# Super Saturday Programs

"New beginnings can not be relived or restarted, but anyone can start today and have an impact on the ending."

– Unknown

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<td>The OLASore opens – Room 205B</td>
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<td>8:00 AM</td>
<td><strong>ALL-CONFERENCE PLENARY</strong></td>
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<td><strong>Nora Young</strong></td>
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<td>OLITA SPOTLIGHT: Top Tech Trends with Knud Schulz, Mark Leggott, and Paul Courant</td>
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<td>Aboriginal Awareness Super Sharing Circle</td>
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<td>Innovation and the Future of Libraries</td>
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<td>Building a Game Layer on Top of the Library!</td>
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<td>12:15 PM</td>
<td><strong>GALA LUNCHEON</strong></td>
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<td><strong>George Stroumboulopoulos</strong></td>
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Nora Young

CBC Spark!

Broadcaster and writer, Nora Young is the host and creator of Spark, a show about technology and culture, which airs nationally on CBC Radio, and lives online at www.cbc.ca/spark. She pursues her fascination with technology, culture, and armchair sociology, online, on radio, in print, and on television.

As a journalist and speaker, Nora is interested in how new technology shapes the way we relate to each other, and to the world around us. Her first book, about the culture and future of self-monitoring, will be published by McClelland and Stewart in Spring 2012. When she’s away from the computer, Nora loves teaching yoga, cycling, and being in nature. She lives in Toronto.

“ I get to talk to really smart, passionate people about interesting ideas. How great is that? ”

– Nora Young
As the world changes around us, libraries are looking for ways to incorporate technology with traditional library services, as well as imagining new library services that will take the institution into the future. This year’s Top Tech Trends panel explores those questions from the Canadian, American, and European perspectives, considering how issues like technology saturation and public and campus culture affect library staff and users alike. Paul Courant is the University Librarian and Dean of Libraries at the University of Michigan. As provost from 2002 – 2005, he was involved in the university’s challenge of the limits of copyright laws as part of the Google digitization project. Mark Leggott is the University Librarian at the University of Prince Edward Island and founder of the Knowledge for All project, which aims to create a comprehensive and free citation database to challenge ever-increasing costs for scholarly journals. He also helped create Islandora, an open-source framework for digital data stewardship. Knud Schulz is the manager of the Main Library for Aarhus Public Library in Denmark. Under his stewardship, the library has been experimenting with the future of learning, information, and libraries, giving the public the chance to be part of the conversation through projects such as the Transformation Lab and the Urban Mediaspace.
Coaching, Non-traditional careers

FOCUS ON CAREERS

The OLA Mentoring and Career Services Group have planned a full morning of seminars and services for new professionals seeking their first position, for library program students gathering information helpful in their soon-to-come job search, and for working library staff who may be looking for their next career direction.

The Centre is open from 9:00 am to 12:00 noon, and invites conference delegates to drop in for a short time — or to stay for the full morning!

Here is what you will find:

- The Job information / Job Board
- Interview strategies
- Cover letter and résumé critiquing
- The Human Library — “books” may be reserved for 30-minute “reads”
- Coaches’ Corner — Julie Mandal and her colleagues will be available for “a taste of coaching.
  - Would you like to make a career transition?
  - Would you like to discuss a difficult work-related issue?
  - Would you just like to know how a job coach could help you?
  - You will be able to pre-register for a private consultation with Julie, of JulieMandal Coaching, or one of her colleagues.
- Meet the Employer — Take some time to visit the many employers who will be setting up displays and sending staff to offer ideas and guidance.
- Find out more about working in non-traditional careers by talking with Ulla de Stricker, author of The Information and Knowledge Professional’s Career Handbook.
- The Toronto Chapter of the Special Libraries Information Services (T-SLIS) network will be available to talk about the positions their members have in a variety of Corporations.

SHORT SEMINARS WILL BE OFFERED IN THE ADJACENT SEMINAR SPACE AS FOLLOWS:

9:15 AM – 9:45 AM

Career Success in Libraries: What Does It Mean

Catherine Devion, Ontario College of Nurses

An exploration of constructs of career success from the literature and how these can be applied in the evolving library environment.

10:00 AM – 10:30 AM

Negotiate? Who Me? Yes, You!

Sophia Apostol, Information Resources Librarian, University of Guelph

It’s scary and awkward, and I’ll just take whatever the library offers me and be happy to get it! Negotiating a job offer is often a new experience for librarians, especially librarians early in their careers. Learn what to ask for and how to ask for it. Let’s resolve some of the anxiety and highlight the importance of negotiating a job offer.

10:45 AM – 11:15 AM

Aiming Outside: Where Are the New Careers?

Ulla de Stricker, de Stricker Associates

Holders of LIS credentials are highly qualified for work “outside the norm” — think policy analyst, program co-ordinator, etc. How can information professionals “translate” their versatile competencies into terms meaningful for employers who may be unfamiliar with the pool of talented individuals we represent? de Stricker shares experience and tips for those interested in broadening their career options.

11:30 AM – 12:00 NOON

Create an Online Presence: E-Portfolios and Marketing Opportunities

Pauline Dewan, Laurier/Nipissing Liaison Librarian, Wilfrid Laurier University; Paula Cardozo, 2010 OCULA New Librarian Resident

One of the most effective strategies for marketing your skills is to create a strong web presence. You can do much more than join Facebook or LinkedIn. Learn how to create successful e-portfolios, websites, blogs, screencast videos, articles, and other online formats that attract readers, follow best practices, and establish your own personalized, professional identity. The good news is you do not need advanced technological skills to do so.
1702  
9:15 AM  
ICTC 206BDF  
Literacy, Innovation  
BEYOND LITERACY: READING & WRITING ARE DOOMED  
John Miedema, Author of Slow Reading;  
Michael Ridley, CIO & Chief Librarian, University of Guelph  
Libraries characterize themselves as champions of literacy but literacy is toast; it is over. Visible language (writing and reading) is insufficiently capable to advance civilization as we address increasingly complex issues. Why? What would a “post literate” world be like? And why is this a good thing? A thought experiment like no other.  
Hear the premise. Judge the debate. Participate in the dialogue.  
Not for the faint of heart but essential in understanding how libraries will still be relevant in a very changed environment.  
Ridley has been the Chief Information Officer (CIO) at the University of Guelph since 2004 and the Chief Librarian since 1995. He is a past president of the Ontario Library Association and a recipient of the Larry Moore OLA Distinguished Service Award.  
Miedema is the author of Slow Reading, a review of research and benefits of reading more slowly. He has presented on slow reading at Library of Congress, the Salt Lake City Public Library and TEDx LibrariansTO. Related articles have appeared in Newsweek, the Christian Science Monitor, and the Guardian. Miedema has a Master of Library and Information Science and works as an Information Technology architect for IBM. His current writing project examines how the changing book is changing readers.  
Convenor: Anne O’Sullivan, Toronto DSB  

1703  
9:15 AM  
ICTC CALEDON/OAKVILLE  
Copyright  
COPYRIGHT UPDATE  
Margaret Ann Wilkinson, Professor & Faculty Scholar, University of Western Ontario  
A review of current copyright issues and events including but not limited to: proposed changes to the Copyright Act and stakeholder responses, collectives and licensing for schools and universities, and any recent or upcoming judicial activities. Margaret Ann Wilkinson, OLA’s copyright expert, will report on key issues and activities that impact services and librarian activities in all sectors.  
Convenor: Margaret Campbell, Chatham-Kent Health Alliance  

1704  
9:15 AM  
ICTC NIAGARA  
Culture  
ABORIGINAL AWARENESS SUPER SHARING CIRCLE  
Cindilee Ecker-Flagg, Ed Ellison, Walter Lindstone, Native Canadian Centre of Toronto; Karen Foster, Chippewas of Georgina Island;  
Karen Lewis, Mohawks of the Bay of Quinte; Wilmer Noganosh, Magnetawan First Nation; Esther Osche, Whitefish River First Nation (Birch Island); Sabrina Saunders, Six Nations Public Library; Sheila Staats, Goodminds; Patty Lawlor, SOLS  
Welcome to this unique and intimate Aboriginal awareness mini-immersion experience. Visit with our sharing circle hosts to heighten your awareness and understanding of various aspects of Aboriginal cultures – both contemporary and traditional. You direct your own learning by selecting the circle topics that intrigue you most, moving from one brief information-packed presentation to another, and attending as many or as few presentations as you wish. Presentations repeat throughout this double session so you won’t have to choose one topic over another. We anticipate you’ll leave with an eagerness to learn more, resources to help you do that, and, of course, your own tales to tell.  
Topics include:  
• Aboriginal Cultural Appropriation Positions  
• Aboriginal Greetings, Other Key Vocabulary, and English Language Nuances  
• Aboriginal Key Traditional Teachings (e.g., Grandfather teachings, Medicine wheel)  
• Aboriginal Literature: Authors, Trends, Series  
• Aboriginal Protocol and Formalities: Who, What, Where, When, and Why  
• Aboriginal Resources for Libraries: A Top Ten Where-to-Start List  
• Aboriginal Teaching Circles: Concept, Value, and Implementation  
• Elder’s Campfire: Life Lessons and Teachings  
Note: this is a double session. It continues as #1804. Attend all or part!  
Convenor: Barbara Lewis, Librarian (retired) Chippewas of Rama
E-books, E-publishing

**E-BOOK ISSUES IN K – 12 & HIGHER EDUCATION: A PUBLISHERS PERSPECTIVE**

Wendy Graham, Vice President of Scholastic Education, a division of Scholastic Canada Ltd.; Lisa Charters, VP Brands, New Media, Kids Can Press; Jeff Maclean, VP Marketing, Higher Education, McGraw-Hill Ryerson Ltd; Gerry McIntyre, Executive Director of the Canadian Educational Resources Council (CERC); Colleen O’Neill, Executive Director, Trade & Higher Education, Canadian Publishers’ Council (CPC)

Within the context of Ontario’s vision of a digital future, the following issues will be discussed:

- The needs/limitations of the education system for embracing the digital future
- The needs of users, e.g. access, learning styles
- Developing business models in the digital world
- Challenges and opportunities facing publishers and users of digital materials
- Meeting the alternative format requirements of the AODA Legislation
- Implications for libraries and librarians

Convenor: Gianna Dassios, Toronto DSB

**INNOVATION AND THE FUTURE OF LIBRARIES**

Barry Holmes, CEO, Windsor PL; Catherine Biss, Vice Chair, CULC/CBUC and CEO, Markham PL (Moderator); David Premi, Architect, dp ai; Greg Hayton, CEO, Cambridge Libraries and Galleries; Jo-Anne Westerby, Director, Mohawk College

In September 2011, a group of CULC/CBUC members, architects and the Head of a College Library participated in an eight-day European Study Tour of libraries in Copenhagen, Denmark; Malmö, Sweden; Amsterdam, The Netherlands; and Helsinki, Finland. The panel will talk about what they learned – the positive and promising ideas – and some to think twice about!

Convenor: Maureen Barry, CEO, Burlington PL
Health 2.0:
How Medicine, Media, Personal Decisions, Behaviours, & Stories are Creating a Whole New Way of Navigating Health Care

Dr. Michael Evans, Family Physician and Founder of the Health Design Lab

Dr. Michael Evans is a practicing family doctor, a professor and a researcher at the University of Toronto and the Li Ka Shing Knowledge Institute at St. Michael’s Hospital. He speaks internationally on a variety of topics that intersect around primary care, knowledge management, evidence-based medicine, and consumer self-management. He is a regular guest on the topic of evidence based medicine on CBC radio and oversees the Ontario government’s health web site for the public, www.HealthyOntario.com, which won a “Webby” for “best government website in the world”. As a healthcare and medical expert, Dr. Evans is committed to raising awareness and inspiring action toward personal healthcare, prevention and well being. His recently published kids book, The Adventures of Medical Man, was chosen as one of the 2011 top non-fiction health book for kids by the Canadian Children’s Book News.

In this talk Dr. Evans draws on the breadth of his experience, from seeing patients in a busy urban practice, to his roles as chief editor of the provincial health portal, health columnist for the Globe and Mail newspaper, and health advocate, influencing federal and provincial policy and research initiatives. These experiences are now fusing with the launch of the Health Design Lab at the new Li Ka Shing Knowledge Institute where Dr. Evans is leading a “collaboratory” to revolutionize the way people make health decisions. By bringing together media companies, designers, filmmakers, expert patients, policy makers, researchers, marketers, and clinicians, the Health Design Lab will create and evaluate knowledge therapy. Participants will learn how web 2.0 makes a difference, how stories trump data, and, how relationships trump stories.

Convenor: Barbara Scholz, OHLA Professional Development Coordinator
Research Round-Up

The goal of this session is to engage practitioners with current research in library and information science and related fields. Presenters will talk about their studies in small groups – in a form of “research speed dating” – with the goal of increasing the use of research evidence in policy and practice. Some examples follow – new ones will be added to the website as they are accepted.

Understanding Cognitive Attributes to Diffuse Health Information More Effectively
Alexandre Fortier, Doctoral Student, University of Western Ontario (FIMS)

Comics in the Life of the Young Adult Reader: Understanding the Experience of Reading Graphic Novels and Comic Books in Contemporary Society
Lucia Cedeira Serantes, Doctoral Student, University of Western Ontario (FIMS)

A Place for Us? Baby Boomers, Their Elders, and the Public Library
Wendy Robbins, School of Information Studies, University of Ottawa

FRBR and Prejudice: Cataloguing Paradigms in a Non-Cataloguing Context
D. Grant Campbell, Associate Professor, University of Western Ontario

Full abstracts will be published online and in the final program.

Community Partnerships, Learning Commons

The Library as Place: Tales from the Community Learning Commons

The global economy is shifting and libraries are hard pressed to justify their pertinence to Ontario’s knowledge economy in a world that believes all that is necessary to know is at the end of a click, somewhere! We explore our vision of the Community Learning Commons through The Technology and Health Fairs and our Study Hall Programs. This session responds to those who ponder why people love libraries, why they come and how we can successfully use our traffic to engage the disengaged and build allies in different sectors while challenging what our library needs to be in today’s global economy. We asked our staff to bring it on!

The Community Learning Commons: Library as Integrator
Rosemary Kavanagh, Manager of Adult Services, Richmond Hill PL

A Technology Fair: Vendors, Digital Learning and Community Volunteers
Li Chen, Program Strategist; Katarina Boljkovac, Electronic Resources; Cameron Knight, Local History Librarian; Richmond Hill PL

A Health Fair: Engaging Your Mind Body and Soul at the Library
Joan Girot, Health Librarian; Greg Patterson, Virtual Services Specialist; Richmond Hill PL

Study Hall Programs: Library as the Other Learning Place
Rosemary Kavanagh, Manager of Adult Services, Richmond Hill PL
Convenor: Kate Morrison, Hamilton PL
1804  ICTC NIAGARA
10:45 AM
Culture
ABORIGINAL AWARENESS SUPER SHARING CIRCLE
Session 1704 continues. See session 1704 for description.
Convenor: Barbara Lewis, Librarian (retired) Chippewas of Rama

1805  ICTC BALLROOM
10:45 AM
Advocacy
FORD VS. ATWOOD: RESHAPING THE ADVOCACY DEBATE FOR STRONGER COMMUNITIES
Ken Haycock, Haycock & Associates; Wendy Newman, Senior Fellow, Faculty of Information, University of Toronto

For three years, Wendy Newman and Ken Haycock have been collaborating on a book on advocacy. During that time their investigations and research into what has worked and what hasn’t over time has caused them to re-think their approach and insights. Their success as advocates appeared to be centred in the message and the positioning. Now it is clear that the “relationship is the message”, yet it is also so much more – including principles of influence and the use of evidence.

Building on interviews with local and provincial politicians, and their senior bureaucrats, the elements of successful advocacy become more and more clear, not only in terms of decisions surrounding funding of libraries but in every aspect of our personal and professional lives in all types of libraries and communities.

Newman and Haycock are recipients of provincial, national, and international awards and recognition for their work in advocacy on behalf of librarians, libraries, and their users.
Convenor: Lita Barrie, Grimsby PL

1806  MTCC 206BDF
10:45 AM
Information literacy, Gaming, Student engagement
BUILDING A GAME LAYER ON TOP OF THE LIBRARY!
M.J. D’Elia, Learning & Curriculum Support Team Librarian; Robin Bergart, User Experience Librarian; University of Guelph

Games can provide a model for good pedagogy. By applying basic game design fundamentals, librarians and educators can shift expectations, increase engagement, and – ultimately – improve the learning experience for their students/patrons.

What if visiting the Library was more like engaging in a game? What if patrons accrued points, unlocked levels, and actively collaborated with each other? In this interactive session we imagine how incorporating basic game design fundamentals might help us create enjoyable patron experiences that change expectations, increase engagement and, ultimately, improve the learning experience. Your patrons might just end up as active agents in the mission to promote literacy and learning – without even realizing it!
Host, CBC’s George Stroumboulopoulos Tonight – Current Events and Pop Culture

If there was ever a guy who was born to talk, it’s George Stroumboulopoulos. With more than 18 years in the business, George is one of the most admired and beloved journalists in Canada. Starting out on what was then CBC Newsworld, over six seasons he quickly grew The Hour from a fledging current events program to a critical and popular success from coast to coast on the main CBC network. As the program grew, so did George’s reputation as one of the most insightful and dynamic broadcasters in North America. Now he’s entering his seventh season with the latest stage of that success: George Stroumboulopoulos Tonight.

His hard work and dedication have not gone unrewarded. George and The Hour have won nine Gemini awards, including four awards for best host in a talk program or series, and three for best talk series in Canada. He’s also been the recipient of a Gracie Award from the American Women of Radio and Television. Not bad for a punk from Malton, Ontario.

And the following presentation:
- OLA Media and Communications Award: Michael Lajoie-Wilkinson, student-activist
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