

ArLA 2022 Conference Schedule & Programs
October 14-16, 2022 • Fort Smith, Arkansas
Fort Smith Convention Center

Friday, October 14

8:00-12:00 **Vendor Load-in and Setup**

8:00-5:00 **Registration Desk Open**
Concessions Area

9:00-12:00 **Pre-Conferences**

Know Your Rights: First Amendment Rights in the Library – Adam Webb, Garland County Library
Exhibit Hall C

2021 was a record year for book challenges in the United States. The ALA office of Intellectual Freedom tracked 729 book challenges last year alone and it seems like there is no end in sight for challenges in our state. This session will focus on our nation’s long history of protecting First Amendment rights, how to prepare yourself for challenges, what tools you need to have at the ready, and will go over a number of hypothetical scenarios that are most likely to face libraries in Arkansas.

Creating an Autism Friendly Library Environment: A Hands-On Workshop for Library Employees – Amanda Moore; Jessica Reidmueller, Torreyson Library, University of Central Arkansas
Meeting Rooms 4, 5, & 6

Beyond gaining basic knowledge about Autism Spectrum Disorders (ASD) and best practices in accommodating library patrons and employees on the Autism Spectrum, participants will learn to design library environments that are welcoming for those with ASD, develop ASD friendly programming and ASD awareness programming, and consider strategic relationships with community partners to benefit patrons and employees on the Spectrum (as well as all library constituencies). Participants will work toward developing their own plan for an Autism friendly library.

11:00-12:00 **ArLA Executive Board Meeting**
Meeting Room 1

12:30-1:30

Welcome and General Session 1, President's Program

Targeting the Library Experience – **Stony Evans**, Cross County Library
Exhibit Hall C

Explore the Library Experiences we can provide our patrons through vibrant materials, services, programming, and technology. The Library Experience focus is on making the Library the hub of activity. The goal is always to create lifelong learners through relationships, literacy, and technology.

1:30-5:30

Exhibit Hall Open

Exhibit Hall B

1:30-5:30

Commons Area Open

1:40-2:30

Breakout Sessions 1

IT security - A New Normal for Libraries -- **Cole Hudson**, Mullins
Library, University of Arkansas
Meeting Room 1

While the COVID pandemic has brought along plenty of changes in libraries - around service, hours, and technologies - one perhaps unexpected change, at least in academic libraries, has been an emerging focus upon IT security. An increased use of digital learning environments, a concerted effort to bring manual processes online, and a general shift to more a digital workforce have made universities more aware of and vulnerable to digital threats that exist online. This awareness has broad effects upon campus communities, including libraries, where we have spent much of the last year deep in these discussions.

Traveler Digital Resources - An Overview – **Katie Walton**, Arkansas
State Library
Meeting Room 2

This session will introduce the Arkansas State Library's Traveler Statewide Digital Resources, provide a brief description of each of the database offerings, and offer tips on how you can use these valuable digital resources in your library. The Traveler Resources support reference services, library programming, classroom instruction, and distance learning.

1:40-2:30 cont'd.

Digital Marketing in Libraries: How to Adapt to an Ever-Changing World – Jordan Reynolds, Saline County Library

Meeting Room 3

When the whole world seemed to stop during the global pandemic, libraries kept going by providing virtual events and curbside service to allow the community to find an escape through movies, books, and connections from far away. To support the frontline staff, marketers had to adapt their messaging to be primarily digital. This session will provide you with tips and tricks on how to organize your social media, freshen up your email messaging, and keep patrons' attention and trust even when your doors are closed.

Customer Service: Remembering Why We Do What We Do After Three Crazy Years – Jenn Wann, Arkansas State Library

Meeting Room 4, 5, 6

This session on Customer Service will focus on Customer Service Basics in the context of the rich heritage of public libraries. The last three years have been stressful, isolating, polarizing, and just plain weird. This session will help us remember why we do what we do in the public library and highlight the rich history of public libraries

Rural Libraries & Community Resources – Rebecca Beadle & Mekkos Barbee, Central Arkansas Library System

Meeting Room 7

Rebecca will discuss the brief history of the Social Work/Librarianship relationship and experience at CALS as a Community Resource Specialist (aka social Worker) throughout the past 3 years. Mekkos will then follow with an overview of the results of a survey distributed to library staff members regarding the need for a designated Community Resource staff member in library systems throughout Arkansas. The third part of this presentation will include ideas for rural libraries to enhance knowledge and available information in these systems.

RISci Community of Interest Meeting

Meeting Room 8

2:40-3:30

Breakout Sessions 2

ASL Scholarship Recipients Meet & Greet with State Librarian, Jennifer Chilcoat

Exhibit Hall A

ALPs Community of Interest Meeting

Meeting Room 1

Improving Asynchronous Instruction: Libraries, Educational Technology, and the TPCK Framework – Jason Byrd, Boreham

Library, University of Arkansas at Fort Smith

Meeting Room 2

Educational technology is often used to spice up our teaching repertoire, rather than as a tool for effective asynchronous learning. During COVID, academic librarians were tasked with finding new models of delivering IL instruction asynchronously, using existing tools and resources to reach our patrons who were learning remotely. This presentation provides librarians with a theoretical construct as a basis for effectively incorporating educational technology into IL instruction.

Intellectual Property Basics for Arkansas Libraries – Michael Strickland, Arkansas State Library

Meeting Room 3

The Pandemic has inspired lots of innovation and adaptation. As a result, intellectual property in the United States continues to grow and expand. But what exactly is intellectual property? Why is it important to protect it? Some Arkansas inventors, innovators and entrepreneurs have turned to libraries for help with information and advice on how to protect their Intellectual property. Participants will learn about the best national and state resources to use or to refer others to use to help them protect their intellectual property.

Total Solar Eclipse April 8, 2024, The Arkansas Experience -- Carl Freyaldenhoven & Darcy Howard, Central Arkansas Astronomical Society

Meeting Rooms 4, 5, & 6

The 2024 eclipse will be the first total solar eclipse to cross Arkansas since 1918, over one hundred years ago. Libraries will be able to

2:40-3:30 cont'd. connect with their communities for this unforgettable, awe-inspiring and even emotional event. This session recalls a bit of Arkansas' eclipse history, explains why solar eclipses occur, shows where the path of totality crosses Arkansas, what phenomenon to expect, and most importantly how to watch it safely.

3:30-4:00 **Break**

4:00-5:30 **Vendor Open House / Basket Bidding**
Exhibit Hall B

5:00-6:00 **ArLA New(ish) Members' Cocktail Hour**
Wyndham Hotel Lounge

6:00-7:30 **ArLA Awards Dinner**
Exhibit Hall C

Saturday, October 15

All Day **Commons Area Open**

7:30-4:30 **Registration Open**
Concessions Area

8:00-9:00 **Breakfast with Vendors**
Exhibit Hall B

8:00-2:00 **Exhibit Hall Open**

9:00-10:00 **General Session 2, Keynote Address**

Influence: The Art & Science of Changing Minds – Steve Hughes, Hit Your Stride
Exhibit Hall C

Steve Hughes is a sought-after speaker and consultant who helps people look and sound smart when they talk. This session will give you the tools to:

- Identify the four kinds of decision makers and how to win over each type.

9:00-10:00 cont'd.

- Utilize the four keys to persuasion to gain buy-in and acceptance of your ideas.
- Shine a light on your blind spots as they relate to persuading others.
- Act more confidently when you propose an idea or make a suggestion.

10:10-11:00

Breakout Sessions 3

Arkansas Digital Library Consortium Meeting

Exhibit Hall A

AQuALib Community of Interest Meeting

Meeting Room 1

COSLLE Community of Interest Meeting

Meeting Room 2

***Cultural Humility in Libraries* – Lynn Valetutti, National Park College; Kristin Quintanilla & Alexis Wilson**

Meeting Room 3

Cultural humility is a humble and respectful attitude toward individuals of other cultures that pushes one to challenge their own cultural biases. It is an approach learning about other cultures as a lifelong goal and process. The presentation will address the importance of librarians familiarizing themselves with this concept. It will enlighten and educate them. It will help librarians recognize the importance of self evaluation and self critiquing in regards to patrons' cultural history, experience, and beliefs.

***Captivate: Presentations that Engage and Inspire* – Steve Hughes, Hit Your Stride**

Meeting Rooms 4, 5, & 6

What if you could stand in front of an audience and deliver a presentation so powerful it captivated them from start to finish? You can if you understand body language, how people think, and what causes people to pay attention. This dynamic program incorporates proven strategies to take your natural speaking style and use it to your advantage. When all of these factors are applied correctly, you will connect with audiences so that they listen more, retain more, and act more on your recommendations.

10:10-11:00 cont'd. ***Innovation at Any Level*** – **Melissa Taylor & Chris Moody**, Fayetteville Public Library
Meeting Room 7

In June of 2021, as part of our expansion project the Fayetteville Public Library launched a new space, the Center for Innovation.

Through the CFI, we are not only providing access to technologies and equipment, but we are connecting our community to opportunity through workforce development training, small business development, prototyping and micromanufacturing support, and much more. While we understand that FPL is unique in many ways, we want to highlight how other libraries can also develop innovative spaces in their own communities on nearly any budget.

Building a Better Board – **Judy Calhoun**, Southeast Arkansas Regional Library
Meeting Room 8

In recent months, boards across the world transformed in-person meetings into virtual meetings. That switch brought with it both opportunities and challenges. Will this be the new “normal” or will boards go back to the old way of doing things prior to COVID-19? As the community face of your library, a well-functioning board is an essential component to the success of your library. Discover strategies for keeping your board engaged and informed. Depart with methods to elevate board meetings and enrich board discussions.

11:00-11:20 **Break**

11:30-1:00 **Author Luncheon**

Remote Access: Small Public Libraries in Arkansas – **Sabine Schmidt and Don House**
Exhibit Hall C

With their cameras and notebooks in hand, photographers Sabine Schmidt and Don House embarked on an ambitious project to document the libraries committed to serving Arkansas’s smallest communities. *Remote Access* is the culmination of this fascinating three-year effort, which took the artists to every region of their home state.

1:00-2:00

Exhibit Hall Final Hour

Visit with our vendors & make your final bids on scholarship baskets!
Exhibit Hall B

Poster Sessions

Exhibit Hall B

- *Choose Your Own Adventure: Proposed Strategies for Developing Next-Level Virtual Programming & Outreach* – Katherine Blake, Central Arkansas Library System
- *Continuing Education U* – Janine Miller, Arkansas State Library
- *Diversity in Library Boards, Friends Groups, and Foundations: Successes and Struggles in Recruiting and Retaining Diverse Members* – Jessica Kirk, Arkansas State Library
- *Empowering Library Services through Planned Abandonment* -- Sierra Laddusaw, Boreham Library, University of Arkansas Fort Smith
- *From Maker to Market* – Melissa Taylor, Fayetteville Public Library
- *ILS Transition Mission: Creating Ease for Our Patrons* – Marina Narvaez, Mullins Library, University of Arkansas
- *The Library as Prime Campus Real Estate: Downsizing Special Collections to Make Room for the New UA Little Rock Multicultural Center* – Carol Macheak, Ottenheimer Library, University of Arkansas Little Rock
- *Library Support Staff Certification* – Amy Devooght, Bailey Library, Hendrix College
- *Policy for Progress: Improving Collection Development Practices* – Andrea Parton, Boreham Library, University of Arkansas Fort Smith

2:00-2:50

Breakout Sessions 4

Advocates for All Arkansas Libraries (AAAL) Annual Meeting

Exhibit Hall A

2:00-2:50 cont'd.

Learning about Mockingbird, the Arkansas Statewide Virtual Union Catalog – Karen O’Connell & Jessica Kirk, Arkansas State Library
Meeting Room 1

Mockingbird, the Statewide Virtual Union Catalog provides a single point of access to participating Arkansas library catalogs. The platform went live on June 22, 2022 in a soft launch around the state. This session will introduce Mockingbird and the vision behind it, describe the implementation process, and provide a check in on its usage and status.

The State of OER in Arkansas -- Sherry Tinerella, Pendergraft Library, Arkansas Tech University; Taylor Vanlandingham, Arutunoff Library, John Brown University; Phillip Shackelford, SouthArk Library, South Arkansas Community College; Relinda Ruth, University of Arkansas Cossatot; Stephanie Pierce.

Meeting Room 2

Enrollment at post-secondary institutions has decreased since Covid-19. One of the issues students face is the high cost of attending college. Part of the problem is the high cost of textbooks. Open Educational Resources (OER) are a solution that is on the rise throughout the nation. Some states have created legislature to increase use of these materials. The purpose of this panel is to introduce, discuss, and learn how OER is being used throughout the state.

GIBLS Anyone? – Philippe Y. Van Houtte, Pendergraft Library, Arkansas Tech University

Meeting Room 3

A GIBLS (Guided Individual Brainstorm at the Library through Serendipity) is a quiet library activity intended to open the mind of college students to hidden and/or unknown library resources and resulting in writing something unexpected from unsuspected library items found through uncommon methods. It will force them to have some unusual forced brain activity through establishing connections between some pre-chosen subject-related topic and those randomly found library resources.

Youth Services Community of Interest Meeting

Meeting Rooms 4, 5, & 6

2:00-2:50 cont'd.

It's Not an Emergency: Ways to Support Your LGBTQ+ Patrons Outside of Crisis Resources – **Allie Stevens**, Calhoun County Library; **April Sheppard**, Dean B. Ellis Library, Arkansas State University
Meeting Room 7

Many of our libraries already curate lists and provide access to LGBTQ+ crisis resources - and that is extremely important! But there are other ways we can help our LGBTQ+ patrons create and access communal support. Hear from several community builders in our state who are working to provide opportunities for positive engagement and experiences for LGBTQ+ people young and old about the impact of their work and what libraries can do to help.

Enhancing Our Teaching and Student Learning of Information Literacy Skills through Online Learning – **John Boone**, Brackett Library, Harding University
Meeting Room 8

As online or distance education is becoming more prevalent both as a result of the pandemic and as an alternative avenue for student admissions, librarians need an understanding of educational pedagogy to successfully engage students through our teaching of information literacy courses, user instruction sessions, and research consultations in an online classroom. Topics address during this session include a brief history of distance education, the alignment and application of educational theories with online technologies, and the development of a community of inquiry through teaching and social presence, and instructor immediacy.

3:00-3:50

Breakout Sessions 5

Promoting Your Library: How, When and Where – **Brandi Hodges**, Craighead County Jonesboro Public Library
Meeting Room 1

Knowing how and when to promote your library, your books, your programs, and your events can be difficult. What do you promote? Where do you promote it? How do you know which events to boost and which ones to just have on the calendar and hope that people see them? In this session, we will talk about different types of events as well as platforms that you can use for free to get the word out about what is taking place at your library.

3:00-3:50 cont'd.

CULAR Community of Interest Meeting

Meeting Room 2

***A Calendar of Programs for 7-12 Libraries* – Rachel Shankles**

Meeting Room 3

Calling on her years of library experiences in her award winning media center, Rachel will have a year full of events for planning your school calendar. From yearly mottos to monthly bulletin boards, you'll take away many good ideas. There will be time for you to share your best programs too.

***Canva: Crowdsourcing Tips and Tricks* – Jessica Kirk, Arkansas State Library**

Meeting Room 4, 5, & 6

This program will give a brief overview of Canva, an online design tool that can take you from beginner to a designing wizard in a few clicks and drags. The presenter will guide participants through tips and tricks they've discovered and then ask participants to share about their favorite designs tips and discuss limitations of the platform.

***In This Together, Understanding the Effects of Collective Trauma* – Becky Fischer, Arkansas State Library; Jasmine Jobe, Central Arkansas Library System; Amanda Moore**

Meeting Room 7

With libraries being the community hub, we are now dealing with the impact of COVID since January 2020, but also dealing with racial and social unrest, several natural disasters, stressed healthcare and mental health system, mass shootings, and world issues. We are all suffering from Collective Trauma. Join us to find creative solutions and discuss how libraries can face these challenges. We will explore ways you can make deep connections with your local and professional communities.

***Ready for What's Next: ADE's Ready for Life Platform* – Gina Windle, Arkansas Department of Education; Jennifer Chilcoat, Arkansas State Library**

Meeting Room 8

Listen, we totally get it. You can't possibly connect your patrons with all the E-learning websites promising to help them land a job, an

3:00-3:50 cont'd. internship, a future. There's a lot of noise. But Ready For Life is different. It's THE one stop shop to learn, network and find a job--a career! It's free and accessible to everybody. Find out how you can connect your patrons.

4:00-5:00 **ArLA Membership and Business Meeting**
Exhibit Hall A

5:30-7:00 **Open House at UA-Fort Smith Boreham Library**

7:00-9:00 **Dine Arounds**

7:00-9:00 **Trivia Night**
Wyndham Hotel Lounge

Sunday, October 16

8:00-8:30 **Coffee and tea available**
Commons Area

8:30-9:20 **Breakout Sessions 6**

MELLW Community of Interest Meeting
Meeting Room 1

Your Program Statistics: Connecting Your Data to the Public Library Survey -- Adam Branscum & Crystal Gates North Little Rock Library
Meeting Room 2

Synchronous and asynchronous? Virtual, in person, and recorded? Are these terms making your head swim? Are you trying to get a handle on how to collect your programming data to report to the Public Library Survey? Come hear how our library is attempting to make this as easy and seamless as possible using NLRSTATS.

Member Involvement Community of Interest Meeting
Meeting Room 3

8:30-9:20 cont'd.

Citizen Science at the Library: Turn Curiosity Into Impact – **Misty Hawkins & Monica Mitchell**, Arkansas River Valley Regional Library System
Meeting Rooms 4, 5, & 6

This session will provide details on the definition and background of Citizen Science, hands-on examples of the program at work in a rural public library system, and specific instructions for starting a new Citizen Science program. Citizen Science is a perfect opportunity for libraries to “build deeper connections” and explore new avenues of service. The entire program is based upon collaboration outside of our norms and initiating conversation to create a positive environment.

Continuous Improvement: Reimagining Library Instruction in the Experience Age – **Chelsea Young**, Ottenheimer Library, University of Arkansas Little Rock; **Hannah Hurdle**, Nashville State Community College
Meeting Room 7

With the move to online learning, due to Covid-19, the library recognized the need to change for the digital environment and adapt to different learning needs in this new experience age. Like many libraries, Ottenheimer began to consider what our instructional role was in this new normal. We also began to rethink library tools and technology. Our approach to the new normal led to the library removing barriers to learning, increasing accessible, and offering all students, regardless of their backgrounds, experience, and prior knowledge, equal opportunities to succeed.

9:30-10:20

General Session 3 Intellectual Freedom Panel

Intellectual Freedom: Arkansas Perspectives -- **Britt Anne Murphy**, Bailey Library, Hendrix College; **Cassandra Barnett**, Arkansas Department of Education; **Jessica Reidmueller**, Torreyson Library, University of Central Arkansas; **Shenise McGhee**, John Brown Watson Memorial Library, University of Arkansas Pine Bluff; **Jordan Ruud**, Boreham Library, University of Arkansas Fort Smith; **Shannon Southard**, Cabot Public Schools; **John McGraw**, Faulkner County Library; **Margaux Burleson**, Crawford County Library; **Jill Shinn**, Cabot Public Schools
Exhibit Hall C

9:30-10:20 cont'd. This panel, composed of librarians from school, academic, and public settings, hopes to engage all types of library workers with experiences of challenges to intellectual freedom, how our panel participants responded, and what they learned. We hope participants in this session will listen to and learn from these case studies, but also will jump in with their own experiences and share how we can support one another throughout the state of Arkansas with a nuanced response to addressing these thorny issues.

10:30-11:30 **General Session 4, Closing Keynote**

The New Normal – **Bailee Hutchinson**, President, Association for Rural & Small Libraries
Exhibit Hall C

Every library seems to have entered into this era of "the new normal"- but what exactly does that mean? Come prepared to laugh, cry, and commiserate with Bailee as she outlines what "the new normal" looks like for thousands of other librarians today.

