

Session Title: Accessing Mathematics: Blind Mathematicians, Deaf Mathematicians, and Libraries

Session Length: 60 minutes (up to 5 presenters)

Content Level: Fundamental

Session Description

Mathematics has often been referred to as a “universal language”, a basis from which groups of many types can communicate. However, mathematics is not truly universal, as there are groups which it leaves out. This manifests directly within libraries, in the ways in which mathematical information is preserved and shared. Two potential groups of contributors are often sidelined: deaf mathematicians, and blind mathematicians. While there have been blind and deaf mathematicians throughout the history of the discipline, the 21st century presents its own opportunities and challenges. Two members of the academic mathematics community will describe their own journeys through the field, the roles libraries have played in those journeys, and the ways libraries could better support blind and deaf mathematicians going forward.

Learning Objectives:

1. Understand the challenges faced by people with vision and hearing impairments when they pursue a career in academic mathematics
2. Become familiar with existing structures and services provided by academic and library organizations that aid blind and deaf mathematicians
3. Develop frameworks for improving accessibility related to vision and hearing impairments in attendees’ capacity as special librarians

Session Title: Destination Next: The Future of Travel and Tourism

Session Length: 60 minutes (up to 5 presenters)

Content Level: Intermediate

Session Description

This session will include a panel of experts to discuss travel and tourism trends and the impact of the pandemic on the future of the industry.

Learning Objectives:

- Participants will gain an understanding of the current travel and tourism industry.
- Participants will learn about how disruption impacts the future of tourism.

Session Title: Knowledge Capture for the TikTok Generation

Session Length: 45 minutes (up to 5 presenters)

Content Level: Fundamental

Session Description

For the past decade, social media platforms have steadily become a more prominent part of public and private life. From business to politics to entertainment, social media is essential for attracting attention, building movements, and sharing new perspectives. Further impacting this trend, Pew Research finds that most 13 to 17-year-olds report using visual social media platforms like YouTube, Instagram, and Snapchat before more text-centric platforms like Facebook, Twitter, and Tumblr. How can organizations, where workers often capture institutional knowledge using Microsoft Office tools, ensure that their content is crafted to meet the expectations and learning style of the next generation of employees? This talk will provide an overview of trends in information creation and consumption user behavior among Zoomers and Millennials, and will discuss methods and considerations for knowledge managers seeking to incorporate more visual, collaborative resources into their organization's KM toolbox.

Learning Objectives:

1. Identify current trends in information creation and determine how to leverage these social media platforms
2. Learn about learning styles of the next generation of employees in order to create compelling messages that grasps users' attention and meet their expectations
3. Be able to identify consumption user behavior among Zoomers and Millennials in order to develop methods and identify considerations for knowledge managers seeking to incorporate more visual, collaborative resources into their organization's KM toolbox.

Session Title: Top 10 Factors for a Successful Text & Data Mining Project

Session Length: 60 minutes (up to 5 presenters)

Content Level: Intermediate

Session Description

As KM professionals know, being involved in text and data mining (TDM) initiatives can be powerful ways to leverage an organization's digital assets and licensed content. This can also become frustrating if you don't know where to start. The presenter has interviewed nearly a dozen information managers and KM professionals and she shares best practices, approaches and strategies that enable the successful implementation of a TDM project, as well as some unexpected benefits from being involved in TDM initiatives.

Learning Objectives:

- Better able to plan for TDM and other strategic projects
- Better able to evaluate likelihood of success of TDM projects
- Better position the library or information center to support TDM initiatives.

Session Title: Emotional Intelligence: How Can you Increase Yours?

Session Length: 60 minutes (up to 5 presenters)

Content Level: Intermediate

Session Description

What is more important in today's workplace: IQ or EQ? Emotional intelligence identifies a series of non-cognitive skills that can predict success in the workplace and leaders and organizations have recognized this importance. Learn how to understand the relationship between emotion, productivity and quality as well as the impacts of emotional intelligence in the workplace.

Learning Objectives:

1. Employ effective communication;
2. Understand employees emotions and how they manage relationships;
3. Fine tune employee management skills to foster engagement and loyalty.

Session Title: A Practical Approach to Determine the Strategic Pricing of Your Competitors

Session Length: 60 minutes (up to 5 presenters)

Content Level: Intermediate

Session Description

An essential but often elusive assessment of a competitor is their pricing. Sometimes a competitive bid comes down to the lowest price offering the minimum threshold requirements. How do companies price? Why do they price the way they do? What constraints to companies face with approaching a pricing strategy? At first this information may seem difficult to come across, yet most companies, even private ones, telegraph their strategic pricing footing. Not every company can meet a customer's price point, but they can put a strategy in place to win a bid and still make money. This presentation offers a top down look at what strategic pricing is all about. It offers a simple but effective framework on how to assess a competitors' strategic pricing strategy. Having that framework will drive a structured research activity to find out what you need to know without doing extensive and exhaustive financial analysis. Frameworks are great tools to employ because they set you up in scoping and limiting your research to only essential elements. Learn the theory behind strategic pricing, learn how to use a simple framework to assess your competitors, learn how to use open source research to fill in the blanks and get what you need. You will be able to reverse engineer this framework for your own company to see if your pricing approach is appropriate and how you might change your own pricing strategy.

Learning Objectives:

Learn what Strategic Pricing really means

Learn a simple framework to assess strategic pricing both internally and externally

Learn where to find information to complete the framework and how to assess it for practical use

Session Title: Learning data 'naturally': engaging communities in the scientific process with iNaturalist

Session Length: 60 minutes (up to 5 presenters)

Content Level: Fundamental

Session Description

Public participation in scientific research through citizen science is gaining popularity across the world. Through data collection, citizen scientists contribute to the creation of open and research-grade data and build data literacy skills. Academic librarians are often uniquely positioned to promote citizen science projects both in the classroom and among community advocates, connecting researchers with life-long learners for the benefit of open science. During this pre-recorded session, participants will 'naturally' engage with the process of science and learn data literacy skills such as data collection and sharing, by contributing to an iNaturalist dataset. Participants will also be encouraged to pose questions, analyze data, draw conclusions, and communicate findings by exploring data collected by conference attendees from around the world. All SLA attendees can get involved with this session through an iNaturalist project created just for the 2021 conference.

Learning Objectives:

Participants will:

1. understand how citizen science projects facilitate data collection for use in research.
2. identify what information is needed to collect, analyze, and retrieve data using the iNaturalist platform.
3. recognize the data literacy skills that can be strengthened through citizen science projects.

Session Title: Chemistry Community Vendor Update

Session Length: 60 minutes (up to 5 presenters)

Content Level: Intermediate

Session Description

Get updates and learn about the latest trends in science and technology publishing; read and publish agreements; techniques in searching the chemical literature; open access issues; retraction review; predatory publishing; and updates to science and technology databases.

Learning Objectives:

Learn about publishing trends in the sci-tech field
Learn about the latest updates for sci-tech databases

Learn techniques in searching chemical databases

Session Title: COVID Creative Solutions Roundtable: Overcoming Challenges Together

Session Length: 90 minutes (live interactive only, (up to 5 presenters))

Content Level: Intermediate

Session Description

The COVID-19 pandemic has turned our world upside down. Libraries had to close down their buildings and quickly scramble to shift existing services to fit the online world. However, there were lots of hurdles along the way, such as budget cuts, copyright issues, the digital divide, and etc. Come join this roundtable to brainstorm and exchange ideas on how to overcome some of the most prevalent challenges plaguing your libraries and patrons today.

Learning Objectives:

Attendees will analyze current issues affecting libraries during the pandemic

Evaluate specific solutions and best course of action

Create an action plan to best serve their community

Session Title: Outreach Challenges and Solutions for the 21st Century STEM Librarian

Session Length: 60 minutes (up to 5 presenters)

Content Level: Intermediate

Session Description

How do we, as STEM librarians, understand and meet the unique challenges of our 21st-century STEM researchers? How do we embed ourselves in the research communities we serve and deliver library resources and services from within the research lifecycle? How can we re-examine and recalibrate the delivery of our expertise and knowledge in a way that makes it easier for researchers to adopt our learning outcomes? How can we be creative in our interactions with the department and researchers? We will start with an examination of outreach challenges that STEM librarians face and explore some creative solutions from the behavioral sciences, closing with a look at what the future might hold for science librarianship.

Learning Objectives:

- 1) Identify outreach challenges for Science/STEM librarians.
- 2) Explore a broad array of creative and non-traditional outreach solutions for engaging with STEM academic research communities.
- 3) Learn about the demands the future will place on STEM librarians and how we can best prepare for those challenges.

Session Title: Strategies to navigate Difficult Discussions. Toolkit for addressing important conversations for Inclusion and Change

Session Length: 15 minutes (pre-recorded only, 1 presenter)

Content Level: Fundamental

Session Description

As a former Human Resources professional and now 2d career librarian, I was influenced by the First Edition of the book: “Difficult Conversations-How to Discuss what matters most” in assisting managers in the Distribution and Warehouse space to implement new ways to communicate for inclusion and equity. I will present the analysis of the book to address the language of microaggressions and problem of inclusion in Librarianship. The method specifically offers to ; · Listen for the meaning of what is not said · Stay balanced in the face of attacks and accusations · Move from emotion to productive problem solving.

Learning Objectives:

- 1 - Identify the opportunity in a difficult discussion for inclusion within the library.
- 2 - Identify the methods for application in identifying a difficult discussion.
- 3 - Takeaway a method to improve communication skills to further relationships.

Session Title: Art of War in a Virtual World: Communications for Negotiations

Session Length: 45 minutes (up to 5 presenters)

Content Level: Intermediate

Session Description

The COVID-19 pandemic quickly highlighted the role of information services in the virtual setting with work from home setting. Providing access through licenses, API's while maintaining budget is key going forward. Looking beyond the basics of negotiations, this session will share how to balance both the info pro and the vendor through three key areas: communications, relationships and price models (from API to SAAS). SAAS = software as a service. Attendees will be provided real life suggestions for engaging and productive negotiations. A checklist will be available as a "take away" for this session.

Learning Objectives:

- 1) Attendees will understand how communications impact their negotiations.
- 2) Attendees will understand the role of relationship building and relationship strategies help further their financial goals when working with the vendor/supplier.
- 3) Attendees will understand the impact of pricing models and their role with the vendor/supplier along with leveraging their communications and relationships for better negotiation outcomes.

Session Title: The role and importance of the subject specialist in the Pac-12 Conference university libraries

Session Length: 30 minutes (up to 5 presenters)

Content Level: Intermediate

Session Description

This unique study of the subject specialists in the academic libraries of the Pac-12 conference universities may be long overdue. The strength of our investigation is a focused sample size and unique inferential statistical analysis of a survey of subject specialists. Pac-12 libraries vary widely with respect to the system's combination of public and private universities, and those who hire candidates with the MLIS and an additional advanced subject degree. This investigation has the possibility of promoting greater awareness of the diverse and inclusive future roles in which subject specialists participate as they create innovative solutions within academic libraries.

Learning Objectives:

1. All librarians, no matter if they have an advanced degree or not, participate and are included in overall decision making within their respective libraries.
2. An additional advanced subject degree enhances librarian teaching performance.
3. Statistically, there is a strong relationship between having an additional advanced degree and salary compensation or pay.

Session Title: Jet Propulsion Laboratory Library Virtual Tour

Session Length: 60 minutes (up to 5 presenters)

Content Level: Fundamental

Session Description

Behind every rover and spacecraft is a team of information professionals providing library and information services that enable the Jet Propulsion Laboratory to "Dare Mighty Things." In the past year the library has faced challenges with reducing their physical footprint and working through a renovation during a pandemic. Join us for an out of this world look behind the scenes and in the stacks at JPL as they navigate between providing traditional library and 21st century information science services.

Learning Objectives:

Learn about evolving library services at JPL.

Session Title: Going Global – What we can learn from international approaches to librarianship during and following the pandemic

Session Length: 60 minutes (up to 5 presenters)

Content Level: Fundamental

Session Description

This session will bring together a panel of information professionals working across Europe to explore their approaches to developing services during the pandemic and their ideas of what the future of the information profession looks like for them. By bringing together perspectives from different countries, attendees will get fresh ideas to how they can thrive in these challenging times in their own workplaces, and just how many approaches and directions the library profession has in front of it. The panel will consist of individual presentations from each panelist followed by a panel discussion and opportunities for the audience to engage directly in the questioning.

Learning Objectives:

(not listed)