



**PERFECTING YOUR GAME**  
A Win for Your Community  
TLA 2018 | Dallas | April 3-6

## OVERVIEW of the Texas Library Association Annual Conference Program for Special Librarians

Featured speakers, attending authors, unit meetings, and other conference highlights and events will be added to the conference website and broadcast on TLA social media as finalized. Meanwhile, enjoy this overview of programs and start planning your visit to Dallas for TLA 2018. The printed program was mailed to TLA members as part of the winter issue of the *Texas Library Journal*. For all conference information, go to [www.txla.org/annual-conference](http://www.txla.org/annual-conference) and click the left Schedules and Session menu. A full listing of all content programs that is updated weekly is at Updated 2018 Full Conference Program.

Dallas, Texas

[www.txla.org/annual-conference](http://www.txla.org/annual-conference)

April 3-6, 2018

### A NOTE ON PRECONFERENCES

Preregistration is required for all preconferences by Friday, March 16; ticket purchase is required as noted. All preconferences will be held at the Kay Bailey Hutchison Convention Center unless otherwise noted.

### TUESDAY APRIL 3 PRECONFERENCES

#### **Grant Writing 101** (Ticketed)

8:00 am - 12:00 pm

Beginning grant writers will receive a general overview of the grant process including: finding funding opportunities, becoming familiar with internal grant office structures, documenting the need, and program evaluation.

Bethany Livingston and Debbie Montenegro, South Central Regional Library, National Library of Medicine

#### **Robot Petting Zoo**

**Makeathon** (Ticketed; register online only)

8:00 am - 4:00 pm

The Robot Petting Zoo program engages students and educators in friendly making, coding, and design with a creative twist on the traditional hackathon. During this RPZ Makeathon, attendees create animatronic animals while learning empathic design thinking,

teamwork, and engineering using cardboard, robotics kits, code, and craft supplies.

Katie Henry and Allison Lambacher, Birdbrain Technologies

#### **Digital Privacy** (Ticketed)

9:00 am - 12:00 pm

Two-step authentication, malware, and risk assessment are a few of the concepts that will be discussed in this interactive session. Improve privacy and security literacy, practice with free online tools, and communicate this information to users.

Alison Macrina, Library Freedom Project

#### **Disability Awareness**

(Ticketed)

9:00 am - 12:00 pm

Obtain practical skills for improving library services and accessibility for users with special needs. Learn to identify any preexisting assumptions and biases, and recognize hidden disabilities.

Devin Axtman and Rachel Buchanan, University of North Texas

#### **Family Search for Genealogical Research**

(Ticketed)

9:00 am - 12:00 pm

Help users become efficient genealogy researchers. Learn the scope and depth of information available in Family Search, a premier, free resource.

Susan D Kaufman, Clayton Genealogy Library, Houston Public Library

#### **Improving Services with Design Thinking** (Ticketed)

9:00 am - 5:00 pm

Using the Design Thinking Toolkit for Libraries, an open source, step-by-step guide created by IDEO with Bill and Melinda Gates Foundation support, participants will explore collaborative activities they can use to leverage design strategies to better understand and serve their communities' needs.

Michelle Frisque, Chicago Public Library

#### **Project Management and You!** (Ticketed)

1:00 pm - 5:00 pm

Creating programs, implementing grants, or renovating spaces are some of the projects which take place in libraries today. Library staff are increasingly expected to act as project managers. Attendees will discover tools and techniques for planning, organizing, and managing projects.

Dwaraka Iyengar, Sherry James, and Susan Kennedy, Project Management Institute

#### **I Can Teach That in My Sleep - A BYOD Hands on Lab 03** (Ticketed; register online only)

9:00 am - 11:00 am

Screencasting apps make it super

easy to create online tutorials for your users. Learn to create and post instructional demos that are available at all hours—even while you sleep. Bring your own device. *Tickets must be purchased by Friday, March 16 through preregistration.*

Selena L Knight, Mesquite ISD

### **G Suite Basics - A BYOD Hands on Lab 04** (*Ticketed; register online only*)

11:30 am - 1:30 pm

Learn the basics of G Suite (formerly Google Apps) in this hands-on session. Participants will create, collaborate, share, and save using Google Docs, Sheets, Slides, and Drive. Bring your own device. *Tickets must be purchased by Friday, March 16 through preregistration.*

Deanna Licatovich, Mesquite ISD

### **Green Screen Tools - A BYOD Hands on Lab 05** (*Ticketed; register online only*)

11:30 am - 1:30 pm

Transport yourself through time, enter scenes that exist only in your imagination, or visit faraway places - all in the comfort of your library. Create fun and exciting adventures using green screen. Bring your own device. *Tickets must be purchased by Friday, March 16 through preregistration.*

Denise Dalrymple and Chris Solis  
Mesquite ISD

### **Better Together: Schools, Libraries, and Museums Working Together**

12:15 pm - 1:15 pm

Discover how museums, libraries, and schools can work together on collaborative programs and exhibits. The panelists will demonstrate how to embrace diverse perspectives to meet the needs of stakeholders.

Connie Hatchette Barganier, Kimbell Art Museum; Kathlene Ann Goldin, Botanical Research Institute of Texas; and Emily Muehleman, Perot Museum

### **Bringing Organizations and People Together**

1:30 pm - 2:30 pm

A community activist shares how librarians can impact their communities by collaborating with non-profits and other organizations in innovative ways.

Baranda Jahel Fermin, Faith in Texas

### **Choose Civility: A New Approach for a New Era**

1:30 pm - 2:30 pm

Libraries can play a critical role in addressing the lack of civility and polarization in today's society. Discover strategies to bring people together and foster civil discourse through events such as the Human Library, The Longest Table, and Conversation Dialogue Circles. The national Choose Civility initiative, led by Howard County Library System, strengthens libraries' roles as community leaders and change agents.

Christie Lassen, Howard County Library System

### **Intellectual Freedom Challenges Across Library Types**

1:30 pm - 2:30 pm

How do different types of libraries go through the process of challenges to their collections? The discussion will include a broad overview of censorship each type of library faces and how librarians have managed specific situations.

James LaRue and Kristin Pekoll, Office of Intellectual Freedom, American Library Association

### **Skills Without Borders: Taking LIS Competencies Beyond Library Walls**

1:30 pm - 2:30 pm

Librarians who took unconventional career paths discuss how they thrive in using their professional knowledge, competencies, and skills to serve their own communities.

Richard Dickey, Federal Government; and Robert Walton, NACS Inc.

### **Introduction to TLA Finances**

2:45 pm - 3:45 pm

Officers are invited to learn about TLA budgeting, and financial policies and practice that impact units and committees.

Sherra Bowers, Texas Library Association

### **Positively Outrageous Services**

2:45 pm - 3:45 pm

The author of *Positively Outrageous Service* and his public library director will highlight successful tips to create your brand and develop a community-embedded library culture. Learn how to deliver user experiences above and beyond stakeholder expectations.

Laura A Bechtel, Butt Holdsworth Memorial Library; and T. Scott Gross

### **Why the Hell Should I Hire You?**

2:45 pm - 3:45 pm

Sure you have great value to offer a potential library employer. You know your stuff; you're at the top of your game. So, what's the problem? Learn from people who hire librarians what it takes to set yourself apart. Most importantly, learn what not to do. From résumé red flags to dynamite answers to interview questions, learn how to highlight your value to get the job.

Victoria Chiavetta, Cozby Library; James Carter Cook, Fort Worth ISD; Cherie Hohertz, University of Dallas; Gary Landeck, McKinney Public Library; and Lesley Roane, Maus Middle School

### **A Toast to Library Pioneer Lillian Moore Bradshaw, 1915-2010** (*Ticketed*)

3:30 pm - 5:30 pm

Join colleagues for a wine and cheese reception honoring library pioneer Lillian Moore Bradshaw, director of Dallas Public Library, 1962-1984, and former TLA and ALA president. Network and learn about this icon of Texas Librarianship.

Kathryn Hoffman, Library Advocate

### **Battledecks 2018!**

4:00 pm - 5:00 pm

The popular Battledecks is back! Come watch or compete in this improv game where contestants attempt to speak about slides they've never seen. You'll be entertained and leave with a fun programming idea to use in your library.

### **Data Readiness for the Digital Public Library of America**

4:00 pm - 5:00 pm

Get your metadata ready for DPLA. Meet the people who will help you map the metadata for your digital collections to DPLA requirements, including the DPLA standard rights statements.

Albert Duran, Houston Public Library; Judith Hiott, retired; Kristi Lynn Park, Texas Digital Library; and Hannah Tarver, University of North Texas

### **Texas Labor Market Trends for Library and Information Services**

4:00 pm - 5:00 pm

How will the current and projected Texas labor force trends in library and information services impact job titles, salaries, and qualifications for future LIS graduates? Hear two Texas demographers address this question.

Steve Murdock, Rice University, and Michael Sayer Sherrod

### **Diversity Fair**

4:00 pm - 5:30 pm

Looking to add diversity programming at your library? Join the Black Caucus, Diversity and Inclusion Committee, GLBT Round Table, and the Latino Caucus at the first TLA Diversity Fair featuring projects from around the state.

### **Great Ideas Posters & More**

4:00 pm - 5:30 pm

Innovative ideas will be shared in poster sessions designed to open minds. Visit the showcase and leave with takeaways to implement in your library.

### **TALL Texans Social**

(Ticketed)

5:30 pm - 6:30 pm

Celebrate the 25th anniversary of TALL Texans at this year's social. Catch up with fellow TALLs, welcome the class of 2018, and congratulate this year's Standing TALL recipient. The social is the perfect way to connect and to kick off your conference. *Tickets must be purchased by Friday, March 16 through preregistration.*

### **Exhibit Hall Grand Opening and Welcome**

5:30 pm - 7:30 pm

Join your colleagues as you settle in for the 2018 Annual Conference. Meet up with friends and exhibitors during this uncontested time, and begin four days of networking and socializing. Light refreshments will be provided at stations throughout the Exhibit Hall.

### **WEDNESDAY, APRIL 4 PROGRAMS & EVENTS**

### **General Session I: Broaden Your Global Perspective with Rick Steves**

8:15 am - 9:45 am

Libraries and travel have much in common. Both expand our understanding by exposing us to different cultures and perspectives. Librarians and travel guides lead us to discover and appreciate the diverse world we live in. Rick Steves - acclaimed for his bestselling guidebooks and public television series - believes there's more to travel than good-value hotels, great art, and tasty cuisine. Americans who 'travel as a political act' can have the time of their lives and come home smarter with a better understanding of the interconnectedness of today's world. In this provocative presentation, Steves will explain how travel, whether overseas or through libraries, can be truly transformational, providing the greatest souvenir: a broader perspective.

Rick Steves, Rick Steves Europe, Inc.

### **Cool Jobs 2018**

10:00 am - 11:00 am

In this program, four librarians with unusual jobs will tell you what they do, how they got to where they are, and what you can do if you want to have jobs like theirs.

Karen Schnackenberg, Dallas Symphony Orchestra; Tanya Slaughter, Telesolv Consulting; Lisa Smith, South Central Regional Library, National Library of Medicine; and Christine Walczyk, Trainers-R-Us

### **Dive into Digital: Tips and Best Practices for Small Institutions**

10:00 am - 11:00 am

Small libraries, whether public, academic or special, face challenges when taking on large digitization projects. Texas Wesleyan University's small library addressed that issue with the Mason Johnson project. Follow their path from start to finish and see how your library could replicate their success.

Elizabeth Bridges, Caitlin Ann Rookey, and Louis Sherwood, Texas Wesleyan University; and Alexandra Schutz, Stephen F. Austin University

### **Go for the Gold: Open Access Searching in Reference and ILL**

10:00 am - 11:00 am

Fulfill your users' needs quickly by using the Open Access button and Unpaywall, a free browser extension. This presentation covers Gold, Green, and other open access materials, and how to save money in ILL by incorporating OA searching into your borrowing strategy.

Jody Bailey, Troy Christenson, Fen Lu, and Jessica Randle, University of Texas at Arlington; and Ann Jerabek, Sam Houston State University

### **Recognizing the Signs of Child Abuse**

10:00 am - 11:00 am

Child abuse continues to be widespread. Law enforcement, social agencies, non-profits and the medical profession are united more now than ever in partnerships

designed to detect, investigate, treat and prosecute child abuse. Libraries have a role in detecting and preventing future abuse through community education. Carrie Paschall, Dallas Children's Advocacy Center; and R. Dale Smith, Tarrant County Criminal District

### **Black Caucus Round Table**

#### **Author Session (Ticketed)**

10:00 am - 12:15 pm

Michael Eric Dyson is an award-winning author, a broadly-celebrated professor, and a noted political analyst. An ordained Baptist minister and dynamic speaker, Dyson has written 19 books in his nearly 25-year publishing career. His latest book, *Tears We Cannot Stop: A Sermon to White America* offers his thoughts on race relations in America. *Tickets must be purchased by Friday, March 16 through preregistration.*

Michael Eric Dyson, Macmillan

### **A Mother's Story: Discussing Transgender Issues with the Texas Attorney General**

11:15 am - 12:15 pm

An activist will discuss her son's experience as a young transgender man in a state where bathroom bills are a threat to his safety and well-being. She will share how all libraries can assist in creating a safe, welcoming space through education and available resources.

Amber Briggie, mother and Jacob Mangum, University of North Texas

### **Community Coalition Building the United Way**

11:15 am - 12:15 pm

Many United Way offices have evolved beyond a traditional fundraising role to be proactive in community coalition building for collective impacts. Texas United Way leaders will share how they transformed their organizations to serve as backbones of their communities and the role libraries may play.

Ashley O Brundage, United Way Metropolitan Dallas; Gary Henderson,

United Way of Denton County; and Nan Moore, United Way of Smith County

### **DIY Digital Collections**

11:15 am - 12:15 pm

More and more libraries need to make their archival and special collections available on-line, but for small libraries (public, academic, or special) this can be quite a challenge. This session will showcase how you can DIY Digital Collections using free to low-cost tools. Review affordable tools such as scanners, cameras, and software to plan and develop digital collections. Presenters also will address challenges faced in digitization projects.

Megan M Blair, Saint Edward's University; and Liza Talbot, LBJ Library

### **Gamifying Library Orientation: Helping Students Get a Clue**

11:15 am - 12:15 pm

Drawing on a live, immersive, narrative Clue game, this presentation will include practical tips for developing a game-based orientation tailored to your needs. Discover how this program became a success on campus and a key element of the library's brand.

Emily Jack, University of North Carolina

### **Insect Pests in the Library**

11:15 am - 12:15 pm

Pests can quickly overrun and damage a library's collection. This program provides an overview of two different pests, silverfish and cockroaches, and methods for assessing damage, prevention, treatment, and pest eradication.

Jennifer Marie Barrera, Tarleton State University; Deborah Hathaway, University of Dallas; and Alan Van Dyke, Harry Ransom Center

### **Intimate Partner Violence: The Hard Truth**

11:15 am - 12:15 pm

Intimate partner violence (physical or sexual violence or stalking by a current or former partner) happens daily and reaches every corner of the population. Only by working proactively with law enforcement

and community partners to assist survivors, educate citizens, and aggressively prosecute offenders will we bring an end to this cycle of violence.

Art Clayton, Tarrant County CDA; and Jan Langbein, Genesis Women's Shelter

### **Skills Beyond the Library: Secret Lives of Librarians**

11:15 am - 12:15 pm

Expand your library programming ideas. Librarians share how they connect their personal expertise in the fine arts, athletics, and culinary areas to programming.

Juan Moa, Jennifer Ortiz, and William Smith, Dallas Public Library; Jana Prock, Keller Public Library

### **Value of Community Needs Assessments**

11:15 am - 12:15 pm

The program will discuss TLA's Community Engagement Survey of members and how the survey used visualization.

Community Engagement Task Force

### **Opening Author Session (Ticketed)**

12:15 pm - 1:30 pm

Kick off your TLA conference with an insightful and entertaining discussion about books. This author trio—Dorothea Benton Frank (*Same Beach, Next Year*), Jonathan Evison (*Lawn Boy*), and Wade Rouse (*The Recipe Box*)—will share some of their writing experiences and read from their latest works. *Luncheon tickets must be purchased by Friday, March 16 through preregistration. Book signing will take place immediately following the event for luncheon attendees.*

Jonathan Evison, Algonquin Young Readers/Workman; Dorothea Benton Frank, HarperCollins Publishers; and Wade Rouse, Macmillan-Adult

### **Advocacy Make and Take**

1:45 pm - 2:45 pm

We have a need to persuade others, both administrators and elected officials. Learn about advocacy tools such as the elevator speech, the "why", and effective letters. Leave having developed

one such tool to make the case for your library or a broader library issue.

Cindy Buchanan, Aldine ISD and Susan Mann, Hillsboro City Library

### **European Travel with Rick Steves** (*Ticketed; register online only*)

1:45 pm - 2:45 pm

Join travel expert Rick Steves - acclaimed for his bestselling guidebooks and public television series - as he shares the latest in smart European travel. In this entertaining, information-packed slideshow lecture, Rick will explain how to travel smoothly and affordably by stretching your travel dollar, eating and sleeping well, avoiding crowds, and packing smartly. Freshly back from his travels, Rick will share exactly how you can enjoy maximum travel thrills for every mile, minute, and euro on your next European adventure. *Tickets must be purchased by Friday, March 16 through preregistration.*

Rick Steves, Rick Steves Europe, Inc.

### **Integrated eResources Lifecycle Management: Burnin' Down the Silos**

1:45 pm - 2:45 pm

The complex processes associated with eResource lifecycle management (from selection through weeding) can result in disjointed, siloed activities across the library. This session explores how to integrate eResource workflows by analyzing the individual tasks associated with the lifecycle, then identifying the procedures, tools, and personnel needed to complete them.

Kelsey Brett, Texas A&M University and Melody Condron, University of Houston

### **One Website, Many Constituents**

1:45 pm - 2:45 pm

A library's website is the central point for all library marketing activities. This program discusses website design and evaluation from a marketing perspective with a focus on multiple constituents.

Theodore Colin Yan, United Way of Denton County

### **We Are Charleston: Tragedy and Triumph at Mother Emanuel**

1:45 pm - 2:45 pm

Journalist Herb Frazier, historian Bernard Powers, Jr. and poet Marjory Wentworth present their book *We Are Charleston: Tragedy and Triumph at Mother Emanuel*. The writers chart a compelling journey, intertwining past and present to show how they both influence national issues related to race, gun violence and American identity.

Herb Frazier, Magnolia Plantation and Garden; Bernard Powers, Jr., College of Charleston; and Marjory Wentworth, South Carolina Poet Laureate

### **Basic Book Repair & Mending Lab - Hands on Lab 14** (*Ticketed; register online only*)

1:45 pm - 4:45 pm

Books are still relevant and so is book repair. Bring 3-4 damaged books and learn techniques for restoring them. Every attendee will receive a sample repair kit. *Tickets must be purchased by Friday, March 16 through preregistration.*

Debra Preston, Allen Public Library

### **An Insider Look at Genealogy Trends in Libraries**

3:00 pm - 4:00 pm

The popularity of genealogy-specific TV programs—such as *Who Do You Think You Are*, *Finding Your Roots*, and *Genealogy Roadshow*—is driving novice genealogists to libraries to explore their own family histories. With this popularity, there is a greater demand for tools, resources, and expertise in the field. As these trends continue, the role of librarians as community mentors is emphasized. Patrons and researchers increasingly look to their libraries for guidance on basic genealogical research methodologies and standards. Discover the latest trends and

resources for genealogists at your institution.

J. Mark Lowe, Kytyn Research

### **Handling Active Shooter Situations in Libraries**

3:00 pm - 4:00 pm

It can happen anywhere. Learn how to develop an active shooter response, including plans for communication and evacuation. Identify areas of vulnerability and discover additional resources for crafting procedures.

Norman Howden, El Centro College and Anthony Williams, Cedar Valley College, Dallas County Community College District

### **Social Media & You**

3:00 pm - 4:00 pm

Don't let an embarrassing social media post keep you from your dream job. Get good advice, tips and techniques for managing social media before, during, and after a successful job search—and throughout a promising career.

Maggie Rose Fox, Frisco Public Library

### **What They Don't Tell You in Library School**

3:00 pm - 4:00 pm

Join us for a lively discussion on the exciting, unexpected, and sometimes overwhelming responsibilities librarians may face during their first years. Professionals representing a variety of environments relate their experiences and survival tips.

Natalie McAdams and Kaeli Vandertulip, Texas Health Dallas Medical; and Julio Velasquez, Duncanville Public Library

### **Cataloging for Makerspaces**

4:15 pm - 5:15 pm

Makerspace items may be difficult for users to find if they are not fully cataloged. Cataloging not only facilitates discovery, but also provides information needed to track usage, create programming, and generate recommendations. Learn how to meet user and staff needs when cataloging items in makerspace collections. A business meeting follows the program.

Diane Robson, Catherine Sassen, and

### **Developing Emotional Intelligence**

4:15 pm - 5:15 pm

Emotional Intelligence (EI) is a set of abilities that enables a leader to collaborate in diverse groups, resolve conflict, and effectively manage change in organizations and in their personal life. Recognize and apply emotional intelligence as you grow as a leader.

Jeremy Andrykowski, previously of Arlington Heights Memorial Library (IL)

### **StoryCorps: Recording and Amplifying the Stories of Your Community**

4:15 pm - 5:15 pm

StoryCorps is a nonprofit project whose mission is to preserve the stories of everyday Americans. Partner with this organization to offer this service for your community.

Roselyn Almonte and Perri Chinalai, Storycorps

### **Texas Library Association Membership Meeting**

5:15 pm - 5:45 pm

Bring your ideas and observations to this annual forum for all TLA members. Discuss hot issues facing TLA.

### **President's All-Conference Party**

6:15 pm - 8:15 pm

Cut loose with the TLA President and cheer on the athletes participating in the Hetherington Fun Run as they cross the finish line at this festive party. Relax and have fun after a full day at conference. The event includes entertainment, refreshments, and a cash bar.

### **Black Caucus Reception** (Ticketed)

7:30 pm - 9:30 pm

Black Caucus Round Table.

## **THURSDAY, APRIL 5 PROGRAMS & EVENTS**

### **Director's Symposium: Making Your Library Indispensable** (Ticketed)

7:30 am - 9:30 am

Academic, public and school library director will share strategies that persuaded stakeholders to value and transform their libraries. From building cohesion among staff to preparing for those moments of opportunity (think "elevator speeches"), these leaders provide real world tips on shaping a stronger future for your institution. *Breakfast tickets must be purchased by Friday, March 16, through preregistration.*

Fran Glick, Baltimore County Public Schools; Steven Escar Smith, University of Tennessee; and Marcellus Turner, Seattle Public Library

### **Speed-Dating with Collections Vendors**

7:30 am - 9:30 am

Start your day with dynamic, fast-paced discussions about vendor products and services. You will get to talk to several vendors in a small-group setting. All of the participating vendors will be available at their exhibit booths for follow-up discussions. Breakfast treats will be provided by the vendors. A business meeting follows the program.

### **Don't Let Stress Take You Out of the Game**

8:30 am - 9:30 am

Are you feeling stressed? Come away with de-stressing exercises and resources that you can use and take back to your library team.

Sarah Feuerbacher, Southern Methodist University Center for Family Counseling

### **Google App Time! Google Slides - Hands on Lab 16** (Ticketed; register online only)

8:30 am - 9:30 am

Create and present your next presentation from your mobile device! Collaborate with others real-time to build your next

group/team presentation. Explore templates and design elements available for use. This is not a Google-certified session, but helpful toward certification. Computers provided. Required: Google account and understanding of spreadsheets and Google Sheets. *Tickets must be purchased by Friday, March 16 through preregistration.*

Christine Walczyk, Trainers-R-Us

### **Tableau: Interactive Data Visualizations for Your Library**

8:30 am - 9:30 am

Librarians who use Tableau Public, free online software for creating interactive data visualizations, will discuss how they use the software at their libraries, including how to use the data to enhance advocacy to key stakeholders. *Learn application of data presented in a Hands on Lab immediately following the session, 9:45-10:45am—registration required, limited to 25.*

Karen Harker, University of North Texas; Karen Raborn, North Richland Hills Public Library; Heather Scalf, University of Texas at Arlington; and Zoltan Szentkiralyi, Southern Methodist University

### **TLA 101 - How it Works and How to Get Involved**

8:30 am - 9:30 am

Wonder how TLA works? What is the difference between a round table and a division? Panelists will explain TLA's structure and governance, as well as how to get involved. Follow us to the Collaboration Space to meet with committee representatives and learn more.

Ling Hwey Jeng, Texas Woman's University, Jennifer LaBoon, Library Media Services, Fort Worth ISD; Sarah Northam, Texas A& University at Commerce; and Robin Swaringen, Dallas Public Library

### **What is a TALL Texan? And Why Would I Want to be One?**

8:30 am - 9:30 am

Have you been wondering about the TALL Texans Institute? What exactly is it and would it benefit you? A panel of librarians, from a variety of settings,

will provide insight into the experience and how it impacted their careers.

Jill Bellomy, Highland Park Middle School; Susan Mann, Hillsboro City Library; Tuan Nguyen, Mackin Educational Resources; Cecily Ponce De Leon, Plano Public Library System; and Aundrea Wright Young and Victor Hexter, Dallas ISD

### ***The 60x30TX Initiative: Roles for Libraries***

9:45 am - 10:45 am

The Texas Higher Education Coordinating Board's 60x30TX initiative's goal is that at least 60 percent of Texans ages 25-34 will have a certificate or college degree by 2030. Institutions of higher education, K-12 schools, public libraries, industry, and community organizations are working together to achieve this goal. Get in the game!

Luis Martinez, Texas Higher Education Coordinating Board

### ***Birds of a Feather: Special Libraries Discussion Groups***

9:45 am - 10:45 am

Calling all special librarians and other librarians with unusual jobs. We will meet in groups and discuss areas of interest. Discussion questions will be provided and people are encouraged to bring their own issues. A business meeting follows the program

### ***Copyright Year in Review***

9:45 am - 10:45 am

A copyright expert will share important developments in intellectual property laws affecting how libraries provide services and support. Bring your questions and leave with a more thorough understanding of this important issue.

Gretchen McCord, Digital Information Law

### ***Driver's Ed: Using Google Drive and Apps***

9:45 am - 10:45 am

Google Drive is an extensive resource with many uses, but it can be confusing if you are a new user. Beginners will learn how to use

Drive for storage, collaboration, sharing, and much more. See what Drive can do for you!

Desiree H. Alexander, Educator Alexander Consulting

### ***Finding Funding***

9:45 am - 10:45 am

Increase your understanding of funding sources and trends. Libraries can now boost their fundraising with this user-friendly tool, Visualizing Funding for Libraries. Use the Foundation Center's comprehensive free database of grants given to U. S. libraries to find new funding opportunities.

Kate Tkacik, Foundation Center

### ***Utilizing Bootstrap within LibGuides v2 to Increase Functionality and Usability - Hands on Lab 18 (Ticketed; register online)***

9:45 am - 10:45 am

LibGuides version 2 is built upon Bootstrap, a framework of CSS, JavaScript, and HTML. Librarians can increase the usability and functionality of their guides with Bootstrap's components without the need for extensive web development experience. Minimal knowledge of HTML and CSS LibGuides version 2 is required. Computers provided. *Tickets must be purchased by Friday, March 16 through preregistration.*

Robert Smith, West Texas A&M University

### ***Words Matter: The Power of Shaping Public Rhetoric to Carry Our Messages***

9:45 am - 10:45 am

Two lexicographers converse about how the words we use have significant impact on public perception. Choosing the right words and building a progressive public rhetoric projects a positive image of libraries and librarianship.

Anu Garg, Wordsmith.org; and Kory Stamper, Merriam-Webster Dictionary

### ***Tableau - A BYOD Hands on Lab 19 (Ticketed; register online only)***

9:45 am - 12:00 pm

This lab, a follow-up to the panel session on Tableau: Interactive Data Visualizations for Your Library at 8:30-9:30 am, will provide you with actual experience in uploading and modifying data, as well as creating charts, graphs, a dashboard and a story (time permitting). Bring your own device with Tableau Public already installed; the raw data will be provided. *Tickets must be purchased by Friday, March 16 through preregistration.*

Karen R Harker, University of North Texas; Karen Raborn, North Richland Hills Public Library; Heather Scalf, University of Texas at Arlington; and Zoltan Szentkiralyi, Southern Methodist University

### ***According to Pew Research Center***

11:00 am - 12:00 pm

Since 2010, the Pew Research Center has conducted surveys on Americans' use and attitudes toward libraries. This data-rich "lessons learned" session will review what Pew's findings say about the public's perspectives on libraries -- as places for lifelong learning, building digital skills, and enhancing information literacy.

John Horrigan, Technology Policy Institute

### ***Create Local Community Archives***

11:00 am - 12:00 pm

It's a win-win when archivists reach out to their communities to gain new collections and preserve local history. Proactive archivists showcase their work with underrepresented groups and outline how to successfully develop new community archives. A business meeting follows the program.

Megan Blair, Saint Edward's University; LaToya Devezin, Austin History Center; and Laura Treat, University of North Texas

### ***Is It Fake News?***

11:00 am - 12:00 pm

Fake news is everywhere. Experts from all types of libraries will discuss strategies to increase customers' news literacy skills. Attendees will develop the skills needed to address fake news through reference and instruction.

Mark A Allan, Angelo State University and  
Patricia Mary Dewinter, Oakridge School  
(Arlington)

### ***Trans-Inclusive Libraries: A Win for Our Community***

11:00 am - 12:00 pm

Want your library to be trans-inclusive? Need guidance? From bathrooms to cataloging, programming to services, learn how policies and practices can support our transgender community members. Presenters share findings from the 2016 ALA Diversity Grant, Creating a Model Policy for Transinclusiveness in Libraries, and the TX-Gender Project for Libraries.

Brett Daniel Currier, Center for the  
Advancement of Data and Research in  
Economics (CADRE) (MO); Spencer Keralis  
and Julie Leuzinger, University of North  
Texas; and Kelly Visnak and Tessa Lynn  
White, University of Texas at Arlington

### ***Community-Based Project Design for Social Change***

1:30 pm - 2:30 pm

Discuss the role of libraries and other community anchor institutions (CAIs) in coalition building and community engagement. Examine how to align information services, information communications technologies, and the growing field of community informatics to facilitate positive social change.

Will Senn, Texas Woman's University

### ***Follow that Bill: How a Bill Becomes a Law and What You Can Do***

1:30 pm - 2:30 pm

Librarians need to actively engage in the legislative process. Understand the process from start to finish with both state and federal legislative issues.

Cindy Buchanan, Aldine ISD and Susan  
Mann, Hillsboro City Library

### ***Goodbye, ILLiad! Hello, Tipasa!***

1:30 pm - 2:30 pm

Tipasa will be replacing ILLiad as a cloud-based ILL management system. Get information on the cost, benefits, roll-out timeline, and how to submit suggestions. A business meeting follows the program.

Troy Christenson, University of  
Texas at Arlington

### ***Hiring with a Diverse Mindset***

1:30 pm - 2:30 pm

Presenters from systems with high success rates in diversity staffing offer insights for recruiting, interviewing, hiring, and retaining diverse staff.

Dale McNeill, San Antonio Public Library;  
Alma Ravenell and Jeanne Standley,  
University of Texas at Tyler; and Roosevelt  
Weeks, Austin Public Library

### ***Library Development for Special Collections***

1:30 pm - 2:30 pm

Paintings, sculptures, historical realia, and rare books can pose special problems for libraries. Discover the best guidelines for acquisition, preservation, and promotion of special collections at your institution.

Dreanna Belden and Barbara Hawley,  
University of North Texas; Kimberley  
Johnson, Texas Woman's University; and  
Billy Fong, Texas Association of Museums

### ***Serving Diverse Communities in Texas***

1:30 pm - 2:30 pm

Texas librarians engage with people from a wide range of cultures, especially assisting immigrants and refugees. These communities often have different conventions and specific needs. Gain awareness of facets needed to connect and communicate more effectively and explore methods that address discovered needs within your workplace, to stakeholders, and to your public.

Helen Chou, Houston Public Library;  
Esther Garcia, Plano Public Library; Haley  
Holmes, San Antonio Public Library; and  
Dora Magana-Noverola, Austin Public  
Library

### ***Feedback Driven UX Research on The Portal to Texas History Redesign***

2:45 pm - 3:45 pm

Researchers gathered user experience (UX) data based on feedback from patrons the first 6 months after The Portal to Texas History redesign release. This presentation discusses methodologies used to conduct a UX evaluation, data and conclusions drawn from the research, and recommendations for working with library users.

Ana Jean Kraemer, University of  
North Texas

### ***Memory Maker Spaces***

2:45 pm - 3:45 pm

Libraries and archives are ideal places for the public to preserve their memories. Denton Public Library has created a Memory Maker Space where the public is trained and encouraged to preserve their family history. This session gives professionals the tools to create their own Memory Maker Space.

Laura Douglas and Chuck Voellinger,  
Denton Public Library

### ***Teamwork Wins: Online Reference and Instruction Librarians***

2:45 pm - 3:45 pm

Join the DELRT community to share ideas, tools and strategies for working with students and users online. During the interactive discussion, discover how to use TLA's online tools to collaborate for the benefit of the whole DELRT community. A business meeting follows the program.

Tricia Boucher, Texas State University and  
Lisa Marie Muilenburg, Del Mar College

### ***General Session II with Junot Díaz***

4:00 pm - 5:00 pm

Junot Díaz, born in the Dominican Republic and raised in New Jersey, is the author of the critically acclaimed *Drown*; *The Brief Wondrous Life of Oscar Wao*, which won the 2008 Pulitzer Prize and the National Book Critics Circle

Award; and *This Is How You Lose Her*, a *New York Times* bestseller and National Book Award finalist. A graduate of Rutgers University, he is currently the fiction editor at Boston Review and the Rudge and Nancy Allen Professor of Writing at the Massachusetts Institute of Technology. Díaz comes to TLA to discuss his debut picture book *Islandborn*, which captures the universal immigrant experience while celebrating our imagination's boundless ability to connect us - to our families, to our past, and to ourselves.

Junot Díaz, Penguin Young Readers

### **Latino Caucus Round Table Social**

5:30 pm - 7:00 pm

Join the LCRT for the 2nd annual social. This event is Dutch treat dinner with free appetizers. Take advantage of this wonderful opportunity to network. Meet existing members and learn more about the LCRT.

### **Evening with the Authors** (Ticketed)

6:00 pm - 9:30 pm

Join five writers for a night of various literary and culinary flavors. Authors Janet Beard (*The Atomic City Girls*), Iris Cohen (*The Little Clan*), Minrose Gwin (*Promise: A Novel*), John Hart (*The Hush*), and Bryan Mealer (*The Kings of Big Spring: God, Oil, and One Family's Search for the American Dream*) provide the readings for a majestic evening. *Dinner tickets must be purchased by Friday, March 16 through preregistration.*

Janet Beard, William Morrow Paperbacks;  
Iris Cohen, Park Row Books/Harlequin;  
Minrose Gwin, William  
Morrow/HarperCollins Publishers;  
John Hart, Library Marketing, Macmillan;  
and Bryan Mealer, Flatiron Books

### **Intergalactic Dance Club Party** (Ticketed)

9:00 pm - 12:00 am

Join fellow good-time library colleagues and friends for the one party that rises to the upper

stratosphere of celebration and revelry. *Tickets must be purchased by Friday, March 16 through preregistration.*

### **FRIDAY, APRIL 6 PROGRAMS & EVENTS**

#### **Future of ILL is Now**

8:00 am - 9:00 am

Tipasa, Open Access, IDS project -- if you don't know what these are, you must attend this program. Learn about technological changes in ILL and how to improve service to your customers. Find out about the new players, search strategies, and the future of resource sharing.

Troy Christenson, University of Texas at Arlington

#### **The Artist and His Vessels: Visual Storytelling for Community Connection**

9:15 am - 10:15 am

Metalsmith Harlan W. Butt discusses the ideas behind an artist's creativity and how he uses art to tell stories of national parks and to reconnect communities. This presentation is a companion to the Odyssey Vessels Exhibit at Dallas Public Library.

Harlan W. Butt, University of North Texas

#### **Demystifying Uncle Sam: Government Resources to Answer Community Questions**

9:15 am - 10:15 am

Unleash the power of Uncle Sam to supercharge your library. This interactive session will use discussion, quizzes, and games to help participants learn how government information can be used to develop collections and answer common questions to meet information needs of customers.

Melissa G. Fairfield, Government Publishing Office; Jaimie Hays

#### **Net Neutrality is Over: What Do We Do Now?**

9:15 am - 10:15 am

In December of 2017, the Federal Communications Commission

voted to nullify net neutrality regulations. Learn what the impact has been for libraries and how institutions can cope with this dramatic change in the online environment.

#### **Problem Solving by Design: Using the Stanford d.school Method**

9:15 am - 10:15 am

Collaboration, creativity and teamwork are usually the most successful ways to solve problems. The Stanford d.school offers methods and techniques for design thinking to build creative solutions for critical issues specific to your library. Attendees will discuss how to apply the d.school method to problem-solve.

Alexia K. Riggs, Howard Payne University

#### **The Purpose-Based Library**

9:15 am - 10:15 am

The Purpose-Based Library builds on the authors' insights gleaned from decades of experience to demonstrate how libraries can create real growth opportunities by concentrating on their true mission and purpose, and at a low cost.

John Huber, J. Huber & Associates

#### **Building an Educated Community with OER**

10:30 am - 11:30 am

The information landscape is changing. Find out about new, free, open educational resources (OER). Public and academic experts will define OER, and its benefits for libraries, the community and society. Find out how to enhance your collection without additional cost.

Doug Jansen, Texas Higher Education Coordinating Board and Elizabeth Philippi, Texas State Library & Archives Commission

#### **Community Coalition Building Where Everyone Leads**

10:30 am - 11:30 am

This interactive program on effective community coalition-building using appreciative inquiry will teach you

to tap into the leadership assets and potential of individuals and community partners. Discover the 5 essential elements needed to achieve maximum collective impact from community engagement.

Paul Schmitz, Leading Inside Out

***Deadly Meetings:  
Prevention and  
Intervention to Ensure  
Effective Meetings***

10:30 am - 11:30 am

Don't let your meetings go into overtime. Select the best meeting format for the right purpose. Keep meetings and group discussions effective, dynamic, and outcome-oriented by designing an effective agenda, using parliamentary procedures, and other strategies.

John W. Kirk Overbey, TLA parliamentarian

***What's Your Retirement  
Game Plan?***

10:30 am - 11:30 am

Write your own playbook and begin the next inning. Retirees from academic, public, and school libraries will share their experiences.

Susi Parks Grissom, Judith Hiott, Kathryn Hoffman, and Laurie Thompson, retirees

***Closing Author Session  
with Kwame Alexander***

*(Ticketed)*

11:45 am - 1:15 pm

Kwame Alexander is an educator, poet, and a *New York Times* bestselling author. A dynamic speaker at schools and conferences Alexander believes that poetry can change the world, and he uses it to inspire and empower people. *Rebound* - available April 3 - is the highly anticipated prequel to his Newbery medal-winning novel in verse, *The*

*Crossover*. This is a presentation you won't want to miss! *Luncheon tickets must be purchased by Friday, March 16 through preregistration.*

Kwame Alexander, Houghton Mifflin Harcourt Books for Young Readers

***Expect More with David  
Lankes: An Action Plan for  
Community Engagement***

1:30 pm - 2:30 pm

Prepare for a future of fewer libraries and more librarians. The mission of librarians is to improve society through facilitating knowledge creation in their communities. Join David Lankes in the closing spotlight to develop our action plan where librarians aspire to be exceptional and communities can expect more from us.

R. David Lankes

**See you in Dallas!**