

Public Library Association
12th National Conference

Thursday, March 27th

Administration/Leadership

Building a Winning Workplace: Gain Ground, Rebound, Resound!

Caught in the Middle: Immigration Controversy and Library Services

Data Is Not a Four Letter Word: Using PLA Results Tools

Evaluating the Library Director

How to Improve Your Chances of Getting the Library Director Position You Want

Not Just the PATRIOT ACT!: Coping with Any Law Enforcement Requests

Protect, Project and Present! Essential Tips for Supervisors, Speakers and Storytellers.

Public Libraries as Community Problem Solvers

Reinventing 5 - The Library Test: Questions from Your Customers in 2008

So What? Using Outcome Measurement to Assess the Impact of Library Programs

You're Fired! When the Ideal Candidate Becomes the Problem Employee

Collections/Tech Services

1 in 10: Reaching Out to the LGBT Community

DEWEY OR DON'T WE

Weeders Attract More Readers!

Why Do We Dewey?: Redesigning for a Customer-Centered Experience

Facilities

21st Century Library Design

Jumpstarting a 105 Year-Old Community Icon:
Bringing a 19th Century Library into the 21st Century

Making the Yellow Brick Road: Guiding Patrons on the Path of Discovery Through Way-finding

Marketing

Creating Dynamic Library Atmospheres:

What We Can Learn from Theater, Retail, Museums, and the Container Store
How Branding Can Increase the Relevance of Your Library

In This Age of the Internet, Who Uses the Public Library? Who Doesn't? and Why?

Trading Spaces: Everyday Transformations to Maintain Merchandising Momentum @ your library

Serving Adults

Readers' Advisory Tool Kit III:

Market Driven Readers' Advisory -

Three More Skills to Increase Your Effectiveness as an RA Librarian

Sexy Senior Programming @ Your Library

The Disconnected: Who Are They? How Can We Help Them?

What Does It Take to Be Good at Reference in the Age of Google?

Serving Youth

Clap! Shake! Play! Sing! Creating Musical Storytimes to Encourage Emergent Literacy

Crouching Tigers, Reading Dragons:

Learn How 5,000 American and Canadian Students Are Reading and Reaching Across Borders

Dealing with Teens...Virtually

Pain in the Brain

Science Quest: Creating Weird, Wild and Wonderful Programs at Your Library.

Utilizing Youth Volunteers After School @ Your Library

Where's a YA Librarian When You Need One? Teen Reader's Advisory for the Library Generalist

Staffing

Everyone Is Getting Crabbier

Mix It Up: Using Blended Learning for Staff Training

Talking without Jargon: Improving Library/IT Relations

What I Really Meant Was...

Technology

GO LIVE! Videoconferencing with ease

Technozoo

The Angst of Your Library's Website: Mission Information, Design

The Digital Revolution and Libraries - Where Are We and What's Next?

Friday, March 28th

Administration/Leadership

Becoming a Better Public Library Manager: Certification Works

Catastrophe Readiness and Response: Proactive Roles for Public Libraries

Customizing Customer Self-Service

Dangerous Ideas: What if libraries ...

Lobbying for Regular Folk

Looking Inside: Adapting Staffing for Results @ Your Public Library

The Central Library: Crown Jewel or Tarnished Tiara?

The Need to Lead

What Is a Public Library - And Why Do They Still Matter?

What's the Big Idea? The Idea Store and the Future of Public Libraries

Collections/Tech Services

Bilingual Subject Access for the 21st Century

Less IS More: Vendor Partnerships Re-Engineer Collection Development/Technical Services

Think Outside the Book: Online Services as Outreach

You Want It When?!: Beating the Challenge of 48-hour Turnaround in Technical Services

Facilities

Joint Use Facilities - Find Out What You Should Know Before One Is Proposed in Your Community

Optimizing Space for Results: Library Spaces for Today's Services

Rethinking the Big Box: Restocking the Shelves with Books

Marketing

Building Buzz to Shake the Library Stereotype

First Impressions Last! Simple Branding and PR Tips for Libraries

Let's Get Married: Bringing Friends & Foundations Together to Raise More Money

Serving Adults

Access Expanded: At Home Library Services

In the Tradition: The Legacy of Culture Messengers From Langston Hughes to Tupac Shakur

MedlinePlus Goes Local:

Linking Quality Health Information to Local Health Services Through Partnerships

Off Your Seat and On Your Feet! Proactive Reference Customer Service

Remote Access: Distant Libraries of the World... Video Documentary

RX for RA - Training Library Staff in Fiction and Nonfiction

The Best in Mystery Authors Revealed!

We Shall Remain: Public Libraries Team up with PBS to Explore a Native History of America

What's Love Got to Do With It

When the Story Is True: Practicing Nonfiction Readers' Advisory

Serving Youth

Catch a Northern Star: MN Authors Who Speak to Teens

InQUEERY, or Out of the Stacks

Making Space for Teens in Libraries - Case Studies of Three California Libraries

Raising Mediawise Kids: Resources to Help Train the Trainers

Ready, Set, READ !

Recruit Teens to Work for Your Library Now and Later

Supplementing Homework Centers and Resources with Online Homework Help

The Game Studio: 21st Century Technologies for 21st Century Teens

Staffing

How to Work Positively and Constructively in a Unionized Environment

Information 911: Competencies for 21st Century Library Services

Partnering to Recruit and Educate New Librarians

Technology

Gamers in the Stacks!

Mission Impossible: Build Your Own ILS

The Library Literacy Assessment Platform: An Online Tool for Telling Your Literacy Story

Saturday, March 29th

Administration/Leadership

Building Your Resilient Career - Agile, Opportunistic, and Sustaining

Changing Cultures: Experiences in Fostering Innovation From Within

Customer Satisfaction Management - Using Surveys and Shoppers to Raise the Bar

It Ain't Necessarily So: Challenging the Assumptions of Legacy Librarianship

Transform Yourself, Transform Your Library

Collections/Tech Services

Materials for Our Diverse Communities: Unfamiliar Alphabets and Characters

Facilities

Creating Environments from Tots to Teens

Libraries as Greenbuildings--What Are You in for? And What's in It for You!

Marketing

Marketing Without Money

Serving Adults

Boomers - A Different Mindset for Volunteerism

No Grant Needed! Cheap and Easy Accommodations for People with Disabilities

Superheroes to Serial Killers: Librarians in Literature

The Memoir: The Readers' Advisor's Dream or Nightmare

Serving Youth

Navigating the Labyrinth: Explorations in Service to Foster Teens

Staffing

Building a Respectful Workplace: A Labor-Management Collaboration

Working with Difficult Patrons

Technology

Creating New Stories and Investigating New Literacies with Virtual Worlds, Interactive Media, and Games

From Hype to Help: Making a Difference with New Technologies