OUTREACH MARKETING & ADVOCACY

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VIRTUAL CONFERENCE

September 18, 2015

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Contents:

#SEFLIN2015

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Conference Schedule At-a-Glance

All times are Eastern Daylight Time (U.S./Canada)

10:00 AM   **Opening Keynote**
Leveraging Libraries with the Power of Focus and Attraction
Nancy Dowd (Project Lead LibraryAware at Novelist EBSCO Publishing)

11:00 AM   *Online Content Marketing & Strategy: Getting Started, Making it Better*
Laura Solomon (Library Services Manager at the Ohio Public Library Information Network)

12:00 PM   *Community Outreach: Find a Partner, Pitch the Project*
Barbara Blake (Outreach Coordinator for the University of North Texas Rural Library Initiative)

12:30 PM   *Lunch & Learn Pre-Recorded Panel Discussion*
Deb Svec (Media Specialist with the School District of Palm Beach County)
Diane Arrieta (Science and Art Outreach Coordinator at the MacArthur Jupiter Campus of Florida Atlantic University Libraries)
Hayley St. John-Ayre (Community Liaison at Broward County Library)

1:00 PM   *Pump Up Your Promotions! New Ideas for Academic Library Marketing*
Nicole Maddock (Manager of Resource Support Services Department at The D.B. Weldon Library at Western University)
Rachel Sandieson (Senior Library Assistant of Resource Support Services Department at The D.B. Weldon Library at Western University)

2:00 PM   *School Library Advocacy You Too Can Accomplish*
Lou Greco (Director of Instructional Technology and Media Services for the St. Johns County School District)

3:00 PM   **Closing Keynote**
The Librarian as Candidate: Activating Activists for Funding and Election Day Outcomes
John Chrastka (Executive Director of EveryLibrary)

Recordings of the conference sessions will be available after the conference to all registered attendees.

Nancy Dowd

(Project Lead LibraryAware at NoveList EBSCO Publishing)

Opening Keynote: Leveraging Libraries with the
Power of Focus and Attraction

Laura Solomon

(Library Services Manager at the Ohio Public Library Information Network)

Session: Online Content Marketing & Strategy:
Getting Started, Making it Better

Barbara Blake

(Outreach Coordinator for the University of North Texas Rural Library Initiative)

Session: Community Outreach: Find a Partner, Pitch a Project

Deb Svec

(Media Specialist with the School District of Palm Beach County)

Session: Lunch & Learn Pre-Recorded Panel Discussion:
Collaborative Learning with Digital Devices

Diane Arrieta

(Science and Art Outreach Coordinator at the
MacArthur Jupiter Campus of Florida Atlantic University Libraries)

Session: Lunch & Learn Pre-Recorded Panel Discussion:
Innovative Outreach through an Expansion of Staff Roles

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Hayley St. John-Ayre

(Community Liaison at Broward County Library)

Session: Lunch & Learn Pre-recorded Panel Discussion:

It's Personal: Outreach Is What You Make It!

Nicole Maddock

(Manager of Resource Support Services Department at
The D.B. Weldon Library at Western University)

Session: Pump Up Your Promotion!

New Ideas for Academic Library Marketing

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Closing Keynote: The Librarian as Candidate: Activating Activists
for Funding and Election Day Outcomes

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Attending the Virtual Conference

Virtual Conference Seminar Room Access

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Adobe Connection Test

Run the Adobe Meeting Connection Diagnostic test. http://admin.adobeconnect.com/common/help/en/support/meeting_test.htm prior to accessing the conference room.

This test will check your version of Flash Player, ability to connect, connection speed, and the installation of the Adobe add-in which is necessary for optimal use of Voice over IP (VoIP. If your computer does not pass the test it is possible that your local network has restricted access to one of the three ports needed for online media. Contact your IT staff to make sure that the following three ports are open in your system's firewall: 80, 443, and 1935. If these ports are not open, you will be unable to participate in the virtual conference.

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Access the Conference with a Mobile Device

Adobe Connect© Mobile enables you to attend the conference from your mobile device. While any Adobe Flash enabled device with Flash Player 10.1 or later can access an Adobe Connect© meeting, Adobe Connect© Mobile is optimized for a small screen and provides a great meeting experience. See the links below for more information and to download the necessary apps to your mobile device.

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Apple iOS devices:
http://itunes.apple.com/us/app/adobe-connect-mobile-for-ios/id430437503?

BlackBerry PlayBook:
http://appworld.blackberry.com/webstore/content/36989/

The Conference LibGuide®

The SEFLIN Virtual Conference Committee has created a LibGuide® with resources covering:

- How-To's
- Best practices
- Articles about libraries & outreach, marketing and advocacy
- And more…

http://nova.campusguides.com/seflinvc5

Leveraging Libraries with the Power of Focus and Attraction

10:00 AM

Nancy Dowd

Project Lead LibraryAware at NoveList EBSCO Publishing

Libraries in the U.S. are an 11 billion dollar business that provide people with free products, convenient locations, and amazing service. So why are we still the best kept secret in America? Nancy Dowd will kick off the Virtual Conference with a presentation that will remind us that our future successes are based on knowing who we are as an institution, re-igniting our passion for our true value, and motivating us to leverage our communities' desires into the library success story.
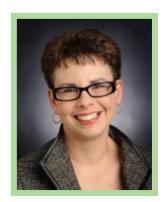
About Nancy Dowd

Nancy Dowd is the co-author of ALA's bestselling book, *Bite-Sized Marketing: Realistic Solutions for Overworked Librarians,* a Library Journal contributor, and has spoken around the U.S. and Canada. She is chair of ALA's Public Awareness Committee and received the John Cotton Dana Award for her work as Director of Marketing for the New Jersey State Library. She is currently a member of the strategic management team of NoveList where she leads the development of a new Readers' Advisory marketing product, LibraryAware. Nancy blogs at http://themwordblog.blogspot.com/.

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11:00 AM

Online Content Marketing & Strategy: Getting Started, Making it Better

Laura Solomon

Library Services Manager at the Ohio Public Library Information Network

If your library has been promoting itself online (blogs, social media, etc.), chances are it has seen very mixed results. Think it's time to make your library's online efforts more effective? You're probably right however the majority of libraries don't have an online content marketing plan and it shows. The next logical step is defining a content strategy. Find out what people really want online, how to further content reach, and how to re-purpose your content for different platforms. Get valuable tips that can help you create and better distribute content to attract and engage your library's audience. Discover how to move beyond just advertising and promotion (which people usually ignore), and start getting a better handle on what your library should put effort into and how to make that effort count!

About Laura Solomon

Laura Solomon [MCIW, MLS] is the Library Services Manager for the Ohio Public Library Information Network and the former Web Applications Manager for the Cleveland Public Library. She has been involved with Web development and design for over 15 years, in both public libraries and as an independent consultant. She is a 2010 Library Journal Mover & Shaker. She's written two books about social media, specifically for libraries, and is currently working on a book on content marketing for ALA. As a former children's librarian, she enjoys bringing the "fun of technology" to audiences and in giving libraries the tools they need to better serve the virtual customer.

12:00 PM

Community Outreach: Find a Partner, Pitch a Project

Barbara Blake

Outreach Coordinator for the University of North Texas Rural Library Initiative

Libraries have been considered a desirable element of a vibrant community and over the years this hasn't changed much. What has changed?—the perception of the library as an attractive feature versus a vital component of a community. Partnering with organizations and businesses can transform the role of libraries in the communities they serve. Learn about the benefits of partnering with other groups in your community, how to select a potential partner, and how to pitch your project.

About Barbara Blake

For the past five years, Barbara Blake has been the Outreach Coordinator for the University of North Texas Rural Library Initiative, PEARL (Promoting and Enhancing the Advancement of Rural Libraries). She holds a MSLIS from the University of North Texas, and a MA in American History from the University of Central Arkansas. Over the years, Barbara served as a public library director and as an administrator of a contemporary art museum. She also worked for the National Library of Medicine's South Central Regional Library Program where she coordinated the resource sharing activities of over 200 medical and hospital libraries within a five state region. Learn more about Barbara from her PEARL project blog at: https://pearl.unt.edu/blog/barbara-blake.

Lunch & Learn Pre-recorded Panel Discussion

12:30 PM

Robert "Bob" Zimmerman
Panel Discussion Moderator

Bob guided this discussion of successful outreach projects by library staff at SEFLIN member libraries.

About Robert "Bob" Zimmerman

A Palm Beach County native, Bob Zimmerman has worked professionally in several fields with Librarianship being the latest. A lifelong musician, Bob earned a BA in Music Theory as a Percussionist from Palm Beach Atlantic University (West Palm Beach). In 2004 Bob joined the Palm Beach County Library System as a Circulation Associate. He then earned his MLS from The University of South Florida (Tampa) in 2010 and was promoted to Reference Librarian. Besides the normal Reference Librarian duties, Bob uses his computer experience to create and conduct a wide variety of computer and mobile device classes and to satisfy the digital needs of today's patrons at a fast-paced branch. Bob has actively supported the SEFLIN Virtual Conference as co-moderator since 2013.

12:30 PM

Lunch & Learn Pre-recorded Panel Discussion

Deb Svec

Media Specialist with the School District of Palm Beach County

Collaborative Learning with Digital Devices

In order to create a digital learning environment to foster learning for today's generation, it must be relevant and engaging. A unique collaboration of the English teacher and Media Specialist has evolved to meet this challenge. This collaboration illustrates the process of learning different fluency strategies using contemporary literature—for this exercise we utilized the Non-Fiction title on the 2014 – 2015 Florida Teens Read list, Escape from Camp 14. In conjunction with iPads, which create a flexible and mobile learning environment, additional tools consulted include ProQuest's eLibrary, SIRS, and CultureGrams to provide global literacy, and develop the students' appreciation for different cultures, Vocabulary.com for building foundation, Cranium CoRE for building comprehension, and Teaching Books to view personal interviews with the author.

About Deb Svec

Deb Svec is a media specialist with the School District of Palm Beach County at Palm Beach Gardens Community High School. She collaborates with as many teachers as she can who are willing to join her on fun, innovative projects for high school students. Deb is also the Committee Chair of the Florida Association of Media in Education (FAME) Legislative Committee which develops the legislative platform of the association while directing and coordinating legislative efforts initiated and/or supported by the association.

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12:30 PM

Lunch & Learn Pre-recorded Panel Discussion

Diane Arrieta

Science and Outreach Coordinator at the MacArthur Jupiter Campus of Florida Atlantic University Libraries

Innovative Outreach through an Expansion of Staff Roles

Initiatives which extend beyond established information literacy instruction are needed to advance academic success and to increase students' appreciation of their libraries. Diane will describe how FAU's Jupiter Campus library is expanding the roles of its staff by collaborating with community scientists in projects that have attracted student participants. The two pilot projects described are related to marine mammal research and rescue.

About Diane Arrieta

Diane Arrieta works as the Science and Art Outreach Coordinator at the MacArthur Jupiter Campus of Florida Atlantic University (FAU) Libraries. She holds a MSc in Biodiversity and Wildlife Health from the University of Edinburgh, U.K. and a BFA in Studio Art from FAU. Recent projects include establishing a science outreach initiative through the use of mural art in the library and researching wild dolphin populations in Palm Beach County with the Palm Beach Dolphin Project.

12:30 PM

Lunch & Learn Pre-recorded Panel Discussion

Hayley St. John-Ayre
Community Liaison at Broward County Library

It's Personal: Outreach Is What You Make It!
Opportunities for outreach abound! Seeking and finding opportunities for the community to connect with the library is especially important as the role of libraries evolve. We all have to reach out, and encourage everyone in. Broward County Library's Outreach serves to bridge the gap between perception and reality as it relates to what customers believe the library to be versus what today's library is, and has to offer. With the absence of advertising budgets, Outreach must become a way of doing business…promoting what the library has to offer all the time, and to all people.

About Hayley St. John-Ayre

Hayley St. John-Ayre is the Community Liaison at Broward County Library, responsible for developing and coordinating community outreach opportunities. Her areas of focus are underserved populations, which include the homeless, incarcerated, immigrants, and seniors. In her outreach, she promotes a variety of library resources and services. She develops relationships with community organizations, that help to enhance the lives of the people they serve, with the goal being to embed the library in the community as an essential source.

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1:00 PM

Pump Up Your Promotion!
New Ideas for Academic Library Marketing

Nicole Maddock and Rachel Sandieson

Resource Support Services Department at The D.B. Weldon Library at Western University

Tired library displays? No marketing budget? Find out how to breathe new life into your academic library promotion and communication strategy by looking at examples of both engaging print displays and creative methods for marketing through social media. We will discuss techniques for promoting library space, resources and events for different user groups. Join us as we look at new, fun, and free online tools to help pump up your promotions!

About Nicole Maddock

Nicole Maddock is the Manager of the Resource Support Services Department at The D.B. Weldon Library at Western University in Ontario, Canada. Previously, she was the Chair of marketing for the Allyn and Betty Taylor Library, also at Western.

About Rachel Sandieson

Rachel Sandieson is a senior library assistant in the Resource Support Services Department at the Allyn and Betty Taylor Library at Western University in Ontario, Canada. Previously, she worked at the Music Library at Western and was the Chair of the Outreach, Marketing and Web committee for the 2014 Workshop for Instruction in Library Use (WILU) Conference.

2:00 PM

School Library Advocacy You Too Can Accomplish

Lou Greco

Director for Instructional Technology and Media Services for the St. Johns County School District

This presentation highlights successful advocacy strategies implemented in the St. Johns County School District for school libraries over the course of ten years. A significant proportion of the strategies are transferable to various types of libraries. The discussion will also share advocacy resources that can assist in the development of an advocacy plan for your library.

About Lou Greco

Lou Greco retired as the Director for Instructional Technology and Media Services for the St. Johns County School District in St. Augustine, Florida in 2013 after serving in that position for 19 years. Not satisfied with retirement, he returned to school libraries and opened a brand new K-8 public school library in August 2014. In his 37th year in public education in the state of Florida, he remains a strong advocate of using research and statistical information to improve school libraries and has spoken widely at conferences and school districts on the topic. He was a 1994 Florida Teacher of the Year finalist from Region II while serving as the school library media specialist for the Florida School for the Deaf and Blind and has served on the American Association for School Libraries as Region V Director. He has been president of FAME (Florida Association for Media in Education), FASM (Florida Association of Supervisors of Media) and FADIMA (Florida Association for District Instructional Materials Administrators and has been on the FAME Board of Directors. Lou blogs at http://grecol2.edu.glogster.com/poalibrary.

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The Librarian as Candidate: Activating Activists for Funding and Election Day Outcomes

2:00 PM

John Chrastka
Executive Director of EveryLibrary

Are you looking for new ways to engage and activate advocates for your library? We will explore a range of innovative options to energize, focus, and improve your library advocacy efforts while learning how to put proven techniques that political campaigns use to reach voters to work. Come and learn how librarians who see themselves in a new, more politically savvy way recognize that they are "the candidate". You'll learn about tips and tools to market yourself to all your constituents - and not just users - that will help reframe your work in the eyes of the public and funders in a new way.

About John Chrastka

John Chrastka is executive director of EveryLibrary, the first nationwide political action committee for libraries. Since 2013, EveryLibrary has helped 25 library communities with ballot measures for funding, operations, and buildings, winning 19 and securing over $46 million in funding on Election Days. A long-time library trustee, supporter and advocate, Mr. Chrastka is a member and former president of the Board of Trustees for the Berwyn (IL) Public Library (2006 – present) and is a former president of the Reaching Across Illinois Libraries System (RAILS), a multi-type library system. He is also a 2014 Library Journal Mover & Shaker.

About EveryLibrary: EveryLibrary is the first national political action committee for libraries. It is dedicated to helping local library communities plan and win ballot measures like bonds, levies, and other referendum that renew or extend library funding. More about their work can be found at www.everylibrary.org.

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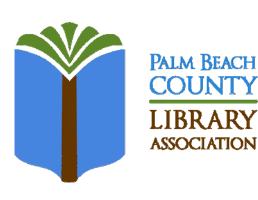**Thank You Sponsors!**

Friday, September 18, 2015
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Acknowledgements

This conference produced by SEFLIN's **Virtual Conference Committee.**

About SEFLIN

SEFLIN, the Southeast Florida Library Information Network, is a non-profit membership organization of Southeast Florida libraries dedicated to supporting cooperation between all types of libraries. Founded in 1984, SEFLIN strives to pioneer innovative services that support library staff and library services. Learn more about SEFLIN at www.seflin.org.