



# **CULTIVATE YOUR PROFESSION**

## **Share & Discover**

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***Texas Library Association***

**District 5 Fall Conference**

**October 15th, 2018**

**8:30am-3:30pm**  
*at the*  
**Meadows Conference Center**  
**2900 Live Oak St., Dallas, TX 75204**

*Many thanks to our generous sponsors*



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Lunch is from



Please see <https://zoeskitchen.com/menu/allergens> for allergen information.

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**The Meadows Conference Center**  
has graciously provided a venue free of charge



# Schedule

8:30am-9am: Member Meeting [Oak Corner Room]

9am-9:05am: Welcome and introductions [Oak Corner Room]

9:05am-9:50am: Keynote speaker Suzanne Sears

[Oak Corner Room]



**Suzanne Sears**  
Dean of Libraries  
Texas Woman's  
University

## **Where Do I Go From Here?**

### **Navigating the multi-faceted career of a professional librarian**

Ask a group of retiring librarians how they progressed through their career and you will probably not get the same answer twice. The professional librarian has many options from type of library or specialization to profit or non-profit workplaces. Come hear about some ways to identify where you want your career to go and how to position yourself to get there.

District 5 is honored to welcome Suzanne Sears to our Fall Conference. Ms. Sears is an inspiring leader with a background in government documents as well as public & academic librarianship. She is currently Dean of Libraries at Texas Woman's University, new to the position in 2016. Previous to joining TWU, Ms. Sears was the Associate Dean for Public Services at the University of North Texas. She joined the UNT Libraries in August 2007 after working for the Tulsa City-County Library (TCCL) for 23 years. The majority of her career, prior to becoming an administrator, was spent as a Reference Specialist and Government Documents Librarian. Ms. Sears recognizes the importance of training at all staff levels, and believes that continual learning is an essential part of keeping libraries relevant.

Under her direction, TCCL received the inaugural Federal Depository Library of the Year Award in 2003 and UNT received the Federal Selective Depository of the Year Award in 2015. She was appointed to the Depository Library Council in 2008, serving as Chair in 2011. She also served as Chair of the ALA Government Documents Round Table from July 2013 to July 2014. Ms. Sears is the recipient of the 2014 Texas Library Association's Government Documents Round Table/Marcive Knowledge is Power Award and the 2014 Texas Library Association's Distinguished Service Award. She contributed heavily to the development of the UNT Libraries Strategic Plan 2011-2015 and UNT Libraries Strategic Plan 2015-2018.

9:50am-10am: Break

10am-10:50am: Breakout Sessions

[Oak Corner Room]



**Kelly E. Lindner**  
*Lead TCDRS Commu-  
nications Specialist*  
Texas County & District  
Retirement System

**Social Media for the Modern Organization**

This session will explore how to start, or step up, your social media presence at work. You'll learn how to:

- Decide which social media platforms to be on.
- Get your stakeholders on board with starting, or expanding, your social media presence.
- Create a social media editorial calendar each month in advance and how to add timely posts when they come up.
- Handle comments of all kinds.

[Trinity Room]



**Heather Horner**  
*Media Specialist*  
Dallas ISD



**Amanda Trowbridge**  
*Media Specialist*  
Irving ISD

**Success Kit 101: How to Manage a Successful Library Program  
When You're On Your Own**

With budget cuts and staffing shortages, more and more school libraries are understaffed and underserved. As librarians at large high schools in urban districts, we will present information about how we do more than just survive a school year, but how we plan and implement successful school library programs.

[Brazos Room]

Posters, Exhibitors, & Networking

10:50am-11am: Break

11am-11:50am: Breakout Sessions

[Oak Corner Room]



**Annie Guzman**  
*Community Outreach Librarian*  
Plano Public Library



**Rachel Yzaguirre**  
*Community Outreach Librarian*  
Plano Public Library

### **The Ins and Outs of Being Out and About**

Want to increase community engagement outside the library walls? Learn how one library went from 20 outreach events annually to 150, reaching over 20,000 people, by empowering staff to engage with the community. Increase staff confidence as marketers with the concept of sharing “just one thing” about the library. Presenters will share tips and tricks for designing your own vehicle and expand programming outside the walls.

[Trinity Room]



**Aimee Bartis**  
*Learning & Innovation Specialist*  
Sunnyvale ISD

### **Standards, We Got ‘Em!**

Texas, AASL, Future Ready! So many standards how does a librarian keep up!?! Come see how they relate and how they can guide your practice.

[Brazos Room]

**Posters, Exhibitors, & Networking**

11:50am-12pm: Break

12pm-12:25pm: Lunch [Oak Corner Room]

12:25pm-12:35pm: Jeanne Standley for the Texas Library Political  
Action Committee [Oak Corner Room]

12:30pm-1:20pm: Speaker Jon Black

[Oak Corner Room]



**Jon Black**  
*Writer & Journalist*

Libraries offer significant benefits for writers as well as the broader category of America's 13 million self-employed individuals. As such, both groups are natural allies and advocates for local libraries. This presentation explores ways libraries can build and leverage productive relationships with both groups. Unfortunately, many, especially the self-employed, are unaware of beneficial library resources and programs. Therefore, this presentation includes methods of outreach focused on informing these particular populations by detailing library assets geared towards their demographic.

Jon Black has worked as a writer and freelance journalist for more than a decade. As a fiction writer, he is best known for the Bel Nemeton series, blending historical fantasy and contemporary adventure, as well as the award-winning historical mystery story "Gabriel's Trumpet." His non-fiction work includes ghost-writing and music journalism, highlighted by original biographical research on Texas blues musician Blind Lemon Jefferson and recording engineer Bob Sullivan.

His previous jobs include speechwriter and research director for the Texas Secretary of State's office, local and state political reporter for the Laredo Morning Times, and Special Assistant to the ambassador at the South Korean Embassy in Cairo.

Other bullets on his rather eclectic resume include archaeological excavator, Benjamin Franklin impersonator, graduate assistant, pizza jockey, small business owner, and summer camp counselor.

He previously served as an officer for two Austin-area non-profits, the World Affairs Council of Austin and the Alhambra Chamber. Black's educational background includes undergraduate studies in Interdisciplinary Social Science at the University of North Texas and Graduate Studies in Middle Eastern Studies at American University in Cairo.

He lives in Austin with his lovely archivist wife and two cats.

1:20pm-1:30pm: Break

1:30pm-1:50pm: Quick Sessions

[Oak Corner Room]



**Tiffany Bailey**  
*Manager*  
Dallas Public  
Library, Fine Arts  
Division

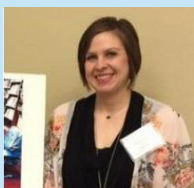


**Herman Cardona**  
*Associate*  
Dallas Public  
Library, Fine Arts  
Division

**Developing Exhibition Spaces That Will Help You  
Connect To Your Community**

Are you looking to connect to your community in a different way? Would you like to create equitable opportunities for your community artists? Join us as we discuss how you can develop exhibition spaces at your library to enhance your library and unite the community. We'll discuss how to embark on this unique service opportunity by providing real-life application tips as well as examples you can take with you to help get you started.

[Trinity Room]



**Stacey Cole**  
*Director*  
Kilgore Public  
Library



**Kaitlin de Graffenried**  
*Library Programming  
& Technical Services  
Coordinator*  
Kilgore Public  
Library

**Great Escape-tations: Bringing affordable and  
fun escape rooms to your library**

Want to bring a fun new concept to your library that does not require a lot of money but has big results? Want to appeal to a wide-ranging audience including families, millennials, AND teens? This quick session will tell you everything you need to know to build your own escape room concept at your library.

[Brazos Room]



**Rudy Rihner**  
*Reference Assistant*  
Lancaster Veterans  
Memorial Library

**Making it Work: Programming for All Ages  
with a Limited Budget**

Limited budgets can make program development daunting and difficult for any librarian. However, by utilizing our creativity, we can often succeed in meeting or surpassing our programming goals.

This presentation will discuss the importance of making your program ideas work while keeping them affordable. The presenter will discuss strategies while showcasing the development of a series of escape room programs, which were built using almost no budget.

1:50pm-2:00pm: Break

2pm-2:50pm: Breakout Sessions

[Oak Corner Room]



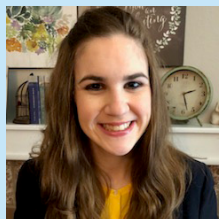
**Kyla Hunt**

*Library Management  
Consultant  
Texas State Library &  
Archives Commission*

### **(Re)building a long-loved library program**

How do you successfully reboot a program or policy that has a long history within the library? Library Management Consultant Kyla Hunt will take you step by step through the challenges of rebuilding a library program while taking into consideration why it was beloved in the first place. Time will be spent on requesting feedback on programs, responding to concerns from the community, and ensuring that the new program is responding to the community's needs.

[Trinity Room]



**Megan Bryant**

*Library Services and  
Technology Trainer  
Amigos Library  
Services*

### **STEAM at Your Library**

The push for STEAM (science, technology, engineering, arts and math) education is becoming increasingly important in our schools and libraries. Students of all ages, from preschool to college and beyond, are engaging in STEAM programs and broadening their skill sets.

In this session, we will define STEAM and explain why these subjects come so highly recommended. We will list sample programs for all ages, and discuss how to apply STEAM programming in your library!

[Brazos Room]



**Norman Howden**

*Assistant Dean  
El Centro College  
DCCCD*

### **A little safety and preparedness go a long way ...**

Everyone has had safety and security on their mind at one point or another, but how much thought has been given to putting all the pieces together? Have you been to a workshop and then gone back to work and thought - where do I start?

Let's step through the process and the resources available. We can do this!

2:50pm-3pm: Break

3pm-3:30pm: Closing Remarks, Door Prizes [Oak Corner Room]