Session Title: Library Marketing: The COVID- Edition

Session Length: 60 minutes (up to 5 presenters)

Content Level: Intermediate

Session Description

Marketing is challenging for librarians during "normal" times, but it is even more challenging when we do not see our patrons in person. This situation was prevalent in libraries throughout the world during the recent COVID-19 pandemic. However, getting the word out is crucial to ensure the added expenses of providing more electronically-accessible materials. The speakers during this program will discuss their digital marketing strategies, accessible and inclusive design tips, and lessons learned.

Learning Objectives:

Attendees will:

Understand how to effectively use social media and other communication channels to market library resources

How to apply digital marketing strategies, and

How to create accessible and inclusive marketing material.

Session Title: Collection Development for Physics Librarians in a Hurry

Session Length: 30 minutes (up to 5 presenters)

Content Level: Fundamental

Session Description

As information professionals, we strive to bring the best collection possible to our community of users. Learn how to conduct your own collection assessment using analysis of library resource guides. We will review the methods and results of a recent study that examined the library resource guides of the Association of American Universities (AAU) to determine which resources were recommended to the physics community for teaching, scholarship, and research. In a discussion of the results, this presentation will also highlight the resources that are open access and freely-available.

Learning Objectives:

By the end of this session, participants will be able to:

--define the purpose of a collection development study

--use the methods described to conduct a collection development study

--understand the results of a recent study of physics resources

Session Title: Where Do We Go From Here?

Session Length: 60 minutes (up to 5 presenters)

Content Level: Fundamental

Session Description

2020 brought so much change so quickly and for so long that it will take time to fully process. At this session we will pause to reflect on what we experienced and ask attendees to share how 2020 affected you, your work, and our profession? Talking openly with your colleagues will help us better understand the totality of our experience personally and professionally. At this interactive session we will identify what we learned and how to use those lessons to improve our future.

Learning Objectives:

1. By sharing their experiences attendees identify with and form bonds with others.

2. Small group reflection on 2020 reveals multiple perspectives and potential for new insights that help individuals make sense of what they experienced.

3. Attendees identify changes they can make for themselves, at their institution or advocate for in our profession.

Session Title: The Evolution of Outreach: Emerging Approaches to Community Outreach and Engagement

Session Length: 30 minutes (up to 5 presenters)

Content Level: Fundamental

Session Description

Librarians have approached community engagement and outreach in many different ways. Whether presenting to members of community groups or hosting events and tours, librarians have actively worked to promote and inspire the use of information resources in the communities they serve. Due to the impact of COVID-19, methods of community engagement and outreach have changed immensely, calling for new and innovative approaches to creating, connecting, and engaging communities. This session highlights emerging and evolving approaches to engagement and outreach for librarians, offering attendees a variety of methods to consider as they work to safely and creatively connect with their communities.

Learning Objectives:

Identify various methods for community outreach and engagement.

Target specific user groups in an effort to connect them with relevant resources.

 Engage with new and familiar library users by employing at least one innovative approach.

Session Title: Promoting Equity in Entrepreneurship through Business Information Services

Session Length: 45 minutes (up to 5 presenters)

Content Level: Fundamental

Session Description

Small business ownership can provide a pathway to wealth building and prosperity. However, racial disparities in access to resources and capital have resulted in the historical underrepresentation of Black and Hispanic Americans among business owners in the United States. Libraries and similar organizations that offer business services for the public have a responsibility to help address this gap by providing targeted information and education for entrepreneurs in communities of color. During this session, attendees will hear from a panel of business information professionals on how their organizations are adapting services for entrepreneurs to promote equity in their communities.

Learning Objectives:

(not listed)

Session Title: 7 Attributes to Coming Together in Dialogue

Session Length: 60 minutes (up to 5 presenters)

Content Level: Fundamental

Session Description

In a world of increasing complexity, where there are no simple or obvious answers, dialogue brings a ray of hope to address the many troubling issues we face that do not lend themselves to resolution through scientific study or big data.   Most of us spend as much as one-third of our lives inside an organization, so organizations must be places that promote well-being, including autonomy, mastery and purpose of both employees and managers. Dialogue offers a pathway for organizations to achieve that goal by drawing on the understanding of all of its members to address the adaptive issues the organization faces. In this session, you'll hear how dialogue can address our organizations' adaptive issues.

Learning Objectives:

1. Learn about what is involved in coming together in dialogue (7 attributes)

2. Determine how to implement dialogue within your organization

3. Learn how to set in motion a change in mindset

Session Title: Expanding Your Instructional Content with Canvas

Session Length: 30 minutes (up to 5 presenters)

Content Level: Intermediate

Session Description

Get inspired to develop new instructional materials in Canvas or other learning management systems. The presenter will demonstrate a flipped instruction module, an embedded librarian module, and a standalone course. Created with Design Tools, the modules help students navigate the research process and provide resources for specific assignments. Learn how the presenter was able to scale instruction for 600+ students in an Honors course and develop a presence in graduate LIS courses. The standalone course, a 40 minute module, was adopted by an introductory writing course to replace one-shot sessions. The examples from this session, including some design discussion and what worked/didn't, will give you ideas for how to build upon your own instructional content.

Learning Objectives:

Examine three different examples of using Canvas modules for instruction which could be applied at your own institution

Learn briefly about the power of Design Tools

Session Title: All Sciences and Engineering Communities' Poster Session

Session Length: 5 minutes (pre-recorded only, 1 presenter)

Content Level: Intermediate

Session Description

Poster sessions encourage the presentation of the results of local research investigations or of innovative user outreach programs or the analysis of data. Poster session are frequently an opportunity for those new to SLA and the profession and from diverse backgrounds to share their ideas and analysis with others. The 2020 poster sessions allowed for online presentations that were pre-recorded as well as sessions for direct interaction with the author of the poster.

Learning Objectives:

Participants will learn how to present ideas in a defined, clear format to include the objectives, methods and results of the research project or innovative service being described. All proposals will be reviewed before acceptance using a peer-review process with constructive feedback and suggestions for improvement. Participants will also learn how to explain their ideas in response to questions from the audience.

Session Title: E Ola Ka 'Ike Hawai'i (Hawaiian Knowledge Lives)

Session Length: 60 minutes (up to 5 presenters)

Content Level: Fundamental

Session Description

E Ola Ka 'Ike Hawai'i session will provide attendees with the opportunity to engage in Native Hawaiian online resources. Attendees will learn the following: Be knowledgeable about Hawaiian Resources; Be able to retrieve Hawaiian content; Learn how to integrate Hawaiian resources in their curriculum; apply in the classroom; and, provide digital cultural advisory services.

Learning Objectives:

Participant learning objectives for this session:

1. Be knowledgeable about Hawaiian Resources.

2. Be able to retrieve Hawaiian content from online databases.

3. Learn how to integrate Hawaiian resources in their curriculum.

Session Title: What's your Niche?

Session Length: 60 minutes (up to 5 presenters)

Content Level: Fundamental

Session Description

This presentation will highlight the growing research area of niche tourism (or special interest tourism) by defining the field, highlighting resources and examples to provide insight about the field. Participants will also be given the opportunity to discover their own niche interest.

Learning Objectives:

•   Participants will obtain an understanding of the niche tourism field and discover resources to help their clients to conduct research.

•   Participants will explore examples within the niche tourism industry and identify their own areas of interest.

Session Title: Best Practices For Integrating Your Information Center Into Executive Decision-Making: Takeaways from COVID-19

Session Length: 30 minutes (up to 5 presenters)

Content Level: Intermediate

Session Description

This session will present some key contributions that the information center at a mid-sized pharma company made to the organization during COVID-19. We'll review the types of intelligence deliverables we provided to company leaders as they responded to the pandemic, describe our experiences serving on executive task forces, share some best practices that we've cultivated, and suggest ways to integrate the info center into decision-making workflows. Most importantly, we'll offer some ideas about how you can continually demonstrate value once you achieve visibility within the organization, to encourage repeat business and ensure future success.

Learning Objectives:

1) Understand some best practices for engaging executive leadership;

2) Learn how to integrate the information center into decision-making workflows;

3) Gain some ideas about how you can achieve visibility and demonstrate value.

Session Title: Harvesting Knowledge through Collaboration: How a group of Alberta business librarians sprouted from the ground up

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

Content Level: Fundamental

Session Description

Since early 2020, the Alberta Business Librarians's group has gone from a simple list-serv to a dynamic grassroots network focused on the best strategies to serve our users. This group has leveraged and shared their expertise in order to multiply their knowledge to grow the business librarianship ecosystem in Alberta. Gain insight from these librarians on how they started, the scope of their work, and best practices for cross-organizational collaboration on a zero budget! Focusing on free and public resources, this session will highlight tips and tricks for growing your own grassroots community.

Learning Objectives:

(not listed)

Session Title: Operation Management Rhythm: Prioritizing

Session Length: 45 minutes (up to 5 presenters)

Content Level: Fundamental

Session Description

We've all said at one point that we are overwhelmed with meetings. During the pandemic, despite working from home, we are still faced with having to attend meetings and now suffer from virtual meeting overload. How can we make any decisions if our time is spent in meetings? In this session, John will introduce us to Operational Management Rhythm, a concept based on the Military's Battle Rhythm Management. Using this, he will demonstrate how to prioritize different types of meetings to determine the critical paths needed to make important decisions in the workforce. By the end, we will be able to identify the process on how staff can conduct and build their operational management rhythm.

Learning Objectives:

1. Discover to apply a new concept within the context of KM - Operational Management Rhythm which is based on the military's Battle Rhythm Management

2. Conduct and build their operational management rhythm.

3. Identify different meeting types and prioritize them

Session Title: THE Rankings: Sustainable Development Goals and Your Impact

Session Length: 30 minutes (up to 5 presenters)

Content Level: Intermediate

Session Description

The United Nations' Sustainable Development Goals (SDGs), which were established in 2015 as part of the 2030 Agenda, are a collection of global goals designed as a "blueprint to achieve a better and more sustainable future for all." The global research community has responded by producing more research on sustainable development that is also more connected and collaborative than ever. Universities are beginning to focus on the UN's SDGs in an effort to call attention to the institution's societal impact and growth toward sustainability. Learn how to explore scholarly progress and track advancement towards the SDGs. We will explore institutional impact, and drill down to help identify contributors, collaborators and leaders in sustainable development research.

Learning Objectives:

1. Learn what the UNs Sustainable Development Goals are

2. Understand the data that is included in the SDGs

3. Demonstrate how to track progress towards the SDGs, and share with your broader community.

Session Title: Data Driven Decisions – A toolkit for information professionals

Session Length: 45 minutes (up to 5 presenters)

Content Level: Fundamental

Session Description

In this session the presenter will walk attendees through her data driven decisions toolkit. With the aim of making getting to grips with using data as simple as possible, the toolkit seeks to enable information librarians from all backgrounds and skills to create a data driven service. The presenter will walk through the stages of planning, data collection, data analysis, mapping and review, while giving practical tools and experience for delegates to use in any part of the sector. The session allows delegates a chance to work through the toolkit and the models with the toolkit creator, and intends to offer delegates tangible skills and takeaways so that they can truly implement data collection and analysis for service development.

Learning Objectives:

(not listed)

Session Title: Managing Digital Content: Practical Strategies for Integration

Session Length: 60 minutes (up to 5 presenters)

Content Level: Master Class (Advanced)

Session Description

Licensing electronic resources requires many skills. Are you equipped to handle the acquisition of electronic resources and the related digital content licensing issues in your library or organization? Issues include: Gaining the confidence you need to guide you in dealing with your licensing issues addressing licensing frustrations, debunking licensing myths and misconceptions, and providing short, practical answers to questions.

Learning Objectives:

1. Identifying common roadblocks to licensing digital content;

2. Determining what are realistic expectations when it comes to contract terms and conditions with respect to licensed content;

3. Ensuring end user compliance;

4. How to go about securing permission to use confidential data for public use;

5. How to work with internal departments to facilitate access and meet compliance standards.