inspiring Digital Innovation
Curacao 1
The program will report on the Florida Digital Action Plan project, including a statewide survey and focus groups on digital activity in the state, and how that information will be used in developing a statewide plan. The plan will address guidelines for developing a single point of discovery for cultural and historic resources available in Florida’s archives, libraries, museums, and other cultural heritage organizations. The panelists include the project facilitators and two members of the project Steering Committee. The program will conclude with an opportunity for audience members to provide feedback on the development of the statewide Digital Action Plan.
Speakers
Thomas Clareson, LYRASIS; Liz Bishoff, The Bishoff Group; Jeannette Smithee, Southeast Florida Library Information Network; John R. Nemmers, University of Florida George A. Smathers Libraries

The Library History Roadshow
Gathering Your Library Memories
Curacao 2
In April 2011, Tampa-Hillsborough County Public Libraries gathered its library memories in preparation of the Centennial Celebration of their first public library, a Carnegie-funded library in West Tampa that opened in 1914. The Library History Roadshow was developed to spur interest in the upcoming Centennial Celebration and to collect artifacts and testimonies from the library’s community. Over the last three years, the Library History Roadshow has held 30 programs, visiting each branch in the library system and inviting past and current patrons and staff to bring their photos, memorabilia, and stories of the featured library to share. These donations were digitized for inclusion into a newly developed Library History Digital Collection that would be unveiled during the Centennial
Celebration. Roadshow crew members will present an overview of the concepts and logistics behind the Library History Roadshow – from its development, promotion and technology to its execution and tangible results while offering strategies for implementation.

Speakers
Jessica Miller and Bob Shonbrun, Tampa-Hillsborough County Public Library System

**iPads Across the Ages**

Curacao 3-4

Inspire other libraries to take the leap into tablets for library programs and public access use. The successful model will reveal ways to maximize tablet use in order to validate future purchases. Demonstrate the variety of programs already established for all ages; preschool, elementary, high school aged youth and adults. Include public access free time at secure physical library locations throughout the week. Cover research involved in tablet model selection, funding options, central command post and docking station, app selection process, staff training, original set up, reservation schedules, Apple IDs, use breakdown and cost benefit analysis.

Speakers
Katherine Kastanis, Tara Dillely and Mark Young, Dunedin Public Library

**Innovating Through Times of Change**

*Florida Virtual Campus User Group Meeting and Update*

Curacao 5-6

This session will focus on the continued merging and re-engineering of academic library services for public universities and colleges under the umbrella of the Florida Virtual Campus (formerly Florida Center for Library Automation and College Center for Library Automation). Key topics will include the selection and implementation of a single library discovery tool and a next-generation ILS to be used by all 40 public universities and colleges, statewide e-resource licensing for Florida’s post-secondary institutions, and a new, centralized help center providing statewide support of university and college students, libraries, and faculty. Information from committees and task forces guiding development of these products and services will also be shared. Additional topics will include updates on the activities of FLVC’s Members Council on Library Services, a brief update on FLVC’s broader activities within Florida’s K-20 academic library environment, and legislative activities that may impact FLVC and its products and services.

Speakers
Donald Muccino, Lucy Harrison and Linda McCarthy, Florida Virtual Campus

**Information Literacy Framework Inspiring Instruction in Academic Libraries**

Curacao 7-8

The ACRL Task Force to revise the Information Literacy Competency Standards for Higher Education used threshold concepts as the model to develop the framework. Moving from the previous standards to the framework provides academic librarians with the opportunity to design instruction sessions and programs that provide flexibility and innovation for implementation. This session will explore the differences between the previous standards and the new framework, and ideas for using the framework for library instruction.

Speaker
Diane Fulkerson, University of South Florida Sarasota-Manatee

**Performers’ Showcase**

*Performers for All Ages*

Grand Sierra

Performers present live previews of their shows with a focus on programs for audiences of all ages. Chat with the performers at their meet-and-greet tables and book a program for your library.

3:15 p.m.— 4:00 p.m.

**Refreshment Break and Door Prizes in Exhibit Hall**

4:00 p.m.— 5:00 p.m.

**Concurrent Sessions**

**A Conversation with the 2014 Florida Book Awards Winning Authors**

Bonaire 4

Engage with the 2014 Florida Book Award winners as they read excerpts from their award-winning books and discuss their works. This program provides a great opportunity to ask authors your questions about specific titles as well as their other works.

Speakers
TBD
Learn to Speak IT
Communicating with IT Staff and Technology Vendors for Results
Bonaire 5
Libraries play an important and often essential role in their customers’ lives. At the same time, web technologies provide library collections and services to users in increasingly new and complicated ways. When technical issues inevitably arise, library staff can aid in speedy restoration of services by communicating effectively with IT staff. Just like librarianship, the IT world has its own vocabulary and jargon. In addition, IT staff face a never-ending workload of maintaining current systems as well as developing and releasing new systems. In this session, we encourage a collegial relationship between library staff and IT. You will learn effective and reliable methods for reporting issues to IT staff and vendor tech support. We will also examine common library scenarios where a basic level of IT technology terms can assist in both troubleshooting and planning efforts to directly benefit your staff and customers.

Speaker
Cheryl Wolfe, Tampa-Hillsborough County Public Library

Becoming an iLibrary
Curacao 2
The Lynn University Library is changing – we are no longer just curating content, we are publishing it. The Library has responded to the expansion of the university’s award-winning iPad initiative by developing a mobile app, upgrading our Library system, and assisting faculty in publishing eBooks to replace textbooks in core courses. Lynn is developing a Digital Press under the auspices of the Library, hiring an editor, publishing our information literacy tutorials in eBook form and incorporating these into iTunes U courses. We will share what we have learned from our experience in an environment of rapid change.

Speakers
Leecy Barnett and Amy Filiatreau, Lynn University Library

Libraries: Inspired by Community Aspirations
Curacao 3-4
Seeking a way to engage your community? Hear more about the “Turning Outward” practices of the Harwood Institute and the ALA/Harwood Libraries Transforming Communities initiative. Each of us come to library work with an urge to do good and the desire to create opportunities and make hope real for people. But as we try to get things done for our communities, we face often face in-

credible pressure to turn inward – to focus more on our own organization. Unfortunately, the more inward we become, the harder it is to create the opportunities we seek. The nonprofit Harwood Institute for Public Innovation has created a methodology - “Turning Outward” - to assist organizations in orienting themselves so they have an authentic understanding of the aspirations of their communities. Turning Outward emphasizes a shift in orientation from internal (library-focused) to external (community-focused). We’ll share and discuss basic Harwood tools and how a library and a library system have been using these tools to better understand their communities and to expand their roles in their communities.

Speakers
Ann Hardy, Sarasota County Public Libraries; Casey McPhee, Largo Public Library

Teen Tech at your Library
Hands-on Session
Curacao 5-6
This session is a presentation / hands-on discussion**
What are some great technologies that teen librarians should use at their library? Why should libraries even participate in utilizing these interactive technology gadgets? Through this session, we will discover the importance of interactive and learning technology in the library and how it can be used to further define your library in the community. Get a chance to learn how to program robots, build circuits, explore 3D printing, and so much more. This session will also help you make the case to get other librarians on board with this new and exciting mission.

Speaker
Brian Pichman, Evolve Project

Building a Creative Digital Learning Studio
Curacao 7-8
Digital learning spaces occupy real estate in an increasing majority of college and university libraries. With the ongoing transformation of traditional higher education curriculum to a digital curriculum, these creative areas are themselves transforming the expectation and mission of the traditional academic library. As a case study, this program aims to explore the genesis of the USF Digital Learning Studio from its inception on paper to its newest phase in the Digital Media Commons.

Speaker
Adonis Amparo, Hillsborough Community College Ybor Campus
5:30 p.m. — 7:00 p.m.
President’s Reception in Grand Sierra
Join in the fun! Enjoy refreshments, network with your colleagues and make new friends, while supporting FLA’s scholarship program. Bid on Silent Auction items, try the Wine toss and look for a winning ticket in the 50/50 Raffle! Florida book Award Authors will be at the event for book signing. Conference Badge Required.

May 15, Friday

7:00 a.m. — 7:00 p.m.
Registration and Information Desk Open
8:00 a.m. — 8:30 a.m.
Coffee Klatch
8:30 a.m. — 9:45 a.m.
Cyber Zone
Explore cutting edge technology programs and devices with your colleagues.
8:30 a.m. — 9:30 a.m.
Concurrent Sessions

Career 911—We Can Help!
Bonaire 4
You’ve got questions? We’ve got someone who can help! Drop by this session and get help/advice/mentoring on those areas of YOUR choosing: resume writing or review, where to information for that first (or second or changes in) jobs, how to change that Facebook page from college to one that will present that new Professional (or paraprofessional) image. Drop in, stop by, and get answers on YOUR conference schedule. Sessions will be staffed by a variety of Information Professionals who can help and refer you For Success...no more 911, We Can Help.

Speakers
Jessica Riggins, Tampa Bay Library Consortium; Pamela Doffek, Goldstein Library, College of Communication and Information, Florida State University

Creating an Amazing User Experience (UX)
Bonaire 6
As part of the 2014 SEFLIN Library User Experience (UX) Design Project, a team of Palm Beach County Library System (PBCLS) staff consulted with UX consultant Aaron Schmidt to improve the workflow at the public service desks throughout PBCLS. The ultimate goal of our project was to provide an amazing user experience for our customers. Learn how we ran a system-wide pre- and post- Public Service Desk Survey and compiled the results. Graphs of the results will show how the data from the pre-survey was used to identify areas to address to improve the user experience at our service desks. An example of an area that was identified was redirections. Reference and Youth Services staff were trained by the Circulation trainers to provide these functions. Additionally, we explored the option of offering online library card registrations. Our post-survey evaluated our success with the first phase of the project and identified our next goal. We will elaborate the steps we took to motivate staff participation in this process and will illustrate our implementation timeline.

Speakers
Aurora Arthay, Adam Davis and Nicole Hughes, Palm Beach County Library System

Who are we really serving?
Curacao 2
Data integration strategies for libraries

Discover strategies to learn about the people using your services and identify service gaps. An overview of how the Orange County Library System identified and integrated usage and census data to gain an understanding of how their constituents utilized resources, in an effort to design tailored services. Strategies learned will help you accurately evaluate your Library market using empirical data rather than relying upon anecdotal information. Evaluating this information tells the story of your library, it represents the pulse of your community. Gathering these numbers in real time helps leaders make informed decisions and evaluate impact upon the community.

Speakers
Danielle King, Paolo Melillo, Bethany Stone and Anthony Bradburn, Orange County Library System
A Children’s Art MakerSpaces

*Inspiring Innovation in our Kids*

Curacao 3-4

At the beginning of May 2014, the Palm Harbor Library, as part of its long-range plan to become a cultural destination, opened the Hazel L. Incantalupo MakerSpace to kids between the ages of five and twelve. The MakerSpace is designed specifically for children to explore the arts through creativity and innovation. This session will focus on the benefits of the MakerSpace to children, the process through which it was created, any practical considerations for librarians who might be considering adding a MakerSpace, and the shift in the way libraries are perceived in the minds of our attending families. Our goals include providing a free opportunity for kids to encounter the Arts; solidifying the library’s status as a modern, progressive institution; and fostering a connection between learning through literacy and experiential, creative learning. Young people are encountering the Fine Arts less and less within schools as funding continues to be cut to liberal arts programs.

**Speakers**

Marisa Meale and Kiki Harduvel, Palm Harbor Library

Cooking the Books

*Food Programs in the Library*

Curacao 5-6

Foodies unite! Food is hot, hot, hot; witness the proliferation of TV food programs and movies. Let us help you jump on the food bandwagon. Learn about food-related programs that won’t leave a mess in your library, such as cookbook discussions and foodie fiction/nonfiction discussions, including Jacksonville’s popular "A Book & A Cook" online discussion. Also discuss partnering with local TV, culinary schools, gardening groups, and others to create unique food-related programs.

**Speakers**

Stacy Alesi and Ron Block, Jacksonville Public Library

8:30 a.m. — 10:45 a.m.

Races, the Media and Libraries

Bonaire 5

Sponsored by the Black Caucus. Eric Deggans, the noted television critic for NPR will discuss how media coverage can influence racial divides, how media stars and journalists add their bias and how libraries can fit into discussions about race. A panel of Black Caucus members will respond to and interact with Mr. Deggans and the audience.

**Speaker**

Eric Deggans, NPR

9:30 a.m. — 9:45 a.m.

Session Break

9:45 a.m. — 10:45 a.m.

Concurrent Sessions

Career 911 - We Can Help! Part 2

Bonaire 4

You’ve got questions? We’ve got someone who can help! Drop by this session and get help/advice/mentoring on those areas of YOUR choosing: resume writing or review, where to information for that first (or second or changes in) jobs, how to change Facebook page from college to one that will present that new Professional (or paraprofessional) image. Drop in, stop by, and get answers on YOUR conference schedule. Sessions will be staffed by a variety of Information Professionals who can help and refer you For Success...no more 911, We Can Help.

**Speakers**

Jessica Riggins, Tampa Bay Library Consortium; Pamela Doffek, Goldstein Library, College of Communication and Information

Summer Technology Camps for Kids and Teens at Your Library

Bonaire 6

In the summer of 2014, the Orange County Library System hosted the first Melrose Center Technology Camps. The camps were week-long 2-hour sessions each afternoon from Monday through Showcase Saturday. Camps were designed in Audio Production, Video Production, Photography and Graphic Design and popular STEM camps included: Young Makers, Future Engineers, Mad Scientist and Crafty Capers. Join us for a lively and interactive session that will give you the tools you need to create successful summer camps at your library.

**Speakers**

Ormilla Vengers Sammy, Michael Sweeney and Ann Collins, Orange County Library System
Subject Librarians Innovatively Partnering with Academic Units, Faculty and Students
Curacao 1

Our academic library initiated a Subject Librarian (SL) service model in spring 2013 to increase positive impacts on student and faculty success with regard to teaching, learning, research, and publishing. This SL initiative seeks to change the librarian’s role from reactive to proactive. There is a new emphasis on librarians getting out of the library building, visiting their assigned academic departments, participating in faculty and student meetings, and creating partnerships with academic units, faculty and students. A panel will discuss the how-to and strategies of Subject Librarian academic partnerships by providing examples of their interactions with particular faculty and student-focused units such as: The Center for Innovation and Entrepreneurship’s Blackstone Launchpad Program, The Writing Across the Curriculum Program, The Office of Undergraduate Research, The Faculty Center for Teaching and Learning, The Office of First Year Experience, The International Services Center’s International Mentoring Program, The Student Chapter of the American Chemical Society and the “iDigBio Program”.

Speakers
Barbara Tierney, Patti McCall and Rebecca "Missy" Murphey, University of Central Florida Libraries

11:00 a.m. — 12:30 p.m.
Closing Session
Business Meeting and Awards Session
Speaker
Barbara Rosenblat will talk about the audio book recording industry and methods she uses to transform books to read into stories to listen to.

12:30 p.m. — 1:30 p.m.
Networking Lunch in Grand Sierra
Lunch included with registration. Conference badge required. Meet up with new and old friends for lunch and to continue the conversation.

2:00 p.m. — 4:00 p.m.
FLA Executive Board Meeting
Open to all FLA members.

Florida Library Standards Committee Program
Curacao 3-4

Speakers
Vic Nunez

Florida Libraries: Inspiring Innovation
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<th>Conference Registration Category</th>
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