

TLA District VIII
Proudly Presents
Treasures of the Gulf Coast
Fall Conference 2010



Conference Luncheon

Speaker:

Gwendolyn Zepeda



Gwendolyn Zepeda was born in Houston, Texas in 1971 and attended the University of Texas at Austin. She began her writing career on the Web in 1997, with her long-running site gwendolynzepeda.com and as one of the founding writers of entertainment site Television Without Pity. Her first book was a short-story collection called *To the Last Man I Slept with and All the Jerks Just Like Him* (Arte Público Press, 2004).

Zepeda's first children's book, *Growing Up with Tamales* (Piñata Books) is a 2009 Charlotte Zolotow Award Highly Commended Title. Her first novel, *Houston, We Have a Problema* (Grand Central Publishing, 2009) won praise from Publisher's Weekly and Booklist for its wit and upbeat story. Novelist Alisa Valdez Rodriguez calls Zepeda "a master wordsmith."

A two-time Houston Arts Alliance literary fellowship winner and award-winning poet, Zepeda regularly lectures at universities throughout Texas. Her upcoming books include another children's book – *Sunflowers* (Piñata Books, 2009) – and a new novel from Grand Central Publishing called *Lone Star Legend*.

Saturday, October 30, 2010

8 AM – 2 PM

Clear Brook High School, Clear Creek ISD

4607 FM 2351 • Friendswood, TX 77546

Agenda for the Day

8 – 9:00 AM Registration & Breakfast

8:00 – 11:30 Exhibits

9:00 – 9:50 AM Concurrent Session #1

9:25 - 9:50 AM Half Session A5*

10:00 – 10:50 AM Concurrent Session #2

10 – 10:25 AM Half Sessions B4 & B5*

10:30 – 10:55 AM Half Sessions B6 & B7*

11:00 – 11:50 AM Concurrent Session #3

11 – 11:25 AM Half Session C5*

11:30 – 11:55 AM Half Session C6*

*Half Session participants are encouraged to view the exhibits if they are not attending both half sessions. Please do not interrupt a full session in progress

12:00 – 1:30 PM Luncheon & Business Meeting

Meal - Barbeque brisket, pinto beans, cole slaw and trimmings with tea or water

Vegetarian - Garden Rotini Pasta Salad with tea or water

Keynote Speaker - Gwendolyn Zepeda

Registration Fee: \$35**

****Fee pays for all food & beverage services, building rental charges, custodial assistance, technology assistance, security, speaker fees, etc.**

Program session corrections and additions are in red.

9:00 – 9:50 AM Session A

Session A1 - Build a Website with Wordpress - Librarians will learn how to build a website using Wordpress. Wordpress is a free content management system that is simple and fast. Participants will receive tips for establishing website hosting, setting up Wordpress, adding content, and adding widgets and gadgets. **Target Audience: All Librarians**

Presented by Loren Zawodny, Corporate Librarian for ATI Enterprises, Inc. a system of career colleges, and the Co-Executive Director of Librarians without Borders

Session A2 - Crafty Learning: Origami, Kites, and Paper Crafts - Hands on learning to stimulate reading and enjoyment of art and craft books in your library. Interesting crafts such as origami, kite building, bookmarks, and puppets will be shared. **Target Audience: School and Public Librarians who work with children's programs**

Presented by Kathy Nixie, La Marque Public Library Director

Session A3 - Making it Work Together: Integrating Reading, Language Arts and Web 2.0 Tools -

Participants will review basic web 2.0 tools that have worked successfully in school library programs, link those tools to both broad and specific TEKS and curricular objectives so that technology becomes an integral part of the lesson without detracting from the subject matter being taught. **Target audience: School librarians**

Presented by Melanie Scales, Spring Branch ISD Librarian

Session A4 - How Do Our Students Find Information? An In-Depth Study – This program will demonstrate how college students find and use information resources, and the implications for academic and school librarians. Information is based on the results of a study conducted at the University of Houston Libraries where investigators documented and observed college senior students' information-seeking behavior through videotaping the students' actions while they performed two research tasks. After each task, in-depth interviews were conducted to find out the students' decision-making process behind their actions.

Target Audience: School and Academic Librarians

Presented by Irene Ke, Psychology & Social Work Librarian and Alex Simons, History, Political Science and Government Document Librarian at University of Houston MD Anderson Library

Half Session A5 - Using Interactive Notebooks within Your Library Program (9:25 – 9:50 AM) -

Incorporating interactive notebooks will ensure that librarians keep their students organized from week to week and promote the integration of curriculum, resources, and teaching strategies to ensure the success of all students as the effective creators and users of ideas and information, enabling them to become lifelong learners. **Target Audience: School Librarians**

Presented by Shante Clark-Davis, Electronic Resources Librarian, Thurgood Marshall School of Law, Law Library and formerly an elementary librarian in Fort Bend ISD

10:00 – 10:50 AM Session B

Session B1 - The Lariat List: What Is It and What Can It Do for Me? - The Lariat List debuted at TLA 2009 as a list of 25 good reads for adults. The 2009 list will be booktalked and a description of what it is like to serve on the list committee. Suggestions for using the list for professional and personal reasons as well as ways to share it with adult patrons will also be shared. **Target Audience: All Librarians**
Presented by Janis Benefield, Spring Branch ISD Librarian

Session B2 - Hidden Treasures on the Internet - The 21st century is an exciting and exhausting time to be a school librarian. One way to help is to use the Internet as an instructional partner and an administrative assistant. This workshop will show participants 15 sites they will be able to use beginning Monday which will lighten their workload and make their instruction more fun. **Target Audience: School Librarians**
Presented by Pat Miller, Library Profession Author and Consultant

Session B3 - Mobile Library Catalogs: Moving Your OPAC to Mobile – Participants will review products, options and features for libraries to consider when implementing a mobile library catalog. **Target Audience: All Librarians**
Presented by Richard Guajardo, Integrated Library Systems Department Head, University of Houston

Half Session B4 - Portal to Leadership: TLA's TALL Texans Institute (10-10:25 AM) - The TALL Texans Leadership Development Institute has provided advanced theoretical and practical study on topics of leadership and management for sixteen years. Graduates of this nationally-known program have gone on to become library directors, board members, and community leaders. A graduate of the seminar will discuss the benefits of the program and how to apply. **Target Audience: All Librarians**
Presented by Lisa Loranc, Brazoria County Library System

Half Session B5 - Films on Demand: no money for MARC records? (10-10:25 AM) - This session will describe the experience of one middle-sized university that created MARC records with vendor supplied metadata. Participants will learn how to create MARC records from limited metadata using tab-delimited files and about MarcEdit, a MARC editing utility. **Target Audience: All Librarians**
Presented by Linda Turney, Cataloging Coordinator at Sam Houston State University Newton Gresham Library

Half Session B6 - Fountain of Youth: IMLS Grant - Wellspring for Success (10:30- 10:55 AM) - Participants will learn about the IMLS Fountain of Youth grant and key variables to a successful Fountain of Youth project completion as well as grant outcomes to the library community. Identification of lessons learned during the implementation of the grant will also be discussed. **Target Audience: Public and School Librarians**
Presented by Mary Wagoner, 2010 Fountain of Youth Project Director

Half Session B7 - Tips and Tricks to Becoming a Gulf Coast Treasure (10:30- 10:55 AM) - The presenters will share tips and tricks that the attendees can use to become competitive in today's job market. They will discuss ways you can improve your professional portfolio through the 4 P's: publications, presentations, posters, and professional service. **Target Audience: All**
Presented by Ana D. Cleveland, PhD, AHIP, Regents Professor and Director, Houston and Health Informatics Programs and Jodi L. Philbrick, MSLS, Assistant Director, Houston Program Department of Library and Information Sciences, College of Information, University of North Texas

11:00 – 11:50 AM Session C

Session C1 - Building Readers through Local, District and State Programming – In Houston ISD lifelong readers are being built everyday in many ways. This session will present highlights from 3 HISD programs that promote student reading. Name That Book is a district-wide reading contest serving K-12 students, primarily utilizing the TLA state reading lists. The Millionaire Club is a summer reading program created to combat summer learning loss. The MacGregor Billionaire Club is a campus spinoff that combines elements and branding of both the district and state reading programs, focusing on the Texas Bluebonnet Award program. **Target Audience: All**
Presented by Cheryl Hensley, MacGregor Elementary School (HISD) Librarian and Suzanne Lyons, Houston ISD Dept. of Library Services

Session C2 - Cool Tools to Help Libraries Bridge the Gap Between Print and Digital Environments - Emerging technologies like QR Codes and Augmented Reality can help libraries extend services, widen access to resources, and promote events to users in exciting and innovative ways. Using simple and free technologies, QR codes can be created easily and embedded almost anywhere. These oddly shaped barcode-like icons are processed by camera phones to direct the user to online websites, videos, or they can simply provide more information. Augmented reality takes existing visual or video information and adds additional layers of computer-generated graphics, pattern recognition, and other visual effects. This session will highlight how other libraries are using these technologies to promote, market, outreach, teach, and engage with users in new and exciting ways. **Target audience: Academic, Public, and School Libraries**
Presenter: Rachel Vacek, Head of Web Services, University of Houston Libraries

Session C4 – 5 Finger Countdown to the 2.0 World – This program will feature five key 2.0 resources that would allow for good experiences by students (and teachers and librarians) who are just beginning to use creation resources and posting products online. It is meant to be a starting point for beginners and professionals that cannot invest the time in the 23 Things program. The five features resources will be: 1) Hot linking with the url or Word, 2) Saving Pictures particularly with Flickr Creative Commons, but in general, 3) Photo Story especially the 2 saving issues, 4) Animoto, 5) YouTube downloading. **Target audience: School librarians, but others are welcome**
Presented by Vaughn Branom, Spring Branch ISD Library Information Specialist

Half Session C5 - Patron Driven Acquisitions: The future of e-book selection? (11-11:25 AM) - Patron driven acquisition programs and plans for e-books are showing up in almost every vendor's promotional literature. Patron driven acquisition models allow libraries access to very large collections of e-books; however the only e-books purchased by the library are those that reach a specific pre-determined number of uses. The current experience of one middle-sized state university with patron driven e-book selection and its impact along with the future implications on collection development are discussed. **Target Audience: Academic and Public Librarians**
Presented by Linda Turney, Cataloging Coordinator and Lynn McMMain, Head of Reference and Instructional Services both at Sam Houston State University, Newton Gresham Library.

Half Session C6 – Utilizing the Instruction Session Handout (11:30-11:55 AM) – University of Houston-Clear Lake instruction librarians create a unique handout for each instruction session. The librarians recently experimented with ways to better utilize these handouts while incorporating active learning activities and promoting online resources. Please join them in an active discussion of different techniques for using the handouts during face-to-face instruction. **Target Audience: Academic Librarians (possibly HS Librarians)**
Presented by Ashlynn Wicke, Reference & Instruction Librarian at University of Houston-Clear Lake