

Librarians Just Wanna Have Fun!

Agenda

| Time | What | Who |
|---------------|--|---|
| 8:30 – 9:00 | Sign-in | Everyone |
| 9:00 – 9:30 | Meet our State Librarian of Oregon | Wendy Cornelisen, State Librarian of Oregon |
| 9:30 – 11:00 | The Collection Connection: The Nuts and Bolts of Readers' Advisory | Kaite Stover, Director of Readers' Services, Kansas City Public Library |
| 11:00 – 11:20 | Break | |
| 11:20 – 12:00 | Introductions and UCSLD Report | Erin McCusker |
| 12:00 – 12:30 | Lunch | |
| 12:30 – 1:45 | The Value of Strategic Communication | Kyle Cox, Executive Director, Mid-Columbia Libraries |
| 1:45 – 2:05 | Break | |
| 2:05 – 2:45 | Creating Accessible Storytimes | Dr. Melissa Pebly, PSU Asst Professor of Practice |
| 2:45 – 3:20 | Various Breakout Tables – Covering Books, Book Clubs, Storytime Kits | You & Your Colleagues |
| 3:20 – 3:30 | Closure & Evaluations | Erin McCusker |

Breaks & Prizes

There will be various opportunities for participating with all of the fun activities and contests. Please take time to visit the tables, take a picture in the photo-booth, complete the trivia contest and show off your library shirt.

"Now we do the dance of joy!" Balki of *Perfect Strangers*



AGREEMENTS

- We are respectful
- We participate as equals
- There is no right or wrong
- We disagree with grace and tact
- We have fun
- We mute ourselves when we are not speaking
- We keep shared information confidential



State Librarian of Oregon, Wendy Cornelisen

**"The Power is
yours!"**
Captain Planet

Readers' Bill of Rights

- The right Not to Read.
- The right to Skip Pages.
- The right to Not Finish.
- The right to Reread.
- The right to Read Anything.
- The right to Escapism.
- The right to Read Anywhere.
- The right to Browse.
- The right to Read Any Way.
- The right Not to Defend Your Tastes.

The Collection Connection—The Nuts & Bolts of Readers' Advisory

Kaite Stover, Director of Readers' Services
Kansas City Public Library

Enjoy a session about one of your favorite things about the library-- talking to patrons about books, movies, audiobooks, AND MORE! Learn how to improve your conversation and suggestion skills when talking to people about what they read, watch, and listen to. We'll explore the elements of books that readers enjoy, some sources for keeping up with what's hotnewnow in popular culture, and take some time to share what we're reading, watching, and listening to.

Notes



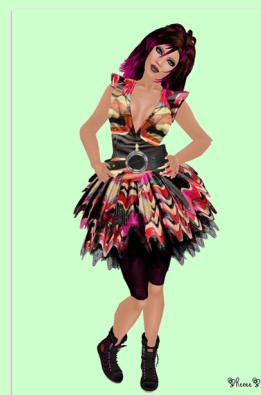
“Nobody puts
Baby in the
corner.”

Dirty

Dancing

“Just say no”
Nancy Reagan

This is, like,
totally
b*&chin’!



**“I’LL BE
BACK.”**
TERMINATOR

*“Gag me with
a spoon.”*

*Valley Girl by
Frank Zappa*

**“I pity the
fool.”**
**Mr. T from
*The A-Team***



The Value of Strategic Communication

Kyle Cox, Executive Director
Mid-Columbia Libraries

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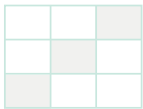
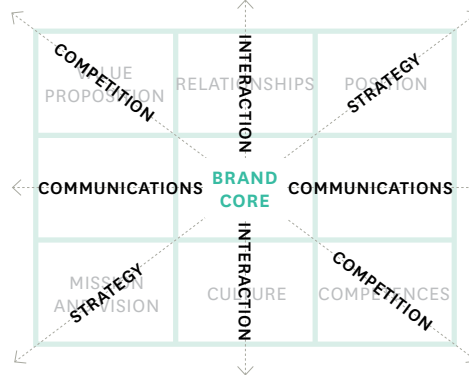
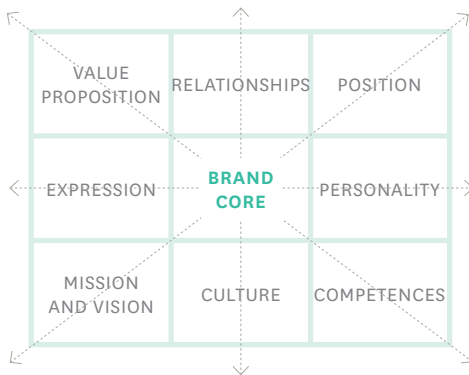
THE BRAND IDENTITY MATRIX

An organization's identity is made of up nine interrelated components. By examining each one and how it relates to others, any organization, including libraries, can build a stronger brand.

| | | | |
|-------------------|--|---|---|
| External | VALUE PROPOSITION What are our key offerings, and how do we want them to appeal to customers and other stakeholders? | RELATIONSHIPS What should be the nature of our relationships with key customers and other stakeholders? | POSITION What is our intended position in the market and in the hearts and minds of key customers and other stakeholders? |
| Internal/External | EXPRESSION What is distinctive about the way we communicate and express ourselves and makes it possible to recognize us at a distance? | BRAND CORE What do we promise, and what are the core values that sum up what our brand stands for? | PERSONALITY What combination of human characteristics or qualities forms our organizational character? |
| Internal | MISSION AND VISION What engages us (mission)? What is our direction and inspiration (vision)? | CULTURE What are our attitudes, and how do we work and behave? | COMPETENCES What are we particularly good at, and what makes us better than the competition? |

Does Your Matrix Measure Up?

Use the following exercise to assess the coherence of your answers to the questions in the matrix. As you fill in the blanks, you'll create a narrative about your strategy, your competitive approach, and the basis and nature of your external interactions and communications. With all four paths of the matrix, you'll want to confirm that each element logically follows the one before it, regardless of which direction you're moving in. The clearer and more logical your narrative is, the more stable the matrix is, and the stronger your corporate brand identity.



THE FIRST DIAGONAL PATH FOCUSES ON STRATEGY:

Our mission is _____

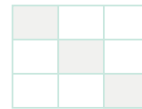
Our vision is _____

What we promise is _____

Our core values are _____

Our intended position in the market is _____

Do your mission and vision engage and inspire people in your organization and, ideally, beyond it? Do they translate into a promise that the organization will fulfill? Is that promise manifest in the company's positioning? Finally, does the logic also flow in the other direction: Does your positioning resonate with your promise and values, which align with the corporate mission and vision?



THE SECOND DIAGONAL PATH FOCUSES ON COMPETITION:

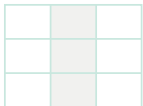
Our competences are _____

What we promise is _____

Our core values are _____

Our value proposition is _____

Do the items in the list above fit well together? Do your current competences allow you to keep your promise and provide a solid basis for competitive and appealing value propositions?



THE VERTICAL PATH FOCUSES ON INTERACTION:

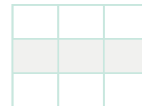
Our culture is _____

What we promise is _____

Our core values are _____

The kinds of relationships we strive for are _____

This section reveals how well your organizational values and culture resonate with and engage people inside and outside your company. Employees are your most important resource for ensuring the authenticity of the corporate brand. If they don't embrace these elements of your corporate identity, then your outside relationships, whether with customers, partners, or other stakeholders, will suffer.



THE HORIZONTAL PATH FOCUSES ON COMMUNICATION:

Our communication style is _____

What we promise is _____

Our core values are _____

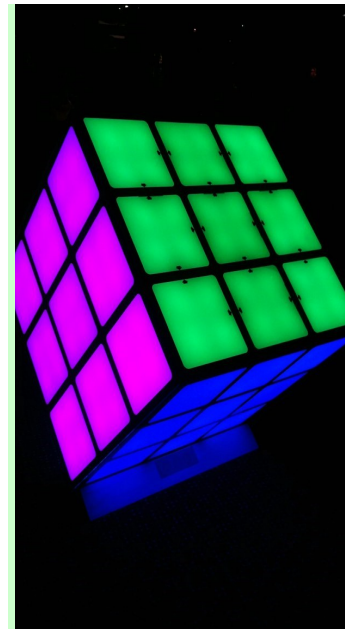
Our corporate personality traits are _____

The corporate personality or character underpins the company's brand core and is expressed in myriad ways, from product design and the architecture of the headquarters to the corporate logo and marketing taglines. Assess how well that personality comes through in all communications, both internal and external.

Creating Accessible Storytime Programs for Children with Disabilities

Melissa Pebly has been a special educator for close to 40 years. Currently she is faculty in the College of Education, Department of Special Education at Portland State University where she teaches a range of methods courses including inclusive practices and serving students with more significant disabilities. Melissa's primary interests are focused on equitable early literacy opportunities for children with disabilities through inclusive practices in schools and public library programs. Melissa currently leads the Inclusive Storytime Program that runs bi-monthly at the Hillsboro Community library. She provides training to other local libraries related to making the public library more accessible to individuals with disabilities and their families.

Notes



"I want
my MTV!"
MTV Ad



Top 10 Books that defined the '80s:

What We Talk About When We Talk About Love, Raymond Carver 1981

The Color Purple, Alice Walker 1982

Neuromancer, William Gibson 1984

The House on Mango Street, Sandra Cisneros 1984

Lonesome Dove, Larry McMurtry 1985

White Noise, Don DeLillo 1985

Beloved, Toni Morrison 1987

The Bonfire of the Vanities, Tom Wolfe 1987

A Brief History of Time, Stephen Hawking 1988

The Satanic Verses, Salman Rushdie 1988

<https://liihub.com/a-century-of-reading-the-10-books-that-defined-the-1980s/>

What's Happening @ the UCSLD

"Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world."

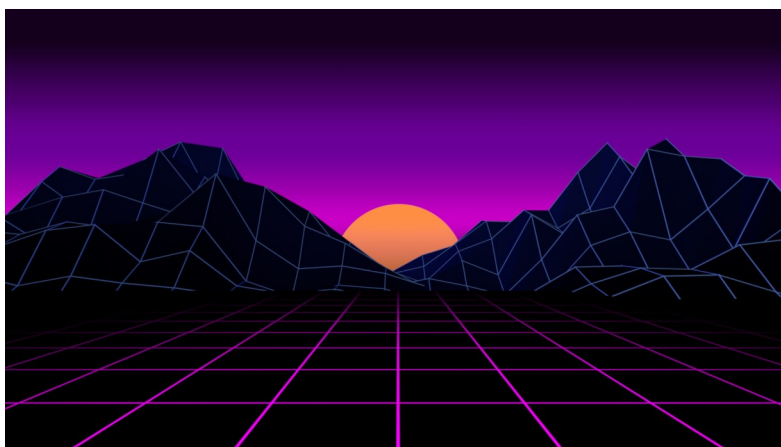
Harriet Tubman

Thank you for your dreams and your passion for helping your communities be the best that they can be through your service. The work done by the staff of our public libraries is critical to the health of our communities. It has been an honor and privilege to partner with you to ensure that our residents and guests have access to authoritative information, delightful programs and literacy building resources! The connections we create, strengthen and sustain are the definition of community.

May our connection, created in 1986, between the UCSLD and your libraries, continue to succeed.

"To know even one life has breathed easier because you have lived. This is to have succeeded."

Ralph Waldo Emerson



"Who ya gonna call? Ghostbusters!"