

Day	Start Time	End Time	Program Title	Program Description	Room	CEU?
October 17, 2017	1:00 PM	4:00 PM	Early Registration			
October 17, 2017	1:30 PM	3:30 PM	MLA Preconference: The Consumer Financial Protection Bureau Community Education Project	The Consumer Financial Protection Bureau (CFPB) wants to help make libraries the go-to source for unbiased financial education and resources in every community. This pre-conference session will demonstrate CFPB's easy-to-understand, behaviorally informed financial education resources available to libraries; provide program ideas, resources, and tools, and help libraries connect with local partners.	Garden Room	.2 CEUs
October 17, 2017	4:00 PM	5:00 PM	MLA Executive Board Meeting	The MLA Executive Board Meeting is open to any MLA members who would like to attend.	Executive Conference Room	
October 17, 2017	6:00 PM	9:00 PM	An Evening in the Archives	Special Collections at Southern Miss opens its doors for a unique opportunity to look at its rare holdings. Small group tours will get a behind the scenes peek into the de Grummond Children's Literature Collection, the Archives, and Rare Book Collections. Enjoy heavy hors d'ourves and a cash bar in the Woods Room as well as a live musical performance in the Cleanth Brooks Reading Room.	McCain Library & Archives The University of Southern Mississippi	
October 18, 2017	7:30 AM	9:00 AM	Coffee and Pastries	Get your day started with coffee, pastries, and networking with your colleagues from across the state!	Central Area	
October 18, 2017	8:30 AM	9:30 AM	Southern Miss SLIS Alumni Breakfast	Alumni of the Southern Miss School of Library and Information Science are invited to join SLIS director and faculty for breakfast and an update on what's new at SLIS.	Garden Room	

October 18, 2017	8:30 AM	9:30 AM	Good Morning, how are you?	Have you ever had an employee come to work with the worst attitude? Or that one employee that comes in that doesn't feel well and is sad? Have you stopped to asked them how are you? Well, I do! As circulation supervisor, it is imperative that my staff is as upbeat and cheerful as possible so, we have "Good Morning, how are you?" time every morning, so staff can vent to me and afterwards try to have a good day. You'll surprised at how much of a difference it makes in your staff, just to know that someone cares. In this session I would discuss how I go about asking about the staffs day and things I do to get the momentum flowing.	Forrest I	.1 CEUs
October 18, 2017	8:30 AM	9:30 AM	The Power of Story	Story is how we experience, know and understand this reality we call life. We learn by asking questions. All stories begin with questioning, the search for meaning, truth and understanding.	Forrest II	.1 CEUs
October 18, 2017	8:30 AM	9:30 AM	Sharing Faculty Collaboration Success Stories	At the University of Southern Mississippi, and across the country in Academic Libraries, the mantra for Public Services Librarians is to develop relationships with your assigned faculty members and to work with them collaboratively. This presentation will highlight three success stories from a new librarian's first year: a reinvention of basic library instruction for our English 102 course; office hours and a pathfinder for our History 101 course; and, coauthoring an open access textbook (with a cop!). The presenter will encourage the audience to share their own success stories so that we can all grow together. Attendees will leave with a set of tips and tricks for developing their own successful faculty relationships.	Lamar I	.1 CEUs
October 18, 2017	8:30 AM	9:30 AM	Tabletop Gaming: Building and Sharing Stories with the Popular Trend	Tabletop gaming is more than just Monopoly, Life, and Dungeons and Dragons. This popular trend is for all ages and can be used in the library to tell stories and bring people together . This presentation will give examples of programs and how it can be more than just a barrel of fun while bringing people into the library.	Lamar II	.1 CEUs

October 18, 2017	9:30 AM	10:30 AM	Free Online Tools to Make Telling Your Story Easy and Effective	In this session, attendees will learn about free online tools to help market, or tell the story of their libraries, to their communities, as well as help their patrons. Examples of tools and websites to be discussed are as follows, but not limited to: Canva, Pixabay, and Colorzilla, with a focus on user experience and usability. This session will be of interest to library employees in academic, public, school, and special libraries. Attendees are encouraged to bring their own laptops or devices to click along with the speaker and for easy bookmarking.	Forrest II	.1 CEUs
October 18, 2017	9:30 AM	10:30 AM	The Cooks, The Recipes, The Librarian & The Historian: Preserving Local History Through Cookbooks	<p>Before we could forge a partnership with the community, we needed to create partnerships at the university. In 2013, Jennifer Brannock, Curator of Rare Books and Mississippiana at Southern Miss, and Andrew Haley, an associate professor in History, came together to build the Mississippi Community Cookbook Project (MCCP). Over the past three years, the project has built the library's cookbook collection into the largest in Mississippi. It succeeded because we both respected each other's expertise and worked within existing institutional frameworks. The library collects, digitizes, and catalogs the cookbooks. The MCCP's website provides contextual information, additional indices, and an accessible public gateway to the cookbooks (as well as a social media presence). The partnership has led to broad public engagement and the development of a valuable archival resource.</p> <p>This presentation will provide an overview of the Mississippi Community Cookbook Project including information about challenges and potentials of culinary research and the digital humanities.</p>	Lamar II	.1 CEUs
October 18, 2017	9:30 AM	10:30 AM	MCJCLDD Group Meeting	Fall meeting for the Mississippi Community & Junior College Library Deans and Directors Group.	Executive Conference Room	

October 18, 2017	9:30 AM	10:30 AM	Talking Book Services for Kids and Young Adults	Talking Book Services isn't just for adults: it's for kids and young adults, too. Learn how school and public librarians can help their young patrons with visual, physical, or reading disabilities access the world of books.	Lamar I	.1 CEUs
October 18, 2017	9:30 AM	11:30 AM	The Digital Turn in/and the Library	When asked if they have ever been to their institution's library, some college students will say no, having never checked out a book from the stacks or even entered the building often at the heart of campus. Yet push further and you'll find they have checked out ebooks, downloaded a journal article in a database, or looked at old yearbooks online. That is, they have been to the library, one that exists in bytes and computer screens rather than bricks and mortar. The digital turn is evident in the library--whether in physical spaces or resources or professional positions: computer labs, data services, institutional repositories, digital scholarship centers, web librarians. What are some of the possibilities, and limitations, that this digital turn opens for academic libraries? Coats will discuss the library as an engine for research and teaching in the digital age.	Hattiesburg Hall C	.2 CEUs
October 18, 2017	10:30 AM	11:30 AM	Tell Your Community's Story Through Your Collection	Libraries are expanding their collections to more than just books. This panel discussion will tell you what and how libraries across the state are cataloging, from cake pans to iPads to tools! Come find out how you can tell the story of your community through your catalog! The program will be followed by a Technical Services Roundtable business meeting.	Lamar I	.1 CEUs
October 18, 2017	10:30 AM	11:30 AM	Accentuate the Positive: A Method for Valuing Library Marketing Efforts	This presentation focuses on discovering actual values for marketing and outreach efforts. We will take a light-hearted look at effective campaigns and efforts across the country, decide how much a single like on your Facebook page is worth to your institution, and a walk away with new concepts in promotion, social media, and creative ads. And none of it will cost your library a dime...	Forrest I	.1 CEUs

October 18, 2017	10:30 AM	11:30 AM	Poster Session Lightning Session I	This session will contain multiple "Lightning Talks" (5-minute presentations) on topics that will be on display in the Central Area. So come and get inspired at the speed of light! <ul style="list-style-type: none"> <li>• 10 Steps to Telling Your Story</li> <li>• Engineer Research and Development Center Library Increases Visibility of Technical Reports and Articles Using Linked Data</li> <li>• Conflict, Collaboration and (hopefully) Closure: Working with Graduate Students to Develop a Conflict-Resolution Workshop for USM University Libraries</li> <li>• Technology Tools for Storytelling</li> <li>• Inviting the Community into the Library</li> </ul>	Forrest II	.1 CEUs
October 18, 2017	10:30 AM	11:30 AM	Beehive Resource Sharing Update	Updates, stats, and training on the statewide interlibrary loan system, Beehive Resource Sharing (formerly called the VUC).	Lamar II	.1 CEUs
October 18, 2017	10:30 AM	11:30 AM	"Finding Your Story to Write Your Story": Amateur Genealogy Research, and Collection Access Through Digitization.	Everyone we meet has a story. Using the vast resources available, we can write these stories like never before. The first part of this presentation introduces individuals to the many resources available at the Mississippi Department of Archives and History and through Ancestry.com for novices interested in getting involved in finding and writing our wonderful genealogy stories. The second half gives an overview of the methods that Singing River GLH is using in their digitization program including selection of materials to exhibit, open source software used, plug-ins used to create online exhibits, and planning for different demographics that may use these exhibits. The presentation will end with the showing of an online exhibit created to tell the story of how the Singing River Genealogy-Local History Library originated and progressed to its current incarnation.	Garden Room	.1 CEUs
October 18, 2017	11:30 AM	12:00 PM	Exhibit Hall Grand Opening		Hattiesburg Hall A	
October 18, 2017	11:30 AM	12:30 PM	Lunch	Lunch on your own or pick up pre-ordered boxed lunches in the Exhibit Hall.	Hattiesburg Hall A	

October 18, 2017	12:30 PM	2:00 PM	<p>MLA Business Meeting and Opening General Session "Pity Yarns and Boring Stemwinders: Storytelling the Right Way for Library Advocacy"</p>	<p>How people listen to stories, and how people learn from stories, is rooted in their own values and emotions, and in their hopes and fears. For library advocacy work to succeed, the stories we choose to tell are often more important than how polished we are as storytellers. Join opening general session speaker John Chrastka as he challenges us with two questions: Do we tell "the library story" in the right way? And, what can happen in library advocacy if we embrace the fact that regular people - our neighbors and fellow Americans - are interested in the work we do, even if they don't use the library? He will share insights on how to engage during conference with session-content and other attendees to build up your storytelling skills.</p>	Hattiesburg Hall C	.15 CEUs
October 18, 2017	2:00 PM	3:00 PM	<p>Outreach Matters! Connecting the Library with Students and Faculty Through Fun Activities</p>	<p>Libraries have been exploring various outreach opportunities and activities to engage users and foster partnerships with user communities. This presentation will share with conference participants a successful outreach project conducted in early 2017 at an academic library. The aim of that project was to develop programs that would increase collaborations with library users and help enhance library visibility and make library resources and services more valued. The presentation will focus on how librarians working in different departments team up as library liaisons to reach out to a student organization and their faculty. The presentation will cover library activity examples and what we have learned through the outreach initiative. Attendees will also have the opportunity to discuss insights they have gained from their own outreach practices.</p>	Lamar II	.1 CEUs

October 18, 2017	2:00 PM	3:00 PM	A New Kind of Academic Freedom	Open educational resources (OER) are freely available textbooks and educational materials that provide significant cost savings for students while also frequently improving student learning outcomes. Academic libraries have been at the forefront of the movement to encourage faculty to implement OER on their campuses, and Mississippi libraries are no exception. The University of Mississippi promotes the adoption of open textbooks at universities and community colleges across the state through grants provided by the Hewlett Foundation, and The University of Southern Mississippi encourages open textbook creation and adoption at the campus level through its Open Textbook Initiative, which is co-sponsored by University Libraries and the Office of the Provost. This presentation will offer an overview of OER and will highlight each of these OER approaches, including an emphasis on how they complement each other in the effort to tell the story of the advantages of OER across every campus.	Forrest I	.1 CEUs
October 18, 2017	2:00 PM	3:00 PM	Librarianship 101 Reunion: Advocate!	Come and reconnect with your fellow Librarianship 101 participants and learn how you can partake in random acts of advocacy with your current patrons, reach those members of the community that aren't currently library users, and connect with your local funding authorities and legislators.	Garden Room	.1 CEUs
October 18, 2017	2:00 PM	3:00 PM	Using a Consultant to Bid Out E-Rate Services: One Year Later	The Jackson Hinds Library System was one of the very first library systems in Mississippi to use a consultant to bid out e-rate services. As a result, we were able to provide much higher bandwidth and fiber connections to all of our 15 libraries at a much lower price. This session will cover our first year's experience in bidding out internet services, as well as the cabling and equipment needed to complete the project. We will share what we learned, what worked well, and what problems we encountered along the way.	Lamar I	.1 CEUs

October 18, 2017	2:00 PM	4:00 PM	Retirement: Your Story Continues...	Retirement is a huge step, not just financially, but in other ways too. Join Mr. Shannon Dyse, State Director of the Mississippi Deferred Compensation Plan, as he tells us how to plan for a financially secure future, and speakers from the Mississippi Retired Public Employees' Association (MRPEA), "Representing retired and active employees covered by PERS", as they tell us how to make retirement a personal success.	Hattiesburg Hall C	.2 CEUs
October 18, 2017	2:00 PM	3:00 PM	Long Range Planning Committee Meeting	Annual meeting of the Long Range Planning Committee. All are welcome to attend.	Executive Conference Room	
October 18, 2017	3:00 PM	4:00 PM	Friends of Library Booksales: Ideas You Can Use	The presentation will give participants information on how to spot rare old books and also first editions in donations made to your local library. Presenter will also provide contacts to 5 regional book dealers. Friends president and former library director will also offer suggestions on how to market a booksale with older items or signed editions..	Forrest I	.1 CEUs
October 18, 2017	3:00 PM	4:00 PM	MS SirsiDynix User Group Meeting	Join representatives from SirsiDynix and the Mississippi SirsiDynix Users Group for an update on SirsiDynix products.	Forrest II	
October 18, 2017	3:00 PM	4:00 PM	Stories from Behind Bars and How Friends Can Help!	The Friends of Mississippi Libraries Inc. will be joined by Big House books to discuss their mission of getting books into the hands of incarcerated Mississippians. Big House Books is a non-profit organization based in Jackson, MS. Attendees will learn how their local Friends of the Library group can support incarcerated Mississippians and ways to support Big House Books. This program is also hosting a book drive of new/gently used paperback books for Big House Books. These books will be sent to Mississippi prisoners.	Lamar I	.1 CEUs

October 18, 2017	3:00 PM	5:00 PM	Librarian as Candidate / Library as Cause	Voters, constituents, and donors behave the way they do about library funding for two specific reasons, and very little of it has to do with what conventional wisdom says in library advocacy. Most of what drives their behavior is not their own user experience, but is instead their perceptions and attitudes of the public library as an institution, and also of the people who work there as engaged, passionate people who serve the community. In this session, join John Chrastka, founder and executive director of EveryLibrary, for a workshop covering data and field-tested messaging to activate those perceptions and help you shape more effective marketing for your library. This workshop will be followed by a short Public Library Section Meeting.	Garden Room	.2 CEUs
October 18, 2017	4:00 PM	5:00 PM	Southern Miss School of Library & Information Science Focus Group	Alumni, students, prospective students, and other interested parties such as employers, we want to hear from you! You are invited to contribute your ideas on improving library and information science education.	Forrest I	
October 18, 2017	4:00 PM	5:00 PM	Librarians Matter!	As more and more people are deciding that libraries are not important, it is every so important for librarians to know their worth and be able to show their worth. Often, in the school setting, librarians are not afforded the opportunities to be developed professionally. This presentation will help librarians get and/or stay marketable. Various certifications and resources will be highlighted.	Forrest II	.1 CEUs
October 18, 2017	4:00 PM	5:00 PM	UNDISCLOSED: Secrets of a Sommelier	Want to know how to choose the perfect wine for any occasion? Aaron Rogers, local wine expert, of Southern Glazers Wine and Spirits, will discuss tips and tricks used by professional sommeliers for choosing wines, food pairings, and more. Join Beta Phi Mu for this fun program, there will be door prizes! The program will be followed by a brief business meeting.	Offsite: Red Lion Inn & Suites	

October 18, 2017	4:00 PM	5:00 PM	Poem Your Story	There is a general consensus among teenagers that poetry is boring, impossible to understand and only written by 18th century old, white men. Students are scared to read poems, and they hesitate to analyze poetry for fear of being wrong. They believe that poetry is beyond their understanding. They groan and vehemently express their hatred when they hear the evil P word. This presentation is designed to repair poetry's reputation among young adults by giving them the chance to see poetry from a different angle. Through a poetry writing project, students are asked to become active participants instead of casual observers of poetry. As they begin to see themselves as poets, their dreadful groans transform to celebratory cheers. They discover their powerful voice and are able to tell their story.	Lamar II	.1 CEUs
October 18, 2017	6:00 PM	9:00 PM	President's Reception and Scholarship Bash @ The Ogletree House @ Southern Miss	Join your colleagues at the historic Powell Ogletree House on the campus of The University of Southern Mississippi to honor our MLA President, Jenniffer Stephensen, and raise money for the Peggy May and Virgia Brocks-Shedd Scholarships. Music, heavy hors d'oeuvres, and a cash bar promise a memorable evening. <i>Menu: Mini crab cakes with spicy remoulade, sliced beef tenderloin served on a fresh toasted baguette and topped with horseradish and chive crème fraiche, pecan crusted chicken tenders, buffalo chicken spring rolls, 9-layer fiesta dip with white corn chips, vegetable crudités with roasted red pepper hummus and creamy dill ranch, assorted cheeses and fruit, petit fours, and brownies.</i>	Ogletree House The University of Southern Mississippi	
October 19, 2017	7:30 AM	8:30 AM	Rise and Shine Yoga with Southern Miss SLIS	For a relaxing morning experience please join Greenhouse Yoga at 7:30 a.m. for a 30-minute session to be followed at 8 by breakfast snacks and conversation with the School of Library and Information Science, sponsors of the session.	Terrace	

October 19, 2017	8:30 AM	9:30 AM	Aquila Rising: Stories of Impact from an Institutional Repository	The University of Southern Mississippi launched its institutional repository (IR), Aquila, in January 2012 to preserve and showcase the scholarly output of the university's faculty, staff, and students. In the five years since then, users from around the world have downloaded items in Aquila over a million times. In this presentation, we will look briefly at the basics of IRs, and we will discuss several successful Aquila initiatives through the years, such as journal publishing, event and conference recordings, and electronic theses and dissertations, to demonstrate why an IR is such a powerful tool for promoting both the library's value on campus and the university's research and scholarship to a global audience. We will conclude with a discussion of ideas for implementing or growing an IR and of possible opportunities for community collaboration.	Forrest II	.1 CEUs
October 19, 2017	8:30 AM	9:30 AM	Friends of the Festival Forum	Get the scoop on the 2018 Fay B. Kaigler Children's Book Festival and learn the must-read titles from each keynote. Top titles and award-winning books from the keynotes will be discussed and a reading list will be provided. An open forum will follow where attendees may discuss ideas for future Festivals, suggest improvements, and have the opportunity to bend the ears of Coordinators Karen Rowell and Heather Moore.	Lamar II	
October 19, 2017	8:30 AM	9:30 AM	Same Story, Different Format: Programming for Children with Autism Spectrum	For most children, children's programs are often fun, lively events with plenty of sounds and interactions with their peers. A child with Autism Spectrum Disorder (ASD) tends to have a completely different experience as this is often an overwhelming environment. This presentation will discuss ways that we, as library professionals, can reach out and create an environment that is welcoming to a child with ASD through the development of specialized programs, known as sensory programs, as well as suggestions on how to implement these programs into your library's regular programming schedule.	Lamar I	.1 CEUs

October 19, 2017	8:30 AM	9:30 AM	Enhancing and Promoting the Love of Reading in School	This presentation is a hands on approach with ways that I use myself and have tried, to promote and engage students in reading and promote its importance throughout the school. I have hands on examples and strategies that can be easily implemented in any school setting. I work in a pre k - 6th grade school and they have worked for me. It also goes across the curriculum and can be adapted to different ages and used with our Standards.	Forrest I	.1 CEUs
October 19, 2017	9:30 AM	10:30 AM	Past Presidents Brunch	(By Invitation only to Past Presidents of the Mississippi Library Association)  Join MLA Past Presidents at Black Sheep's Café for a modern American cuisine brunch featuring coffee, mimosa's and a made from scratch, seasonal menu with items that are made with locally sourced and responsibly grown produce. Transportation will be provided from the Lake Terrace Convention Center and those wishing to take the shuttle should meet at 9:00am to leave by 9:15am.	Black Sheep's Café	
October 19, 2017	9:30 AM	10:30 AM	MAGNOLIA Steering Committee Meeting	Closed meeting of the MAGNOLIA Steering Committee members.	Executive Conference Room	
October 19, 2017	9:30 AM	10:30 AM	K-6 Library Skills	K-6 Library Skills Guidance provided guidance to help school librarians integrate information literacy skills instruction into the College-and Career-Readiness Standards. School librarians play a critical role in teaching information literacy skills so that students can acquire, evaluate, and interpret, and apply the information that will be introduced throughout life. The goal of the School Library Skills Guidance is to reinforce classroom curriculum content with relevant library resources.	Forrest II	.1 CEUs
October 19, 2017	9:30 AM	10:30 AM	Test Scores and School Libraries	<b>Waiting on final description</b>	Lamar I	.1 CEUs

October 19, 2017	9:30 AM	10:30 AM	Remembering and Writing in Black and White	Sit back, relax, and enjoy a conversation between two Mississippi writers as they discuss how their childhood memories and family stories influenced the writing and publication of their 2017 debut novels. One author is the granddaughter of a black sharecropper from the Mississippi Delta town of Rosedale and the other author is the granddaughter of a white landowner from nearby Clarksdale. Listen in as they discuss their shared past that was never really shared until they found a way to do so — personally.	Lamar II	.1 CEUs
October 19, 2017	9:30 AM	10:30 AM	Storytelling Panel	This session is a primer for the beginner storyteller. Hear tips, suggestions and resources for storytelling programs in your library from our panel of experienced storytellers. Audience members will receive many tips and ideas to help them develop their own personal style of storytelling. Attendees will also learn to apply storytelling techniques both to teach and to verify understanding of material.	Garden Room	.1 CEUs
October 19, 2017	10:30 AM	11:30 AM	University Directors Council Meeting	Closed meeting of the University Directors Council.	Executive Conference Room	
October 19, 2017	10:30 AM	11:30 AM	Poster Session Lightning Session II	This session will contain multiple “Lightning Talks” (5-minute presentations) on topics that will be on display in the Central Area. So come and get inspired at the speed of light! <ul style="list-style-type: none"> <li>• 50 Books/50 States</li> <li>• What the Stat Law Library Can Do for You</li> <li>• The Story of 70 Years of Field Experience for Students at the Gulf Coast Research Laboratory</li> <li>• LIB 101 and the Culture of Online Learning</li> <li>• If Walls Could Talk: An Oral History Project Alcorn State University, J. D. Boyd Library</li> </ul>	Forrest II	.1 CEUs

October 19, 2017	10:30 AM	11:30 AM	Best Practices for Using Government Information in ALL Libraries	Do you feel like your government documents collection is often overlooked and undervalued? Are you looking for ideas to promote your online and print holdings to your patrons, board, and administrators? Our panel of experts will show you how to promote these unique collections and help explain their importance to your stakeholders. Whether your library has a government documents collection or not, we can show you how to use and promote online government resources. There's something for academic, public and school libraries! In times of lean library budgets, government documents emerge as FREE resources with useful information on a broad range of topics. This panel discussion will focus on the value of government documents by highlighting resources on topics of current interest and answering your questions related to distributing federal and state information.	Lamar II	.1 CEUs
October 19, 2017	10:30 AM	12:00 PM	Promoting School Libraries in the Community	Julie Stivers, an award-winning school librarian from Raleigh, NC, will present on promoting school libraries within the school community. A brief School Library Section meeting will be held after Mrs.Stivers' presentation.	Hattiesburg Hall C	.15 CEUs
October 19, 2017	10:30 AM	11:30 AM	Using Stories and Statistics to Advocate for Support	With resources at a premium, great attention is being paid to persuasive methods and convincing stakeholders to support and advocate for archival and library needs. Digital libraries, like others, are not immune to the seemingly perpetual budget cuts across our field. However, using stories and statistics to illustrate our impact can help advocate for our needs and preserve our digital history. This session will focus on compiling qualitative stories from our patrons with quantifiable statistics to advocate for digital preservation needs. Using Digital Collections at the University of Southern Mississippi as a case study, this session will show examples of patron stories and measurable statistics to advocate for a digital preservation system and larger data preservation needs at the university. While the example is academic, the overall framework is adaptable to all settings.	Lamar I	.1 CEUs

October 19, 2017	10:30 AM	11:30 AM	Allen Eugene Cox and the Citizen's Council: A Collection in Defiance	This presentation will explore how stories can be told through archival collections, by examining the collection of Allen Eugene Cox. As the director of Providence Cooperative Farm in Cruger, Mississippi, a farm where both whites and African Americans lived and worked in the 1940s-1950s, Cox became a target of the powerful White Citizens' Council. Forced out of the state by the Council in 1956, Cox made it his mission to collect everything he could find related to the Council and other white supremacist groups in Mississippi. This collection tells the story of an ugly time in Mississippi history, while also showing Cox's involvement in groups fighting against segregation. This presentation will show how a story, and often multiple stories, can be told through a collection, and will discuss ways in which archivists and librarians can use their own existing collections to weave stories for exhibits and programming for their patrons.	Forrest I	.1 CEUs
October 19, 2017	11:30 AM	1:00 PM	Lunch	Lunch on your own or pick up pre-ordered boxed lunches in the Exhibit Hall.	Hattiesburg Hall A	
October 19, 2017	12:00 PM	2:00 PM	YPSRT Luncheon	Join the Young People's Services Round Table for a luncheon with Southern author Corabel Shofner. Shofner is the author of the debut middle grade novel Almost Paradise, published by Farrar, Straus and Giroux, an imprint of Macmillan.	Lakeview	
October 19, 2017	12:00 PM	2:00 PM	Lunch with Retirees: The Value of Libraries and Librarians	The MLA-Black Caucus Roundtable session will consist of a luncheon panel discussion entitled: Lunch with Retirees: The value of libraries and librarians. Each panelist will have 15minutes to speak and question and answer will be afterwards.	Hattiesburg Hall B	

<p>October 19, 2017</p>	<p>1:00 PM</p>	<p>2:00 PM</p>	<p>Mississippi Children's Choice Award: The Magnolia Award</p>	<p>The Magnolia Children's Choice Award brings the children of Mississippi into a larger community of lifelong readers. This session will provide information on the award process, ideas on how to implement it, and ways to get involved. Nominations for the short list are accepted from both children and adults, and then narrowed down by selection committees of professionals in education and library science. Once the short list is posted, children across the state are given the opportunity to vote for their favorites in the four categories: grades PK-2, grades 3-5, grades 6-8, and grades 9-12. Winners of the vote are announced at the Fay B. Kaigler Children's Book Festival hosted by the University of Southern Mississippi who, in conjunction with the Mississippi Children's Museum, are now providing a variety of incentives to participating voting sites. Get involved now to help instill a love of reading in the youth of Mississippi!</p>	<p>Forrest I</p>	
<p>October 19, 2017</p>	<p>1:00 PM</p>	<p>2:00 PM</p>	<p>Bringing It All Together: Using Technology to Engage Your User Community</p>	<p>It is easy to be overwhelmed by the ubiquity of social media. For academic, public, and school librarians, the problem involves more than simply deciding which social media platform to adopt for one's institution. A real difficulty for many librarians is creating interesting yet informative content to engage their library patrons. Fortunately, creating digital material for social media is not only easy, it's also inexpensive if not free. By using a few open-source tools, you can easily create attractive images, instructional videos, or even create new platforms to share your institution's story with your user community in a meaningful way.</p> <p>This session will demonstrate how you can create effective content for your patrons with three free online tools, Canva, Jing, and Weebly. We will share some of our successful projects that we created for libguides, tutorials, and blogs, and then show you how you too can bring it all together.</p>	<p>Lamar II</p>	<p>.1 CEUs</p>

October 19, 2017	1:00 PM	2:00 PM	Everyone Loves Free Stuff! Open Educational Resources for K-12	Open Educational Resources (OER) are freely accessible, openly licensed documents and media for teaching and learning that can be reused, modified, and shared. This presentation will introduce school librarians to the wide world of open educational resources for K-12 students. Attendees will leave this session knowing how to find high quality, peer-reviewed OER, how to evaluate them, and how to use and re-purpose them. Attendees will also learn the nuts and bolts of Creative Commons licensing of OER, and the proper attribution of OER materials.	Lamar I	.1 CEUs
October 19, 2017	1:00 PM	2:00 PM	Useful and Usable: Usability Testing for Library Website Redesign	This presentation will describe a website usability study that we conducted at the University of Southern Mississippi Libraries last year and how the results led to a recent redesign of the Libraries' website. Usability testing is a method of evaluating a website to determine if it is organized in a way that is intuitive. While the results of the study pertain to our website and campus population, we will highlight those insights that might apply to other academic libraries during the course of our presentation. We will also provide tips for doing a website usability study with only a small team on a shoestring budget.	Forrest II	.1 CEUs
October 19, 2017	2:00 PM	3:00 PM	Closing General Session "From Advocacy to Activism: Your "Values, Vision, and Mission" are the best story to tell"	Throughout the conference you have learned new ideas about how to do your work better and more effectively, and to focus on results for your community. So, how do you find the funding to support this new project or idea? Join John Chrastka as he closes out the conference with reflection and advice on how to build new administration, donor, funder, voter, or constituent support not only for your great new idea, but also for your whole library and the Mississippi community of libraries. He will talk about an approach to asking for support that is rooted in your own personal and professional story.	Hattiesburg Hall C	.1 CEUs
October 19, 2017	3:00 PM	4:00 PM	Mother Goose Theater	Do you need a curriculum for the very young for your school or public library? In Mother Goose Theater little ones act out the rhymes of Mother Goose and acquire cognitive and linguistic skills, as well as grow emotional and socially. The young children love it.	Forrest I	.1 CEUs

October 19, 2017	3:00 PM	4:00 PM	Academic Writing Groups: Can Peer Pressure Help You Tell Your Story?	Most academic librarians are required to publish for promotion and tenure but where do they find the time to write? Many teaching faculty, graduate students, and librarians start writing groups for motivation, accountability, peer-review and editing. The University of Southern Mississippi Gulf Coast Director of Faculty Development and the University of Southern Mississippi Gulf Coast Library piloted a faculty writing group during the summer of 2017. This presentation will discuss this pilot as well as current literature on faculty writing groups and the practices reflected in the literature that have had successful outcomes.	Forrest II	.1 CEUs
October 19, 2017	3:00 PM	4:00 PM	Mining Your Memories to Retell the Stories They Told	As a child, rather than playing outside with other children, author Linda Williams Jackson lurked in the shadows among the adults, soaking up the stories they told. After hearing these stories, mostly about her grandparents, Thad and Anna Scott, and about their sharecropping life on a Mississippi Delta cotton plantation during the 40's and 50's, young Linda secretly longed to write a book about them. Once it dawned on her that her family was familiar with the Emmett Till murder, she wanted to include that important piece of history into the narrative as well. Reflecting upon many of her own childhood experiences to give it authenticity, Ms. Jackson developed Rose Lee Carter's story in her debut middle grade novel, Midnight Without a Moon. Join Linda Williams Jackson as she gives you the tools you need to recall and tell your stories as well.	Lamar I	.1 CEUs
October 19, 2017	3:00 PM	4:00 PM	MAGNOLIA Information Session	MAGNOLIA is a valuable resource for all of the publicly supported Libraries in Mississippi providing all Libraries with equal access to numerous EBSCO Databases and OCLC WorldCat. Join us for an information session on MAGNOLIA.	Lamar II	

October 19, 2017	4:00 PM	5:00 PM	Digital Bookplates: Old Technology and New Applications	Bookplates can be thought of as an old school way of telling one's story. The use of bookplates is hundreds of years old. An early use was to identify books that belonged to individuals. Designs were personal – woven into designs were clues about the book owner. They were creative, humorous, and serious. Many included warnings of dire consequences if a book was stolen or not returned. Over the centuries, the art and design of bookplates changed, but they maintained a personal quality. Digital bookplates are a new application of old technology. They can represent an individual, family, or organization and can make a striking presence in a Web environment. Library applications include planned giving, fundraising, and donor relations, among others. The presentation will include both historical and modern examples of bookplates.	Forrest I	.1 CEUs
October 19, 2017	4:00 PM	5:00 PM	Collaboration and Digital Access to Mississippi Cultural Heritage	In the National Digital Initiatives, digital heritage through institutional collaboration and collections as data are core to today's digital preservation . As the Library of Congress put it, digital preservation is not a single endeavor by one institution and library collections as data need be utilized by researchers and general users. For years, the Mississippi Digital Libraries(MDL) help partners enhance access through collaborative efforts of tech support, consultancy, and collection development. As there are 39 active partners listed in the website of MDL, the goal of this study is to look into their online collection and examine the depth of utilization by users through questionnaires and interviews with project managers. It is hoped that this study may reveal evidence of enhancing access, engaging communities, and providing benefits to patrons.	Forrest II	.1 CEUs
October 19, 2017	4:00 PM	5:00 PM	Everything You Need to Know About Being a School Librarian (But Were Afraid to Ask)	The roundtable will consist of three school librarians holding an open-ended discussion on the latest trends in school libraries. The presenters will discuss issues such as collection development, library programs, and promoting the school library within the school community.	Lamar I	.1 CEUs

October 19, 2017	4:00 PM	5:00 PM	Virtual Librarianship: Engaging Your User Community with Creative Technology	This project offers a workshop on how to create a virtual library experience with a limited budget that is both persistently online and mediated by a reference librarian. Last summer, using open-source software, we created a program that is currently housed on the homepage of our library's website ( <a href="http://library.mc.edu/virtual-librarian/">http://library.mc.edu/virtual-librarian/</a> ), which we call "The Virtual Librarian." The original idea was to offer our user community a "virtual" reference service at those times when a reference librarian may not be available. As a workshop, our project will offer both public, academic, and school librarians a creative way to employ online media (such as free web building sites like Weebly or WordPress) beyond Facebook and Twitter postings. For libraries looking toward the future with an eye on using technology to enhance community engagement, our workshop will provide a low-cost, easy to implement method designed to connect library patrons with their library's resources.	Lamar II	.1 CEUs
October 19, 2017	5:00 PM	6:00 PM	Pre Awards Dinner Cocktail Hour	Relax and enjoy conversation with colleagues before the Authors' Awards Dinner. A cash bar will be available.		
October 19, 2017	6:00 PM	8:00 PM	Mississippi Author Awards Dinner	Dinner honoring Greg Isles - <i>Natchez Burning</i> (Fiction), <i>Richard Grant - Dispatches from Pluto</i> (NonFiction) and Matthew Clark Smith - <i>Small Wonders</i> (Juvenile)	Lakeview	
October 20, 2017	9:00 AM	11:00 AM	MLA Awards Breakfast	<i>Join us for the grand finale of MLA 2017 as multiple awards are presented to this year's recipients. Menu: Fluffy scrambled eggs, crispy bacon, link sausage, home-fried potatoes, southern-style biscuits &amp; gravy, sliced fruit, assorted fresh-baked pastries; served with orange, apple, and cranberry juices and house-ground coffee.</i>	Lakeview	