

The Future is Now



mla ANNUAL
CONFERENCE
October 23-26, 2012 • Natchez, MS

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Booth 2
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Booth 13

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Booth 14
Southern Business Solutions
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World Book, Inc.
Booth 27



Welcome to the 2012 Mississippi Library Association's annual conference. It is great to be back in historic Natchez for this time of sharing and learning. Like so many other conferences, the MLA Conference is a great time for us to stop what we are doing for a few days to learn from and share with others our successes and our "learning experiences." With so many wonderful sessions throughout the conference, I have no doubt that we will all learn something to take back and benefit our library programs and, ultimately, our patrons.

Among all of the other activities you have planned for the conference, I encourage you to attend the General Business Meeting and the Long Range Planning session. We have several important topics that need to come before the membership, one of which being an increase in dues. While we do not like the idea of increasing MLA membership dues, over the last couple of years we have realized that it is a necessity for the organization to continue to grow. We will also discuss the changes to *Mississippi Libraries* and provide the results from the survey recently conducted. The Long Range Planning Committee has the daunting task of hosting a Long Range Planning session where we hope to hear your thoughts on the future of MLA. What does the MLA roadmap look like to you? Where should we be focusing our efforts? Are there areas we are not currently addressing? Please put some thought to these questions and provide some feedback during the Long Range Planning session.

I am very fortunate to have had such a wonderful MLA Vice President this year. Lynn has been a joy to work with and has done an exceptional job planning the conference. Having worked with her throughout this year, I am certain that she is going to be an excellent President and will successfully lead our organization. I would also be remiss if I did not take this opportunity to thank the MLA Board for all of its hard work. I also want to thank the MLA Committees, Roundtables and Sections for their work and their dedication. Many of the Sections held workshops throughout the year to provide continuing education opportunities to its members, a practice that I hope that we can continue in the future. It goes without saying that MLA, like many non-profit organizations, is only as good as its Board and its volunteers. MLA prospers because we all work together for the betterment of the Association and our profession.

Finally, I would like to recognize our sponsors. MLA is extremely fortunate to receive a grant from the Mississippi Library Commission that supports our conference. Without this grant, MLA would not be able to afford such a wide range of speakers. We are also very fortunate to have other organizations that support our conference through sponsorships. Our Gold-level sponsors are EBSCO and Elsevier, and our Silver-level sponsors are SirsiDynix, Credo Reference and the Friends of the Bolivar County Public Library. Please be sure to thank them for their continued support! Please let me know if I can be of assistance during the conference or the balance of my tenure as MLA President. I hope you have a wonderful conference.

Sincerely,

A handwritten signature in dark ink, appearing to read "Stephen Cunetto". The signature is fluid and cursive.

Stephen Cunetto
MLA President



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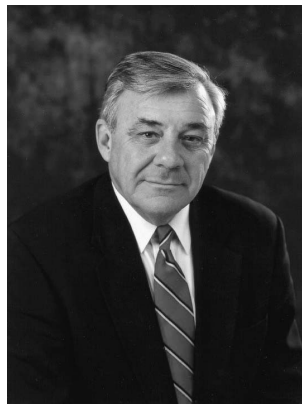
LARRY L. "BUTCH" BROWN
MAYOR

WELCOME

As Mayor of the City of Natchez, it is my personal pleasure to welcome *the Mississippi Library Association* to our wonderful city. Our community is blessed and is extremely rich with history. We have an outstanding community that blends beautiful residential areas with a solid business community to create an ideal environment for living and working.

The excellent quality of life in Natchez is exemplified by our wonderful neighborhoods and recreational opportunities. The historic charm of this city is illustrated in the community's downtown district, which is listed on the National Register of Historic Places. The City of Natchez is dedicated to providing efficient quality service by working in partnership with individuals, neighborhoods, and businesses to enhance the quality of life and to create a healthy, vibrant community in which to live, work and visit.

I would like to acknowledge all of our visitors that have traveled from far and near to be a part of this spectacular convention. Also, I would like to extend a special welcome to our fellow Natchezians who are with us for the convention. I know this will be an enjoyable and memorable experience for you all.



Thank You.

With warmest regards,

A handwritten signature in dark ink, which appears to read "Larry L. Brown".

Mayor Larry "Butch" Brown
City of Natchez



Welcome to MLA 2012. This year's conference promises to be interesting and exciting for all who attend. We are so delighted to be in Natchez and thank the City of Natchez for once again making us welcome.

The Conference theme this year is ***The Future is Now!*** Technologies seem to be descending upon us at warp speed; and it is very difficult to keep up with the times. That being said, we must remember that our public, whether academic, school or community, wants the latest and best from their libraries. With this in mind, I sincerely hope that each of you find something interesting, new and innovative in the programs to take back to your communities. Speakers Joan Frye Williams for Wednesday's General Session and Dr. John Bertot for Thursday's General Session, will highlight this year's theme with their thoughts on the future of libraries and technology. Don't miss either of these!

This Conference would not have been possible without the many committee chairs, local arrangements Chairs, MLA Board members, and especially Mary Julia. Stephen has been my support throughout this year. Without our sponsors, especially MLC, we would have a difficult time having such a conference as this. I sincerely thank each of you for all you've done and the jobs that you do each day in your libraries.

Sincerely,

Susan A. Shurden

MLA Vice President/President-Elect

Mississippi Library Association 2012 Executive Board and Conference Committees

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MLA CONFERENCE COMMITTEES

Local Arrangements – Susan Cassagne and Nancy McLemore

Hospitality – Wendy Cartwright

Registration – Blair Booker

Exhibits – Mara Villa and Kathy Bradshaw

Poster Sessions – David Salinero

Mississippi Authors' Award Recipients

Mississippi Authors Award Dinner
Thursday, October 25, 2012 6:30 pm



Margaret McMullan is a native of Newton County, Mississippi, and although she moved with her family at the age of ten to Chicago, she returned in 2007 as the Eudora Welty Visiting Writer at Millsaps College in Jackson. She has authored six award-winning novels, including ***How I Found the Strong***, winner of the 2006 MLA Author Award for Fiction. She currently teaches at the University of Evansville, in Evansville, Indiana, where she is Professor and Melvin M. Peterson Endowed Chair in Literature and Writing.

Stokes McMillan is fourth generation born and raised in Kosciusko, Mississippi, the county seat of Attala County, where the events of ***One Night of Madness*** occurred. While writing is his sideline, his day job is at the Johnson Space Center in Houston, Texas, where he works for NASA as an engineer on the Space Shuttle. McMillan lives with his wife in Houston. ***One Night of Madness*** is his first book.

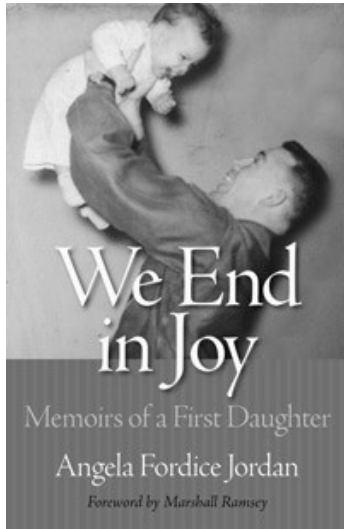


Ramona Bridges is a native of Mississippi, where she resides with her family. She and her husband have three sons, and she is employed as a nurse at a facility for war veterans. ***Sweet By and By*** is her first book.

An Afternoon Tea with Authors

Wednesday, October 24, 2012

3:00 pm - 5:00 pm.

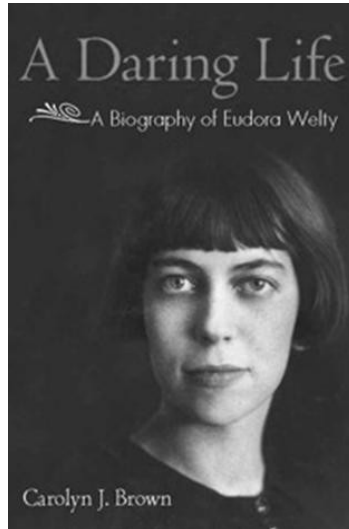


We End in Joy: Memoirs of a First Daughter
By Angela Fordice Jordan
Foreword By Marshall Ramsey
University Press of Mississippi,
2012

Angela Fordice Jordan offers an extraordinary perspective on public life in an intimate account from the daughter of a highly controversial southern governor, Kirk Fordice and a widely beloved First Lady, Patricia Fordice. She presents an astonishing, uplifting, and hilarious account of maverick governor Kirk Fordice and his family.

Marshall Ramsey, political cartoonist/commentator for the Clarion-Ledger also provides a fond insight into the family's political and social life in Mississippi.

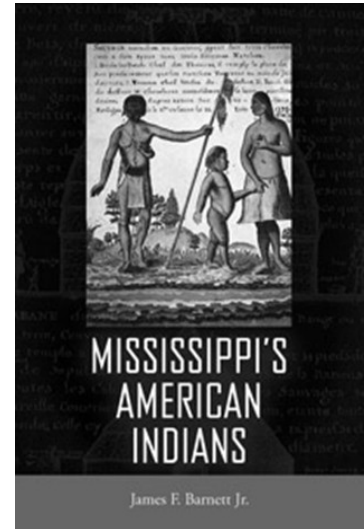
Angela Fordice Jordan lives in Waynesville, NC and is a freelance writer. Mother of three grown daughters, she lives in the mountains with her husband, Bob.



A Daring Life: A Biography of Eudora Welty
By Carolyn J. Brown
University Press of Mississippi,
2012

When one thinks of Mississippi writers, Eudora Welty is often the first to come to your mind. This biography tells Welty's story, beginning with her parents and their important influence on her reading/writing life that covers almost the entire 20th century. Carolyn Brown's biography, ***A Daring Life*** intends to introduce readers of all ages to one of the most significant writers of the past century, a prolific author who comprehends and transcends her Mississippi roots to create short stories, novels, and nonfiction that will endure for all time.

Carolyn J. Brown of Jackson is a writer, editor, and independent scholar. She has taught at University of North Carolina-Greensboro, Elon University, and Millsaps College.



Mississippi's American Indians
By James F. Barnett Jr.
University Press of Mississippi,
2012

At the beginning of the eighteenth century, over twenty different American Indian tribal groups inhabited the lands that became Mississippi. Today, the state is home to only one, the Mississippi Band of Choctaw Indians. In ***Mississippi's American Indians***, James F. Barnett Jr. explores the historical forces and processes that led to this sweeping change.

James F. Barnett Jr., Natchez, Mississippi, is director of the division of historic properties at the Mississippi Department of Archives and History in Natchez. He is the author of ***The Natchez Indians: A History to 1735***, also published by University Press of Mississippi (2007).

Featured Speakers



Roberto Gallardo and Amanda Clay Powers
Social Media for Librarians
Tuesday, October 23, 12:30 – 4:30



Chuck Gale
*Author/Illustrator Visits: Top 10
Secrets to Success*
Wednesday, October 24, 10:00 am



Russell Palmer
*Collaborative Platforms:
Working with OCLC
WorldShare
and More Cloud
Computing Tools for
Libraries*
Wednesday, October 24,
10:30 am



Ellen Ruffin
*Treasures in the
de Grummond
Children's Literature
Collection*
Wednesday, October 24,
11:00 am



Kitty Cook Ramsey
*Turning Pages
into Dollars*
Wednesday, October 24,
11:00 am

Featured Speakers



Doug Lehman

*Moving at Warp Speed: the (Past, Present and)
Future of Academic Libraries*

Wednesday, October 24, 11:30 am



Barbie Bassett

*Forecasts and Faith
2YCRT and Public Library Breakfast*

Thursday, October 25, 8:00 am



Brad C. Davis

Skills Act

Thursday, October 25, 10:00 am



Rosia Wade Crisler

Virgia Brocks-Shedd Luncheon

Thursday, October 25, 11:30 am

General Sessions Speakers



Joan Frye Williams

Photo by Chuck O'Shea

Wednesday, October 24, 2012 1:30 pm

Pie in the Sky Without Pie in the Face

Joan Frye Williams, MLS, is an internationally recognized library consultant and futurist. Since 1996 she has managed a consulting practice specializing in the creation of innovative library services and facilities. She has a distinguished track record of identifying and exploiting trends – particularly social trends – that will affect how library services will be consumed and delivered in the years to come.

Ms. Williams advises libraries, architects, vendors, funding agencies, and other clients who need to project future scenarios, anticipate changes in demand for library service, and develop new approaches to library operations in a rapidly changing information landscape.

In addition to her consulting practice, Ms. Williams shares her views about the future of libraries as an author, trainer, blogger, podcaster, and media commentator. She is a lively, engaging speaker, best known as an acute--and sometimes irreverent--observer of human behavior and importer of new ideas into the library environment.

Thursday, October 25, 2012 10:00 am

Valuing Public Access Technology in Public Libraries: Using the Public Access Funding and Technology Access Survey for Advocacy

Dr. John Carlo Bertot serves as Co-Director of the Information Policy & Access Center and Professor in the College of Information Studies at the University of Maryland. Bertot also serves as Director of the MLS program. His research spans library and government agency technology planning and evaluation, information and telecommunications policy, and e-government. Bertot serves as chair of the International Standards Organization's (ISO) Library Performance Indicator working group, which focuses on measuring the quality of library services. Bertot is past Chair of the American Library Association's (ALA) Library Research Round Table, and serves as president of the Digital Government Society of North America.

Also, Bertot is Co-Editor of *Library Quarterly* and *Editor of Government Information Quarterly*. Bertot's research is funded by the Bill & Melinda Gates Foundation, the Institute of Museum and Library Services, the American Library Association, and the Korean Institute of Science and Technology Information. Most recently, Bertot was awarded an educational grant by IMLS for digital government librarianship. This scholarship program focuses on developing innovative e-government librarians who are able to navigate the increasingly digital government information space as well as providing e-government services to the public.



Dr. John Bertot

1:00-2:00

Developing a Customer Service Training Program for New Library Student Employees

by Shirlene Stogner – The University of Southern Mississippi

Providing the best customer service experience possible is increasingly becoming one of the most important aspects of how libraries function and how libraries are perceived. The Personnel Development Committee at the University Libraries at Southern Miss has developed a new student employee customer service training program that gives each new student hire a common or core knowledge of customer service guidelines and principles.

Extinguishing Fires: Supervising a Major Library Construction Project

by Jennifer Brannock – The University of Southern Mississippi

In the summer of 2011, a new fire suppression system was installed in McCain Library & Archives which houses the special collections of the University of Southern Mississippi Libraries. The special collections librarian was appointed to supervise the process to ensure that the construction crew was on track and that collections were protected. This poster session will cover aspects of the fire suppression installation process with an emphasis on the elements that helped make the process a success.

Get Them Through the Door: Programming in the Academic Library

by Courtney Hicks and Tenise Faulkner – Northwest Mississippi Community College

Visiting the library can be both fun and informative! This poster session will focus on how libraries can “get students through the door” with fun and inexpensive activities. A handout will be provided with detailed description of activities, events and best practices for marketing.

An Investigation of Special Collections Library Theft

by Michael Mounce – Delta State University

In this poster presentation, Michael Mounce will provide the results of a library theft-related survey conducted by Mounce and co-researcher Dr. Patricia Mounce. The survey questionnaire was sent to ACRL-affiliated academic libraries throughout the United States. The information presented will include preventative measures to prevent special collections theft, security policies to respond to this type of theft, and other relevant information.

Map and Geographical Imagery in Editorial Cartoons

by Linda Ginn – The University of Southern Mississippi

Editorial cartoons combine text and imagery to convey political messages about issues of local, regional, national and international importance. This study examined the map and geographical imagery, including geographic landforms and manmade structures that indicate location, in editorial cartoons from the 1960s and 1970s. The cartoons are part of the AAEC Editorial Cartoon Digital Collection in the Special Collections at The University of Southern Mississippi.

Outreach Activities at Academic Libraries

by Melissa Dennis – University of Mississippi, Reese Powell – William Carey University, and Gail Peyton – Mississippi State University

In recent years, a push for outreach within academic libraries has increased. How academic libraries in Mississippi promote their name, resources, and people varies from each institution. This poster session showcases some of the items used to promote library services at the University of Mississippi, William Carey University, and Mississippi State University.

Weeding and Updating the Nursing Collection at the Smith Rouse Library, William Carey University

by Reese Powell and Sherry Laughlin – William Carey University

William Carey University's Smith Rouse Library conducted an extensive weeding and replacement project with its nursing monograph collection during the spring of 2012. The project was intended to result in a nursing collection that is up-to-date and responsive to the current research needs and course requirements of nursing students and faculty.

Integration and Digitization: Documenting the Civil Rights Movement in Mississippi Online

by Kathryn Michaelis – University of Mississippi

As part of the observance of the 50th anniversary of the University of Mississippi's integration, the Archives and Special Collections department has been digitizing many archival materials related to the struggle for racial equality on campus, in Mississippi, and across the South. These new digital collections reflect the more progressive approach to digitization being adopted at UM and many other libraries. This poster will discuss the factors that led to the adoption of this approach at UM and discuss them against the backdrop of wider efforts in the archival community.

2:15-3:15**Adult Programming: WHAT CAN WE DO?**

by Dorothy Fitts, Laura Beth Walker, and Nancy Opalko – Lafayette County & Oxford Public Library, First Regional Library System

Beyond author visits, there is a wealth of possible programming ideas you can have for the adults in your community. The Lafayette County & Oxford Public Library Head Librarian Dorothy Fitts and her staff will provide photos and suggestions for many held at this branch and others in the First Regional Library System.

Author Visits: Who, How, Where, When, Oh My!

by Heather Lawson – Hernando Public Library, First Regional Library System

What better way to emphasize reading and your collection than having author visits? Examples of successful posters/flyers and a handout on planning an effective event from beginning to end will be provided.

COLG 191: Issues in Developing and Implementing a Required Online Information Literacy Course at Chadron State College

by Harvey Brenneise – The University of Southern Mississippi

In 2010 Chadron State College (CSC) in northwest Nebraska voted to make a 1-hour information literacy class a graduation requirement and to teach this class online. The new requirement became effective with the 2012 school year. This poster session describes the process of implementing this decision, including the goals, outcomes, learning activities, course schedule/outline for the 8-week course, sample tutorials, implementation issues, what was learned, and areas for further research.

Como Teens Involved at the Library: New Ideas for Youth Projects!

by Alice Pierotti – Emily Jones Pointer Library, First Regional Library System and Judy Card – First Regional Library System

Getting teens involved in programming at the library is always a challenge. What about having them record oral histories, take photographs, and display their artwork, photographs and poetry? Working with them on community projects and local theatre presentations are other options that were also successfully implemented at the Como Library.

Connecting with Families with Autism

by Caroline Barnett and Nettie Moore – M.R. Davis Public Library, First Regional Library System

More and more children are being diagnosed with autism. Learn how the public library can better serve them and their families, make them feel comfortable in a library setting and what types of programs are best suited for autistic children. A list of books about autism and helpful links to autism websites and support groups will be included in the handouts.

Instructional Redesign: New Methods to Engage Freshmen at the Millsaps-Wilson Library

by Molly McManus, Rachel Renick, and Jamie Wilson – Millsaps College

The instruction librarians at Millsaps College modified their instruction for incoming freshmen for Fall 2012 to include: a library scavenger hunt using QR codes, 50 minute hands-on instruction sessions, and optional research parties for an advanced freshman course. This poster session will outline the objectives for each of these instruction methods and the types of assessment used for each instruction method. Handouts will be provided that summarize the instruction methods and that provide an example of the worksheet for the QR code scavenger hunt.

Mississippi Delta Chinese: Stretching the Information Literacy Skills of Freshmen Honors Learners at Delta State University

by Cynthia Beardsley – Delta State University

Delta Discovery or HON 100 is a program designed with the overall goals of assisting students to transition to university life and help them feel that they are a vital part of Delta State University but with a greater focus on reading, writing, 21st century literacies, and student ownership for education and personal responsibilities. Using primary source materials relating to the Mississippi Delta Chinese, the students will work independently and with an instruction librarian to produce a basic research essay from materials located at the Capps Museum and Archives at Delta State.

Pre and Post Tests in Library Instruction

by Alex Watson and Julie Ann Brandt – University of Mississippi

Analyzes the use of pre- and post- tests/quizzes to measure patrons' response to library instruction in the context of a Spring 2012 pilot. Using participant-submitted quizzes collected prior to and after library instruction, this poster describes students self-professed library learning outcomes and offers materials for future use/modification of the procedure.

3:30 – 4:30***Cataloging the Weird Stuff****by Sheryl Stump and Rick Torgerson – Delta State University*

Never fear the realia! Dealing with the cataloging of unusual items, and encouraging catalogers to not be afraid of cataloging these items, this poster presentation exhibits three objects, both describing for each object some problem areas in cataloging the item, as well as producing for each object a resultant catalog record.

Choosing the Right Citation Manager*by Elena S. Azadbakht – The University of Southern Mississippi*

With so many citation managers to choose from, which one is the best to recommend to patrons? This poster will outline the pros and cons of the major citation management systems, including RefWorks, EndNote, Zotero and Mendeley, and discuss which of these would best serve faculty, students and staff in a university setting.

Cost Benefit Analysis of Grant Seeking Resources: Free vs. Fee-based Online Grant Databases*by Ann Branton – The University of Southern Mississippi and Peter Dean – The University of Southern Mississippi Gulf Coast*

This poster will compare and contrast the features of a subscription database resource, Foundation Directory Online, with a free online database, GrantsSpace.org. Both databases are useful to those seeking grant opportunities for their libraries. Our focus will be on the ease of use, comprehensive treatment of subject, currency, organization and authority. When is a subscription to Foundation Directory warranted when the GrantsSpace.org may serve as well? We will also provide basic guidelines in selection of the best fit when seeking external funding to support libraries and museums.

Lessons from a Digitization Project: the Lyrasis Mass Digitization Collaborative*by Donna Ballard and Sarah Dauterive – East Mississippi Community College*

East Mississippi Community College Libraries had their yearbooks digitized through the Lyrasis Mass Digitization Collaborative. Come find out how the process works, what the outcomes of the project were, and how the library has been impacted since finishing the project.

Mississippi Children's Choice Award: The Magnolia Award*by Ally Watkins – Pearl Public Library, Erin Stringer and Lindsey Miller – Columbus-Lowndes Public Library*

The Magnolia Children's Choice Award helps instill a love of reading in the youth of Mississippi by letting them vote for their favorite books! This session will provide you with information on the award process and how to make the most of the award in your classroom or library.

More Than Just a Library: Learning to Share Your Space*by Allisa Beck – The University of Southern Mississippi Gulf Coast*

What do you do when you have the most desirable building on campus? The University of Southern Mississippi Gulf Coast Library has recently begun utilizing some of its space for what could be considered non-traditional library uses.

Patron Driven Acquisitions at The University of Southern Mississippi*by Sarah R. Mangrum and Jennifer Culley – The University of Southern Mississippi*

Starting in June 2012, The University of Southern Mississippi began implementing Patron Driven Acquisitions (PDA). This poster will discuss the process that University Libraries have gone through from conception to implementation of our PDA program for e-books. The poster will also tackle obstacles, usage since implementation, print versus e-book usage and using EBL for academic course reserves.

Tuesday, October 23, 2012

Registration – Open 12:00 until 5:00 p.m.

Pre-Conference:

- 12:30 – 4:30 Social Media for Librarians (MLC) *Tupelo Room* **Ticketed****
Presenters: Roberto Gallardo and Amanda Powers
This pre-conference event will be co-presented by representatives from the MSU Extension Broadband Education & Adoption Team (E-BEAT) and the Mississippi State Library. It will include information about how to use social media in your library, regardless of its type (school, academic, public, special, etc.). It will also cover ways to monitor your library's social media presence and image.
(Sponsored by MLC)
- 4:00 *MLA Long Range Planning Committee Meeting* *Board Room***
- 5:00 *MLA Executive Board Meeting* *Board Room***
- 6:30 *Angels on the Bluff (Cemetery Tour)* **Ticketed \$****
Don Estes, author of Legends of the Natchez City Cemetery, will give a tour of the famous and not-so-famous residents of the cemetery. It promises to be a fascinating evening of entertainment, and remember that Don only comes out at night for special guests!

Wednesday, October 24, 2012

Registration 7:30 – 5:00

- 8:00 *MAGNOLIA Steering Committee Meeting* *New Orleans Room***
- 9:00 *Legislative Committee Meeting* *New Orleans Room***
- National Library Week Committee Meeting* *St. Francisville Room***
- Finding a Collaborative Environment: Collection Development for IHL Systems in Mississippi (USM) *Memphis Room***
Presenter: Edward G. McCormack
Public higher education institutions in MS, particularly the eight members of the IHL System, have evolved from state-supported to state-subsidized. Will discuss current collection development spending of the eight public universities of the IHL System and how they could “advance our state together” by collaborating and promoting accessibility and cost-effectiveness in a state with ongoing shrinking budgets.

- 9:30** **Workforce Recovery – Helping Your Patrons Find a Job Now!**
(Public Libraries Section) **Vicksburg Room**
Public librarians will share what they learned from the OCLC Project Compass National Convention that was held in Arlington, VA, earlier this year. They will also share what their libraries are doing to help patrons return to work or better their career opportunities. Some libraries offer WIN Job Center services in the library, while others may offer resume review service, or job search guides. Program attendees will learn how their libraries can offer similar services to patrons – even on a small budget or with few resources available to them.
- MS Polaris Users Group** **Concordia Room**
- MS Sirsi Users Group** **Greenville Room**
- 10:00** **University Library Directors Council Meeting** **Baton Rouge Room**
- Author/Illustrator Visits: Top 10 Secrets to Success** **St. Louis Room**
Presenter: Chuck Galey (School Section Sponsor)
- 10:30** **Autographics Users Group followed by VUC (MLC)** **Vicksburg Room**
- Institutional Repositories and the Southern MS Experience (USM)**
Memphis Room
Presenters: Dr. Carole Kiehl and Dr. Corrie Marsh
This program outlines the various uses and platform options for institutional repositories around the world. Dr. Kiehl will share her experience in selection of a repository at Southern MS and Dr. Marsh will discuss the various projects and faculty participation in the USM repository 'Aquila' and future projects.
- Collaborative Platforms: Working with OCLC WorldShare and More Cloud Computing Tools for Libraries (TSRT)** **St. Francisville Room**
Presenter: Russell Palmer
In this 1 hour workshop, attendees will first explore easy to implement cloud computing tools and platforms that will help them to improve their workflows, more efficiently serve their users, and better manage their work life. Next the platform concept will be explored in further depth.
- 11:00** **NMRT Panel Discussion/Business Meeting** **New Orleans Room**
The New Members Round Table will hold a panel discussion on current topics in library leadership, specifically on developing effective customer service in the 21st century. Following the program, a brief business meeting will be held to elect officers and plan programming for the forthcoming year.
- Turning Pages into Dollars** **Tupelo Room**
Presenter: Kitty Cook Ramsey
This introductory workshop includes a presentation interspersed with question and answers session. It is designed to introduce people and volunteer organizations to fundraising, the laws governing fundraising in Mississippi, and how to begin a strategic fundraising plan. Participants leave the workshop with a basic knowledge of strategic fundraising, fundraising laws, and examples of a strategic fundraising plan, fundraising ideas that work and fundraising resources.

more 11:00 programs on next page

- 11:00** **Treasures in the de Grummond Children's Literature Collection** **Concordia Room**
Presenter: Ellen Hunter Ruffin, Curator
The de Grummond Children's Literature Collection is one of the premiere children's literature collections in the United States. Along with the original works of H. A. and Margret Rey (creators of *Curious George*) and the papers of Ezra Jack Keats (Caldecott Award winning author of *The Snowy Day*), the de Grummond Collection's holdings number over 1,300 authors and illustrators of children's works. The program will give an overview of highlights from the Collection. To recognize the upcoming 75th Anniversary of the Caldecott Awards, original art from Caldecott Award winning artists will be presented.
- 11:15** **EXHIBITS OPEN**
- 11:30** **Moving at Warp Speed: the (Past, Present and) Future of Academic Libraries**
ACRL **Natchez Room** **Ticketed \$**
Presenter: Doug Lehman
While European universities established libraries hundreds of years ago, the modern academic library as we know it in the US began to emerge in the latter part of the 19th century. For the first hundred years the greatest technological advance in academic libraries may have been the introduction of the electric typewriter. The past forty years have irrevocably changed how libraries are organized and staffed and how data is created and retrieved. A brief look at the past and present of academic libraries will lead to a fuller examination of where we may be headed in the future.
- 12:00** **Library School Curriculum** **Greenville Room** **Ticketed Lunch**
Presenter: Dr. Melanie J. Norton
A luncheon presentation/interactive discussion of the Southern Miss Library School curriculum. Participants will review and comment on core curriculum. Your evaluations and recommendations will be discussed.
- 12:30** **Technology Petting Zoo** **Exhibit Hall**
Stop by the Technology Petting Zoo to see some of the latest Android Tablets, iPads, and eReaders that you can put to use in your library. Come with questions and leave with answers on what apps your patrons and staff may be using and how these devices can interact with your library collection.
- 1:00** **MLA Business Meeting** **Tupelo Room**
Greetings from the Honorable Butch Brown, Mayor of Natchez
Important topics of discussion include: Increase of MLA Dues; *Mississippi Libraries* moving to an online format; Long Range Planning.

Wednesday, October 24, 2012

- 1:30** **GENERAL SESSION MLA Tupelo Room**
Pie in the Sky Without Pie in the Face
Presenter: Joan Frye (Sponsored by MLC)
According to library consultant and futurist Joan Frye Williams, we won't keep libraries relevant in a changing world just by chasing the latest trends. On the other hand, we won't fulfill our mission by hanging back, content to rest on our laurels. Let's face it – reinventing the library isn't exactly a piece of cake! So why not make the changes that will do the most good over the long run? Be prepared to see your work from a new perspective as Joan shares her views about what's hot, what's not, where the smart money is going, and how to get the maximum return on our efforts.
- 3:00** **Afternoon Tea with Authors Friends Natchez Room Ticketed**
Welcome by Senator Melanie Sojourner
Come enjoy tea and cookies and meet the authors:
Angela Fordice Jordan, Marshall Ramsey, and Carolyn J. Brown.
- 4:00** **Extended Play: Interactive Q & A with Joan Frye Williams Tupelo Room**
(Sponsored by MLC)
- 6:00** **President's Reception and Scholarship Bash Ticketed \$**
Join your colleagues to honor our MLA President, Stephen Cunetto, and at the same time raise money for the Peggy May and Virgie Brocks-Shedd Scholarships.
A beautiful venue at the **BriarVue** overlooking the Mississippi River with music, hors d'oeuvres, and a cash bar promise a memorable evening. (Transportation provided)

Thursday, October 25, 2012

Registration – 7:30 – 5:00

Technology Petting Zoo in Exhibit Hall all day

Exhibits open all day

- 8:00** **2YCRT and Public Library Breakfast Tupelo Room Ticketed \$**
Forecasts and Faith
Presenter: Barbie Bassett
Ms. Bassett will share the importance of carrying an umbrella when there's no rain in the forecast and the motivation behind her two most recent books.
Public Libraries Section Business Meeting to follow
- 8:30** **Success in 60 Minutes LIRT Baton Rouge Room**
Presenters: Peter Dean and Allisa Beck
In order to reach a broad range of patrons that include the university community as well as the public, the Gulf Coast Library on USM's campus, created a workshop program. Topics ranged from how to use Facebook to library research to the basics of financial aid. Presenters will discuss how to engage students that might not otherwise be met.

9:00

Turning Pages into Dollars (Repeat)

New Orleans Room

Presenter: Kitty Cook Ramsey

This introductory workshop includes a presentation interspersed with question and answers session. It is designed to introduce people and volunteer organizations to fundraising, the laws governing fundraising in Mississippi, and how to begin a strategic fundraising plan. Participants leave the workshop with a basic knowledge of strategic fundraising, fundraising laws, and examples of a strategic fundraising plan, fundraising ideas that work and fundraising resources.

Welty at Home: A Look Inside the Welty Collection
St. Francisville Room

Beta Phi Mu

Presenters: Alanna Patrick and Betty Uzman

A business meeting will precede the program. The program will begin at 9:45 a.m.

A selection of readings from Eudora Welty's correspondence that illustrates Welty's love for her house and for her hometown of Jackson, MS. The talk will highlight not only Welty's sense of humor, but also some of the unexpected treats that await the researcher in the Welty Collection.

The Future of Government Information: Preserving our Past, Expanding our
Future through Collaboration

GODORT

Vicksburg Room

Presenters: Julia Rholes and Laura Harper

A discussion of collaborative efforts among depository and non-depository libraries across the South-east and within Mississippi to preserve the historic record and expand public access to government information online.

Manga Now

USM

Greenville Room

Presenter: Elizabeth Haynes

Manga are popular with young adults and are increasingly finding a place in library collections. However, manga (Japanese comics) come with different cultural assumptions and iconic representations, as well as presented in a different reading format. This session will provide a basic introduction to manga, types of manga available, some interpretations of shorthand presentations of mood and feelings, and recommendations of titles for library collections.

10:00

GENERAL SESSION

MLA

Natchez Room

Valuing Public Access Technology in Public Libraries: Using the Public Access Funding and Technology Access Survey for Advocacy

Presenter: Dr. John Bertot

Public libraries are undergoing a transformation due to changes in the nature of information, technology, community demographics, community expectations, and funding. Increasingly, technology-based services and digital content are a core aspect of public library services, and building digitally inclusive communities is a key role for public libraries. For nearly 20 years, the Public Library Funding and Technology Access Survey has documented this transformation. Articulating the value of public access technologies in public libraries, and how these technologies transform the communities libraries serve. This presentation focuses on the changing nature of public library services and how to use data from the PLFTAS survey to advocate for public libraries in an increasingly Internet-enabled context, as well as cover new developments regarding public access technology benchmarks through the Edge Initiative, funded by the Bill & Melinda Gates Foundation.

10:00 MS Community/Jr. College Deans and Directors Meeting Board Room

Skills Act School Section Baton Rouge Room

Presenter: Brad Davis

Strengthening Kids' Interest in Learning and Libraries Act or the SKILLs Act

MAGNOLIA Training Concordia Room Ticketed

Presenter: Amy Poe

Hands-on Training on various databases offered by MAGNOLIA. Learn about Novelist, Literary Reference Center, Consumer Health Complete, the EBSCO interface and more.

10:30 Online Reference Resources for Public Librarians New Orleans Room

Presenter: Dr. Catharine Bomhold

This session will present a variety of new, free, online sources appropriate for public library reference use.

You Mean This Old Stuff Greenville Room

Presenters: Jennifer Rose and Mona Vance

Get them while they are young! Even though by graduation, a student has had 12 years of history or social studies, many do not know what an archive or primary resource is. In an effort to raise awareness, the panelists have created programs and presentations specifically connecting K-12 students with archival materials. They will show how different institutions have built successful outreach programs.

Money Smart Week @ Your Library Memphis Room

Presenter: Michael Dowling (ALA)

Libraries in MS and across the country will be helping their communities become money smart, April 20-27, 2013. Come learn how your library can be part of this partnership between ALA and the Federal Reserve Bank. Program ideas and resources for all ages and all stages of life, along with local MS examples, make it easy for you to be part of this national effort.

**11:45 Virgia Brocks-Shedd Luncheon Black Caucus Tupelo Room Ticketed \$
Remembering the Past While Embracing the Future: the Enduring Legacy of
African American Librarians**

Welcome by: Darryl Grennell, President of Adams County Board of Supervisors

Presenter: Mrs. Rosia Wade Crisler

YPSRT Luncheon Natchez Room Ticketed \$

Puzzled by Picture Books

Presenter: Sarah Frances Hardy

Hardy discusses her personal journey in creating her first picture book, *Puzzled by Pink*. She will take her audience through the whole picture book creation process focusing on writing and illustrating techniques, how to get published, and the importance of picture books in today's world of e-books.

1:00 – 4:30 POSTER SESSIONS Exhibit Hall

- 1:00 Online Reference Sources for School Librarians New Orleans Room**
Presenter: Dr. Catharine Bomhold
This session will present a variety of new, free online sources appropriate for school librarian reference use.
- Talk Dirty to Me Greenville Room**
Presenter: Dr. Stacy Creel
Discusses YA fiction and non-fiction dealing with sex and sexuality, why you should have it, and how to defend it. It highlights some specific titles and includes a bookmark craft and reading list.
- Common Core State Standards School Section St. Louis Room**
Presenter: Lemuel Eubanks
Librarians and media specialists will be integral parts of the transition to Common Core State Standards. CCSS require that literacy be integrated throughout social studies, science and technology. This session will introduce librarians to the CCSS and provide info on integrating literacy into the core classes.
- 2:00 MAGNOLIA Training Concordia Room Ticketed**
- Promoting the Magnolia Children's Choice Award Natchez Room**
Sponsored by YPSRT and School Section. Join members of the Magnolia Award Selection Committee to discuss the award, the books and innovative ways to promote voting by Mississippi children.
- Librarianship 101 Reunion Tupelo Room Ticketed**
An opportunity for alumni of Librarianship 101 to meet and share library experiences since their attendance. Specific alumni will make presentations about completed project outcomes. MLC will provide scholarships to the selected presenters for attending the MLA Conference. This reunion is open to all participants who have attended the program in the nine years of its existence.
- 2:30 Free Technology and Web 2.0 Tools for Your Library Greenville Room**
Presenters: Dr. Teresa Welsh and Dr. Stacy Creel
Discusses different types of technology and Web 2.0 tools to use in your library. Some tools may be new and some may just be used in a new way. Includes some tried and true examples from libraries, literature, and time for sharing and discussing.
- 3:00 Libraries and Community Emergency Response Team (CERT) Training Vicksburg Room**
Sponsored by Special Libraries Section
Presenters: Dave Nichols, Mayor of Monticello, MS and Joyce M. Shaw, Head, Gunter Library
Does your Library know what to do in an emergency or natural disaster? This program will review how Community Emergency Response Team (CERT) training helps prepare libraries in an emergency or natural disaster situation. How to receive state grants to provide this training, as well as effective ways to host a CERT training program at your library will be discussed.
- 3:00 Ice Cream Social in Exhibit Hall**
- 5:00 Cash Bar Social prior to Dinner**
- 6:00 Mississippi Authors Award Dinner Natchez Room Ticketed Event \$**
Honoring: Stokes McMillan, Ramona Bridges, and Margaret McMullan

Registration – 7:30 – 11:00

8:00 USM Alumni Breakfast *Baton Rouge Room* Ticketed Event \$
Report to the body on SLIS Accreditation and how focus groups can influence the world.

9:00 Past Presidents Breakfast *Board Room*

**Library Outreach Services – Now!
Sponsored by the Public Library Section**

New Orleans Room

Public, school, college, and university librarians share details of the outreach services they provide to their patrons and communities. Learn how public librarians are reaching out to their communities by offering bookmobile services, “Bifolkal” kits that help patrons share old memories and create new ones, and “Reading with Ayla,” an animal-assisted therapy program. Other outreach services provided by public libraries to daycares, Head Start centers, nursing homes, prisons, detention centers, and alternative schools will be discussed. School librarians can learn how to promote Family Literacy Night and social bookmarking to increase their presence in the communities they serve. College and university librarians will discuss programs such as Science Cafés and “Born to Read” early literacy programs.

Emergency/Disaster Preparedness and Response

Vicksburg Room

Presenters: Emily Jones and Jennifer Rose
Review of disaster planning, prevention and response.

10:00 Build Your Own Posse

Baton Rouge Room

Presenter: Kim Gunter
Feel like you’re the Lone Ranger? Want more support from your colleagues? Come learn some concrete ways to build support for your library. We will discuss ways to develop relationships with teachers, students, parents, and the community.

Fighting MS Obesity

St. Francisville Room

Presenter: Eric Speas
How to get information from the experts to the community to help fight obesity in Mississippi.

11:30

MLA Awards Luncheon

Tupelo Room

Ticketed Event \$

The grand finale of the 2012 Mississippi Library Association Conference honoring our colleagues for outstanding professional achievement and special recognition of Lifetime MLA members.

Natchez Convention Center - First Floor



Natchez Convention Center

Second Floor

