Friday Programs

“Creativity is thinking up new things. Innovation is doing new things.”

— Theodore Levitt

7:00 AM  Registration opens
7:30 AM  Southern Ontario Public Library Aboriginal Services Network Breakfast (by invitation).
7:45 AM  TALCO Breakfast and Annual General Meeting (by invitation).
8:00 AM  ALL-CONFERENCE PLENARY
Catherine Gildiner
author of *Too Close to the Falls*, and more
Autographing follows
OLASore-on-the-Go will be selling her books
8:00 AM  The OLASore – Room 205B
9:00 AM  The Career Centre – lower lobby of MTCC
9:00 AM  EXPO ONLY registration kiosk opens
9:00 AM  EXPO 2012 — Exhibits close today at 3:00 PM
• 200 exhibits,
• the EXPO Theatre,
• authors autographing
• and much more!
9:05 AM  1000 series sessions
OSLASoPLIGHT: Alec Courros
10:40 AM  ALL-CONFERENCE PLENARY
Neil Pasricha
author of *The Book of Awesome*, and more
Autographing follows
OLASore-on-the-Go will be selling his books
Poster Sessions – lower lobby of the MTCC
• 16 displays and presentations on new and innovative ideas, research findings, and exciting services and programs
Super Conference Planning Team meeting/lunch MTCC 202B

SOUTHERN ONTARIO PUBLIC LIBRARY ABORIGINAL SERVICES NETWORK BREAKFAST
SOPLASN promotes and improves the development and delivery of public library service to Aboriginal peoples living in southern Ontario municipalities.

CAFÉ-TO-GO
MTCC Foyer outside room 206D
Coffee and muffins
7:30 AM to Noon

Café to Go

Friday Night Fever!

with the generous support of

OLASoRE Stream Sponsor
OPLA Stream Sponsor
OSLA Stream Sponsor

FRIDAY FEBRUARY 3
OLA SUPER CONFERENCE 2012
Catherine Gildiner is an award-winning writer. Her first book, *Too Close to the Falls*, published in 1999, is a childhood memoir about growing up in the 1950s in a small town. It was on *The New York Times*, *The Boston Globe’s* and *The Globe and Mail’s* best seller’s lists – the latter for 172 weeks. *Too Close to the Falls* was also nominated for the Trillium Award, won the Different Drummer’s Award, and was nominated in England for various prizes. The sequel, *After the Falls: Coming of Age in the 60s*, came out in 2010 to similar acclaim.

She has also written a novel called *Seduction* (2005, Random House) which is a thriller about Darwin and Freud. The novel has been translated into many languages. The novel also reflects Cathy’s 25 years as a psychologist in private practice.

Cathy also writes journalism pieces for newspapers and magazines, and reviews books on the CBC. She has three grown sons and resides in Toronto with her husband.

“Catherine Gildiner's playful, puckish, and moving follow-up to her memoir is downright irresistible.”

– The Boston Globe
Social networking services often get the bad rap of “time-wasters” or tools that kids use inappropriately. Yet in reality, there are many social networks built upon passion, kindness, transparency, sharing, and collaboration. This spotlight presentation will lead participants through a thoughtful exploration of these powerful human networks; the implications for practice, information and media literacy, and the shifting role of school systems.

Dr. Alec Couros is an Associate Professor of educational technology and media at the Faculty of Education, University of Regina. He has given hundreds of workshops and presentations, nationally and internationally, on topics such as openness in education, networked learning, social media in education, digital citizenship, and critical media literacy. His graduate and undergraduate courses help current and future educators understand how to use and take advantage of the educational potential offered by the tools of connectivity.

Convenor: Roger Nevin, OSLA 2011 President, Kawartha Pine Ridge DSB
Management, Organizational structure

**ORGANIZATIONAL STRUCTURES: DOES FORM FOLLOW FUNCTION?**

Ken Haycock, Haycock & Associates

What is the foundation for effective organizational structures? Do structures convey meaning? Lead to innovation? What are the recent trends and issues? In reviewing the research, and current approaches to organizational structures in CURL/BUC and ULC libraries and industry leaders, Ken Haycock provides an overview of newer approaches and their implications for strategy, equity, responsibility, and accountability.

Convenor: Margie Singleton, CEO, Vaughan PL

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**1005** ICTC GRENADEIR

**9:05 AM**

French language services

**SERVICES POUR LES FRANCOPHONES DE LANGUE SECONDE**

Louis Choquette, Librarian, Toronto PL

Les clients dont le français n’est pas la langue maternelle forment une proportion importante des usagers de la bibliothèque publique. Que faire pour ne pas négliger ce groupe composé d’étudiants en immersion, d’adultes apprenant le français pour des raisons professionnelles, de francophiles, etc.? Il s’agit de créer des opportunités d’échange et de collaboration entre francophones de langue maternelle et francophones de langue seconde. Cette session vous offre des idées.

Convenor: Dominique Roy-Brisson, Collège catholique Samuel-Genest

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**1006** ICTC HALTON

**9:05 AM**

Government documents

**GETTING GOVDOCS TO THE PEOPLE!**

Loren Fantin, Project Manager, Knowledge Ontario; Simone O’Byrne, Ministry of the Environment

The Information Resource Centre (IRC) of the Ontario Ministry of the Environment (MOE) is the first Ontario Ministry to embark on a substantial digitization project. Since 2004, the IRC has been working to digitize as complete a collection of MOE reports and publications as possible. Digitized materials are made available internally via the MOE intranet, and publicly via Our Ontario and on the Internet Archive. Share lessons learned and best practices of making govdocs accessible in a digital format.

Convenor: Christopher Evans, Legislative Library of Ontario

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**1007** ICTC GRENADEIR

**9:05 AM**

Social media, Marketing

**THE HOW OF SOCIAL MEDIA MARKETING**

Ruth Berry, Library Technician & Acting Circulation Supervisor, Orillia PL

An informative and entertaining introduction to social media and how to use it to effectively and inexpensively promote and market all that a library has to offer. Learn about the basics of what tools make up Social Media (Blogging, Twitter, Facebook, digg, flickr, del.icio.us, YouTube, etc.) and discover how social media is changing the way people connect to information and how to take advantage of it.

Convenor: Penny Smith, Library Technician, Brock University

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**1008** ICTC KINGSWAY

**9:05 AM**

Management, Benchmarking

**MEASURING AND COMMUNICATING THE VALUE OF HOSPITAL LIBRARY SERVICES**

Abdel K. Pullatayil, Health Sciences Librarian, Humber River Regional Hospital; Gurvinder Batra, Librarian, Toronto East General Hospital; Mary McDiamid, Manager Library Services, Baycrest; Penka Stoyanova, Health Sciences Librarian, The Credit Valley Hospital

This shared session will focus on strategies used by Ontario hospital libraries to evaluate the impact of their services and communicate with their stakeholders. The first presentation will report on a user survey conducted in the context of a transition to supporting clinical placements for a new medical school. The second presentation will discuss the results of a 2011 survey of Ontario hospital libraries to determine practices regarding the library annual report, in the context of reduced staffing.

Convenor: Mary McDiarmid, Librarian, Toronto east Regional Hospital; Abdul K. Pullattayil, Health Sciences Librarian, Humber River Regional Hospital; Penka Stoyanova, Health Sciences Librarian, The Credit Valley Hospital

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**1009** ICTC GRENADEIR

**9:05 AM**

Résumés

**BEST PRACTICES FOR RÉSUMÉS, CV, & COVER LETTERS**

Cynthia McKeich, User Experience Manager, Seneca College; Linda Dobson, Director Human Resources, Burlington PL

Don’t know the difference between a résumé and a CV, and when you would use each? Interested in writing a stellar cover letter that will be noticed? We’ll give you tips and strategies for writing materials that will assist in your job search.

Convenors: Marie DesRochers, Manager Library Services, York University; Christopher Evans, Legislative Library of Ontario

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**1010** ICTC KINGSWAY

**9:05 AM**

Readers’ Advisory

**DOORWAYS TO ADVISING READERS**

Nancy Pearl, Librarian (retired), Author, Consultant

In order to effectively help a library patron find his or her next good book, it is helpful to use the concept of “doorways” in deciding what titles to suggest. This session will focus on defining, identifying, and using doorways in many aspects of readers’ advisory work, including growing your own knowledge of books, providing reading suggestions, developing displays, and writing annotated book lists.

Convenor: Sharon Smith, Kitchener PL

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**1011** MTCC 104A

**9:05 AM**

RDA, Discovery, Access

**VISUALIZING RDA FOR PUBLIC SERVICES**

Tim Knight, Head of Technical Services, Osgoode Hall Law School Library, York University; Trina Grover, Head of Cataloguing, Ryerson University

This RDA thing is just for cataloguers, right? Actually, public services staff need information about changes in the new cataloguing code because bibliographic records will look different and contain new content. Come and learn about changes from AACR2 to RDA and how they will affect you and your users! Learn how you can contribute to changes in cataloguing policies. Learn about the potential RDA holds for improving discovery and access.

Convenor: Denise Corey, Cumberland PL
Cloud computing provides huge opportunities for enabling information technology resources to be transferred from managing infrastructure to adding value to the organization. This will be especially true for smaller organizations. We will provide an overview of what cloud computing is and address both the benefits and the risks that need to be managed. The experiences of Hamilton PL and the University of Guelph will be explored.

Role of the trustee, Management
THE LIBRARY BOARD’S BIGGEST CHALLENGE: RECRUITING A NEW CEO
Daryl Novak, Director of Operations, SOLS; Randee Loucks, Consultant, CGS Consultants

With more boomer retirements on the horizon, many library boards will be faced with this challenge during their terms. See an overview of the steps involved in mounting a comprehensive search process, from identifying desirable skills and attributes right through to completing reference checks. Sources of help, from written guides to using search firms will also be covered.

Convenor: Margaret Wicklum, Brockville PL Board

Partnerships, Open source
BENDING PARAMETERS: WILL A COLLEGE/LIBRARY ILS PARTNERSHIP WORK FOR YOU?
Jo-Anne Teeuwsen, Manager of Technical Services, Pelham PL; Maria Brignantino, Business Administrator, Fort Erie PL; Karen McGrath, Director, Libraries and Bookstore Services, Niagara College

The Niagara Evergreen Consortium – Fort Erie, Lincoln, NOTL, and Pelham Public Libraries and the Niagara College Library – is a unique ILS partnership in Ontario. The open-source Evergreen ILS was adapted by library technical staff to serve the varied needs of college and public libraries, while the consortium administrative partnership ensured financial efficiency and streamlined procedures. Learn how moving beyond traditional parameters resulted in an effective, innovative and responsive ILS.

Convenor: Christa Lochead, George Brown College

Digital initiatives, Online resources
OCUL’S GEOSPATIAL PORTAL IN ACTION
Jennifer Marvin, GIS Librarian, University of Guelph; Leanne Hindmarche

OCUL’s recently launched Geospatial Portal is a data storage and discovery tool which is improving access to geospatial data for Ontario researchers and students. Discover the portal’s functionality, which allows users to search, explore, and download geospatial data. It will also discuss future directions for the project, including plans to integrate collaborative tools to support the use of the portal in the classroom.

Convenor: Danielle Lee-Muma, University of Western Ontario

Future of the profession
THE FUTURE FOR ACADEMIC LIBRARIANS: KEEP CALM AND CARRY ON
Debbie Green, Head, Reference and Research Services, Robarts Library, University of Toronto Libraries; Kent Weaver, Manager of Systems Operations, University of Toronto Libraries; Victoria Skelton, Reference Librarian, University of Toronto Libraries

Librarians continue to debate faculty status and unionization. Can librarians really be faculty? Do our activities, professional cultures, and missions differ enough from faculty to always make for an uncomfortable fit? Does unionization impinge upon professionalism? How can librarians embrace the functions closely associated with us and assert our expertise not as educators or faculty but as professional librarians? This debate will be informed by the qualitative and quantitative results from a survey of librarians from McMaster, Queen’s and Guelph, all unionized, and the Ontario Confederation of University Faculty Association’s survey of academic librarians.

Convenor: Arvind Mehta, University of Toronto (Student)
From the University of Guelph (So Far)

**Lesson: Information literacy**

The importance of integrating information literacy curriculum, important elements of an academic and assessment for learning to ensure accountability. The Quality Assurance Framework (QAF) that emphasizes Quality assurance with within a Quality Information Literacy framework.

In 2010, Ontario implemented a specialist, Queen's University; Cory Laverty, Head, Education Library, Queen's University; Nasser Saleh, Integrated Learning Librarian/E-Learning Specialist, Queen’s University.

In 2010, Ontario implemented a Quality Assurance Framework (QAF) that emphasizes articulation of learning outcomes and assessment for learning to ensure accountability. Academic librarians will be challenged to contribute to program outcomes and assignment design. We will introduce curriculum mapping, important elements of an information literacy curriculum, and approaches to assessment; and show how these can be supported at the course and program level.

**Convenor:** Corrinne Abba, George Brown College

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**User Experience**

Doug Hamo, User Experience Librarian, University of Guelph; Robin Bergart, User Experience, University of Guelph.

At the University of Guelph, the library has a new unit responsible for User Experience. This team focuses on the evaluation and development of services and facilities based on an enhanced understanding of user behaviour. Learn how this is a break from our traditional studies of users, describe methods and projects to date, and will tell of the challenges, successes, and lessons of this new unit.

**Convenor:** Corrinne Abba, George Brown College

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**Introducing User Experience: Lessons from Guelph (So Far)**

Doug Hamo, User Experience Librarian, University of Guelph; Robin Bergart, User Experience, University of Guelph.

At the University of Guelph, the library has a new unit responsible for User Experience. This team focuses on the evaluation and development of services and facilities based on an enhanced understanding of user behaviour. Learn how this is a break from our traditional studies of users, describe methods and projects to date, and will tell of the challenges, successes, and lessons of this new unit.

**Convenor:** Corrinne Abba, George Brown College
Survey data, Teen programs
LIBRARIES & YOUNG ADULT PATRONS: WHAT DO THEY IMAGINE?
Andrea Colquhoun, Library Sales Rep, Penguin Group Canada; Christy Giesler, Teen Services Librarian, Kitchener PL; Helen Wilding Cook, Children’s Collection Development Co-ordinator, Library Bound Inc

Change is everywhere especially in libraries. Let’s embrace past successes, and use them to imagine a future young adult patrons want. Helen Wilding Cook, Christy Giesler, and Andrea Colquhoun, have developed a Young Adult Patron Survey. Participants in this session are encouraged to gather surveys in advance. Come share our results.
Convenor: Jennifer Franklin-McInnis, Essex County Library

Library history
ABORIGINAL PEOPLES, PRINT CULTURE, AND LIBRARY HISTORY
Brendan F.R. Edwards
Explore the relationships between the introduction of Western print culture to Aboriginal peoples by missionaries, the 19th-century development of libraries in the Indian schools, and the 20th-century establishment of community-accessible collections. The author of Paper Talk: A History of Libraries, Print Culture, and Aboriginal Peoples in Canada Before 1960 will discuss research that reveals that the contemporary struggle of Aboriginal peoples to establish community libraries has a historical basis.
Convenor: Dona Wigmore, Alderville First Nation

Role of the trustee, Management TROUBLESHOOTING A LIBRARY BOARD
Jane Hilton, Past President, OLBA; Lynn Humfress-true, Citizen Appointee, Middlesex County Library Board

The board is accountable to the owners of the library and has a responsibility to ensure there is access to good, quality library services. Look at governance problems and how the board’s effectiveness can be enhanced. Take part in troubleshooting exercises to examine what problems can occur within a board, review the tools that are available, and recommend solutions.
Convenor: Beth Phieffer, Belleville PL Board

Digital preservation
GONE DIGITAL: PRESEVING ONTARIO’S AV MEDIA HISTORY
Jeff Maus, Supervisor, Enterprise Media Management, TVO

Various approaches to a digitization infrastructure for AV media are available for organizations of different scales. Which is the right approach? Allocating resources appropriately is a long term commitment that will sometimes require immediate decisions. Choosing hardware and software for short and long term needs simultaneously can be complicated. Experiences of a broadcast television station’s digital transition can help inform decision making around technical changes for preservation, accessibility, and online distribution.
Convenor: Graeme Campbell

“The smell of books… AWESOME!”
– Neil Pasricha
BY KAREN HOOD-CADDY
“Hood-Caddy’s previous titles for adults focused on strong female protagonists against a backdrop of environmental issues, and Howl delivers a similar package, introducing young readers to a broad spectrum of ecology, animal rights, and political activism.”
—Quill & Quire

BY JOHN COOPER
“A quiet, thoughtful coming-of-age novel about a sensitive boy and his exceptional pet.”
—Publishers Weekly

BY MARINA COHEN
“Teared and bullied at school, 12-year-old Claire finds a mysterious book of spells that may solve her problems. By the author of Ghost Ride, shortlisted for the Red Maple Award, 2011.”

BY MICHAEL REIST
“As a classroom teacher for more than 30 years and the father of three boys, Michael Reist is ideally positioned to provide practical advice on how to communicate with boys and how to identify their problems.”

BY ADIRA ROTSTEIN
“Adira Rotstein cleverly uses Treasure Island as a background to creating this new tale about a little girl who must quickly grow up because of the dangers that surround her ancestry.”
—CM Magazine

The first book in the Little Jane Silver Adventure series.

BY MARK OSBALDESTON
“Unbuilt Toronto 2 is a treasure trove of lost projects that’s every bit the rival of its predecessor.”
—Canadianarchitect.com

By Karen Hood-Caddy
“Hood-Caddy’s previous titles for adults focused on strong female protagonists against a backdrop of environmental issues, and Howl delivers a similar package, introducing young readers to a broad spectrum of ecology, animal rights, and political activism.”
—Quill & Quire

Visit the Dundurn booth #428 for signings, contests and more.

Visit the HarperCollins Canada booth (731/733) to meet these great authors:

Thursday, February 2nd

Friday, February 3rd

Nous avons plus de 120 000 livres en stock, en tout temps. French titles in stock.
Author of *The Book of Awesome*, *1000 Awesome Things*, and *The Book of (Even More) Awesome*

Sometimes the simplest things in life can bring us the most happiness. The cold side of the pillow, finding money in your coat pocket, and snow days are only a few of the things Neil Pasricha thinks are awesome. He wants to share all of them with the world.

*1000 Awesome Things* and *The Book of Awesome* point out universal feelgood signposts that help us stay afloat in troubling times. Pasricha’s uplifting lists serve not as fluffy distractions or placating gimmicks, but as reminders of why “life really is awesome after all” (*The Guardian*) and how we can enjoy it to its fullest by focusing on the things that fill us with joy. As a speaker, Pasricha brims with passion and charisma and tells audiences how focusing on awesome has helped him through tough times and can help change your perspective on life.

And the following presentations:
- OLA President’s Award for Exceptional Achievement: **Jim Brett, University of Guelph**
- OLA’s Les Fowlie Intellectual Freedom Award: **Margaret Ann Wilkinson, University of Western Ontario**

**The sound of rain from inside a tent... AWESOME!**

– Neil Pasricha
Super Expo 2012 — Friday
10:00 AM – 3:00 PM MTCC HALL C

Canada's Largest Library and Information Tradeshow

• Last day for your Passport to Prizes. Enter your Passport by 1:00 pm today to win! Prize winners will be posted on the bulletin board at the Information Desk in the Registration Lobby Friday afternoon. Pick up your prize at the OLA Office, MTCC Room 205A, Friday evening or Saturday until noon
• The OLA Café is your rendezvous centre
• Autographing Authors

EXPO closes at 3:00 PM

On Stage Friday at the Expo Theatre

9:00 am – 10:30 am
ABC CANADA
Good Reads: Canadian books for adult literacy and ESL learners
Good Reads are short books by great Canadian authors, for adult literacy and ESL learners. The back story of this unique new series includes the challenges of writing and editing. Interviews, readings and Q&A with Good Reads authors Maureen Jennings (Shipwreck) and Gail Anderson-Dargatz (The Stalker).

10:40 am – 11:15 am
SIMPLY MAP
Stephen Swartz
SimplyMap Canada is an award-winning web-based mapping application that changes the way patrons and students interact with complex data. With SimplyMap, non-technical users can access thousands of variables including demographic, business, and marketing data, and easily create professional thematic maps and reports. See a live demonstration of SimplyMap Canada 2.0 — redesigned from the ground up with new features that make it the most powerful, easy-to-use research tool available. Explore SimplyMap today!

11:20 am – 11:45 am
SERIALS SOLUTIONS
Announcing new e-book download capabilities and upcoming mobile app from ebrary that gives library users offline access to resources.

11:50 am – 12:15 pm
PROQUEST
Start here ... to discover more about The Vogue Archive, more than 400,000 pages of image-rich material available online for the first time.
CANSCAIP Mass Book Launch

Want to find out what children and young adult CanLit is coming out this year? Come to CANSCAIP annual mass book launch where authors and illustrators present their new titles. It has become a Canadian tradition and a who’s who of the Canadian scene. S & B Books will be on-hand selling copies for autographing.

JAN ANDREWS
When Apples Grew Noses and White Horses Flew, Groundwood Books
Tales of Ti-Jean, Groundwood Books.

RONA ARATO
On an American Day, owlkids.

CATHERINE AUSTEN
My Cat Isis, Kids Can Press;
26 Tips for Surviving Grade 6, Lorimer
All Good Children, Orca Book Publishers

KAREN BASS
Drummer Girl, Coteau Books.

HELAINE BECKER
Trouble in the Hills, Fitzhenry Whiteside
Juba This, Juba That, Tundra
The Quiz Book for Girls, Scholastic

LESLEY CHOYCE
Dumb Luck, Red Deer/ Fitzhenry and Whiteside

LENA COAKLEY
Witchlanders, Athenium Books for Young Readers

AUBREY DAVIS
Kishka for Koppel, Orca Books

NAN FORLER
Winterberries and Apple Blossoms: Reflections and Flavors of a Mennonite Year, Tundra Books

JACQUELINE GUEST
Ghost Messages, Coteau Books

ANNE-YVONNE GILBERT
Snow White, Grimm Press

SUSAN GLICKMAN
Bernadette in the Doghouse, Second Story Press

VICKI GRANT
Betsy Wickwire’s Dirty Secret, Harper Collins Canada

NATALIE HYDE
I Owe You One, Orca
Saving Armpit, Fitzhenry & Whiteside

KATHY KACER
To Hope and Back: The journey of the St. Louis, Second Story Press.

KAREN KROSSING
The Yo-Yo Prophet, Orca Publishing

VLADYANA KRYKORKA
Arctic land, Arctic sea, Artic sky, Annick Press

ROB LAIDLAW
No Shelter Here, Making the World a Kinder Place for Dogs, Pajama Press

JENNIFER MARUNO
Warbird, Dundurn Press

ELIZABETH MACLEOD
Canadian Money, Scholastic Canada
Canada’s Trees, Scholastic Canada

MAUREEN MCGOWAN
Cinderella: Ninja Warrior, Sleeping Beauty: Vampire Slayer, Raincoast Books

MAHTAB NARSIMHAN
The Tiffin, Dancing Cat Books, an Imprint of Cormorant Books.

ALLAN PETERKIN

SUSAN ROSS
The Great Bellybutton Cover-up, Susan Ross

ADIRA ROTSTEIN
Little Jane Silver, Dundurn

VIRGINIA FRANCES SCHWARTZ
NUTZ!, Tradewinds

MARSHA SKRYPUCH
Last Airlift: A Vietnamese Orphan’s Rescue From War, Pajama Press

BILL SLAVIN
Big City Otto, Kids Can Press

MARTIN SPRINGETT
Breakfast on a Dragon’s Tail, Fitzhenry and Whiteside

PATRICIA STORMS (illustrator)
Snowy Science, Scholastic Canada

TERESA TOTEN
Beyond Blonde, Penguin

KARI-LYNN WINTERS
aRHYTHMetic, Tickle Trunk Publications

FRIEDA WISHINSKY
Explorers Who Made it…Or Died Trying, Scholastic Canada
Halifax Explodes, Owl Kids

PAM WITHERS
First Descent, Tundra Books

PAUL YEE
The Secret Keepers, Tradewind Books
Money Boy, Groundwood Books
**Friday Poster Sessions**

**Note:** Poster Sessions are displayed from 12:00 PM – 2:00 PM. The presenters will be at their displays during the times noted.

### 12:00 PM – 1:00 PM

**EBOOKS FOR EVERYONE**

Kyla Zerbes and Elizabeth DeMarco, Pickering Public Library

The Pickering Public Library will share its experience in setting up an e-reader collection for loan. We researched models of delivery in Canada and the U.S. at public and academic libraries before making decisions. A government grant was applied for and awarded to implement this service. Petting zoos were arranged for the public and we were invited to speak to the Durham Region High School Teacher Librarians. Partnerships were formed with a high school and seniors club. We provide download stations in 2 branches as well as remote access to ebooks. Training for staff and the public is ongoing.

**COMMUNITY MAPPING: KEEPING IT SIMPLE AND STRAIGHTFORWARD**

Jenny Schnoll and Lina Kim, Toronto Public Library

Toronto Public Library’s new approach to community outreach and engagement says that library staff partner and collaborate with groups and individuals so they can define and fulfill their own interests and needs. To do this well, staff need the right skill set. This poster session describes a community mapping process adopted by TPL to help staff make that first step in community entry. Community mapping is generally recognized as the first step in helping library leaders and branch staff alike develop a new understanding of how the library fits into and contributes to the existing fabric of the community.

**ARES IN BLACKBOARD - A MODERN WAR AND PEACE STORY**

Ophelia Cheung, Fangmin Wang, Sally Wilson, Steven Marsden and Flora Hon, Ryerson University

In ancient mythology, Ares is the God of War. For Ryerson University Library, Ares (reserves system) brings the peace of mind in creating electronic course readings that are copyright compliant and works in harmony with Blackboard, the course management system. In May 2011, Ryerson Library introduced Ares to replace Blackboard eReserve module, which was used for the last six years. This poster describes the war of conquering the differences between two systems, the technical problems and user reactions, and shares the problem-solving skills essential for peace in a brave new world.

**PARTNERS FOR ACCESSIBLE LIBRARY SERVICE: BARRIE PUBLIC LIBRARY AND THE CNIB LIBRARY PARTNERS PROGRAM**

Lindsay Tyler and Janet Graham, CNIB and Barrie Public Library

In spring 2010, CNIB received Ontario Government funding that allowed public libraries to access the CNIB collections and services to enhance their own accessible library services. Since then over 200 Ontario public libraries have joined this partnership. Barrie Public Library has joined the CNIB Library Partners Program to enhance its accessible library services and used innovative methods including book clubs, homebound services and summer reading programs to market these materials to users with print disabilities, including physical, visual and learning disabilities. Let us show you how easy it is to work together to benefit clients with print disabilities.

**AN INQUIRY INTO FINANCIAL LITERACY**

Margaret Geare and Byron Stevenson, Peel District School Board and Toronto District School Board

Financial literacy may be defined as “having the knowledge and skills needed to make responsible economic and financial decisions with competence and confidence”. This includes the opportunity to develop an understanding of local and global effects of world economic forces and the social, environmental, and ethical implications of our choices as consumers. The Ontario Elementary Social Studies Teachers’ Association has facilitated the development of a series of inquiry based lessons (grades 4-8) that address financial literacy issues. See how “inquiry” based lessons can be supported by teacher librarians to promote understanding and achievement.

**DESIGN AND EVALUATION OF A WEB-BASED TRAINING MODULE FOR NOVICE REFERENCE STAFF**

Hyun-Duck Chung, University of Toronto Libraries, Gerstein Science Information Centre, MaRS

Academic libraries increasingly rely on graduate student assistants to extend their reference services into evening and weekend hours, when most full-time library staff are unavailable. At the same time, the high turn around nature of student workers, as well as their irregular schedules, poses challenges in adequately training this novice, temporary staff. In response, a web-based training module was developed to provide an asynchronous learning environment using videos, collaborative activities, and a cumulative assessment using a competency-based rubric. This poster presents the design and development of the module, as well as an evaluation of its use by target learners.
TEACHER LIBRARIAN COLLABORATIVE INQUIRY
Sharon Seslija, Shannon Hazel and Michelle Lachine, Greater Essex County District School Board
This project involved six teams of teacher librarians in the Greater Essex County District School Board. The teams completed collaborative inquiry/action research on a variety of questions related to teacher librarianship. Technology integration, literature circle implementation, and the integration of the TL/VP role were some of the topics of the collaborative inquiries. Results provide data to support the role of the Teacher Librarian in elementary and secondary schools.

ON THE RIGHT TRACK: QUICK AND ACCURATE STATISTICS AT MULTIPLE SERVICE POINTS
Christine Hansen and Sarah Fedko, University of Toronto Libraries, Scarborough
In January 2011 the University of Toronto Scarborough (UTSC) library began using Desk Tracker, a commercial product that allows for quick recording of accurate statistics at multiple service points, both within and outside the library. Desk Tracker was first used at two service points in the library; the Reference Desk and Circulation Desk. Detailed statistics forms were developed in order to meet the individual needs of the two service points. During this process the library was going through a transition of implementing a liaison subject librarian model that included placing a Business and Management librarian in an adjacent building to the library. The library then needed a system of tracking statistics for library instruction, and as a result we now have four service points for input of statistics by both librarians and reference staff: the Reference Desk, Circulation Desk, Librarians’ Office Hours/Support, and Course Support. This poster session will outline lessons learned, and explain the planning and implementation of this software, accompanied by examples of forms, graphs and statistical analysis reports.

1:00 PM – 2:00 PM
LIBRARIANS WITHOUT BORDERS IN GUATEMALA: BUILDING AND SUSTAINING A SCHOOL LIBRARY IN A DEVELOPING COUNTRY
Melissa Bell, University of Toronto chapter, Librarians without Borders
For two years, Librarians without Borders has worked in partnership with the Asturias Academy in Quezaltenango, Guatemala to develop a school library for underprivileged Guatemalan children. In April 2011, 27 members of LWB (most of whom were Canadian LIS students) travelled to Quezaltenango to support the newly-built library by contributing their skills in the areas of cataloguing, collection development, information literacy programming, and knowledge management. This poster will tell the story of our 2011 trip to Guatemala, illustrating what we did, what we learned, and what we took away from the experience that will stay with us throughout our library careers.

OBSERVING GRADUATE STUDENTS’ USE OF LIBRARY SPACE
Marni Harrington and Amanda Humphreys, The University of Western Ontario, Faculty of Information and Media Studies
The purpose of our research is to track the way the physical space and resources available are used in a faculty-supported graduate library. Data gathered will be instrumental in space planning for an upcoming move. Based on a study in public libraries (Leckie & Hopkins, 2002), “sweeps” of this special academic library are performed by walking through the library space and recording the activities of the individuals that are using the space during a variety of times throughout the day and term. The transferable framework of this methodology along with results from its implementation will be presented.

CARLETON UNIVERSITY LIBRARY: LIBRARY TECHNICIAN INTERNSHIP PILOT PROJECT
Emma Cross, Carleton University
This poster outlines a Library technician internship program at Carleton University in collaboration with Algonquin College. This will be of interest to the Ontario library community as an example of collaboration between the university and community college sectors to further the goals of education for library technicians. This project also touches on issues of staff recruitment and community involvement for academic libraries. This poster presentation will also provide a welcome opportunity to interact with conference attendees working in academic libraries and as Library technicians to discuss and gather ideas about internships.
ELECTRONIC RESOURCES MANAGEMENT IN UNIVERSITY OF WINDSOR LIBRARY
Shuzhen Zhao and Jingjing Wu, University of Windsor

In the past several years, the library of University of Windsor (Leddy Library) has spent over 80% of its budget developing electronic resource collection. Electronic resources management is becoming increasingly critical to technical service department because librarians and staff put most of their efforts on electronic resources collection and metadata handling. Integrated library system Conifer extracts e-journal links from link resolver SFX to make both electronic journals and cataloging data available to faculty and students. To take good advantage of Google Scholar, an effective search tool, to find scholarly and academic literature on the web, SFX is employed to bridge Conifer and Google Scholar. Hence, Google Scholar can harvest electronic resources in Conifer. The poster will demonstrate the successful implementation of electronic resources management with Conifer, SFX as well as Google Scholar in Leddy Library.

THE BRANTFORD PUBLIC LIBRARY’S CHOICES PROJECT
Rose Vespa and Paula Thomlison, Brantford Public Library

Thanks to a grant from the Ministry of Health Promotion and Sport, the Brantford Public Library has had a Child and Youth Worker onsite since December of 2010. Although, this began as a pilot what has happened in the last ten months has been quite remarkable. It speaks to the changing role of the public library and the way public libraries in urban centres can be part of the solution by providing social support, linking the clients to information and by providing a neutral welcoming space. Our project is focusing on at risk youth however, the new partnerships and unexpected spin offs have confirmed the value of this project for our community and we would like share our experience with our library colleagues.
The Ontario Library Association (OLA) is pleased to announce Room, by Emma Donoghue, as the winner of the 2011 Evergreen™ Award. Published by HarperCollins Canada, this novel has already received several awards, as well as being named one of the best five fiction titles of 2010 by The New York Times. Selected from a list of 10 nominees, readers voted for this riveting novel as their top pick.

“I’m absolutely delighted that ROOM has been honoured with the Forest of Reading® Evergreen™ Award. Librarians have been behind ROOM from the start, persuading so many readers to take a chance on a novel with such a disturbing premise – so I am thrilled that with this award, ROOM will be part of such a valuable initiative to promote reading,” award-winning author Emma Donoghue said.

Due to an extended engagement in Italy, Ms Donoghue is not able to attend the conference in person, but we are expecting to have a video acceptance speech to share with delegates.

Shonna Froebel, Chair of the Evergreen™ Committee, will lead an interactive book discussion based on ROOM. Pick up a copy of the reading map and learn about related books and themes. What genre does the book fall into? What factors does the novel have? What books might be ‘read-alikes’ for it? Share, learn, and enjoy ROOM together!

with the generous support of
Discovery

RE-THINKING THE OPAC: FROM BLACK HOLE TO CENTRE OF THE UNIVERSE

Jennifer Stirling, Manager of Digital Services, Ottawa PL; Micah May, Director of Strategy, New York PL; Michael Colford, Director of Resource Services & Information Technology, Boston PL

Traditionally, the OPAC has been a “black hole” – that space where most of the library’s online activity takes place, but which has always been isolated from the rest of the library’s online user experience. They go in – and they never come out!

This panel will explore the ways in which three large urban libraries have been working with Bibliocommons to re-position the library’s online catalogue as the central platform for unifying the online user experience.

Convenor: Beth Jefferson, Bibliocommons, Inc.

Innovation

SKETCHING LIBRARY TRANSFORMATION – THE PUBLIC INNOVATION SPACE

Knud Schulz, Manager of the Main Library, Aarhus, Denmark

As the manager of the main library in Aarhus, Denmark, since 1987, Knud Schulz has overseen the development of an innovative library space unlike any in North America. He will discuss both physical building changes and the development of staff competencies that have led to the creation of an interactive library supporting both lifelong and experience-based learning.

Convenor: Elizabeth Goldman, Perth & District Union PL

1204 MTCC 206F

ACCESSIBILITY, USER CONVERSATIONS

2012 LIBRARY USER CONVERSATIONS: NOT ON THE FRINGES: SERVING USERS WITH DIVERSE NEEDS

Stephen Abram, Vice President, Gale Cengage Learning

Continuing the success of last year’s series of interviews with various populations, this session will explore users with different abilities. We hope to include those who have specific requirements related to vision loss, mobility, hearing, learning, and cognitive issues and more. Here is your chance to hear from the user and ask a few questions of your own.

1205 ICTC GRENA DIER

MARKETING

LA BIBLIOTHÈQUE: L’ÉCOUTE: RECHERCHE, STRATÉGIE, ACTION

Catherine Seaman, Manager; Julie Desmarais, Librarian – Children & Teen Services; Ottawa PL

La plus grande bibliothèque publique bilingue en Amérique du nord renouvelle sa promotion de ressources et services en français, suite à un sondage effectué auprès de la communauté francophone. La Bibliothèque publique d’Ottawa adapte ses approches de marketing pour mieux faire valoir ses collections, programmes et services parmi les adultes et les élèves francophones. Résultat: une augmentation de l’utilisation des services en français.

Convenor: Patrick Labelle, Université d’Ottawa

1206 MTCC 202A

MAPS AND DATA, GIS SKILLS

INTEGRATING MAPPING TECHNOLOGY INTO LIBRARY SERVICES

Courtney Lundrigan, Communications & Liaison Librarian, Ryerson University; Eva Dodsworth, Geospatial Data Services Librarian, University of Waterloo

Geographic awareness and spatial literacy skills are essential during this web-mapping craze. This session introduces library staff to web-mapping resources and GIS technology. Find out how you can promote outreach and deliver your library services using cutting-edge mapping tools. Gain the mapping skills necessary to communicate effectively with your library users.

Convenor: Douglas Wilford, Humber College (Retired)

1207 ICTC HALTON

CONSUMER HEALTH, ACCESS

FOCUS ON CONSUMER HEALTH

Sarah Jones, Medical Researcher, McCarthy Tetrauld; Julia Harrington, UWO MLIS Candidate, OHLA Webmaster

Two new health information professionals will discuss the results of literature reviews undertaken to understand the information seeking behaviour and health information needs of two very different groups of clients. Sarah Jones will discuss the effect of limited English proficiency on health care and strategies to improve health outcomes. Julia Harrington will discuss how best to meet the needs of patients for whom traditional consumer health resources are too basic and professional medical literature may be too advanced.

Convenor: Gail Knaggs, Markham Stouffville Hospital

1208 MTCC 203 A/B

STORYTELLING, COLLECTION DEVELOPMENT

INUIT ORAL HISTORY – PRESERVING CULTURAL KNOWLEDGE IN PRINT

Neil Christopher, Author and Managing Partner, Inhabit Media Inc

Until recently, the oral history and traditional knowledge of Inuit living in eastern Arctic was inaccessible to outsiders. Canadian author, Neil Christopher, will talk about the burgeoning world of Inuit literature and the merits of including Inuit authored and produced materials in collections and programming.

Convenor: Cindy Matthews, Toronto DSb

The OLAStore* on-the-go

1209 ICTC BALLROOM B

MARKETING

THE OLA STORE: REACHING OUT WITH NEW MAPPING AND DATA TOOLS

Tim Nisbet, Marketing Director, Gale Cengage Learning

This session introduces library staff to various tools and resources for integrating mapping and data into public library services. It will focus on Gale’s new mapping and data products and demonstrate how they can be used to deliver your library services during this web-mapping craze.

Convenor: Shana Huan, Marketing Director, Gale Cengage Learning
**1209 2:10 PM**

**Management**

**TOP TEN MANAGEMENT TIPS (APOLOGIES TO DAVID LETTERMAN)**

Created and moderated by Wendy Hicks, Deputy Director, Stratford PL

Wendy will feature a series of video vignettes of significant leaders from the library world and beyond whom she has interviewed and edited for this lively session. What is their #1 rule for managing others and how was it learned? The tips will be simple to grasp, recall, and implement in today’s fast-forward workplace. Two or more of these outstanding leaders will appear in person to expand upon their thoughts.

Guests include: David Chilton, author of *The Wealthy Barber and The Wealthy Barber Returns;* Rob Tait, President, Fresh Baked Entertainment (Toronto), Nic Vanderkamp, Physican, Greater Peterborough Family Health Team; Wendy Newman, Senior Fellow, I-School, University of Toronto; Cathy Matyas, CEO Brampton PL; Jim Cooper, President & CEO, Maplesoft; Anita Gaffney, Administrative Director, Stratford Shakespeare Festival; Shauna Thomas, Sunday Services Specialist, Stratford PL, and a Gen “Y” Millennial; Maddie Lafleur, High School Student and Camp Counsellor; Cindy McNair, Director of Human Resources & Deputy CEO, City of Stratford

Convenor: Kim Vares, Dryden PL Board

**1210 2:10 PM**

**Management, Role of the trustee**

**YOU’VE HIRED YOUR NEW CEO – NOW WHAT?**

Daryl Novak, Director of Operations, SOLS; Randee Loucks, Consultant, CCS Consultants

Choosing a new CEO is only part of the process.

To ensure a long term productive relationship, an employment agreement, a clear understanding of board vs. CEO roles, and measurable goals for the CEO must be in place. Covering responsibilities of the board as employer, employment legislation and common law considerations, and tips on performance planning and management, especially during the key first year of employment.

Convenor: Claudette Richardson, Kingston PL Board

**1211 2:10 PM**

**Knowledge building, Learning Commons**

**ARTICULATING STANDARDS FOR 21ST-CENTURY KNOWLEDGE-BUILDING**

David V. Loetscher, Professor, School of Library and Information Science, San José State University; Carol Koechlin, Author & Education Consultant

As we continue the journey toward fulfilling the vision of the Learning Commons in the 21st Century, it is time to start creating the standards that will lead to achieving the vision. Knowledge-building based on information fluency, technological skill, deep understanding, on-going assessment, and metacognitive reflection will form the foundation of conversations to build collaborative intelligence around the benchmarks that need to be defined.

Convenor: Susan Crise, Waterloo Region DSB

**1212 2:10 PM**

**Digital preservation**

**DIGITAL PRESERVATION OUR WAY: OCUL’S TRUSTED DIGITAL REPOSITORY**

Stephen Marks, Digital Preservation Librarian, Scholars Portal; Karl Nilsen, Digital Preservation Assistant; Aurianne Steinman, Digital Preservation Assistant; Scholar’s Portal

Discuss the process by which Scholars Portal has moved toward its accreditation as a Trusted Digital Repository seeking to join the ranks of other well-known repositories such as Portico and HathiTrust. This presentation will center around TDR requirements and how Scholars Portal had changed to meet those requirements, through both the adoption and rejection of common tools and protocols.

Convenor: Mary Claire Vandenburg, Queens University

**1214 2:10 PM**

**Web design, Staff development**

**STRENGTHEN INTERNAL COMMUNICATION BY SHAREPOINT INTRANET**

Dijia Qin, Manager, Digital Technology Services; Eric Taylor, Developer/Analyst; Hamilton PL

Internal communication and knowledge sharing is critical for every organization. Find out how Hamilton Public Library designed the goals and scope of its intranet using Microsoft SharePoint. Speakers will share HPL’s experience with electronic document management and popular features in HPLNET and will discuss integrating SharePoint with other applications.

Convenor: Melody Tacit, University of Toronto iSchool

**1215 2:10 PM**

**Future of the profession**

**BUILDING SOLIDARITY IN ACADEMIC LIBRARIANSHIP**

Francesca Holyoke, Acting Head of Archives and Research Collections, University of New Brunswick; Sam Troscow, Associate Professor, University of Western Ontario; Lisa Sliomonski, Information Literacy Program Coordinator, York University; Nick Ruest, Digital Preservation Librarian, McMaster University

In recent years, the role of academic librarianship in higher education has been seriously contested – knowingly or unknowingly – by those who lead our associations, institutions of higher learning, and professional schools. The panelists will address the roles of professional schools and curriculum issues, professional and faculty associations, and unionization.

Convenor: Krista Godfrey, Memorial University
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<thead>
<tr>
<th>Session</th>
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<th>Topic</th>
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<tbody>
<tr>
<td>1224</td>
<td>2:10 PM</td>
<td>Technical services, Change management</td>
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<td>1226</td>
<td>2:10 PM</td>
<td>Technology, Mobile devices CLASSROOM IN YOUR POCKET Amanda Paterson, Computers Facilitator; Chris Wilhelm, Educational Technology Facilitator; Durham DS</td>
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<td>1227</td>
<td>2:10 PM</td>
<td>Digital citizenship, Technology DIRECTING THE MORAL COMPASS: TEACHING DIGITAL CITIZENSHIP Lesley Farmer, Professor of Library Media, California State University</td>
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<td>1228</td>
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<td>Technology, Curriculum BRAIN-BASED TEACHING IN THE DIGITAL AGE Karla Torrente, Staff Development Facilitator, Durham DS</td>
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<td>1229</td>
<td>2:10 PM</td>
<td>Technology, Curriculum TECHNOLOGY INTEGRATION: THE TEACHER-LIBRARIAN LEADING THE CHARGE! Judith Andersen, Head of Library; Rachel Kerr, Teacher-Librarian; Shane Stagg, Technology Facilitator; Durham DS</td>
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<td>1230</td>
<td>2:10 PM</td>
<td>Learning Commons PETS AS POSSIBILITIES @ YOUR LIBRARY Annie Slater, Teacher-Librarian; Diana Maliszewski, Teacher-Librarian, Toronto DS</td>
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When you are right near the end of the book... AWESOME!

– Neil Pasricha
1300
Advocacy, Role of the trustee
MTCC 206 A/B
3:45 PM
OLBA SPOTLIGHT

Trustee Power:
Innovative Ways to Impact Your Library!

Sally Reed, Executive Director, ALTAFF (Association of Library Trustees, Advocates, Friends, and Foundations), American Library Association

Libraries can’t live on love alone and in these tough economic times, those who support, govern, and advise libraries have an increasingly important role to play in advocacy and fundraising. This program will address best practices from other libraries and generate inspiration for all who attend to make a real difference!

Convenor: Joyce Cunningham, Fort Frances Public Library Board

“Innovation distinguishes between a leader and a follower.”

– Steve Jobs

1301
Advocacy, Survey data, Marketing
MTCC 104C
3:45 PM

ADVOCATE AND CELEBRATE: SNAPSHOT DAY NORTH OF THE BORDER

Margaret Hodgins, Information Services Librarian; Tim Nicholls Harrison, Manager of Adult & Community Learning Services; Owen Sound & North Grey Union PL; Peggy Cadigan, Associate State Librarian, New Jersey State Library; Patricia Tumulty, Executive Director, New Jersey Library Association

Using the ALA advocacy model of Snapshot Day, public libraries of all sizes north of the border can tap into a plan to create a newsworthy event. Plan and promote, capture and collect, assemble and advocate! One medium sized public library's experience and its desire to spread the word. Tools and templates will be available to help others make it work for them too!

Convenor: Joanna Aegard, Thunder Bay PL
1302  ICTC BALLROOM A
3:45 PM
Learning Commons, Curriculum VIRTUAL KNOWLEDGE BUILDING
Anita Brooks Kirkland, Consultant, K – 12 Libraries, Waterloo Region DSB; Carol Koechlin, Education Consultant
Web 2.0 changes everything about collaborations today. Educators and students can work together on units and projects, in virtual spaces anytime, anywhere on any device. High-think learning experiences can be constructed in virtual structures known as Knowledge Building Centres, where everyone can collaborate and create together. Both Convenor: Jan Reynolds, Near North DSB

1303  MTCC 104A
3:45 PM
E-publications, Open source ROLL YOUR OWN EPUb
Diane Bédard, Program Manager; Walter Lewis, Information Architect; Knowledge Ontario
Almost any document can be created or converted as a shareable epub. Free and open-source tools are available. See these simple steps demonstrated and consider what you might want to release in epub format.

1304  MTCC 104B
3:45 PM
Access, Discovery, Library planning, Survey data PERCEPTIONS OF LIBRARIES AND INFORMATION RESOURCES
Daniel Boivin, Executive Director, OCLC Canada, Latin America & the Caribbean
The first Perceptions of Libraries report was published by OCLC in 2005 and summarized findings of an international study on information-seeking habits and preferences in libraries – information highly valuable to library planning. In 2010 the study was repeated to learn what had changed. What do people think of when they think of libraries? Are more people starting their search for information at a library? For those who use the library, are they finding the information they need? How do libraries measure up as trustworthy sources of information? Updated research into the perceptions and use of Canadian libraries and information sources will be covered.
Convenor: Jen Borda, Toronto DSB

1305  MTCC 203C
3:45 PM
Forest of Reading® LISONS, JOUONS, BRICOLONs: PRIX TAMARAC ET TAMARAC EXPRESS
Christine Labelle, Teacher-Librarian, Halton DSB; Julie Demers, Teacher-Librarian, Toronto DSB
Venez découvrir des activités et des stratégies que vous pouvez utiliser pour encourager vos élèves de la 6e à la 8e année de participer dans les concours de lecture pour le PRIX TAMARAC et le PRIX TAMARAC express. Faites un bricolage avec nous tout en découvrant la différence entre les concours, les livres offerts et les jeux qui font partie des concours.
Convenor: Monique Brûlé, Bibliothèque publique d’Ottawa

1306  ICTC KINGSWAY
3:45 PM
Collaboration, Health information, Access CANADIAN VIRTUAL HEALTH LIBRARY: SUCCESSES IN YEAR 1
Jennifer Bayne, Executive Director (Acting), Canadian Virtual Health Library; Jessie McGowan, Consultant; Jim Henderson, Liaison Librarian, Life Sciences Library, McGill University; Patrick Ellis, Health Sciences Librarian, Dalhousie University
The Canadian Virtual Health Library’s (CVHL/BVCS) first year included formation of Board of Directors, incorporation, engagement of “Network Subscribers”, communication with health librarians and drafting the content development strategy. A bilingual portal was launched and free, especially Canadian, sources of evidence organized. These accomplishments will be reviewed and plans discussed for programs to support libraries through a network of networks as well as address the information needs of health professionals.
Convenor: Elorsk Pike, Grey Bruce Health Services

1307  ICTC NUMBER
3:45 PM
Interviews HOW TO SUCCEED IN AN INTERVIEW
Jim Brett, Information Resources Librarian, University of Guelph; Yvonne Patch, Manager, Hamilton PL
Performing well in a job interview isn’t about luck, it’s about being prepared and knowing how to best present your knowledge and skills. We will discuss the interview process, common interviewing techniques and questions, and provide a set of strategies that will help you prepare – whether you are a recent graduate or an experienced professional.
Convenor: Lauren Flattery, Durham DSB

1308  MTCC 206C
3:45 PM
Storytelling THE CIRCLE OF LIFE: TRADITIONAL OJIBWA LEGENDS AND STORIES
Esther Osche, Master Storyteller & History Teacher, Birch Island (Whitefish River First Nation)
Listen to and learn from legends and stories about the magical connections between humans, animals, thunder beings, and water and wind spirits in an authentic experience that incorporates drum, artifacts, and song. You’ll also have the opportunity to discuss the tradition, use, and benefits of Ojibwa storytelling and its relevance in contemporary programming and teaching settings.
Sponsored by the Mariposa In The Schools/SOLS “Next Wave” initiative with funding support from the Ontario Arts Council.
Convenor: Sabrina Saunders, Six Nations

1309  ICTC HALTON
3:45 PM
Mobile technology IDEVICES AT THE NORTHERN ONTARIO SCHOOL OF MEDICINE
Alanna Campbell, Health Sciences Librarian; Patty Fink, Director, Health Sciences Library; Northern Ontario School of Medicine
When the Northern Ontario School of Medicine (NOSM) began assigning iDevices (iPhones, iPod Touches, iPads) to medical learners, the Health Sciences Library was asked to help support the project. In collaboration with the information technology unit, the library now participates in spring and fall device orientations and has become a hub for medical and study apps.
Convenor: Lisa Ronald, EBSCO
Digital initiatives, Innovation

SYNERGIES’ LAST MILE FOR CANADIAN JOURNALS & LIBRARIES

Session Withdrawn

1311 3:45 PM
Online resources, Open source
BUILDING A COLLABORATIVE OPEN-CITATION DATABASE & RESEARCH TOOL

Lynne F. Murphy, Knowledge for All founder, University Librarian, St. Francis Xavier University; Mark Leggott, University Librarian, University of Prince Edward Island

Exasperated by exorbitant and ever-increasing scholarly journal subscription costs, libraries are uniting to collaboratively develop a free alternative called Knowledge for All, a comprehensive citation database of all past and current scholarly journal literature.

Discover the research tool and how libraries can join the project and participate in its further development.

1312 3:45 PM
Bullying, Collection development
STICKS & STONES WILL BREAK MY BONES...
BOOKS ON BULLYING

Rachel Seigel, Selection Manager – Elementary, S & B Books Ltd

Bullying has become a growing problem, made worse by the advent of social networking and the internet. Using literature to discuss bullying allows children to experience the problems of fictional characters, and opens discussion about the consequences of bullying and positive ways to change.

Picture books and novels ranging from kindergarten to high school that look at different types of bullying from teasing to cyber-bullying will be used.

Convener: Andrea Sykes, Toronto DSB

1313 3:45 PM
Collaboration, Student advisory LIBRARIAN & STUDENT COLLABORATION:
WORKING TOGETHER TO BUILD ENGAGEMENT

Michael Meth, Director, LKC FLC Business & Economics Librarian, University of Toronto Mississauga

Do you run sessions for students? Struggling to get students to attend? Many successful programs have been co-created with student groups at the University of Toronto Mississauga. Empowering students and involving them at various stages in the development of programs has facilitated participation in games, training programs, learning sessions, and helped us shape our identity. This session will discuss various innovative ideas for programs and provide suggestions for best practices.

Convener: Eva Stepanian, University of Toronto

1314 3:45 PM
Reference, Teaching & learning
WHAT WORKS? ONE-TO-ONE VERSUS ONE-TO-MANY REFERENCE & INSTRUCTION
Session Withdrawn

1315 3:45 PM
Information literacy, Outreach services
SPARK: FIRE UP AN INFORMATION LITERACY PROGRAM FOR FACULTY

Kathryn Klages, Information Services Librarian; Mara Bordignon, Campus Librarian, Seneca@York Campus; Jennifer Peters, Information Services Librarian; Seneca College

Want faculty to embed the library in classes and curriculum? Then embed the library in the minds of faculty. Learn about our information literacy program designed for faculty. SPARK (Short Practical Academic Research Knowledge) workshops, self-directed e-learning modules, and newsbytes are valuable components of Seneca College’s Information Literacy program. They provide the opportunity to enhance research skills and knowledge, and encourage integration of library resources and services in the curriculum.

Convener: Autumn Piette, Seneca College

1316 3:45 PM
Collection development, Budgeting
EVIDENCE-BASED COLLECTION DEVELOPMENT

Pamela Jacobs, Liaison/Collections Assessment Librarian, Brock University

Library budgets are tighter than ever and the output of scholarly research continues to grow exponentially. How do you know you are spending your budget dollars in the best way possible? This session will use a case-study approach to discuss methods of evaluating, refining and streamlining your collection development practice to maximize the impact of your budget.

Convener: Jennifer Theissen, Brock University

1317 3:45 PM
Media relations, Marketing
USING LOCAL MEDIA TO PROMOTE YOUR LIBRARY

Bessie Sullivan, CEO, Haliburton County PL; Roxanne Casey, Station Co-ordinator, 100.9 Canoe FM; Sharron Smith, Manager of Readers’ Advisory Services, Kitchener PL

Media – print, radio, and television is an innovative, imaginative, and far reaching way to promote your collections and services. How do you approach media outlets with your ideas and then work with them to a maximum benefit of both the library and the media outlet? This session features a community radio station co-ordinator and librarians active in media promotion from both urban and rural settings.

Convener: Catherine Coles, Haliburton County PL
THE INTEGRATED ACCESSIBILITY STANDARD & LIBRARIES

Dorothy Mcaughton, Consultant, Accessibility and Diversity Training

Do you have the skills required to accommodate people with information and communication disabilities in your library? Does your library have a plan which will ensure the safe evacuation of people with disabilities? Are you aware of what constitutes accessible employment? Learn what the Integrated Accessibility Standards require and how to implement these requirements.

Convener: Jennifer Franklin-McInnis, Essex County Library

1318 3:45 PM MTCC 202A

Accessibility, Governance

1320 3:45 PM MTCC 202C/D

Family literacy, Collaboration, Community partnerships

LIBRARIES & LITERACY PROVIDERS: INNOVATIVE COLLABORATIONS

Anne Ramsay, Executive Network Director, Project READ Literacy Network; Laura Dick, Literacy Librarian, Kitchener PL

Libraries and literacy providers go together like peanut butter and jelly. Kitchener Public Library and Project READ Literacy Network have worked together on many very successful projects and sustained partnerships. The keys to success (and funding) are dynamic, collaborative partnerships. Learn from our experiences, understand the collaborative development process, demystify the funding enigma and discover how your library can work successfully with community literacy organizations.

Convener: Julie Brandl, Coordinator, London PL

1321 3:45 PM MTCC 202E

Information literacy, Scholarly research

STUDENTS’ COMFORT WITH RESEARCH: GOOD, BAD, & INDIFFERENT

Amanda Duncan, Institutional Research & Planning Analyst; Jennifer Varcoe, Special Projects Librarian; Georgian College

Results from a two-year HEQCO-funded research project on Information Literacy (IL) will be shared. The project evaluated four IL initiatives delivered to diploma and degree students through student surveys, faculty interviews, and a literature review. A best model will be illustrated and best practices will be discussed. IL curriculum tools developed or discovered will be shared.

Convener: Sarah Forbes, University of Toronto

1322 3:45 PM MTCC 206E

Multicultural programming, Community partnerships

IT’S MORE THAN JUST SARIS AND SAMOSAS

Sarala Uttangi, Multicultural Services Co-ordinator, Brampton PL

Public libraries play a vital role in bringing communities together to instill a sense of belonging for all. Understanding the multicultural community will help you develop relevant programs and build partnerships to become a visible presence in the community. Learn how Brampton Library has developed innovative programs by proactively anticipating customers’ needs and begin to create a model for your library.

Convener: Lisa Lipson, Brampton PL

1323 3:45 PM MTCC 202 C/D

Reading

BOYS’ BOOK CHATS: MALE TEENS’ READING CLUBS

Anna Szumilas, Teacher-Librarian; Patricia O’Keefe, Teacher-Teacher-Librarian; Toronto Catholic DSB

The greatest challenge in promoting a boys reading club is motivating the target audience (14 – 16-year-olds) to join such a club. A group of male teachers at Senator O’Connor School, in collaboration with the teacher-librarian, worked to actively promote boys reading. The club’s goal is not only to increase male students’ literacy skills but also to ignite a lifelong love of reading. Social media has changed how people connect. We are no longer limited by time and location and can share ideas, images, and resources through tools like Twitter, reflect through blogs using audio, visual, and text. The ease and speed of these connections enables the formation of relationships for learning and collaboration. Join us to discuss, connect, and develop your Professional Learning Network.

Convener: Nancy Dalrymple, Durham DSB

1325 3:45 PM MTCC 202B

Technology, Professional learning

COLLABORATION 2.0: IT’S ALL ABOUT RELATIONSHIPS

Deb Kitchener, Program Manager/Curriculum Consultant, York University/ YRDSB; Alec Couros, Associate Professor of Educational Technology & Media, Faculty of Education University of Regina

Social media has changed how people connect. We are no longer limited by time and location and can share ideas, images, and resources through tools like Twitter, reflect through blogs using audio, visual, and text. The ease and speed of these connections enables the formation of relationships for learning and collaboration. Join us to discuss, connect, and develop your Professional Learning Network. Both social media and technology...
Survival with Your Staff: Adventures in Technology

Teacher-Training

Alanna King, Teacher-Librarian, Upper Grand DSB

Examine the slippery slope of helping to lead your staff to new heights of teaching through technology. Scale the walls of need and avoid pitfalls of negativity. Help them embrace change and encourage them by creating a culture of enthusiasm. How do you stay ahead of the pack and not get eaten by the demand for your expertise? Both

Convenor: Christina Den Haan-Veltman, Toronto DSB

Performance indicators, Advocacy from Features to Benefits: Challenges in Telling the Whole Story of Libraries and Library Users

Alvin M Schrader, Director of Research, University of Alberta Libraries

What do half a million website visits tell a reader? One million circulations? “X” hundred thousand reference questions? Do these statistics communicate the value of libraries and librarians to Canadian society? Explore the challenges of getting beyond raw numbers to capture the deep meaning of library experience through the user’s eyes. The work of articulating key success indicators for library users remains an urgent priority for Canadian librarians in all sectors, if their real benefits and contributions are going to be understood, valued, and supported by users themselves, decision makers, politicians, and the general public.

Convenor: Adam Taves, York University

Authors, Reading Contextualizing Reading through Multimedia Enrichment

Nick Glass, Founder & Director, TeachingBooks.net

Books by Canadian authors and illustrators will be featured in this demonstration of online resources available through TeachingBooks.net. By incorporating author readings, demonstrations by illustrators, interviews, curriculum resources and more, books and reading come alive in the learning environment.

Convenor: Cindy Matthews, Toronto DSB

Viewer’s advisory, Collection development Deconstructing the Movie Machine—14th Year!

Doug Atkinson, Director; Fiona Denzey, Director; CVS Midwest Tape

Doug and Fiona will take you through the world of children’s films in 2011 via film clips and lists – with the support of popcorn and lollipops!

Convenor: Gianna Dassios, Toronto DSB

Laughing so hard you make no sound at all ... AWESOME!!

— Neil Pasricha
Annual General Meetings and Awards Receptions

1401 ICTC HALIBURTON
5:15 PM
ASSOCIATION DES BIBLIOTHÈQUES DE L’ONTARIO-FRANCO
Réunion Annuelle
Presiding: Monique Brûlé, 2011 Présidente

1402 ICTC ONTARIO
5:15 PM
ONTARIO LIBRARY BOARDS’ ASSOCIATION
ANNUAL GENERAL MEETING & RECEPTION
Presiding: Joyce Cunningham, President, 2011

1403 MTCC 204
5:15 PM
ONTARIO LIBRARY AND INFORMATION TECHNOLOGY ASSOCIATION
ANNUAL GENERAL MEETING
Presiding: Krista Godfey, President, 2011
AWARDS PRESENTATION & RECEPTION
• OLITA Award for Technological Innovation: Scholars GeoPortal
with the generous support of OCLC

1404 MTCC 104A
5:15 PM
ONTARIO PUBLIC LIBRARY ASSOCIATION
ANNUAL GENERAL MEETING
Presiding: Tammy Robinson, President, 2011

1500 MTCC 106
6:15 PM
ALL-CONFERENCE NETWORKING EVENT

Friday Night Fever!
The theme of this year’s party – DISCO!
Do you remember the 1970s?
Whatever the answer, you will LOVE this year’s party!
Get out those white suits, platform shoes, bell-bottoms and tie-dyed clothes – or start searching at yard sales! Prizes for your costumes!

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