PUBLIC LIBRARY HIGHLIGHTS for the Texas Library Association Conference

A full schedule containing all 300+ programs with CPE credits, featured speakers, attending authors, parties, and other events is available at the conference website: www.txla.org/annual-conference

TUESDAY, APRIL 8, 2014

TLA Diversity and Inclusion Summit: Breaking Down Silos for a Unified, Diverse Society (Ticketed event; register online only): 1:00 - 5:00 pm
This summit will explore the evolving meanings of diversity and inclusion in professional and personal arenas. Speakers provide resources and tools to cultivate an inclusive culture and build an equitable environment for all stakeholders.

Master Plans for Public Libraries: 2:00 - 3:50 pm
A panel shares the processes and resulting master plans for Fort Worth, Houston, and Round Rock public libraries. The speakers will compare and contrast the components and timeframes for strategic planning and developing facility master plans. Learn how to incorporate market data and analysis into these tasks.

Texas Gets the Edge: An Initiative Update: 2:00 - 3:50 pm
Learn about the launch of Edge and its value to the library field. Using national benchmarks, this professional tool is helping libraries assess and improve public technology services. With valuable data and support, Edge helps libraries and local governments work together to achieve community goals.

Bringing Little Free Libraries to Your Community: 4:00 - 4:50 pm
It’s a “take a book, return a book” gathering place where neighbors share their favorite literature and stories. In its most basic form, a Little Free Library is a box full of books where anyone may pick up a book (or two) and bring back another to share. Learn about this movement and how you can get one started in your community.

Collaborate and Innovate for Change: What’s New in Chattanooga? 4 – 4:50 pm
Learn from the exciting innovations and best practices at Chattanooga Public Library. Two Library Journal Movers & Shakers will discuss collaborative leadership skills, management of disruptive change, and organizational structure and staffing models used to foster a culture of innovation and collaboration.

Empowering the Digital Youth: Meeting the Ever Expanding Ecology of Literacy: 4:00 - 4:50 pm
Design programs for today’s tech-savvy youth that incorporate multiple literacies. Leveraging cooperative inquiry design methods from human computer interaction and learning sciences, librarians will learn how to create programs that meet the learning needs of digital natives.

Google Driver’s Ed: 4:00 - 4:50 pm
Are you ready to drive? Merge with the future of cloud storage using Google Drive’s basic features. After this session (part one of a series), you’ll be ready for a “Google Driver’s License” (part two of the series).

My First Summer Reading Club: Building Early Literacy in Ages 0-4: 4 - 4:50 pm
Arlington Public Library created a summer reading program for very young children. Librarians will discuss how the program differs from the traditional older children’s club and the impact of the library’s support of early literacy in the community.

PR on a Budget for Public Libraries: 4:00 – 4:50 pm
Public relations initiatives are frequently pushed aside because of costs. Libraries cannot afford to marginalize PR efforts. Learn approaches to PR that are cost-effective, motivate your community, and keep administrators in your corner.

Web 2.0 and 3.0: Technology and Legal Pitfalls: 4:00 - 4:50 pm
Understand the benefits and detriments of using Web 2.0 and 3.0 tools. Learn techniques to gain administrative support in using these tools and discover how to avoid legal pitfalls.

TONS TO SEE AND DO!
In ADDITION TO the programs listed here, attend the TLA Conference and see hundreds of authors, enjoy book and reading programs, attend parties and meal functions, and participate in some new activities!

- Cycling for Libraries – a health event (Ticketed), April 8
- Geekdom San Antonio – a tour; offered twice (Ticketed), April 8. Find out where the next great idea is coming from: Geekdom is more than a MakerSpace; it’s where startups are born.

- TLA Diversity and Inclusion Summit: Breaking Down Silos for a Diverse Society (Ticketed), April 8
- TLA’s First Ever Hackathon (Ticketed), Friday
- Noce de San Anto + Sandra Cantero, a program presented by Latino Caucus and REFORMA, April 9

- Crunch! An Evening with Zen Authors (Ticketed), April 10

EXHIBIT HALL
Almost 400 vendors & publishers demonstrating educational technologies and resources!

EXPERTS... A SAMPLE
Jennifer LaGarde, North Carolina Dept. of Instruction
Jonathan Bergmann, Flipped Learning
Char Booth, Educational Services, Claremont Colleges
Ross Todd, Rutgers, State University of New Jersey
Shannon Miller, Van Meter Community School (IA)
Kristin Fontichiaro, University of Michigan
Lee Rainie, Pew Research Center
Jonathan Luhtala, New Canaan HS
Michelle Luhtala, New Canaan HS
Katherine Skinner, Educopia
Michelle Lebo, University of Maryland
Mega Subramaniam, University of Maryland
Katherine Skinner, Educopia
And many more!

KEYNOTE SPEAKERS
James Patterson, April 9
Ron Suskind, April 10
Henry Winkler, April 11

AUTHORS
100+ authors will be on hand to present programs, sign books, and meet educators!

JOIN YOUR COLLEAGUES!
Digital Curation in Action: 10:15 - 11:20 am
Digital curation is becoming an increasingly important topic as more librarians actively explore best practices for digital lifecycle management. Digital curation activities enhance access/retrieval, maintain quality, add value, and facilitate use and re-use over time. This presentation covers actions required to maintain usable and sustainable digital collections.

Beyond Assistive Technology: Improving Services to People with Disabilities: 10:15 – 11:50 am
Library services to people with disabilities encompass more than simply offering assistive technology. Staff members at all levels provide services to disabled customers. Learn to identify customers with disabilities, examine changes in attitudes and laws, explore communication techniques, and examine best practices.

Breaking Through to Common Ground: People, Poetry, and Libraries: 10:15 - 11:50 am
The poet laureates of San Antonio and Texas share the power of poetry to affirm that the voices of all communities contain literary and cultural treasures. The speakers offer ideas about public programs that reinforce the many connections between community voices and published text. Their overriding message poetry is a route toward greater literacy, and an educated citizenry is essential to democracy.

Building Diversity with Electronic Resources: From Books to Databases: 10:15 - 11:50 am
A panel discusses best practices and strategies for building diverse e-collections. Speakers address issues related to electronic books, magazines and newspaper resources. A business meeting follows the program.

Consumer Health Reference Resources Online and @ Your Library: 10:15 - 11:50 am
Did you know Texans have access to reputable consumer medical research resources from TexShare and the National Library of Medicine? This session explores databases and websites that provide consumer medical information and guidance to patrons, including resources on the Affordable Care Act. Expand your library’s access to these valuable and free resources.

Early Literacy for Everyone: 10:15 - 11:50 am
Join Fort Worth Library librarians and an early literacy expert to hear about early literacy initiatives, including programming designed for specific and underserved library users, including infants, toddlers, active preschoolers, special-need kids, and bilingual families. Early literacy skills will be highlighted.

Library Leadership – Challenges and Changes: 10:15 - 11:50 am
Need a new approach for a changing environment? Join library innovator and leader Joan Frye to take your library in a new direction. Williams can help you sort out where you should be headed, what fresh choices you have for getting there, and how to get all the necessary players moving forward. You'll be enlightened and inspired, and you may even have fun along the way!

Market Like You Own It: Library Marketing on the Edge: 10:15 - 11:50 am
From its billboard campaign to its YouTube comedy series, the Craighead County Jonesboro Public Library takes an adventurous approach to increasing community awareness. Take an entertaining look at their award-winning marketing campaign and learn how you, too, can engage your community and increase awareness of your local library.

Thinking Outside the Library Box: Collaboration for Programming and Outreach: 10:15 - 11:50 am
Find new ways to engage your community by collaborating with other organizations and departments for programming and outreach. Learn how to work together to meet the needs of your service populations.

You Can Do It! Applying and Interviewing for Jobs: 10:15 - 11:50 am
Changing jobs? Fresh out of school? Want to learn what to do and what not to do when searching for and interviewing for jobs? A panel of practitioners and recent graduates from public, academic, and special libraries share best practices, pitfalls to avoid, and views from both sides of the search.

Navigating Interlibrary Loan with Navigator: 11:00 - 11:50 am
A panel of Navigator ILL users will discuss their experiences with implementation. Speakers will share tips on using the system and helping customers find what they need through interlibrary loan. A business meeting follows the program.

Scoop Your Way to Website Curation: 11:00 - 11:50 am
You know about Pinterest; now it’s time to try Scoop.it! Learn to use this customizable tool to curate Web materials on research topics of interest to customers and to build your professional profile online.

Imagabarium: Building a Premier Public Library and Changing the Culture of Your Community: 1:00 - 1:50 pm
Just five years ago, Midland County elected officials considered defunding its public libraries. Today, Midland has built a state-of-the-art library and changed the thinking about public libraries in the community. What happened to facilitate this change in support?

Inspiring and Supporting Staff to Invent and Innovate: 1:00 - 1:50 pm
Creating an atmosphere where all staff members are involved, included, and encouraged to share brilliant ideas takes more than sharing a vision. Learn how staff at anythink™ Libraries is integral to the ongoing radical transformation of library spaces and services.

Library Makerspaces: 1:00 - 1:50 pm
Through thoughtful planning, library makerspaces can be powerful agents in developing high-impact creative communities. By focusing beyond trendy tools, savvy librarians and their customers can create a potent new culture of learning. We'll discuss effective makerspaces building blocks, including a collaborative culture, external partnerships, and a focus on process.

We Speak Your Language: Strengthening Early Literacy for Diversity: 1:00 - 1:50 pm
One of the strategic priorities at Multnomah County Library (MCL) is “We help the community flourish.” Learn about early literacy programming MCL is delivering to six diverse target groups in order to contribute to the health and vitality of the community through diverse
What to Do When You Find Yourself an "Accidental" Systems Librarian! 1:00 - 1:50 pm  
The basics of systems librarianship are revealed by a former Library Journal Mover and Shaker. Learn how your traditional competencies can benefit your library systems and by extension systems staff and ultimately library users. Take away tricks of the trade and tools every systems librarian needs.

ALA President Barbara Stripling - Declaration Initiative: 2:00 - 2:50 pm  
All people have the right to quality and vibrant library services. This fundamental tenet is the basis for The American Library Association’s “Declaration for the Right to Libraries.” ALA President Barbara Stripling has asked all librarians to help her gather signatures in support of this national movement.

Best Practices in Customer Relationship Management: From Shamu to You: 2:00 - 2:50 pm  
Representatives from SeaWorld will share current best practices they employ in customer service.

Help, I'm the Library Spokesperson! Tools for Public Relations: 2:00 - 2:50 pm  
New to library public relations or need some tips for speaking more confidently with the public and the media? Speakers will provide instruction on basic public relations, media interaction, and how to use the TLA toolkit for support.

Blending Technology and Casual Comfort into the Library of Tomorrow: 2:00 - 3:20 pm  
Design your library to be more like a living room and less like a warehouse of information. The presenters will discuss how technology, interior design, casual furniture, and self-service kiosks can work together to meet the demands of the modern library and its BYOD users.

Sensory Storytime: Programming for Children and Youth with Sensory Processing Disorders: 2:00 - 3:20 pm  
Incorporate theory and practice from sensory integration occupational therapy into regular library story hours that are fun for all kids and appropriate for children with Autism Spectrum Disorders. Experts will equip attendees to design programs for their library patrons.

Teens and Libraries in Today's Digital World: 2:00 - 3:20 pm  
Younger Americans exhibit a fascinating mix of habits and preferences when it comes to reading, libraries, and technology. Discover the most recent information on teens and young adults: the issues, attitudes, and trends shaping their perspectives; and the impact on your library.

Assessment UnConference: 2:00 - 3:50 pm  
Bring questions, issues, and best practices to share with colleagues. This unconference, a participant-driven forum, allows attendees to discuss current assessment trends in all library settings. A business meeting of the Assessment Interest Group follows the program.

Latino Bookfest: A Celebración of the Best in Latino Literature for Youth: 2:00 - 3:50 pm  
What do the Tejas Star, Pura Belpre, and Tomas Rivera awards have in common? Award-winning literature celebrating Latino cultural experiences, that’s what! Explore the universal themes of strong families, humor, overcoming adversity, and hard work with committee librarians and the authors and illustrators who have been honored by these awards.

Tablets in the Public Library - For You, For Your Customers: 2:00 - 3:50 pm  
Tablets are increasing in popularity, and library services are becoming more available through tablets and apps for them. Learn how tablets can increase staff productivity and customer satisfaction with library services.

Empowerment through Code: 4:00 - 4:50 pm  
Fear not! Learning computer code is empowering and something anyone can do. A Library Journal Mover & Shaker shows you how to improve workflow, usability, and communication with IT vendors by spending time learning basic code.

Google Driver's License! 4:00 - 4:50 pm  
Now that you've been through Google Driver's Ed, you're ready for your Google Driver's License (part two of a series)! Rev up the Google Engine with surveys and forms. Put this powerful set of tools to work for you.

The Library as a Place of Learning, Experimentation, and Discovery: 4:00 - 4:50 pm  
Enter the exciting world of anything ™ and see how the Rangeview Library District continues to magically transform into an idea place, the heart and soul of the community. The speaker focuses on making the library a comfortable third place (a quality social space beyond work and home).

Library User Experience, Service, and Value: 4:00 - 4:50 pm  
How do we define library as a service? Library as an experience? Following user experience design methods, this session aims to find answers to these important questions and engage the audience on what a user's library experience should look like.

Look Up, Speak Up – And Watch Them Follow: 4:00 - 4:50 pm  
Librarians can become engaging public speakers. This program will help you master public speaking, connect with the audience, and provide an effective program to your listeners. Learn to captivate and motivate your audience to listen more, retain more, and act upon your recommendations.

TexShare Database Update: 4:00 - 4:50 pm  
Change is coming to TexShare following the end of the 83rd Legislative Session. How will TexShare implement the state increases for statewide library resource sharing? How will K-12 school libraries access TexShare resources? Come find out.

Virtual Shout Outs: Innovative Ways to Promote Digital Collections: 4:00 - 4:50 pm  
Speakers from different library types demonstrate innovative ways to bring attention to your digital collections. From ebooks to special collections and curriculum materials, make sure your users are aware of everything your library has to offer on the shelf or on the screen.

What's Wrong (and Right) with Reference? 4:00 - 4:50 pm  
Emerging technological trends in the delivery of reference services will be highlighted. A notable expert (aka Mr. Reference)
will use a talk show format to discuss Wikipedia, mobile technologies, consortial services, and problem patrons.

**Your Library - There's an App for That! 4:00 - 4:50 pm**
Creating an app for your school library is not an expensive and complicated process. Hear how a library created an app which led to increased patrons, increased circulation, and a larger social media presence.

**LEADing Out Loud: Leaders on Leadership from the Frontlines** 4:00 – 5:20 pm
Are leaders born or are they made? The craft of leadership is explored in a revealing live interview with well-known library leaders. Come with your questions about the pathways and skills needed to become an effective leader, meet the challenges of decision making and managing libraries, and achieve success in leadership.

**Promoting Options and Opportunities for Diverse New Library Users** 4:00 - 5:20 pm
Library customers include adult learners, immigrants, senior citizens, and international students. Many may not be knowledgeable about the library world and lack the skills to find the information they need. Participants will walk away with strategies to assist these diverse constituencies in successful information literacy practices.

**Change is Coming! Public Library Accreditation and Standards Open Forum** 5:00 – 6:30 pm
Public libraries are ineligible for many statewide programs unless they meet the state's minimum criteria for accreditation. TLA's voluntary standards build on the minimum criteria to provide a pathway to improvement. Both standards are being reviewed by taskforces composed of Texas public librarians. Hear about proposed changes and be part of the process.

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**SCHEDULE OF EVENTS - THURSDAY, APRIL 10**

**Google Drive: Grand Prix Edition**

8:00 - 8:50 am
You've finished Google Driver's License, and now you're ready to get in the fast lane with the Grand Prix Edition (part three of a series)! Using your Drive, Docs, & Surveys skills, soup up your Googlemobile with Forms and Presentations!

**Bringing Health Information to Your Community** 8:00 - 9:20 am
Did you know that half of the patrons utilizing your public computers are searching for health information? Learn strategies for bringing health information to your community and discover funding opportunities.

**The Future of Libraries** 8:00 - 9:20 am
Explore the latest research from the Pew Internet & American Life Project on the changing roles of libraries and our users in the digital age. Who are our users and what matters most to them? Discover customer perceptions on technology and services and how to stay relevant.

**Balancing Books & eContent: The Future of Acquisitions** 8:00 - 9:50 am
Librarians are faced with doing more with less. This challenge is particularly evident with juggling acquisitions dollars between print and electronic offerings. Demand for econtent is increasing while circulation of print materials continues to remain steady. Panelists discuss how they are assessing needs and making decisions in this climate.

**Practical Steps for Practical People: Implementing Workflow Change** 8:00 - 9:50 am
Adopting a new product, service, or workflow can be time-consuming and difficult in any type of library. Learn how to get staff buy-in to the process and which milestones and methods can ensure you have achieved the desired goals.

**You Said What? To Whom? Positive Communication Strategies** 8:00 - 9:50 am
Learn to engage in effective and positive communications with co-workers, funders, governing bodies, and customers. Work with these essential partners to improve the library’s status with all stakeholders. Break down negative barriers with mindful strategies for telling your library’s story.

**Director's Breakfast - Leading out of Difficult Times** (Ticketed event; The suggested audience for this session is library directors and managers.) 8:30 – 9:50 am
Calling all library administrators! Leading an organization through hard times requires deliberate focus and extra attention to critical areas. A panel of directors shares experiences in leading organizations out of challenging times and offers best practices for increasing library resources, facilities, success, and visibility for communities.

**60 Websites in 60 Minutes – What’s New in Government Information** 9:00 - 9:50 am
This fast paced presentation focuses on government and regulatory information at the federal and state level. The audience will be introduced to core government resources in fields such as business, patent, labor, energy, and healthcare. From government to fun – no legal experience necessary to attend!

**Evidence-based Collection Management: Strategies for Improving Library Performance** 9:00 - 9:50 am
Want to learn how to maximize the use of your library collection? The presenters will discuss the benefits of utilizing evidence-based collection metrics in making collection development and maintenance decisions with case studies from various libraries.

**On the Radar: Professional Visibility Through Evidence-Based Practice** 9:00 - 9:50 am
This workshop will provide participants with a range of strategies, initiatives, and measurement techniques that will enable them to chart and document the learning outcomes of their teaching-learning activities and library services and to make visible the essential role of school libraries in their schools and communities.

**Creating a Comprehensive Library Valuation Picture** 10:00 - 10:50 am
Based on the 2013 publication Proving Your Library's Value: A Toolkit for Transportation Libraries, a library director articulates a complete valuation picture applicable to all types of libraries. Participants will receive a framework for depicting library values to senior management.

**Grants Part I: Show Me the Money** 10:00 - 11:50 am
A panel of experts will discuss the types of grants available to public libraries and what types of projects each organization is...
interested in funding. Each panelist will discuss the grant review process and elements of a good grant request.

**The Purpose Based Library**: 10:00 - 11:50 am
Have reduced staffing, more demanding customers and skeptical city managers forced you into survival mode? John Huber (Lean Library Management) shows you how to survive these current challenges by developing more responsive core services, embracing your libraries' true purpose, and developing partnerships based on value driven metrics.

**LEADing the Way in Disaster Information Outreach**: 11:00 - 11:50 am
Prepare your information toolkit for when disaster strikes! Gain practical tips on how to provide disaster information outreach services to a wide range of individuals in your community from victims to first responders.

**MetaFilter and Online Communities**: 11:00 - 11:50 am
The director of operations for MetaFilter, a massive group blog, discusses their approach to managing their expanding user base using a combination of technology, transparency, and very few hard and fast rules. Learn what goes into moderating a Q & A site and the challenges of a telecommuting workforce.

**Brown Bag Discussions on Management Issues**: 12:00 - 1:50 pm
Get the dish on how to manage your time, move to the next level, and deal with difficult workplace relationships. A leading manager will discuss strategies for addressing some of today’s most challenging management issues.

**Back Room Reboot: How to Start Saving Time and Money in Tech Services**: 1:00 - 1:50 pm
Learn how to measure current successes, eliminate unneeded steps, and evaluate changes in workflow processes. Take the "Do You Know?" quiz and discover 10 principles that can make a difference in how materials move from the back door to the library user's home and back again.

**Legislative and Policy Update**: 1:00 - 1:50 pm
Join TLA advocacy team for a discussion on library policy issues for the upcoming 84th Legislative Session. State Librarian Mark Smith will also discuss the activities and work of the State Library and Archives Commission.

**Library Innovation Demystified: From Gimmick to Strategic Tool**: 1:00 - 1:50 pm
Explore leadership approaches for librarians as they face ongoing technological change. Understand ways to use technology in crafting the future of your library.

**Open Library and Fair Use**: 1:00 - 1:50 pm
New legal decisions and new initiatives are giving libraries more options in how they share content and interact with their patrons. Now is the time for libraries to be bold and take advantage of this favorable environment to provide as much as we can for our patrons. Jessamyn West will discuss ways to do that.

**Social Reading Platforms and Changes in ePublishing**: 1:00 - 1:50 pm
SocialBook has the ambitious goal of building the first viable post-print publishing platform where readers and writers can engage in an interactive process. The founder of the Institute for the Future of the Book shows how this innovation will be instrumental in the shift to social reading and writing as discourse moves from printed pages to networked screens.

**Introducing the Digital Public Library of America**: 2:00 - 2:50 pm
The Digital Public Library of America (DPLA) brings together the riches of America's libraries, archives, and museums and makes them freely available to the world. It offers cultural heritage institutions opportunities to reach more users, increase access to their content, and collaborate in new ways.

**Gone Digital: The Bookless Library**: 2:00 - 3:20 pm
While many libraries have been increasing their e-resources collections, some have chosen to completely phase out print materials. A panel shares experiences working in bookless libraries, including opportunities and challenges involved in developing an online collection and providing customer service in this unique environment.

**Managing Social Media in Libraries: Using Coupled Systems to Build Community**: 2:00 - 3:20 pm
This session takes a unique approach to social media by providing a framework for viewing organizations as idea-generating systems that use social media to connect outward. Also addressed will be managing risk while encouraging use.

**Grants Part II: Why Didn't I Get the Money?**: 2:00 - 3:50 pm
Your awesome grant application was not funded. Why not? Learn how to write a stronger application by considering the grantor's mission, telling a compelling story, and demonstrating careful planning for costs, benefits, and evaluation.

**Welcome Home: Adding Veteran Services in Your Library**: 2:00 - 3:50 pm
Returning veterans need information on jobs, social services, military benefits, and more – all provided in a way they can accept and understand. Experts will discuss how libraries can become the link between veterans and these critical resources.

**The Purpose of the Book is the Future of Society**: 3:00 – 3:50 pm
Forms of expression will change dramatically as we learn to exploit the new electronic media. Boundaries between reading and writing will become ever more porous as readers take a more active role in the production of knowledge and ideas.

**SCHEDULE OF EVENTS - FRIDAY, APRIL 11**

**Keeping Texas Competitive: Workforce Development and Libraries**: 8:00 - 9:50 am
Workforce development is one of the state's highest priorities. Libraries of all types provide frontline services and resources. Learn more about the extensive statewide digital resources available to support learners and job seekers. Speakers will TLA's workforce development marketing resources, and you will hear from librarians running successful workforce programs.

**Launch Community Publishing Initiatives with Self-Published Ebooks**: 8:00 - 9:50 am
Learn how to foster a culture of authorship in your community. The founder of Smashwords, an ebook self-publishing platform, discusses how libraries can orchestrate community e-publishing initiatives.

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Managing Major Library Issues: Practical Tips from the Pros: 8:00 - 9:50 am
Experts offer great take-home value with their top tips for dealing with big issues such as conflict management, transitioning from peer to supervisor, leading vs. managing, and more.

Working with Diverse Communities: 8:00 - 9:50 am
The presenters/authors will discuss their recently published monographs on minority librarianship and serving minority communities. They will also share their personal experiences as minority librarians and activists as recounted in their memoirs.

Leadership at the Library of Congress in a Changing Information World: 8:30 - 9:50 am
A leader at the Library of Congress will speak on current innovations, digital resources, and changes in the collection and programming at the world’s largest library. This discussion offers a strategic view of the future for library and information services.

Eye of the Storm: The Library’s Role in Disaster Preparedness: 9:00 - 9:50 am
In an emergency, people come to the library. Are you ready? This session includes information on preparing for, responding to, and recovering from emergencies. Topics include learning how to conduct a basic risk assessment, crafting an emergency preparedness plan, locating resources, and working with first responders. A business meeting follows the program.

Of MOOCs & Mayhem: Learning Everywhere: 9:00 - 9:50 am
An innovation in online education is the MOOC (Massive Open Online Course). These courses can have thousands of people and can be a potentially disruptive and transformational mechanism for large-scale learning. Hear the genesis of MOOCs, the experiences of librarians in an LIS-centered MOOC, and the potential roles for LIS professionals.

Personal Branding: A Path to Professional Success: 9:00 - 9:50 am
Improve confidence and self-esteem (not to mention develop a top-notch personal “brand”) by learning secrets from the corporate world. Gain experience on how to approach your personal branding for professional success using key tips from a marketing expert.

50 STEM Programs in 50 Minutes: 10:00 - 10:50 am
STEM programming is at the top of a parent’s wish list for their children. At this session, attendees will leave with 50 tried, true, and ready to present programs for their library.

Acquisitions 101: Connecting with Vendors: 10:00 - 11:20 am
The librarian-vendor relationship is too important to develop without active management. During this session, participants will learn about common goals and shared needs between vendors and librarians. Our panel will discuss the components necessary to build a successful partnership.

Dia de los Niños: School and Public Libraries Connecting with Latino Families: 10:00 - 11:20 am
Dia de los niños/Dia de los libros is an internationally recognized literacy program founded by Pat Mora to connect children and families to books, cultures, and libraries. Learn from experts on helping families strengthen literacy through meaningful experiences with books relevant to their own multicultural experiences.

DIY vs. LSEDIFY: Marketing Strategies for a Resource-Strapped World: 10:00 - 11:20 am
Librarians often develop their outreach materials by preference and or necessity, but many libraries also have in-house marketing professionals. How do you make the most of each scenario? Two award-winning marketing devotees share different perspectives: DIY (do it yourself) vs. LSEDIFY (let someone else do it for you).

Mobilizing the Technology Storm: App-based Stress Relief: 10:00 - 11:20 am
The speakers review Apple and Android apps promising stress relief for librarians. Learn about free and low cost tools, evaluation criteria, and guidelines for avoiding scams.

Retrofitting Your Library for User Satisfaction: 10:00 - 11:20 am
Make over your facility using minimal dollars to increase customer satisfaction. Visitors of all ages and abilities benefit when you see your environment as customers see it. This international expert covers a broad range of topics, including service points, retail principles, accessibility, and signage.

Texas Libraries Becoming Daring, Dynamic, and Diverse Organizations!: 10:00 - 11:20 am
Diverse organizations are competitive, innovative, and powerful. Diverse organizations are prepared for the future. Learn about the relationship between diversity and organizational success. Get strategies for developing a rich, multifaceted leadership and staff. Build strong leadership for the future of your library and community.

BiblioTech: The Bookless Library of Bexar County: 10:00 - 11:50 am
A representative of the Bexar County Commissioners’ Court will talk on the concept, funding, and building of a bookless library. The facility’s manager will address the issues surrounding the development and maintenance of this type of library.

Managing Generation NeXt: 10:00 - 11:50 am
Younger information professionals are entering the library workforce and bringing challenges for those supervising them. Issues with responsibility and self-esteem, use of technology, and styles of interacting can impact and interfere with their workplace readiness and success. This session provides attendees with a better understanding of Generation NeXt and describes what managers can do to help them be successful in the multigenerational workplace.

Robots in the Library – Building STEM Skills: 11:00 - 11:50 am
The FIRST Lego League Robotics programs offer fun and serious STEM skills. Designed for all school aged children, the program builds incrementally each year and gives participants real world skills in teamwork and problem solving. Attendees will learn the nuts and bolts of implementing a program, gaining financial support, and developing community partnerships.