

## Detailed Schedule

### Day 1: Tuesday, November 2

All times listed are Eastern Standard Time.

---

#### 9:00-10:00 - Opening Session

##### **President's Program: A Conversation with Deborah Hakes and Roy Cummings, 2020 Library Journal Marketers of the Year**

Deborah Hakes and Roy Cummings of Georgia Public Library Service will join LMCC President Jennifer Burke to share how they transformed GPLS's communications department by building a strategy of storytelling to share why libraries are important, creating tools to help the state's 411 public libraries improve their own marketing, and establishing grants and training to bolster library staff confidence and capabilities in marketing.

*Presenter(s): Deborah Hakes is a communications and marketing leader with expertise in storytelling and building brands for nonprofits, libraries, and more. She leads the two-person communications team at Georgia Public Library Service, which was named Library Journal's 2020 Marketer of the Year. Hakes has a passion for amplifying the voices of those who do good and telling stories that drive people to take action. She has spent her career at state, national and globally-focused nonprofit organizations. At Georgia Public Library Service, she works to broaden awareness of the value of public libraries to build engagement and support, and she provides counsel to libraries to build their own communications expertise.*

*Roy Cummings is the Digital Communications Manager at Georgia Public Library Service (GPLS), which was named Library Journal's 2020 Marketer of the Year. He manages GPLS's website and social media platforms; creates print and digital content; and provides technical support and guidance for public libraries across Georgia. Roy's primary interest is creating compelling visuals and strategic messaging that resonate with target audiences. He has over 10 years experience working in visual communication and is skilled in areas such as training, web development, graphic design, videography, social media, and photography.*

---

#### 10:15-11:00

##### **Promoting EDI & Library-Campus Engagement through a Social Justice Reading Club**

The Social Justice Reading Club was started to promote meaningful conversations around equity, diversity and inclusion. Books are selected for use in the classroom and in co-curricular programming. We will share our experiences over 6 semesters of book selection, faculty collaborations, campus events planning, embedding the title into classes, utilizing technology applications (i.e. FlipGrid and Zoom), and assessments that demonstrate the impact of these discussions. Marketing and communications were essential to collaborating with campus and community partners, sharing information about the book discussions and events. We will share planning documents and PR examples that contributed to success. Track: [EDI](#)

*Presenter(s): Sara Baron is the University Librarian at Duquesne University. She has coordinated multiple interdisciplinary campus-wide programs, including three NEA-funded Big Reads. With her co-presenter, she started the Social Justice Reading Club, bringing literature such as Persepolis, Evicted, The Arrival, and March: Book One into the lives of students. In a career spanning 25 years, she has actively participated in several library associations and consortia, written over 25 publications, and given over 35 professional presentations. Her degrees include an Ed.D. from UMass Boston, M.L.S. from University of North Texas, and M.A. from Texas State University.*

*Terra Merkey is the Music Librarian at Duquesne University. She has collaborated on the Social Justice Reading Club and other interdisciplinary campus-community programs, including an NEA-funded Big Read for the book When the Emperor was Divine, and the NEH funded, Becoming American: A Documentary Film and Discussion Series on Our Immigration Experience. Terra has been an academic librarian for 17 years, and an adjunct instructor in Education. Her degrees include a B.S. in Music Education from Roberts Wesleyan College, M.L.I.S from University of Wisconsin-Milwaukee, and a M.S. in ESL Education and TESOL Certificate from Duquesne University.*

##### **When the Doors Close: Promoting Library Services in a Remote Environment through Strategic Storytelling**

During times of upheaval, storytelling can become a bridge to establish organizational trust and convey essential service information. When the doors to UBC Library's physical branches closed in March 2020, the work performed by librarians and library staff across campus didn't stop—instead, it pivoted, shifted and expanded. The Library Communications &

Marketing team created a three-part story series to strategically draw the focus of the wider campus community to promote these new and adapted services and reinforce the library's essential role in research, teaching and learning. Attendees will learn how to craft and pitch a compelling library services story.

Track: [Telling Your Library's Story](#)

*Presenter(s): Anna Moorhouse is the Communications Manager at the University of British Columbia Library in Vancouver, Canada. As a marketing professional, she brings more than 10 years of experience from roles in financial services, the technology sector and higher education. Relationship building has always been essential to her work. She completed her undergraduate studies at Simon Fraser University with a BSc in Biology, followed by a MA in English Literature at Queen's University.*

### **Building a Crisis communications Squad: Leveraging Skills across the Library**

When the world slowed down, businesses closed, and employees transitioned to remote work, many projects came to a halt – but communications wasn't one of them. During the pandemic, clear, concise communications were needed more than ever. At William & Mary Libraries, we knew communications would be key to supporting library users, and we knew we needed help. We reached out to staff across the university libraries to create an ad-hoc crisis communications squad to tackle our toughest challenge yet. In this presentation, you will learn about the successful communication strategies we employed that are useful during a crisis and beyond.

Track: [Lessons and Triumphs from the COVID-19 Pandemic](#)

*Presenter(s): Alexandra Flores is an Instruction and Research Librarian at William & Mary Libraries where she liaises with the Anthropology, Psychological Sciences Departments and serves as one of the interim Science Librarians. She holds an MLIS from the University of South Florida, and B.A.s in English Literature and Creative Writing from Florida State University. Her research interests include anti-oppression in libraries, student success, & anti-racist feminist pedagogy.*

*Sara Belmont is the Web Developer at William & Mary Libraries. She brings over twenty years of experience designing user interfaces and writing content for the web. Her passion is creating online experiences that are easy to use, accessible, and pleasing to view. Both a designer and computer nerd at heart, she helps the library build systems that bring people together and educate the community about the work the library does.*

-----  
**11:15-12:00**

### **Get REAL (Racial Equity at the Library)**

In this interactive session, learn how Howard County Library System is moving past statements and beginning the work of creating a new and just reality for all. Hear about the development of REAL Conversations with library staff and the parallel tracks of internal and external racial equity work that includes leadership development, speakers, events, and trainings. Learn how HCLS formed a Racial Equity Alliance of community leaders to guide the Library in equity work and engagement opportunities. Discover how HCLS is collecting stories of discrimination, then leading cohorts through a sensemaking process to examine impacts and look for patterns.

Track: [EDI](#)

*Presenter(s): Christie Lassen is Director of Communications and Partnerships at Howard County Library System. A graduate of Leadership Howard County, she serves on the Bright Minds Foundation Board of Directors, the school system's Visual Communications Academy Advisory Council, and is an emeritus member of the Blossoms of Hope Board of Directors and ex officio member of the HCLS Racial Equity Alliance. She has a marketing degree from Texas A&M University and served one year in a domestic volunteer program.*

*Katie DiSalvo-Thronson is the Community Education and Engagement Manager for Howard County Library System. She brings experience in community organizing, community leadership development, and nonprofit outreach. Katie previously served as the community engagement officer for the Horizon Foundation, community organizer for Baltimoreans United in Leadership Development and People Acting Together in Howard, and Public Policy Fellow for the Skillman Foundation. She sits on the board for We Own It and is an ex officio member of the HCLS Racial Equity Alliance. She holds a bachelor's degree in comparative religion from Harvard and a master's degree in public affairs from Princeton.*

### **Let's Go, Team! Harnessing Cross-Departmental Expertise to Create and Promote Digital Content**

"Library buildings may have closed during the pandemic, but libraries did not! Within days of library building closures, Oak Park Public Library's Children's Services and Communications teams partnered to create and promote virtual learning experiences for families—featuring librarian-created videos, the library's online resources, and other librarian-curated

digital content. In this session, you'll learn how the teams developed a video series, created a dedicated webpage (oppl.org/virtual-learning), packaged and promoted the content across digital channels, and ultimately created an ongoing flexible framework to create content for and reach families who don't visit library buildings regularly."

Track: [Telling Your Library's Story](#)

*Presenter(s): Shelley Harris, MLIS, is a children's librarian in Oak Park, Ill. with a passion for early literacy, serving and celebrating the disability community, and exploring technology. Video production and editing have become her new favorite work tasks. You'll often find her practicing storytime songs with her black lab, Bingo, who refuses to be filmed anymore.*

*Jenny Jackson is a community engagement coordinator who specializes in early childhood and social and emotional learning development. She loves listening and learning from children-it's the best thing ever!*

*As the Digital Content Coordinator at the Oak Park Public Library, Ashley Boyer collaborates with library staff to create and share content across multiple digital channels and to ensure a positive digital user experience. Outside of work, she can be found with a book in one hand and a donut in the other.*

### **Art from the Frontlines: Successful Collaboration for Virtual Exhibits**

At the start of the COVID-19 pandemic, health care professionals from around the world found themselves in the middle of a race against time and resources. Many of these frontline workers turned to art to express their emotions and frustrations as part of the growing movement of graphic medicine. Join Kelsey Brown, Communications Strategist, and Azalea Camacho, Archivist and Special Collections Librarian both from California State University, Los Angeles, as they discuss creating a multi-media virtual exhibit from start to finish: conception, collaboration, production, promotion, and launch.

Track: [Lessons and Triumphs from the COVID-19 Pandemic](#)

*Presenter(s): Kelsey Brown, M.A. was born and raised in Los Angeles, CA. She graduated from California State University, Fullerton, in TV/film production and photojournalism, later pursuing a master's in student affairs at San Diego State University. Her 20 years of professional experience include various positions in communications, event production, social media marketing, and content creation. Currently she is the Communications Strategist & Event Coordinator for the University Library at Cal State LA. In her spare time she enjoys cooking and baking, camping and traveling, and making Spotify playlists for any and all occasions.*

*Azalea Camacho is the Archivist and Special Collections Librarian at the University Library of California State University, Los Angeles (Cal State LA). Over the past decade, she has worked to strengthen community partnerships and foster student curiosity in the field by providing engaging opportunities for the campus community. She holds a BS and an MLIS with a concentration in Archival Studies from San Jose State University.*

-----  
[1:00-1:45](#)

### **Engaging Students with Conversations about Race: Opportunities for Cross-Campus Partnerships during Black History Month**

Using a multi-prong approach to promote our digitized collection of historic student newspapers, the coordinator of library outreach and the chief librarian selected specific historic articles that pertained to racism and racial tension from the 1950's through the last five years. We partnered with the Black Student Union (a student club) and the Office of Student Life to promote an online Zoom event in honor of Black History Month. By engaging with 2 different groups on campus, we held a very successful online event where the students led the discussion as we moderated the flow of the discussion. The event was promoted across social media, on the web, via mass email marketing, and through the Office of Student Life's promotional calendar. Our online event garnered about 100 attendees and was far more successful than any in-person event pre-COVID. This was a great example of how we used an online library event to promote a library resource (digitized newspapers), while engaging in authentic discussion and dialogue with students about race and racism in America.

Track: [EDI](#)

*Presenter(s): Mark Aaron Polger is Coordinator of Library Outreach at the College of Staten Island, City University of New York. His responsibilities include coordinating the library's marketing and outreach activities, engage in campus partnerships, and assists in the assessment of library services and resources. His research interests include library marketing, outreach, and UX (user experience) design. He is interested in how users interact with the library's physical and virtual touchpoints, specifically the web site, signage, and promotional materials. He has written and presented on*

topics ranging from library marketing strategies, faculty outreach, planning library marketing campaigns, library jargon, and library signage.

*Amy F. Stempler is Associate Dean & Chief Librarian in the Library Department at the College of Staten Island, CUNY, where she has worked since 2008. She holds Bachelors and Masters Degrees in History from The George Washington University and a Masters in Library and Information Science Degree from the Pratt Institute. Stempler has written on library signage, Jewish history, Judaica librarianship, and the role of archives in environmental history.*

### **The Self-Taught Marketers Guide to Creating Annual Reports**

Library annual reports are important documents to show both the accomplishments and value of the organization; however, they can also be long, dry tomes that remain unread. At the Health Sciences and Human Services Library at the University of Maryland, Baltimore the staff have developed short, impactful annual reports that not only show the value of the library but also its creative side. Presenters will describe our process from deciding which content to include; to choosing simple, vibrant designs and colors; to sharing the final product. This session aims to empower library staff to re-envision the library annual report.

Track: [Telling Your Library's Story](#)

*Presenter(s): Everly Brown is the Head of Information Services at the University of Maryland, Baltimore's (UMB) Health Sciences and Human Services Library (HSHSL). One of her job responsibilities is to promote HSHSL events, resources, exhibits, and services to the UMB campus. Everly has a Master's Degree in Library Science from the University of Texas, Austin and a Bachelor's Degree in English and Philosophy from Auburn University. She is a member of the Mid-Atlantic Chapter of the Medical Library Association.*

*Patrick Waugh is a Library Services Specialist at HSHSL, operating as an instructor, technician, and graphic designer. Patrick has over 10 years of experience creating instructional videos, infographics, posters, and digital displays. Working with a team of librarians, Patrick designed and coordinated HSHSL's three annual reports. He graduated from Towson University with a Bachelor of Science in Digital Illustration, and University of Maryland College Park with a Master of Library Science.*

*Tara Wink is currently the Historical Librarian and Archivist at the University of Maryland, Baltimore's (UMB) Health Sciences and Human Services Library. She has improved the department's presence both within the library and on campus through marketing, outreach, and successful collaborations. Tara has a Master's Degree in Library Science from the University of North Carolina Chapel Hill and Bachelor's Degree in History and German from Gettysburg College. She is a member of the Mid Atlantic Regional Archives Conference (MARAC) and Librarians, Archivists, and Museum Professionals in the History of Health Sciences (LAMPHHS) organizations.*

### **Launching a Shiny New Library During a Global Pandemic**

The Edmonton Public Library's central library was set to open in the spring of 2020 after being closed to the public for three years. Unfortunately, a global pandemic meant temporary library closures, attendance limitations, physical distancing and class and event restrictions. How do you launch a brand new library when you can't allow people to experience it in person? Hear how EPL leveraged the service delivery and customer experience lessons learned during COVID to develop a "Virtual Open House" - a day of programs showcasing the spaces, services and people of the newly renovated EPL Stanley A. Milner Library as well as a modified in person and virtual Grand Opening Ceremony to welcome people into the new library in the safest and most fun way possible.

Track: [Lessons and Triumphs from the COVID-19 Pandemic](#)

*Presenter(s): Tina Thomas is the Executive Director of Customer Experience at the Edmonton Public Library where she leads branch services, research and assessment, technology services, marketing, fund development and is responsible for leading system wide teams in implementing the EPL Business Plan and other organizational priorities. She joined EPL in spring 2009 after 14 years in the private sector. She has experience in a broad base of business disciplines including product and solution marketing, strategy, market analysis, and business development. She is a 2018 American Library Association Spectrum Scholar. In 2013, she was named Capital Communicator of the Year by the International Association of Business Communicators, Edmonton Chapter. In 2011, she was honored as a Library Journal Mover and Shaker as well as one of the Top 40 under 40 by Avenue Magazine. She is an American Library Association Councilor at Large, member of the Canadian Federation of Library Associations Intellectual Freedom Committee.*

-----

2:00-2:45

### **Building an Ambassadors Program**

Connecting with a younger patron base can seem like a daunting task. Staying on top of what is trending or “lit” in order to relay information on the services/resources we have to offer can be exhausting! So why not create a street team of patron peers to help spread the good word about the library? Library Ambassadors! The University at Albany Libraries built a Student Ambassadors program to foster peer-to-peer outreach with their community through the use of print and video, social media, and outreach events. Participants will learn how to build an ambassadors program and the benefits that can be reaped by your library and the community in which it serves.

Track: [Partnerships and Outreach](#)

*Presenter(s): Amanda M. Lowe is the Outreach and Marketing Librarian at the University at Albany, SUNY. In her role, she serves as a reference librarian and the marketing maven for all three campus libraries. When Amanda is not engaging patrons on social media, you can find her doing all sorts of outreach programming. Her research focuses on library marketing and outreach with a concentration on social media, reference services, and library programming. Amanda has an MLS from the University at Buffalo and a BS in English, with a minor in Theatre, from Oneonta State College.*

### **Once Upon a Time: Practical Tips for Gathering Stories to Promote Your Library**

You know the power of storytelling. After all, you work in a building where you are literally surrounded by some of the best stories in the world. So why is it so hard for libraries to tell their own stories? It's because we often get stuck at the very first step in the process: finding the right stories to share with our community. The quest for library stories that have emotion and a compelling story arch perfect for library advocacy is more difficult than it sounds. But, in this session, you'll learn how a good story becomes good marketing, as well as practical tips for you to find stories that you can use for advocacy and promotion.

Track: [Telling Your Library's Story](#)

*Presenter(s): Angela Hursh helps libraries create effective and engaging ways to market their collection, both at her job with NoveList and as author of the blog SuperLibraryMarketing.com and host of the YouTube series The Library Marketing Show. Before her job at NoveList, she led the content marketing team for the Public Library of Cincinnati and Hamilton County. She also has more than 20 years experience as an Emmy-award winning broadcast TV journalist.*

### **Living the "Live": How To Make Live Streaming Work For You**

When 2020 shut the world down, libraries turned to presenting content live over the Internet to be as accessible as possible when physical spaces weren't available. But as the world emerges from the pandemic and returns to "normalcy," it would be premature to drop the microphones and power down the computer screens to return to physical location-only programs. In this participatory, quiz-show style presentation, learn how and why you can (and should) make live streaming a permanent part of your library's marketing strategy.

Track: [Social Media, Live Streaming, and Video](#)

*Presenter(s): A self taught social media manager for the Lansing Public Library for three years, Daniel Cuthbert has been swimming in online content since Facebook was just for college students and YouTube was for people talking into terrible quality webcams. Currently the host of his library's weekly, live online trivia game, Daniel is living proof that if a slightly-southern sounding amateur goof can successfully go live with a cellphone and an off-market Apple power cable (because the official ones are way too short), anyone can and should make streaming a permanent part of your library's complete breakfast.*

### **Detailed Schedule**

#### **Day 2: Wednesday, November 3**

*All times listed are Eastern Standard Time.*

---

#### **9:00-10:00 Opening Session**

##### **Vocational Awe and the Art of Selling Libraries**

Perennially, articles are released about the death of libraries. While the causes for the supposed death change, the feeling of precariousness remains. As library marketers, we are tasked not only with telling the library's story, but convincing our stakeholders and community of our relevance and value. Often the language used reinforces vocational awe, or the inherent goodness and sacredness of the library as a representation of democracy. With shrinking budgets, and a continued rise in neoliberal methods of assessment, it can be difficult to advocate for healthier workplaces. Is there a way

to demonstrate the values of librarianship without inadvertently affirming our own exploitation? In this keynote, Fobazi Ettarh will discuss how to demonstrate the value of librarianship without succumbing to the pitfalls of vocational awe.

*Presenter: Fobazi Ettarh's research is concerned with the relationships and tensions between the espoused values of librarianship and the realities present in the experiences of marginalized librarians and library users. In 2018, she coined the term and defined the concept of "vocational awe," which describe, "the set of ideas, values, and assumptions librarians have about themselves and the profession that result in beliefs that libraries as institutions are inherently good and sacred, and therefore beyond critique." In her article "Vocational Awe: The Lies We Tell Ourselves," she describes how vocational awe can lead to burnout and a sense that one's own self-care is less important than the work being done.*

*Although written before the start of the COVID-19 pandemic, Ettarh's words have resonated with many library workers throughout the nation in the current moment, as we strive to serve our patrons and our profession as best we can amidst the competing demands of home, work, and health. Her remarks on equity and inclusion in libraries are just as timely and important. In a 2019 interview with Cathy Hannabach, she spoke of the resistance that marginalized library workers can face when advocating for better working conditions and talked about what a changing world might offer in the way of alliances and social progress. When describing what a better world would look like to her, Fobazi Ettarh said, in part, "a place where change is embraced, where people work as a collective rather than working in opposition to each other—and to one's own interest — ...a place where conflict isn't seen as a four-letter word but as a fulcrum to a better time, a better organization, a healthier world and place."*

*Fobazi Ettarh's critical work on libraries, labor, and identity has been published in In the Library With the Lead Pipe and edited collections, including the Critical Library Pedagogy Handbook and Knowledge Justice: Disrupting Library and Information Studies through Critical Race Theory. She has given invited talks at numerous professional and scholarly conferences and events, including the Library as Place Symposium, and keynotes at the Association of College and Research Libraries and Library Journal Directors' Summit. Her research has been covered in numerous outlets and she consults in library and corporate contexts on labor, identity, and diversity. She is also the creator of the open-access video game Killing Me Softly: A Game About Microaggressions.*

---

**10:15-11:00**

### **Partnering with Local Organizations to Promote Libraries and Increase Cardholders**

In September 2016, SCL put a spin on Library Card Sign-Up Month by partnering with local businesses to offer discounts to anyone who showed their library card during the month. Businesses chose their discounts and displayed SCL signage in their stores while their logos and discounts were seen in SCL branches and all around Saline County. They went from 28 businesses in 2016 to 78 businesses in 2019 with an average of 300 new registrations. This campaign won the John Cotton Dana award in 2019.

Track: [Partnerships and Outreach](#)

*Presenter(s): Jordan Reynolds earned her bachelors of Public Relations from the University of Central Arkansas. She was brought on as the Marketing Coordinator for the Saline County Library in May 2018. She and her manager, Kari, were awarded the John Cotton Dana award in 2019 for their Library Card Sign-Up Month campaign which has grown exponentially over the years.*

*Kari earned her bachelors in Journalism from Arkansas State University. She was brought on as the sole Marketing person for the Saline County Library in 2016, where she built up the library's brand and presence in the community. She began the award-winning Library Card Sign-Up Month campaign when she started at the Saline County Library. She now heads the Community Engagement Department where they mix community outreach with adult programming into one department.*

### **The Science of Library Marketing: Why Now is the Perfect Time to Experiment with Your Library Promotions (And How to Do It)**

It goes without saying that libraries navigated a lifetime worth of challenges in the pandemic. Those challenges taught us an important lesson: we can do big things! As we emerge from the pandemic, now is the best time to ask exciting questions about your library promotions. What worked? What didn't? What might work now that didn't work in the past? In this session, you'll have a chance to think like a library marketing scientist. Learn how to form a hypothesis, set up your

experiments, record and analyze your results, and tie all of this to your marketing goals. Leave with the knowledge and inspiration to find new ways to get people to use your library.

Track: [Using Data in Library Marketing](#)

*Presenter(s): Angela Hursh helps libraries create effective and engaging ways to market their collection, both at her job with NoveList and as author of the blog SuperLibraryMarketing.com and host of the YouTube series The Library Marketing Show. Before her job at NoveList, she led the content marketing team for the Public Library of Cincinnati and Hamilton County. She also has more than 20 years experience as an Emmy-award winning broadcast TV journalist.*

### **Librarians' Declassified Social Media Survival Guide**

In a world full of ever-changing social platforms, pop culture references, and non-existent work-life balances, our panelists will try and do the impossible: create a guide that will help you survive being a library social media manager. Whether on a large team or riding solo, this role is uniquely challenged with marketing their collections, programs, and services while simultaneously educating and entertaining their followers. Panelists from public and academic libraries with different sizes of social media teams will share their perspectives on workflows, content creation, crisis management, assessment and analytics, policies, and more.

Track: [Social Media, Live Streaming, and Video](#)

*Presenter(s): Tanner Lewey is the Outreach & Evening Librarian at McDaniel College's Hoover Library in Westminster, MD. In her role, she wears many hats in reference, liaison, instruction, outreach, communications, and marketing. One of her largest hats is being the solo manager and content creator for the library's social media accounts, including Instagram, Facebook, Twitter, YouTube, and Tiktok. Tanner has an MLIS from the University of Illinois at Urbana-Champaign and a BS in English and History from Northwest Missouri State University.*

*Amanda M. Lowe is the Outreach and Marketing Librarian at the University at Albany, SUNY. In her role, she serves as a reference librarian and the marketing maven for all three campus libraries. When Amanda is not engaging patrons on social media, you can find her doing all sorts of outreach programming. Her research focuses on library marketing and outreach with a concentration on social media, reference services, and library programming. Amanda has an MLS from the University at Buffalo and a BS in English, with a minor in Theatre, from Oneonta State College.*

*Haley Lott is the Student Success and Engagement Librarian at Beloit College's Col. Robert H. Morse Library in Beloit, WI. In her small but mighty department, Haley serves as a Reference and Instruction Librarian, a subject liaison for 13+ majors and minors, the manager of Collections & Electronic Resources and Access, & Acquisitions, and the solo manager and content creator for the library's social media accounts, including Facebook, Instagram, and YouTube. Haley has an MLIS from University of Iowa and a BS in English Language and Literature and Classical Studies from Southern Illinois University at Edwardsville.*

*Ngina wa Kaai (she/her) is the Student Engagement and User Experience Librarian at NorQuest College, located in Treaty 6 Territory in amiskwaciwâskahikan (colonially known as Edmonton, Alberta, Canada). Her main role is to liaise with and support the campus' non-academic groups. She is also responsible for looking after the NorQuest Library's social media accounts, classroom instruction, liaison and collections work, library promotions and events, and helping students with reference, research, and citation questions. Ngina has a Bachelor of Education (Secondary) from the University of Alberta and a MLIS from San Jose State University.*

*Regina Vitolo is an Outreach and Reference Librarian at Lone Star College-CyFair Library, a joint use academic and public library, partnered with Harris County Public Library (HCPL), in Cypress, Texas. Like all librarians, Regina wears many hats. Regina's roles include, but are not limited to: social media coordinator and content creator, liaison for the Humanities and Arts, instruction, programming and exhibitions, collection development, reference, outreach and marketing. Regina ventures into the world of youth services to support the HCPL summer reading program, giving virtual story times with her cats. Regina has an MLS from the University of North Texas, a Graduate Certificate in Library and Information Centers Management, and an MA in History from the University of Houston.*

*Emily Bradshaw is a Reference Librarian at Mandel Public Library of West Palm Beach in West Palm Beach, Florida. In addition to providing reference services to the public, Emily is the manager of the 7-person social media team, overseeing the workflow and content on the library's Facebook, Twitter, Instagram, and YouTube accounts. She is also the unofficial marketing librarian in charge of producing monthly events booklets and various print and digital promotional materials to*

showcase the library's programs. Emily has an MLIS and a BA in English from the University of Illinois at Urbana-Champaign.

---

**11:15-12:00**

### **Change Your Environment: Fostering Deeper Engagement with your Community through Off-Site Outreach Events**

Hosting outreach events for communities in spaces beyond the library walls gives them more options to interact with library programs. Finding ways to engage faculty with library resources can be challenging when they have busy schedules and competing priorities both at work and at home. Using local breweries and making the environment family-friendly can remove barriers to library outreach. Taking the learning experience outside of the everyday work environment fosters more authentic working relationships on and off-campus. Learn how you can incorporate elements of pop-up libraries to design and market a series of off-site outreach events for your communities.

Track: [Partnerships and Outreach](#)

*Presenter(s): Amanda Binder has been an academic librarian for more than 10 years. She has been co-organizing pop-up faculty outreach events since 2016. She also serves as the coordinator of a summer fellowship program for MLIS students.*

*Jeff McAdams has been an academic librarian for more than 10 years. He has been co-organizing pop-up faculty events since 2016. He is also actively engaged in OER outreach.*

### **The Great Influence: How to Use Data throughout Your Marketing Cycle**

Rochester Public Library (RPL) has been on a Data Journey over the last four years to gain insight into customers, measure outcomes, and guide marketing strategies. Learn how this Minnesota library is gathering, studying, and sharing data to advance strategic goals and guide measurable actions. Through an organization-wide commitment to listening and understanding the community, RPL utilizes quantifiable data to make informed decisions and develop award-winning programs and initiatives. . In this session, participants will walk away with tangible ideas that align with the marketing cycle and can be incorporated into their own data journey.

Track: [Using Data in Library Marketing](#)

*Presenter(s): Karen Lemke started her "dream job" at the Rochester Public Library (Winner, 2018 National Medal for Museum and Library Service) in 2015. Located in Rochester, Minnesota, RPL includes a single branch location and bookmobile serving a community of 149,191. With a mission of "welcoming all to connect and learn," the RPL team is dedicated to using data to tell the library's story. Karen has a B.A. in Journalism/Mass Communications from the University of Northern Colorado, and a M.L.I.S from Clarion University. With a focus on engaging more customers, RPL received the John Cotton Dana Award for the Summer Playlist Campaign in 2018.*

### **Scale Up and Scale Out with Video**

Are you a team of one when it comes to video production? Want to do more but know it is impossible by yourself? By scaling out while scaling up production, you can involve staff with video by assigning concrete roles that match their skills and passions. Learn what types of projects are good candidates for this approach, roles staff can fill within these projects, and how to achieve success with practical content management tools.

Track: [Social Media, Live Streaming, and Video](#)

*Presenter(s): Rachel Yzaguirre is a Community Outreach Librarian. She serves with a team of librarians who find ways to bring the library out into the community. She manages Plano Public Library's social media presence, blog, and virtual programming.*

---

**1:00-1:45**

### **Creative Approaches to Promoting Libraries Through Non-Traditional Partnerships**

Learn how the Library of Congress and the Prince George's County Memorial Library System (Maryland) embrace creative approaches to promoting opportunities for user engagement through nontraditional organizational partnerships with national and local organizations. Strategic partnerships with organizations like Netflix, the Recording Academy, local arts organizations, news media, and individual influencers have enabled these two very different organizations to rapidly reach new audiences. Encina and Brown will discuss the value of including perspectives from other industries on library

marketing teams, with their own backgrounds in broadcast journalism and the performing arts as an example. Their approach to marketing strategy is applicable in libraries of any size or type.

Track: [Partnerships and Outreach](#)

*Presenter(s): Nicholas Alexander Brown is the COO for Communication and Outreach at the Prince George's County Memorial Library System in Maryland. He is also adjunct faculty for the Department of Library and Information Science at The Catholic University of America. Previous positions include music specialist/concert producer with the Library of Congress Music Division, program specialist (detail) with the Office of Special Events at Public Programs at Library of Congress, and director of special productions and initiatives at Washington Performing Arts. Brown is also a conductor, French horn player, singer, and musicologist. He served in the 215th Army Band and holds degrees from Brandeis University, King's College London, and Catholic University.*

*Roswell Encina is the Chief Communication Officer at the Library of Congress, serving as a senior advisor to Librarian of Congress Carla D. Hayden. He served as the director of communications at the Enoch Pratt Free Library for 9 years and previously worked as a broadcast journalist in Baltimore, Memphis, Washington, DC, and Huntsville, Alabama.*

### **Branding and Graphic Design**

Don't let bad design tarnish the reputation of your services and programs. With this session, we will cover many of the key principles in graphic design, how to work with professional printers, and what types of software are available for all budgets.

Track: [Key Principles in Graphic Design](#)

*Presenter(s): Rebecca Moisio is the Marketing Coordinator for the Ashtabula County District Library. She has a degree in Communications with a concentration in Television and Video Production. Prior to coming to ACDL, Rebecca has worked internationally for a non-profit organization as a graphic designer and video producer. She has a passion for visual storytelling and for producing quality design on a shoestring budget.*

### **Clicks That Stick: Using Social Media to Create Lasting, Two-Way Relationships**

Social media is sometimes seen as a fun, easy, inexpensive way to promote library activities and resources. But if your social media plan is managed more thoughtfully, it can be a way to start and nurture ongoing, meaningful relationships within your community. How can you go from just tweeting out events to a more fully engaged, two-way set of social media interactions? Join an esteemed panel from Orange County Library System, Pikes Peak Library District and Toledo Lucas County Public Library for some practical, purposeful steps towards a more strategic use of social media to hit your community engagement goals.

Track: [Social Media, Live Streaming, and Video](#)

*Presenter(s): Erin Sullivan is the Director of Marketing and Public Relations for the Orange County Library System. She joined the library in 2016, after leaving behind a career in journalism and audience development for the media. During her time at OCLS, she has helped the library develop a modern approach to marketing and brand development that puts digital marketing and social media at the forefront of its communications strategy. Under her leadership, the marketing team at Orange County Library System has won multiple awards for innovation and creativity in marketing, design and social media.*

*Brenna Hemphill is the digital marketing specialist at Pikes Peak Library District. She majored in film and television at NYU, finding her passion for producing, live events, and community engagement. A Colorado native, she bounced around the country before returning home and getting right to work supporting local business in her community. She has a three-year-old daughter with attitude and a handsome son born at the beginning of the pandemic. She enjoys sampling all the food and experiences that the Pikes Peak Region has to offer!*

*Kelsey Rader is the Media Relations Coordinator for the Toledo Lucas County Public Library (TLCPL). After graduating from Bowling Green State University in 2016 she began her career as a videographer/MMJ at a local news station in Toledo, OH. In 2019, Kelsey started this role at the Toledo Library. She is passionate about sharing the different resources and impact TLCPL has through social media, local news outlets, email, and other platforms. Kelsey's goal through social media is to help the community by spreading awareness of the many ways the Library can help people of all ages succeed in any aspect of their life.*

*Tara Roe leads marketing efforts for OCLC's community engagement focused products, OCLC Wise and Capira. As an avid fan of libraries and the important work they do for their communities, she was excited to join OCLC in late 2019. Tara has more than 20 years of marketing, communications, and branding experience. She's now focused on actively learning about library challenges and visions for the future to ensure her work fully supports helping libraries meet their goals.*

---

**2:00-2:45**

### **Developing Outreach Partnerships for Student Engagement and Achievement**

If you want to develop a campus partnership for student success, this session is for you! Learn about the process of building strong internal support for an outreach program, activity, or event. Understand how to build momentum by connecting with “influencer” partners, whether they be student leaders, faculty/staff members, or university administrators. Discover how to combine data and best practices along with your enthusiasm! Because of session interactivity, you will leave the session with three action steps for developing a campus partnership, as well as a template for creating an “outreach snapshot” tied to your institutional mission, plans, and values.

Track: [Partnerships and Outreach](#)

*Presenter(s): "Carolyn Johnson, MLIS, is a Research and Outreach Librarian for B. D. Owens Library at Northwest Missouri State University, and she collaborates with university partners to impact student retention, academic achievement, and personal growth. In addition to multiple campus outreach activities (First Gen Celebration, Library Research Awards, Long Night Against Procrastination, Roving Reference, Human Library, Wellness events), her position includes collection development, reference, and instruction. She is an active member of the campus Ally faculty/staff group, and a co-leader of a campus/community Diversity and Inclusion group.*

### **Is This On-Brand? Empower Your Library Team with Brand Strategy**

Brand strategy offers a way for libraries to effectively and consistently communicate value. In 2019, our college library set a goal to create and communicate a compelling library brand. Through a series of exercises involving the library team, we successfully 1) uncovered existing perceptions of our brand through user feedback, 2) articulated our brand values and identity, and 3) communicated our brand effectively—resulting in national recognition for our library. This interactive session will equip you to lead a brand-building initiative for your own library.

Track: [Key Principles in Graphic Design](#)

*Presenter(s): Alena Principato is the Outreach & Engagement Librarian at Nevada State College. Located in Henderson, Nevada, the Marydean Martin Library received the 2020 Excellence in Academic Libraries award from the Association of College & Research Libraries. Alena is responsible for leading the library's marketing and outreach efforts. She has presented and written on library marketing and outreach topics and her work was recently recognized with a PR Xchange Award from the American Library Association. Alena holds BAs in English and Art from Lafayette College and an MS in Library Science from the University of North Carolina at Chapel Hill.*

### **For Your Reference: A Livestream Series Focused on Information and Media Literacy**

"Almost immediately after realizing that changes to the University of Tennessee Libraries services were going to be drastic beginning in March 2020, the marketing and communications team understood that the situation demanded fresh ideas for connecting with our various audiences. Focusing additional efforts on digital marketing seemed like a natural solution, but how could we stand out among an increasingly crowded digital space? It was this question that sparked the creation of the UT Libraries original livestream series, For Your Reference. The show is dedicated to media and information literacy— using a conversation between two guest scholars to present a unique perspective on a timely topic, with librarians act as guides to finding additional information and ensuring that information sources are credible."

Track: [Social Media, Live Streaming, and Video](#)

*Presenter(s): Robin Bedenbaugh is a seasoned marketing professional and scholar, holding master's degrees in Library and Information Science and Communication Studies, and a PhD in Communication. In her current role as Marketing and Communication Coordinator at the University of Tennessee Libraries, Robin brings creative savvy to campaigns like "Information is Our Game," which won an ARLie from the Association of Research Libraries and the prestigious John Cotton Dana Award. Robin is the editor-in-chief of the Newfound Press, the Libraries' digital press that makes scholarly resources widely available. She co-hosts For Your Reference, owning efforts for the central segment: Reviewer 2.*

*"Christine White is an experienced marketing and communications professional having worked in the corporate and nonprofit sectors before transitioning to academic libraries in 2020. She holds a bachelor's in Anthropology and is working*

toward her master's degree in Strategic and Digital Communication. As UT Libraries' Project Manager and Producer, she's responsible for social media content development across all platforms, the imprint of the UT Libraries blog, and navigates the plentiful requests for marketing support that arise daily from within the library alongside our campus partners. She is referred to as the "StreamYard Wizard" as the producer of For Your Reference.

## Detailed Schedule

### Day 1: Tuesday, November 2

All times listed are Eastern Standard Time.

---

#### 9:00-10:00 - Opening Session

##### **President's Program: A Conversation with Deborah Hakes and Roy Cummings, 2020 Library Journal Marketers of the Year**

Deborah Hakes and Roy Cummings of Georgia Public Library Service will join LMCC President Jennifer Burke to share how they transformed GPLS's communications department by building a strategy of storytelling to share why libraries are important, creating tools to help the state's 411 public libraries improve their own marketing, and establishing grants and training to bolster library staff confidence and capabilities in marketing.

*Presenter(s): Deborah Hakes is a communications and marketing leader with expertise in storytelling and building brands for nonprofits, libraries, and more. She leads the two-person communications team at Georgia Public Library Service, which was named Library Journal's 2020 Marketer of the Year. Hakes has a passion for amplifying the voices of those who do good and telling stories that drive people to take action. She has spent her career at state, national and globally-focused nonprofit organizations. At Georgia Public Library Service, she works to broaden awareness of the value of public libraries to build engagement and support, and she provides counsel to libraries to build their own communications expertise.*

*Roy Cummings is the Digital Communications Manager at Georgia Public Library Service (GPLS), which was named Library Journal's 2020 Marketer of the Year. He manages GPLS's website and social media platforms; creates print and digital content; and provides technical support and guidance for public libraries across Georgia. Roy's primary interest is creating compelling visuals and strategic messaging that resonate with target audiences. He has over 10 years experience working in visual communication and is skilled in areas such as training, web development, graphic design, videography, social media, and photography.*

---

#### 10:15-11:00

##### **Promoting EDI & Library-Campus Engagement through a Social Justice Reading Club**

The Social Justice Reading Club was started to promote meaningful conversations around equity, diversity and inclusion. Books are selected for use in the classroom and in co-curricular programming. We will share our experiences over 6 semesters of book selection, faculty collaborations, campus events planning, embedding the title into classes, utilizing technology applications (i.e. FlipGrid and Zoom), and assessments that demonstrate the impact of these discussions. Marketing and communications were essential to collaborating with campus and community partners, sharing information about the book discussions and events. We will share planning documents and PR examples that contributed to success.

Track: [EDI](#)

*Presenter(s): Sara Baron is the University Librarian at Duquesne University. She has coordinated multiple interdisciplinary campus-wide programs, including three NEA-funded Big Reads. With her co-presenter, she started the Social Justice Reading Club, bringing literature such as Persepolis, Evicted, The Arrival, and March: Book One into the lives of students. In a career spanning 25 years, she has actively participated in several library associations and consortia, written over 25 publications, and given over 35 professional presentations. Her degrees include an Ed.D. from UMass Boston, M.L.S. from University of North Texas, and M.A. from Texas State University.*

*Terra Merkey is the Music Librarian at Duquesne University. She has collaborated on the Social Justice Reading Club and other interdisciplinary campus-community programs, including an NEA-funded Big Read for the book When the Emperor was Divine, and the NEH funded, Becoming American: A Documentary Film and Discussion Series on Our Immigration Experience. Terra has been an academic librarian for 17 years, and an adjunct instructor in Education. Her degrees include a B.S. in Music Education from Roberts Wesleyan College, M.L.I.S from University of Wisconsin-Milwaukee, and a M.S. in ESL Education and TESOL Certificate from Duquesne University.*

### **When the Doors Close: Promoting Library Services in a Remote Environment through Strategic Storytelling**

During times of upheaval, storytelling can become a bridge to establish organizational trust and convey essential service information. When the doors to UBC Library's physical branches closed in March 2020, the work performed by librarians and library staff across campus didn't stop—instead, it pivoted, shifted and expanded. The Library Communications & Marketing team created a three-part story series to strategically draw the focus of the wider campus community to promote these new and adapted services and reinforce the library's essential role in research, teaching and learning. Attendees will learn how to craft and pitch a compelling library services story.

Track: [Telling Your Library's Story](#)

*Presenter(s): Anna Moorhouse is the Communications Manager at the University of British Columbia Library in Vancouver, Canada. As a marketing professional, she brings more than 10 years of experience from roles in financial services, the technology sector and higher education. Relationship building has always been essential to her work. She completed her undergraduate studies at Simon Fraser University with a BSc in Biology, followed by a MA in English Literature at Queen's University.*

### **Building a Crisis communications Squad: Leveraging Skills across the Library**

When the world slowed down, businesses closed, and employees transitioned to remote work, many projects came to a halt – but communications wasn't one of them. During the pandemic, clear, concise communications were needed more than ever. At William & Mary Libraries, we knew communications would be key to supporting library users, and we knew we needed help. We reached out to staff across the university libraries to create an ad-hoc crisis communications squad to tackle our toughest challenge yet. In this presentation, you will learn about the successful communication strategies we employed that are useful during a crisis and beyond.

Track: [Lessons and Triumphs from the COVID-19 Pandemic](#)

*Presenter(s): Alexandra Flores is an Instruction and Research Librarian at William & Mary Libraries where she liaises with the Anthropology, Psychological Sciences Departments and serves as one of the interim Science Librarians. She holds an MLIS from the University of South Florida, and B.A.s in English Literature and Creative Writing from Florida State University. Her research interests include anti-oppression in libraries, student success, & anti-racist feminist pedagogy.*

*Sara Belmont is the Web Developer at William & Mary Libraries. She brings over twenty years of experience designing user interfaces and writing content for the web. Her passion is creating online experiences that are easy to use, accessible, and pleasing to view. Both a designer and computer nerd at heart, she helps the library build systems that bring people together and educate the community about the work the library does.*

-----  
**11:15-12:00**

### **Get REAL (Racial Equity at the Library)**

In this interactive session, learn how Howard County Library System is moving past statements and beginning the work of creating a new and just reality for all. Hear about the development of REAL Conversations with library staff and the parallel tracks of internal and external racial equity work that includes leadership development, speakers, events, and trainings. Learn how HCLS formed a Racial Equity Alliance of community leaders to guide the Library in equity work and engagement opportunities. Discover how HCLS is collecting stories of discrimination, then leading cohorts through a sensemaking process to examine impacts and look for patterns.

Track: [EDI](#)

*Presenter(s): Christie Lassen is Director of Communications and Partnerships at Howard County Library System. A graduate of Leadership Howard County, she serves on the Bright Minds Foundation Board of Directors, the school system's Visual Communications Academy Advisory Council, and is an emeritus member of the Blossoms of Hope Board of Directors and ex officio member of the HCLS Racial Equity Alliance. She has a marketing degree from Texas A&M University and served one year in a domestic volunteer program.*

*Katie DiSalvo-Thronson is the Community Education and Engagement Manager for Howard County Library System. She brings experience in community organizing, community leadership development, and nonprofit outreach. Katie previously served as the community engagement officer for the Horizon Foundation, community organizer for Baltimoreans United in Leadership Development and People Acting Together in Howard, and Public Policy Fellow for the Skillman Foundation. She sits on the board for We Own It and is an ex officio member of the HCLS Racial Equity Alliance. She holds a bachelor's degree in comparative religion from Harvard and a master's degree in public affairs from Princeton.*

## **Let's Go, Team! Harnessing Cross-Departmental Expertise to Create and Promote Digital Content**

"Library buildings may have closed during the pandemic, but libraries did not! Within days of library building closures, Oak Park Public Library's Children's Services and Communications teams partnered to create and promote virtual learning experiences for families—featuring librarian-created videos, the library's online resources, and other librarian-curated digital content. In this session, you'll learn how the teams developed a video series, created a dedicated webpage ([oppl.org/virtual-learning](http://oppl.org/virtual-learning)), packaged and promoted the content across digital channels, and ultimately created an ongoing flexible framework to create content for and reach families who don't visit library buildings regularly."

Track: [Telling Your Library's Story](#)

*Presenter(s): Shelley Harris, MLIS, is a children's librarian in Oak Park, Ill. with a passion for early literacy, serving and celebrating the disability community, and exploring technology. Video production and editing have become her new favorite work tasks. You'll often find her practicing storytime songs with her black lab, Bingo, who refuses to be filmed anymore.*

*Jenny Jackson is a community engagement coordinator who specializes in early childhood and social and emotional learning development. She loves listening and learning from children—it's the best thing ever!*

*As the Digital Content Coordinator at the Oak Park Public Library, Ashley Boyer collaborates with library staff to create and share content across multiple digital channels and to ensure a positive digital user experience. Outside of work, she can be found with a book in one hand and a donut in the other.*

## **Art from the Frontlines: Successful Collaboration for Virtual Exhibits**

At the start of the COVID-19 pandemic, health care professionals from around the world found themselves in the middle of a race against time and resources. Many of these frontline workers turned to art to express their emotions and frustrations as part of the growing movement of graphic medicine. Join Kelsey Brown, Communications Strategist, and Azalea Camacho, Archivist and Special Collections Librarian both from California State University, Los Angeles, as they discuss creating a multi-media virtual exhibit from start to finish: conception, collaboration, production, promotion, and launch.

Track: [Lessons and Triumphs from the COVID-19 Pandemic](#)

*Presenter(s): Kelsey Brown, M.A. was born and raised in Los Angeles, CA. She graduated from California State University, Fullerton, in TV/film production and photojournalism, later pursuing a master's in student affairs at San Diego State University. Her 20 years of professional experience include various positions in communications, event production, social media marketing, and content creation. Currently she is the Communications Strategist & Event Coordinator for the University Library at Cal State LA. In her spare time she enjoys cooking and baking, camping and traveling, and making Spotify playlists for any and all occasions.*

*Azalea Camacho is the Archivist and Special Collections Librarian at the University Library of California State University, Los Angeles (Cal State LA). Over the past decade, she has worked to strengthen community partnerships and foster student curiosity in the field by providing engaging opportunities for the campus community. She holds a BS and an MLIS with a concentration in Archival Studies from San Jose State University.*

-----  
[1:00-1:45](#)

## **Engaging Students with Conversations about Race: Opportunities for Cross-Campus Partnerships during Black History Month**

Using a multi-prong approach to promote our digitized collection of historic student newspapers, the coordinator of library outreach and the chief librarian selected specific historic articles that pertained to racism and racial tension from the 1950's through the last five years. We partnered with the Black Student Union (a student club) and the Office of Student Life to promote an online Zoom event in honor of Black History Month. By engaging with 2 different groups on campus, we held a very successful online event where the students led the discussion as we moderated the flow of the discussion. The event was promoted across social media, on the web, via mass email marketing, and through the Office of Student Life's promotional calendar. Our online event garnered about 100 attendees and was far more successful than any in-person event pre-COVID. This was a great example of how we used an online library event to promote a library resource (digitized newspapers), while engaging in authentic discussion and dialogue with students about race and racism in America.

Track: [EDI](#)

*Presenter(s): Mark Aaron Polger is Coordinator of Library Outreach at the College of Staten Island, City University of New York. His responsibilities include coordinating the library's marketing and outreach activities, engage in campus partnerships, and assists in the assessment of library services and resources. His research interests include library marketing, outreach, and UX (user experience) design. He is interested in how users interact with the library's physical and virtual touchpoints, specifically the web site, signage, and promotional materials. He has written and presented on topics ranging from library marketing strategies, faculty outreach, planning library marketing campaigns, library jargon, and library signage.*

*Amy F. Stempler is Associate Dean & Chief Librarian in the Library Department at the College of Staten Island, CUNY, where she has worked since 2008. She holds Bachelors and Masters Degrees in History from The George Washington University and a Masters in Library and Information Science Degree from the Pratt Institute. Stempler has written on library signage, Jewish history, Judaica librarianship, and the role of archives in environmental history.*

### **The Self-Taught Marketers Guide to Creating Annual Reports**

Library annual reports are important documents to show both the accomplishments and value of the organization; however, they can also be long, dry tomes that remain unread. At the Health Sciences and Human Services Library at the University of Maryland, Baltimore the staff have developed short, impactful annual reports that not only show the value of the library but also its creative side. Presenters will describe our process from deciding which content to include; to choosing simple, vibrant designs and colors; to sharing the final product. This session aims to empower library staff to re-envision the library annual report.

Track: [Telling Your Library's Story](#)

*Presenter(s): Everly Brown is the Head of Information Services at the University of Maryland, Baltimore's (UMB) Health Sciences and Human Services Library (HSHSL). One of her job responsibilities is to promote HSHSL events, resources, exhibits, and services to the UMB campus. Everly has a Master's Degree in Library Science from the University of Texas, Austin and a Bachelor's Degree in English and Philosophy from Auburn University. She is a member of the Mid-Atlantic Chapter of the Medical Library Association.*

*Patrick Waugh is a Library Services Specialist at HSHSL, operating as an instructor, technician, and graphic designer. Patrick has over 10 years of experience creating instructional videos, infographics, posters, and digital displays. Working with a team of librarians, Patrick designed and coordinated HSHSL's three annual reports. He graduated from Towson University with a Bachelor of Science in Digital Illustration, and University of Maryland College Park with a Master of Library Science.*

### **Launching a Shiny New Library During a Global Pandemic**

The Edmonton Public Library's central library was set to open in the spring of 2020 after being closed to the public for three years. Unfortunately, a global pandemic meant temporary library closures, attendance limitations, physical distancing and class and event restrictions. How do you launch a brand new library when you can't allow people to experience it in person? Hear how EPL leveraged the service delivery and customer experience lessons learned during COVID to develop a "Virtual Open House" - a day of programs showcasing the spaces, services and people of the newly renovated EPL Stanley A. Milner Library as well as a modified in person and virtual Grand Opening Ceremony to welcome people into the new library in the safest and most fun way possible.

Track: [Lessons and Triumphs from the COVID-19 Pandemic](#)

*Presenter(s): Tina Thomas is the Executive Director of Customer Experience at the Edmonton Public Library where she leads branch services, research and assessment, technology services, marketing, fund development and is responsible for leading system wide teams in implementing the EPL Business Plan and other organizational priorities. She joined EPL in spring 2009 after 14 years in the private sector. She has experience in a broad base of business disciplines including product and solution marketing, strategy, market analysis, and business development. She is a 2018 American Library Association Spectrum Scholar. In 2013, she was named Capital Communicator of the Year by the International Association of Business Communicators, Edmonton Chapter. In 2011, she was honored as a Library Journal Mover and Shaker as well as one of the Top 40 under 40 by Avenue Magazine. She is an American Library Association Councilor at Large, member of the Canadian Federation of Library Associations Intellectual Freedom Committee.*

-----  
**2:00-2:45**

**Building an Ambassadors Program**

Connecting with a younger patron base can seem like a daunting task. Staying on top of what is trending or “lit” in order to relay information on the services/resources we have to offer can be exhausting! So why not create a street team of patron peers to help spread the good word about the library? Library Ambassadors! The University at Albany Libraries built a Student Ambassadors program to foster peer-to-peer outreach with their community through the use of print and video, social media, and outreach events. Participants will learn how to build an ambassadors program and the benefits that can be reaped by your library and the community in which it serves.

Track: [Partnerships and Outreach](#)

*Presenter(s): Amanda M. Lowe is the Outreach and Marketing Librarian at the University at Albany, SUNY. In her role, she serves as a reference librarian and the marketing maven for all three campus libraries. When Amanda is not engaging patrons on social media, you can find her doing all sorts of outreach programming. Her research focuses on library marketing and outreach with a concentration on social media, reference services, and library programming. Amanda has an MLS from the University at Buffalo and a BS in English, with a minor in Theatre, from Oneonta State College.*

### **Once Upon a Time: Practical Tips for Gathering Stories to Promote Your Library**

You know the power of storytelling. After all, you work in a building where you are literally surrounded by some of the best stories in the world. So why is it so hard for libraries to tell their own stories? It's because we often get stuck at the very first step in the process: finding the right stories to share with our community. The quest for library stories that have emotion and a compelling story arch perfect for library advocacy is more difficult than it sounds. But, in this session, you'll learn how a good story becomes good marketing, as well as practical tips for you to find stories that you can use for advocacy and promotion.

Track: [Telling Your Library's Story](#)

*Presenter(s): Angela Hursh helps libraries create effective and engaging ways to market their collection, both at her job with NoveList and as author of the blog SuperLibraryMarketing.com and host of the YouTube series The Library Marketing Show. Before her job at NoveList, she led the content marketing team for the Public Library of Cincinnati and Hamilton County. She also has more than 20 years experience as an Emmy-award winning broadcast TV journalist.*

### **Living the "Live": How To Make Live Streaming Work For You**

When 2020 shut the world down, libraries turned to presenting content live over the Internet to be as accessible as possible when physical spaces weren't available. But as the world emerges from the pandemic and returns to "normalcy," it would be premature to drop the microphones and power down the computer screens to return to physical location-only programs. In this participatory, quiz-show style presentation, learn how and why you can (and should) make live streaming a permanent part of your library's marketing strategy.

Track: [Social Media, Live Streaming, and Video](#)

*Presenter(s): A self taught social media manager for the Lansing Public Library for three years, Daniel Cuthbert has been swimming in online content since Facebook was just for college students and YouTube was for people talking into terrible quality webcams. Currently the host of his library's weekly, live online trivia game, Daniel is living proof that if a slightly-southern sounding amateur goof can successfully go live with a cellphone and an off-market Apple power cable (because the official ones are way too short), anyone can and should make streaming a permanent part of your library's complete breakfast.*

## **Detailed Schedule**

### **Day 2: Wednesday, November 3**

*All times listed are Eastern Standard Time.*

---

#### **9:00-10:00 Opening Session**

##### **Vocational Awe and the Art of Selling Libraries**

Perennially, articles are released about the death of libraries. While the causes for the supposed death change, the feeling of precariousness remains. As library marketers, we are tasked not only with telling the library's story, but convincing our stakeholders and community of our relevance and value. Often the language used reinforces vocational awe, or the inherent goodness and sacredness of the library as a representation of democracy. With shrinking budgets, and a continued rise in neoliberal methods of assessment, it can be difficult to advocate for healthier workplaces. Is there a way to demonstrate the values of librarianship without inadvertently affirming our own exploitation? In this keynote, Fobazi Ettarh will discuss how to demonstrate the value of librarianship without succumbing to the pitfalls of vocational awe.

*Presenter: Fobazi Ettarh's research is concerned with the relationships and tensions between the espoused values of librarianship and the realities present in the experiences of marginalized librarians and library users. In 2018, she coined the term and defined the concept of "vocational awe," which describe, "the set of ideas, values, and assumptions librarians have about themselves and the profession that result in beliefs that libraries as institutions are inherently good and sacred, and therefore beyond critique." In her article "Vocational Awe: The Lies We Tell Ourselves," she describes how vocational awe can lead to burnout and a sense that one's own self-care is less important than the work being done.*

*Although written before the start of the COVID-19 pandemic, Ettarh's words have resonated with many library workers throughout the nation in the current moment, as we strive to serve our patrons and our profession as best we can amidst the competing demands of home, work, and health. Her remarks on equity and inclusion in libraries are just as timely and important. In a 2019 interview with Cathy Hannabach, she spoke of the resistance that marginalized library workers can face when advocating for better working conditions and talked about what a changing world might offer in the way of alliances and social progress. When describing what a better world would look like to her, Fobazi Ettarh said, in part, "a place where change is embraced, where people work as a collective rather than working in opposition to each other—and to one's own interest — ...a place where conflict isn't seen as a four-letter word but as a fulcrum to a better time, a better organization, a healthier world and place."*

*Fobazi Ettarh's critical work on libraries, labor, and identity has been published in *In the Library With the Lead Pipe* and edited collections, including the *Critical Library Pedagogy Handbook* and *Knowledge Justice: Disrupting Library and Information Studies through Critical Race Theory*. She has given invited talks at numerous professional and scholarly conferences and events, including the *Library as Place Symposium*, and keynotes at the *Association of College and Research Libraries and Library Journal Directors' Summit*. Her research has been covered in numerous outlets and she consults in library and corporate contexts on labor, identity, and diversity. She is also the creator of the open-access video game *Killing Me Softly: A Game About Microaggressions*.*

-----  
**10:15-11:00**

### **Partnering with Local Organizations to Promote Libraries and Increase Cardholders**

In September 2016, SCL put a spin on Library Card Sign-Up Month by partnering with local businesses to offer discounts to anyone who showed their library card during the month. Businesses chose their discounts and displayed SCL signage in their stores while their logos and discounts were seen in SCL branches and all around Saline County. They went from 28 businesses in 2016 to 78 businesses in 2019 with an average of 300 new registrations. This campaign won the John Cotton Dana award in 2019.

Track: [Partnerships and Outreach](#)

*Presenter(s): Jordan Reynolds earned her bachelors of Public Relations from the University of Central Arkansas. She was brought on as the Marketing Coordinator for the Saline County Library in May 2018. She and her manager, Kari, were awarded the John Cotton Dana award in 2019 for their Library Card Sign-Up Month campaign which has grown exponentially over the years.*

*Kari earned her bachelors in Journalism from Arkansas State University. She was brought on as the sole Marketing person for the Saline County Library in 2016, where she built up the library's brand and presence in the community. She began the award-winning Library Card Sign-Up Month campaign when she started at the Saline County Library. She now heads the Community Engagement Department where they mix community outreach with adult programming into one department.*

### **The Science of Library Marketing: Why Now is the Perfect Time to Experiment with Your Library Promotions (And How to Do It)**

It goes without saying that libraries navigated a lifetime worth of challenges in the pandemic. Those challenges taught us an important lesson: we can do big things! As we emerge from the pandemic, now is the best time to ask exciting questions about your library promotions. What worked? What didn't? What might work now that didn't work in the past? In this session, you'll have a chance to think like a library marketing scientist. Learn how to form a hypothesis, set up your experiments, record and analyze your results, and tie all of this to your marketing goals. Leave with the knowledge and inspiration to find new ways to get people to use your library.

Track: [Using Data in Library Marketing](#)

*Presenter(s): Angela Hursh helps libraries create effective and engaging ways to market their collection, both at her job with NoveList and as author of the blog SuperLibraryMarketing.com and host of the YouTube series The Library Marketing Show. Before her job at NoveList, she led the content marketing team for the Public Library of Cincinnati and Hamilton County. She also has more than 20 years experience as an Emmy-award winning broadcast TV journalist.*

**Librarians' Declassified Social Media Survival Guide**

In a world full of ever-changing social platforms, pop culture references, and non-existent work-life balances, our panelists will try and do the impossible: create a guide that will help you survive being a library social media manager. Whether on a large team or riding solo, this role is uniquely challenged with marketing their collections, programs, and services while simultaneously educating and entertaining their followers. Panelists from public and academic libraries with different sizes of social media teams will share their perspectives on workflows, content creation, crisis management, assessment and analytics, policies, and more.

Track: [Social Media, Live Streaming, and Video](#)

*Presenter(s): Tanner Lewey is the Outreach & Evening Librarian at McDaniel College's Hoover Library in Westminster, MD. In her role, she wears many hats in reference, liaison, instruction, outreach, communications, and marketing. One of her largest hats is being the solo manager and content creator for the library's social media accounts, including Instagram, Facebook, Twitter, YouTube, and Tiktok. Tanner has an MLIS from the University of Illinois at Urbana-Champaign and a BS in English and History from Northwest Missouri State University.*

*Amanda M. Lowe is the Outreach and Marketing Librarian at the University at Albany, SUNY. In her role, she serves as a reference librarian and the marketing maven for all three campus libraries. When Amanda is not engaging patrons on social media, you can find her doing all sorts of outreach programming. Her research focuses on library marketing and outreach with a concentration on social media, reference services, and library programming. Amanda has an MLS from the University at Buffalo and a BS in English, with a minor in Theatre, from Oneonta State College.*

*Haley Lott is the Student Success and Engagement Librarian at Beloit College's Col. Robert H. Morse Library in Beloit, WI. In her small but mighty department, Haley serves as a Reference and Instruction Librarian, a subject liaison for 13+ majors and minors, the manager of Collections & Electronic Resources and Access, & Acquisitions, and the solo manager and content creator for the library's social media accounts, including Facebook, Instagram, and YouTube. Haley has an MLIS from University of Iowa and a BS in English Language and Literature and Classical Studies from Southern Illinois University at Edwardsville.*

*Ngina wa Kaai (she/her) is the Student Engagement and User Experience Librarian at NorQuest College, located in Treaty 6 Territory in amiskwaciwâskahikan (colonially known as Edmonton, Alberta, Canada). Her main role is to liaise with and support the campus' non-academic groups. She is also responsible for looking after the NorQuest Library's social media accounts, classroom instruction, liaison and collections work, library promotions and events, and helping students with reference, research, and citation questions. Ngina has a Bachelor of Education (Secondary) from the University of Alberta and a MLIS from San Jose State University.*

*Regina Vitolo is an Outreach and Reference Librarian at Lone Star College-CyFair Library, a joint use academic and public library, partnered with Harris County Public Library (HCPL), in Cypress, Texas. Like all librarians, Regina wears many hats. Regina's roles include, but are not limited to: social media coordinator and content creator, liaison for the Humanities and Arts, instruction, programming and exhibitions, collection development, reference, outreach and marketing. Regina ventures into the world of youth services to support the HCPL summer reading program, giving virtual story times with her cats. Regina has an MLS from the University of North Texas, a Graduate Certificate in Library and Information Centers Management, and an MA in History from the University of Houston.*

*Emily Bradshaw is a Reference Librarian at Mandel Public Library of West Palm Beach in West Palm Beach, Florida. In addition to providing reference services to the public, Emily is the manager of the 7-person social media team, overseeing the workflow and content on the library's Facebook, Twitter, Instagram, and YouTube accounts. She is also the unofficial marketing librarian in charge of producing monthly events booklets and various print and digital promotional materials to showcase the library's programs. Emily has an MLIS and a BA in English from the University of Illinois at Urbana-Champaign.*

-----  
**11:15-12:00**

### **Change Your Environment: Fostering Deeper Engagement with your Community through Off-Site Outreach Events**

Hosting outreach events for communities in spaces beyond the library walls gives them more options to interact with library programs. Finding ways to engage faculty with library resources can be challenging when they have busy schedules and competing priorities both at work and at home. Using local breweries and making the environment family-friendly can remove barriers to library outreach. Taking the learning experience outside of the everyday work environment fosters more authentic working relationships on and off-campus. Learn how you can incorporate elements of pop-up libraries to design and market a series of off-site outreach events for your communities.

Track: [Partnerships and Outreach](#)

*Presenter(s): Amanda Binder has been an academic librarian for more than 10 years. She has been co-organizing pop-up faculty outreach events since 2016. She also serves as the coordinator of a summer fellowship program for MLIS students.*

*Jeff McAdams has been an academic librarian for more than 10 years. He has been co-organizing pop-up faculty events since 2016. He is also actively engaged in OER outreach.*

### **The Great Influence: How to Use Data throughout Your Marketing Cycle**

Rochester Public Library (RPL) has been on a Data Journey over the last four years to gain insight into customers, measure outcomes, and guide marketing strategies. Learn how this Minnesota library is gathering, studying, and sharing data to advance strategic goals and guide measurable actions. Through an organization-wide commitment to listening and understanding the community, RPL utilizes quantifiable data to make informed decisions and develop award-winning programs and initiatives. . In this session, participants will walk away with tangible ideas that align with the marketing cycle and can be incorporated into their own data journey.

Track: [Using Data in Library Marketing](#)

*Presenter(s): Karen Lemke started her “dream job” at the Rochester Public Library (Winner, 2018 National Medal for Museum and Library Service) in 2015. Located in Rochester, Minnesota, RPL includes a single branch location and bookmobile serving a community of 149,191. With a mission of “welcoming all to connect and learn,” the RPL team is dedicated to using data to tell the library’s story. Karen has a B.A. in Journalism/Mass Communications from the University of Northern Colorado, and a M.L.I.S from Clarion University. With a focus on engaging more customers, RPL received the John Cotton Dana Award for the Summer Playlist Campaign in 2018.*

### **Scale Up and Scale Out with Video**

Are you a team of one when it comes to video production? Want to do more but know it is impossible by yourself? By scaling out while scaling up production, you can involve staff with video by assigning concrete roles that match their skills and passions. Learn what types of projects are good candidates for this approach, roles staff can fill within these projects, and how to achieve success with practical content management tools.

Track: [Social Media, Live Streaming, and Video](#)

*Presenter(s): Rachel Yzaguirre is a Community Outreach Librarian. She serves with a team of librarians who find ways to bring the library out into the community. She manages Plano Public Library's social media presence, blog, and virtual programming.*

-----  
**1:00-1:45**

### **Creative Approaches to Promoting Libraries Through Non-Traditional Partnerships**

Learn how the Library of Congress and the Prince George's County Memorial Library System (Maryland) embrace creative approaches to promoting opportunities for user engagement through nontraditional organizational partnerships with national and local organizations. Strategic partnerships with organizations like Netflix, the Recording Academy, local arts organizations, news media, and individual influencers have enabled these two very different organizations to rapidly reach new audiences. Encina and Brown will discuss the value of including perspectives from other industries on library marketing teams, with their own backgrounds in broadcast journalism and the performing arts as an example. Their approach to marketing strategy is applicable in libraries of any size or type.

Track: [Partnerships and Outreach](#)

*Presenter(s): Nicholas Alexander Brown is the COO for Communication and Outreach at the Prince George's County Memorial Library System in Maryland. He is also adjunct faculty for the Department of Library and Information Science at The Catholic University of America. Previous positions include music specialist/concert producer with the Library of Congress Music Division, program specialist (detail) with the Office of Special Events at Public Programs at Library of Congress, and director of special productions and initiatives at Washington Performing Arts. Brown is also a conductor, French horn player, singer, and musicologist. He served in the 215th Army Band and holds degrees from Brandeis University, King's College London, and Catholic University.*

*Roswell Encina is the Chief Communication Officer at the Library of Congress, serving as a senior advisor to Librarian of Congress Carla D. Hayden. He served as the director of communications at the Enoch Pratt Free Library for 9 years and previously worked as a broadcast journalist in Baltimore, Memphis, Washington, DC, and Huntsville, Alabama.*

### **Branding and Graphic Design**

Don't let bad design tarnish the reputation of your services and programs. With this session, we will cover many of the key principles in graphic design, how to work with professional printers, and what types of software are available for all budgets.

Track: **Key Principles in Graphic Design**

*Presenter(s): Rebecca Moisio is the Marketing Coordinator for the Ashtabula County District Library. She has a degree in Communications with a concentration in Television and Video Production. Prior to coming to ACDL, Rebecca has worked internationally for a non-profit organization as a graphic designer and video producer. She has a passion for visual storytelling and for producing quality design on a shoestring budget.*

### **Clicks That Stick: Using Social Media to Create Lasting, Two-Way Relationships**

Social media is sometimes seen as a fun, easy, inexpensive way to promote library activities and resources. But if your social media plan is managed more thoughtfully, it can be a way to start and nurture ongoing, meaningful relationships within your community. How can you go from just tweeting out events to a more fully engaged, two-way set of social media interactions? Join an esteemed panel from Orange County Library System, Pikes Peak Library District and Toledo Lucas County Public Library for some practical, purposeful steps towards a more strategic use of social media to hit your community engagement goals.

Track: **Social Media, Live Streaming, and Video**

*Presenter(s): Erin Sullivan is the Director of Marketing and Public Relations for the Orange County Library System. She joined the library in 2016, after leaving behind a career in journalism and audience development for the media. During her time at OCLS, she has helped the library develop a modern approach to marketing and brand development that puts digital marketing and social media at the forefront of its communications strategy. Under her leadership, the marketing team at Orange County Library System has won multiple awards for innovation and creativity in marketing, design and social media.*

*Brenna Hemphill is the digital marketing specialist at Pikes Peak Library District. She majored in film and television at NYU, finding her passion for producing, live events, and community engagement. A Colorado native, she bounced around the country before returning home and getting right to work supporting local business in her community. She has a three-year-old daughter with attitude and a handsome son born at the beginning of the pandemic. She enjoys sampling all the food and experiences that the Pikes Peak Region has to offer!*

*Kelsey Rader is the Media Relations Coordinator for the Toledo Lucas County Public Library (TLCPL). After graduating from Bowling Green State University in 2016 she began her career as a videographer/MMJ at a local news station in Toledo, OH. In 2019, Kelsey started this role at the Toledo Library. She is passionate about sharing the different resources and impact TLCPL has through social media, local news outlets, email, and other platforms. Kelsey's goal through social media is to help the community by spreading awareness of the many ways the Library can help people of all ages succeed in any aspect of their life.*

*Tara Roe leads marketing efforts for OCLC's community engagement focused products, OCLC Wise and Capira. As an avid fan of libraries and the important work they do for their communities, she was excited to join OCLC in late 2019. Tara has more than 20 years of marketing, communications, and branding experience. She's now focused on actively learning about library challenges and visions for the future to ensure her work fully supports helping libraries meet their goals.*

2:00-2:45

### **Developing Outreach Partnerships for Student Engagement and Achievement**

If you want to develop a campus partnership for student success, this session is for you! Learn about the process of building strong internal support for an outreach program, activity, or event. Understand how to build momentum by connecting with “influencer” partners, whether they be student leaders, faculty/staff members, or university administrators. Discover how to combine data and best practices along with your enthusiasm! Because of session interactivity, you will leave the session with three action steps for developing a campus partnership, as well as a template for creating an “outreach snapshot” tied to your institutional mission, plans, and values.

Track: [Partnerships and Outreach](#)

*Presenter(s): "Carolyn Johnson, MLIS, is a Research and Outreach Librarian for B. D. Owens Library at Northwest Missouri State University, and she collaborates with university partners to impact student retention, academic achievement, and personal growth. In addition to multiple campus outreach activities (First Gen Celebration, Library Research Awards, Long Night Against Procrastination, Roving Reference, Human Library, Wellness events), her position includes collection development, reference, and instruction. She is an active member of the campus Ally faculty/staff group, and a co-leader of a campus/community Diversity and Inclusion group."*

### **Is This On-Brand? Empower Your Library Team with Brand Strategy**

Brand strategy offers a way for libraries to effectively and consistently communicate value. In 2019, our college library set a goal to create and communicate a compelling library brand. Through a series of exercises involving the library team, we successfully 1) uncovered existing perceptions of our brand through user feedback, 2) articulated our brand values and identity, and 3) communicated our brand effectively—resulting in national recognition for our library. This interactive session will equip you to lead a brand-building initiative for your own library.

Track: [Key Principles in Graphic Design](#)

*Presenter(s): Alena Principato is the Outreach & Engagement Librarian at Nevada State College. Located in Henderson, Nevada, the Marydean Martin Library received the 2020 Excellence in Academic Libraries award from the Association of College & Research Libraries. Alena is responsible for leading the library's marketing and outreach efforts. She has presented and written on library marketing and outreach topics and her work was recently recognized with a PR Xchange Award from the American Library Association. Alena holds BAs in English and Art from Lafayette College and an MS in Library Science from the University of North Carolina at Chapel Hill.*

### **For Your Reference: A Livestream Series Focused on Information and Media Literacy**

"Almost immediately after realizing that changes to the University of Tennessee Libraries services were going to be drastic beginning in March 2020, the marketing and communications team understood that the situation demanded fresh ideas for connecting with our various audiences. Focusing additional efforts on digital marketing seemed like a natural solution, but how could we stand out among an increasingly crowded digital space? It was this question that sparked the creation of the UT Libraries original livestream series, For Your Reference. The show is dedicated to media and information literacy— using a conversation between two guest scholars to present a unique perspective on a timely topic, with librarians act as guides to finding additional information and ensuring that information sources are credible."

Track: [Social Media, Live Streaming, and Video](#)

*Presenter(s): Robin Bedenbaugh is a seasoned marketing professional and scholar, holding master's degrees in Library and Information Science and Communication Studies, and a PhD in Communication. In her current role as Marketing and Communication Coordinator at the University of Tennessee Libraries, Robin brings creative savvy to campaigns like "Information is Our Game," which won an ARLie from the Association of Research Libraries and the prestigious John Cotton Dana Award. Robin is the editor-in-chief of the Newfound Press, the Libraries' digital press that makes scholarly resources widely available. She co-hosts For Your Reference, owning efforts for the central segment: Reviewer 2.*

*"Christine White is an experienced marketing and communications professional having worked in the corporate and nonprofit sectors before transitioning to academic libraries in 2020. She holds a bachelor's in Anthropology and is working toward her master's degree in Strategic and Digital Communication. As UT Libraries' Project Manager and Producer, she's responsible for social media content development across all platforms, the imprint of the UT Libraries blog, and navigates the plentiful requests for marketing support that arise daily from within the library alongside our campus partners. She is referred to as the "StreamYard Wizard" as the producer of For Your Reference.*

