

ALA'S 2010 ANNUAL CONFERENCE

WASHINGTON, DC

JUNE 24-29



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ANSWERS

with the Association of Specialized and Cooperative Library Agencies

Open now for a guide to ASCLA's conference events!



ASCLA

ASCLA's Special Interest Sections

Libraries Serving Special Populations Section

LSSPS aims to improve the quality of library service for people with special needs, including people who have vision, mobility, hearing and developmental differences; the elderly; incarcerated populations; and those in health care facilities and other institutions. The section strives to improve library service for families and professionals working with these people; and to foster awareness of these populations within the library community and with the general public by providing programming, forums, discussion groups and other professional development opportunities. The section also serves as a clearinghouse for ideas and resources, to develop standards of service and to monitor relevant legislation.

Interlibrary Cooperation and Networking Section

ICAN provides discussions, programs and planning activities for the effective delivery of quality library services through library networks and cooperatives—local, state, multistate, national and international. The section offers robust professional development opportunities at ALA conferences, and is an excellent membership investment for anyone interested in resource sharing.

Independent Librarians Exchange Section

ILEX exists to expand the definition of librarianship by supporting ALA members who work outside of traditional library settings and by providing programs, information exchange and networking opportunities. ILEX provides a venue for exchange of ideas, networking and support for longtime consultants as well as those who are new to the field.

State Library Agency Section

SLAS exists to develop and strengthen the unique role and functions of state library agencies in providing leadership and services that foster and improve the delivery of library services. SLAS is also charged with stimulating the continued professional development of state library agency personnel in discharging their unique functions in such areas as statewide planning and evaluation, services to state governments and legislatures, services to local libraries, services to users with special needs and other important areas of work.

DO YOU SEE YOURSELF IN ASCLA?

Learn more www.ala.org/ascla

Join now www.ala.org/membership
or 1-800-545-2433, option 5

A message from ASCLA's president

Did you know that you've just picked up the most important source of information for an enriched Annual Conference experience?

As the president of ASCLA, I'm excited to share this booklet with you, which outlines the programs, workshops and events hosted by the Association of Specialized and Cooperative Library Agencies at the upcoming 2010 ALA Annual Conference. These professional development sessions are an excellent way to acquire the latest information on trends in the field and relevant hot topics, but they also provide critical time to engage with your peers from across the country in networking and collaborative problem-solving activities. ASCLA's discussion groups are an especially valuable forum for these important activities.

So please browse this brochure—read it from cover to cover—and use it to plan your conference experience. And if you see yourself reflected in our programming topics but aren't an ASCLA member, I encourage you to join today. Membership offers many benefits, but primarily it offers you unique learning and leadership opportunities available only to ASCLA members. More information about our special interest sections and how to join is on the opposite page.

See you in Washington, D.C.!

Brenda Bailey-Hainer
ASCLA President

Preconferences hosted by ASCLA

Register now at www.ala.org/annual!

Assembling a Consulting Toolkit: What You Need to Know to Become a Successful Library Consultant

Friday, June 25, 9a.m.–5p.m.

Considering consulting as your next career? Prepare yourself for library consulting success with this full-day workshop. Seasoned consultants Nancy Bolt, Sara Laughlin and Beth Bingham will present an overview of the consultant's role and guide you through a self-assessment to uncover your consulting potential. Participants will work together to identify consulting opportunities and how to align them with their experience and skills. Takeaways include marketing tips, pricing your services and business management strategies. Event Code: ASC2

Advance Registration (through May 14): ASCLA member, \$185; ALA member, \$195; non-member, \$225; student and retired members, \$145.

Onsite Registration (May 14-June 20): ASCLA member, \$215; ALA member, \$225; non-member, \$260; student and retired members, \$170.

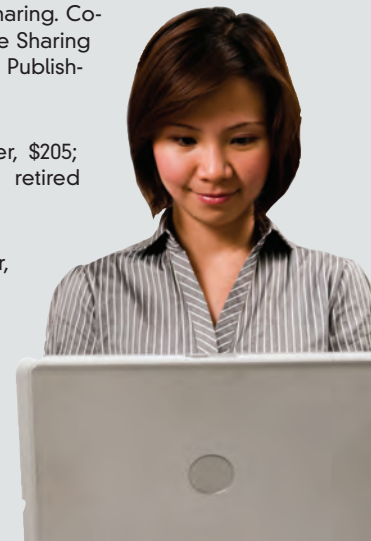
Giving People What They Want: Information Access in Libraries and Beyond

Friday, 9a.m.–5p.m.

Join us for a thought-provoking examination of technology and how its pervasive development is challenging traditional approaches to resource-sharing and content access. We'll examine users' different information-seeking behaviors and how they differ significantly from how libraries have traditionally provided information. We'll also discuss technological limitations inherent in sharing resources across disparate systems; innovative approaches that are broadening the definition of resource-sharing; and the impact of digital publishing, library end-user research, and innovative implementations of resource-sharing. Co-sponsored by RUSA STARS and the Rethinking Resource Sharing Initiative. Supported by Relais, OCLC, BCR and Emerald Publishing Group. Event Code: ASC3

Advance Registration (through May 14): ASCLA member, \$205; ALA member, \$235; non-member, \$250; student and retired members, \$160.

Onsite Registration (May 14-June 20): ASCLA member, \$215; ALA member, \$250; non-member, \$275; student and retired members, \$185.



General Conference Information

ALA Annual Conference June 24 – June 29, 2010 Washington, D.C.

Conference Registration Schedule:

Early Bird Registration: January 4 - March 5, 2010

Advance Registration: March 6 - May 14, 2010

Onsite Registration: May 15, 2010 – onsite throughout conference

All registration information, including a link to the online registration form, is available online at www.ala.org/annual. Use this registration information to sign up for ASCLA's preconferences—on the online form, select your desired preconference under the list of ticketed events.

Visit www.ala.org/annual for information about conference hotels, exhibits and all other information about this important event.

An updated version of this brochure with room assignments will be available online in mid-May at www.ascla.ala.org/annual2010.

Programs hosted by ASCLA

ACRL/LLAMA/ASCLA Presidents' Program: Capitalizing on Crisis: Leading Libraries in the Post-Recession Era

Saturday, June 26, 10:30am - 12pm

Affecting positive change has always been a leadership test, but the current economic situation presents continuous obstacles that make it even more difficult for libraries to achieve their missions. Declining funding, library closings, service eliminations, and staff layoffs are, unfortunately, commonplace. Rather than taking a fatalistic attitude during these hard times, be challenged by our keynote speaker and reactors to think and act differently as a leader when facing uncertainty and crisis.

Training Your Customers at Home

Saturday, June 26, 8-10am

Web-based training works well with known audiences. Can a library use a webinar to connect with its own customers? What are the pitfalls and benefits? Three Central New Jersey Regional Library Cooperative libraries took on the challenge; this program will share the results of their efforts.

Generating Revenues for Networks, Cooperatives and Consortia

Saturday, June 26, 1:30-3:30pm

How are library networks, cooperatives and consortia generating revenues? What are the successful models for receiving funds from state appropriations, federal grants and membership dues? What are some of the "other" sources for revenue streams? Presenters who will explain and explore current and potential ways to generate revenues.

Managing the Maze: Creating a Community Resource Guide for Ex-Offenders and Other Disadvantaged Populations

Saturday, June 26, 1:30-3:30pm

Co-sponsored by the Office for Literacy and Outreach Services (OLOS)

The world of social services is often an unnavigable maze for the vulnerable populations they seek to serve: ex-offenders, returning veterans, the homeless, immigrants, and people with disabilities. With a community resource guide, you can make your library a local information clearinghouse. Make a difference in your community! With a focus on ex-offenders, we'll share how your library can compile, print, and distribute its own community resource guide.

Transformational Trends in Library Consortia

Sunday, June 27, 8-10am

Library consortia have been around for decades. The successful ones find ways to adapt, evolve and change to meet the needs of their members. How do consortia leaders know what services need to be dropped, what needs to be added and what changes have to be made to help libraries succeed? A panel of consortia directors will discuss different paths they have taken to help ensure the future of their organizations. Come find out how you can help your own consortium succeed!

Connecting Family Caregivers

Sunday, June 27, 10:30am-noon

There are 44 million family caregivers caring for adults over 50 who need access to critical medical and care information. Yet most caregivers are isolated and unable to access the information they need to care for their loved ones. The Connecticut State Library in collaboration with the National Alliance for Caregiving and the National Family Caregivers Association will share results of a project to train family caregivers on how to access web-based resources.

Have Fun At The Library: Anyone Can Transform Their Workplace Culture and Get More Out Of Their Work

Sunday, June 27, 10:30am-noon

When was the last time you had fun at work? Are you and your co-workers miserable? YOU can help change that! Having fun at work is a management phenomenon and employee outlook

that has spawned much attention in the business world. Can the same practices be applied to libraries and library employees? This program will report on the results of at least one library organization that is having fun and developing a more rewarding workplace environment for all of its employees.



Sharing Our Strengths: An Interagency Approach to Library Services to Detained and Incarcerated Populations

Monday, June 28, 4-5:30pm

This program will present attendees with information on a topic of increasing relevance to our society at large: the growing numbers of incarcerated and detained populations and the provision of high-quality library services in the variety of settings for both genders and all age groups. The program will include three brief presentations from diverse leaders in New York City including Jim Huffman, Vikki Terrile and Jessica Fenster-Sparber, representing two different public library systems and the largest public school system in the country.

*** Special Program! ***

Have YOU Ever Been to Prison? An Insider's Look at a Prison Library

Monday, June 28, 1:30-5:30pm

ASCLA's Library Services to Prisoners Forum hosts a rare opportunity to tour a full-service correctional library and discuss current correctional library events and issues with leaders in the field. RSVPs by June 11, 2010 are required—please contact Diane Walden at diane.walden@doc.state.co.us for more information.

Discussion Groups hosted by ASCLA

All Annual Conference participants are invited to engage with ASCLA's discussion groups. These sessions are an informal opportunity to connect with peers tackling the same issues who are interested in learning about available solutions.

Interlibrary Cooperation Discussion Group

Sunday, June 27, 10:30am-12pm

Provides a forum for discussion of interests in interlibrary cooperation and the state-wide development of library service, emphasizing the interdependence of all types of libraries. In 2010, this group will tackle how you are proving your worth—and the necessity of ILL—in today's economy. Participants are encouraged to bring information about their own experiences with this challenge, and expect a lively discussion with collaborative problem-solving.

Physical Delivery Discussion Group

Sunday, June 27, 8-10am

This discussion group is for those interested in and involved with physical delivery systems for library materials. Topics include an upcoming NISO standard that addresses delivery best practices, planning for the national delivery conference, Moving Mountains 2010, a multistate delivery project in Colorado and Missouri; and an update on a Massachusetts RFI for the automation of sorting library materials. Attendees will have the opportunity to learn about each others' projects and make valuable professional contacts.

Virtual Library Discussion Group

Monday, June 28, 10:30am-12pm

Provides a forum for discussion of library services that can be provided in an electronic format. This group also provides an opportunity to discuss cutting edge pilot projects as well as established services that promote a 24/7 library that is accessible anytime, anywhere.



Collaborative Digitization Discussion Group

Saturday, June 26, 4-5:30pm

The resource for collaborative digitization discussions within ALA. In 2010, the group will take up "Librarianship and Traditional Cultural Expressions," a set of principles developed by a workgroup led by the ALA Office for Information Technology Policy. Following presentations on this main topic, all representatives of collaborative digital projects will also have an opportunity to provide brief status updates.

Consortia Management Discussion Group

Sunday, June 27, 4-5:30pm

This group is home to consortia and systems, a discussion of their challenges and sharing of service experiences including automated virtual union catalogs, aggregated purchases of databases, virtual reference services, region-wide platforms for digital assets, resource sharing, training and central processing. Participants engage in conversations about important topics such as service delivery, value of services, system viability and the future of systems and consortia. In 2010, we'll talk about the formation of the New York Alliance of Library Systems (NYALS), and what the system has learned about demonstrating their value to members, funders and other key stakeholders.

LSTA Coordinators' Discussion Group

Sunday, June 27, 1:30-3:30pm

LSTA coordinators convene for an opportunity to share updates on current activity in their states, and share problems in need of a collaborative solution. The session typically includes a presentation from the Institute of Museum and Library Services (IMLS). Come prepared to collaborate!

General Library Consultants' Discussion Group

Saturday, June 26, 4-5:30pm

Discussion topics for this group cover the full spectrum of the areas that library development bureaus typically handle or are involved in: state and local library budgets, marketing and public relations activities, changes in their state library or local libraries and new initiatives, to name a few. All librarians who function as consultants at their state library agency are welcome, and state librarians interested in participating are also welcome.

Youth Services Consultants' Discussion Group

Tuesday, June 29, 10:30am-12pm

Our meetings at Annual and Midwinter typically consist of a round robin of state level youth services representatives on what is happening in their state, good speakers they have had, grant programs they are running, and various other activities. Please come and report on what's happening in your state.

ASCLA events at Annual Conference

ACRL/LLAMA/ASCLA Awards Presentation

Saturday, June 26, 8:30-10am

Please join ACRL, LLAMA, and ASCLA to honor members who have been recognized for their outstanding achievements. The first 30 minutes will be a networking session, and coffee will be served. The joint ACRL/LLAMA/ASCLA President's Program immediately follows.

All-Forums Meeting

Sunday, June 27, 1:30-3:30pm

The four forums under the LSSPS umbrella—Library Service to People with Visual or Physical Disabilities; Library Service to People Who Are Hard of Hearing or Deaf; Library Service to the Impaired Elderly; and Library Services to Prisoners—convene at this time. Current forum members as well as those interested in these areas of librarianship are welcome to attend and participate in the conversation.

ASCLA/COSLA Reception

Sunday, June 27, 8-10pm

A dessert reception open to all conference participants. The reception is the place to be on Sunday for networking opportunities, with leaders in librarianship. The 2010 ASCLA awards will be presented at 8:30pm.



Join now! Become a member of ALA and ASCLA, or add ASCLA to your ALA membership at www.ala.org/membership. Reach our membership and customer service team at 1-800-545-2433, option 5.

Why ASCLA membership?

Did you know that these program, preconference and discussion group topics represent the professions and areas of interest of ASCLA members? If you find yourself at home with one of our groups, we think you'd find yourself at home with ASCLA membership, too.

The benefits of membership

The Association of Specialized and Cooperative Library Agencies provides opportunities for networking and collaboration with colleagues nationwide, as well as access to expertise and information that improves service delivery and on-the-job performance. You belong in ASCLA if you work in, or are interested in a career in specialized libraries; cooperatives, networks and consortia; state library agencies; or independent librarianship—a more comprehensive list of our areas of interest is on the front inside page of this guide.

Learn more about our members on the front inside cover!

For \$40 plus the cost of ALA membership, ASCLA members enjoy all these valuable benefits:

- Membership in a network of professionals who can provide support and assistance with the unique challenges you face at work.
- A visible statement to employers and colleagues that you are committed to excellence in your profession.
- All the benefits of ALA membership, including subscriptions to American Libraries, ALA's monthly magazine, and AL Direct, the ALA weekly e-mail newsletter.
- Savings of up to 40% on registration fees for professional development including Annual Conference, preconferences and online courses.
- A subscription to Interface, ASCLA's quarterly e-newsletter covering professional and division news.
- The opportunity to serve on ALA and ASCLA committees. These important member groups contribute to association business and decision making and provide leadership in the production of ALA and ASCLA resources and events.



YOUR GUIDE TO THE BEST
ALA ANNUAL CONFERENCE EXPERIENCE!

KEEP IT. USE IT.

The American Library Association
Association of Specialized and Cooperative Library Agencies
50 E. Huron Street // Chicago, IL 60611