

ALCOP

ASSOCIATION OF LIBRARY COMMUNICATIONS AND OUTREACH PROFESSIONALS

PRESENTS:

The Annual Fall 2013 ALCOP Conference

Sunday October 6th and Monday October 7th

A two day conference that focuses exclusively on the issues relevant to library communications and outreach professionals.

Who Should Attend: Anyone involved in the field of library communications is encouraged to participate in the conference. The sessions will be of greatest interest to those individuals who are involved in public relations, community outreach, programming, and special event planning for public, academic, or special libraries.

Location and Lodging: Holiday Inn, 432 West Pennsylvania Avenue
Fort Washington, PA, 19034, 215-643-3000
Special Rate: \$89.00 + tax, mention "The Communications Group"

Registration Fee:

ALCOP Member Registration: **\$199** until September 13th

Non-member Early Registration: **\$249** until September 20th

Regular Registration: **\$279** after September 20th

We will provide complimentary shuttle transportation from the Philadelphia International Airport and the Amtrak 30th Street Station on Saturday October 5. You must request this shuttle service no later than September 30th.

THE COMMUNICATIONS GROUP



ALCOP:

The Association of Library Communications & Outreach Professionals (ALCOP) connects marketing, public relations, special events, fundraising, outreach, and program development professionals for public and academic libraries.

Libraries are the powerhouses of knowledge. In today's digital world, promotion and marketing of libraries is ever crucial. It is eminent that even as technology moves forward in making information accessible, libraries continue to remain an essential informational source.

Public relations, community outreach and marketing professionals of libraries today, have to strive to remain competitive by using innovative tools for effective marketing.

The vision of ALCOP is to create a platform that connects professionals committed to promoting libraries. Through the exchange of information, we hope to build a resourceful community that will move libraries a step ahead.

Sunday, October 6:

Registration: 8:30 am to 9:30 am

Continental Breakfast will be served



OPENING KEYNOTE
ADDRESS:
PAULA WATSON-LAKAMP

9:30 am to 10:30 am

Paula Watson-Lakamp

Paula is Communications Manager for Poudre River Public Library District in Fort Collins, Colorado. She has been in this position for 6 years. Paula has a background in communications, marketing, special events, graphic design, brand management, social media and has owned her own marketing and design business and worked for non-profits and city governments for the last 25+ years. She has experience as a nonprofit development officer as well as membership with various community organizations. She currently heads up the Poudre River Libraries Programming Team which oversees and coordinates over 1,700 yearly library programs with over 67,000 yearly participants.

Morning Break 10:30 am to 10:45 am

Workshops: 10:45 am to 12:00 pm

Room A

Public Library

Brand Invention - A case study in creating a brand

Anna Popp

Advisor, Massachusetts

Library System

Walter Briggs

President, Briggs Advertising

Creating or defining a brand identity seems like a daunting task. But like a strategic plan or a mission statement, a clearly defined brand is necessary to effectively focus communication efforts. Join us in this session to learn about brand creation from Walter Briggs, a successful brand developer with extensive experience working with libraries. Anna Popp will discuss how a brand development approach functions in situ and discuss the experience of the Massachusetts Library System's brand development process with Briggs Advertising.

Room B

Special Library

Webinars 101 - From Creating to Promoting

Dr. Curtis R. Rogers

Communications Director,

SC State Library

Offering free webinars is a great way to promote your library's programs and services! Attendees will learn the ins and outs of putting on a webinar from the brainstorming session, to logistics of working with presenters and panelists, and the challenges of promoting free webinars to various groups. Using GoToWebinar will be highlighted.

Room C

Academic Library

Spotlight on Students: Student-Centered Strategies for your Library's Social Media Presence

Michelle Bishop

First-Year Experience/Evening Librarian

Liaison to Modern Languages & Literatures

SUNY Oswego

205 Penfield Library

Brandon West

Online Instruction/Instructional Design Librarian

Liaison to School of Education - Undergraduate Level

SUNY Oswego

203 Penfield Library

Connecting with students via social media while balancing the demands on librarians and library staff can pose a challenge. Two academic librarians share effective strategies which alleviated the burden of maintaining the library's social media presence while boosting student participation. Participants will come away with the beginnings of a concrete social media strategy and best practices for encouraging student interaction utilizing contests and polls.

Networking Lunch 12:00 pm to 1:00 pm \$20.00 per person
The hotel also has a full-service restaurant

Workshops: 1:15 pm to 2:30 pm

Room A

All Libraries

**Workforce Development
website WorkSC**

Jason Broughton

Outreach Coordinator, South
Carolina State Library

The South Carolina State Library launched WorkSC to assist libraries, state government agencies, and citizens locate useful resources on the many facets of workforce development. The site, initially created with libraries and first time job seekers in mind, offers many useful links for beginning as well as seasoned job seekers. WorkSC covers topics such as resume development, job searching overcoming barriers, unemployment, and a variety of other workforce tools. Populations best served by this website are first time job seekers, teens, seniors, the difficult to employ (ex-offenders, etc.), career changers, and un/underemployed. The presentation will discuss how the South Carolina State Library provides library services and outreach to its many constituents.

Room B

Special/Academic/Public Library

**Challenge your Left and
Right Brain: Bring your
Marketing Problem and
Leave with a Solution**

Catherine Baird

Faculty of Health and Community
Studies,
Liaison Librarian
Sheridan College

Susan Shepley

Faculty of Business
Liaison Librarian
Sheridan College

Solving the toughest marketing and communications challenges requires a combination of left and right brain thinking, recognition of the mindset you bring along, and people who complement your skills and talents. During this workshop you will learn how to start thinking about your marketing efforts in a fresh way. A self-assessment will allow you to identify your own strengths and the ways you may actually be getting in the way of success. Challenge your thinking and leave with a dynamic new approach that you can apply to all of your communications activities.

Room C

Academic/Special Library

**Where There's a Will (and a
Mac and an iPad), There's a
Way: Developing and
Executing a Marketing/
Outreach Strategy from the
Ground Up**

Adam Haigh

Coordinator of Library Outreach
and Assessment, Lander
University

Library marketing and outreach to patrons is as essential today as any time in the past, and even more so as technology moves forward, no matter what type of library you work in. It is even more important when you have a small staff, and a short amount of time. In this workshop through exercises and discussion, I will take the participants through the process of developing a following via social media, learning how to utilize free and inexpensive apps and software to engage patrons, developing a marketing plan, and find outreach opportunities across campus.

Afternoon Break 2:30 pm to 2:45 pm

Workshops: 2:45 pm to 4:00 pm

Room A

Public Library

Kick Starting Community Partnerships: A Workshop for Public Library Employees

Kate Buckson

Marketing Coordinator, Westmont Public Library, IL

In this workshop, participants will learn how simple and effective outreach efforts can be as well as how various staff members can get involved in planning and implementing community partnerships. This interactive presentation is intended for professionals new to the area of outreach, or who are looking for ideas to reinvigorate their partnerships.

Room B

Academic/Special Library

Staying Power: The Role of Academic Libraries in Community-Wide Collaborations

Jennifer Schnebel

Assistant to the Dean for Community Engagement at the University of Memphis Libraries

Academic libraries often provide primary, secondary, and background sources for arts and cultural institutions as they plan exhibitions and programs. Communications and outreach professionals can expand this role and ensure their libraries' continued involvement in large-scale community collaborations. The University of Memphis Libraries recently participated in a regional celebration of renowned American artist Carroll Cloar; this year marks the centenary of his birth. Using the "Summer of Cloar" initiative as a case study, this interactive workshop will enable participants to actively identify opportunities to promote their collections and services for the duration of community-wide initiatives and beyond.

Room C

Academic Library

Making Friends with the Library

Lisa Burgert

Reference Librarian
University of San Diego

Alejandra Nann

Electronic Resources and Serials Librarian
University of San Diego

Your university library finally entered the world of social media: Facebook, Twitter, Google+, Flickr, Pinterest, YouTube, and Instagram. You're posting, tweeting, following and liking in hopes of getting noticed. Yet, you're not getting as many likes, friends, or followers as you had anticipated. With so many library patrons connected through social media, you would assume getting people to follow, like, or friend the library would be easy, right? And if you're not getting noticed, how are you supposed to market all the wonderful resources and services the library has to offer?

Workshops: 4:00 pm to 5:15 pm

Room A

Academic/Special Library

“The Library is a Sh!t Hole”: How to observe and engage what patrons say when they think you aren’t paying attention

Bo Baker

Brian Rogers

University of Tennessee at Chattanooga Library

Outside of formal feedback channels, there exists a parallel world of unsolicited opinion and candid conversation about our libraries. In this workshop, participants will consider the boon of observing the unfettered vox populi and experiment with tapping into and understanding this colloquial slipstream. They will reflect on the implications and integration of extemporaneous feedback, as it relates to subtle adjustments of library services and institutional identity.

Room B

Special/Academic/Public Library

Strategy First: Common myths and mistakes in planning your marketing and how to avoid them

Jennifer E. Burke

President,
IntelliCraft Research LLC

The presentation will describe, the most common mistakes that people make in developing their marketing plans and strategy, including the failure to prioritize strategy before tactics. It explains the importance of setting business objectives before marketing objectives, and covers how to set specific goals and the roles of measurement and analytics in marketing planning. We will cover the critical importance of target personas and why libraries need them before developing specific marketing actions, programs or materials. Only then do tactics become relevant, and approaches for ensuring fit to strategic goals are reviewed. The presentation will include concrete examples of objectives, plans and tactics for libraries, as well as opportunity for interaction and questions.

Room C

Academic/Public Library

Using Photo Based Social Media for Outreach: Instagram & Pinterest

Junior Tidal

Web Services & Multimedia Librarian for the New York City College of Technology, CUNY

This workshop examines two popular social media networks, Instagram and Pinterest. Over the Summer of 2013, the Ursula C. Schwerin Library began to utilize these social networks to promote online tutorials, library services, and new acquisitions. This workshop will give an overview of these two networks, how they can be used to promote library services, interconnecting them with other social media networks, and examples from other libraries utilizing these services.

Dinner 5:30 pm to 6:30 pm

\$35.00 per person

Join us for Dinner and an Open Forum Session

Monday, October 7:

Continental Breakfast will be served
9:15 am to 9:45 am



MORNING
KEYNOTE ADDRESS
DR. MOLLY D. BOYD

9:45 am to 10:45 am

Dr. Molly D. Boyd

Dr. Molly D. Boyd is the Assistant to the Dean of Libraries at the University of Arkansas Libraries. Prior to that position, she was the Public Relations officer for eight years. She has organized the Promotion and Tenure Reception since its inception, polished skills of worming submissions from busy faculty, created the commemorative booklet in InDesign, located or ordered the books, mounted the annual exhibit in the display cases, and generally had an excellent time doing it. She holds a Ph.D. in Literature of the American South from the University of South Carolina, but most people don't hold that against her.

Workshops: 10:45 am to 12:00 pm

Room A

Academic Library

“Building Community: It’s an Inside Job”

Jennifer Rae Hartman

Public Relations, The University of Arkansas Libraries.

The University of Arkansas Libraries community includes approximately 140 faculty, staff, and hourly workers. Since joining the organization two years ago, I’ve used the Libraries’ internal listserv to highlight these individuals through the “Staff Profile” of the weekly communication announcement we call the *Tuesday Times*. The responses have been extremely positive. I recently began posting the staff profile on the Libraries’ Facebook page where I have since received questions from other librarians about the process.

In addition to interviewing familiar faces, I interview new faculty and staff shortly after they arrive and use the Staff Profile to introduce them to the larger community. It’s also broken relationship barriers that existed among various branch libraries where people did not necessarily interact with one another.

By changing the tone of our internal communications, the tone of the workplace is changing as well.

Room B

Public Library

Enhance Customer Communications and Engagement through Market Segmentation

Paula Watson-Lakamp

Communications Manager
Poudre River
Public Library District

Nickie Harber-Frankart

Principal
OrangeBoy, Inc.

Libraries today are embracing customer-focused strategies to align communications and resources with customer demands and community outcomes at every level of the organization. This session, designed for marketing and communications professionals and library directors, will discuss how libraries can embrace customer segmentation as a tool to enhance customer relationships.

Room C

Academic Library

Academic Library Outreach & Instruction to High School Students: Project Based Learning Strategies

Heather Groves Hannan

Head, Mercer Library
George Mason University

Doug Hernandez

Reference and Instruction
Specialist, Mercer Library
George Mason University

Janna Mattson

Social Sciences Liaison Librarian,
Mercer Library
George Mason University

This workshop, will demonstrate project based learning strategies that can be an agent to provide university level research instruction, meet the information literacy needs of underserved high school student populations, and offer inclusive learning opportunities for diverse student populations. This learning platform serves an immediate student learning goal, but also provides information literacy skills that may be transferred to their undergraduate education.

Lunch 12:00 pm to 1:00 pm Open to all Attendees

Workshops: 1:15 pm to 2:30 pm

Room A

Academic/Special Library

Flip this Library: Engaging Community and Managing Reputation using Multiple Communication Strategies

Loreen Murphy

Customer Service Specialist,
Southworth Library Learning
Commons SUNY Canton College
of Technology

Michelle Currier

Director, Southworth Library
Learning Commons
SUNY Canton College of
Technology

This workshop will use a what-would-you-do/worst-case/best-case-scenario format that enables participants to offer their ideas before hearing the out-of-the-box solutions the presenters came up with in their real-life quest to flip a tiny, rural, underfunded state university library from the bottom of the SUNY Student Opinion Survey to the top of it in only three years.

Room B

Public Library

Repositioning the 21-st Century Library

Peter Gisolfi

AIA, ASLA, LEED AP

This workshop addresses the dramatic changes that are taking place in library design. Architect Peter Gisolfi has worked with public library boards and librarians to design new public library buildings and transform existing ones. The public library is becoming the cultural center of the community, and the place to go for digital information; because of automation, the staff can now work more collaboratively with patrons than in the past. These and other changes can help create a new perception of the public library. This new identity can result in greater use, increased membership, raised visibility, and more attention from the press.

Room C

Academic Library

F.A.C.E it! The Future face of the library.

Christy Goodnight

Facilitating Academic Collegiate Excellence or F.A.C.E. is what we aim to do, it is our mission as an academic library. The library is no longer just a space or a place anymore. The "face" of the library is not just the people working for the library but also the library's digital face. What view do our students and faculty have of our face today? How can we promote more awareness of our new face? And how can we promote the ultimate mission of the library Facilitating Academic Collegiate Excellence? What is the new F.A.C.E. of libraries today? Join me for a workshop where you will learn about this new concept and how to implement it in your library.

Break 2:30 pm to 2:45 pm

Workshops: 2:45 pm to 4:00 pm

Room A

Academic Library

Strengthen Communication with Faculty: A Guide for Outreach Librarians

Cara Scotto

Information Literacy and Outreach Librarian, Felician College

With cultivation, faculty members can become an academic library's staunchest champions and can influence the view taken by upper level administrators of the library. This session will highlight the benefits of a successful partnership between an academic library and a college faculty with examples of successful efforts to sustain that partnership, such as faculty development workshops, a library liaison program, and promotion of scholarship. Through an interactive component, participants will leave the session with a set of workable ideas for enrolling faculty in the library mission.

Room B

Academic Library

“Taking the Helm: Making the Case for an Outreach & Marketing Librarian in your Academic Library

Elizabeth Lee Twombly

Outreach & Assessment Librarian, Mercer University

In many academic libraries, the role of outreach usually falls to coordinators of instruction and/or reference services. The truth is that many librarians and staff engage in outreach of various kinds and degrees. Where do branding, exhibit planning, programming, and other facets of marketing and outreach fall? Most academic libraries cannot afford to hire an internal graphic designer or marketing person without a master's in library/information science. Having someone appointed to take the helm for unifying broader outreach efforts strengthens the relationship between library and campus.

Room C

Public Library

Damage Control: Combating Negative Publicity in the Digital Analog Worlds

Joanna Kluever

Director, Julia Hull District Library

Wayne Finley

Business Librarian/Assistant Professor, Northern Illinois University Libraries

Damage to an organization's reputation can come from a variety of sources, especially in today's digital world. While the concept of reputation management has seemingly been relegated to search engines and social media, substantial damage can still come from print and word of mouth. Using an example and role-playing approach, this session will examine whether, when and how library staff and administrators can manage negative publicity, and then use such experiences as a means to improve the organization overall.

ALCOP REGISTRATION FORM

NAME _____

LIBRARY _____

MAILING ADDRESS _____

PHONE _____

EMAIL ADDRESS _____

Cost:

Member Registration:	Early Registration:	Regular Registration:
\$199 (until September 13)	\$249 (until September 20)	\$279 (after September 21)

Conference fee includes both keynote sessions, all workshops, and Monday lunch. There is an additional cost to attend the lunch and dinner events on Sunday.

Sunday Lunch: \$20

Sunday Dinner: \$35

CANCELLATION POLICY:

You may cancel your registration until 5:00 pm EDT Thursday, September 26. If we have written notice by that time and date, your registration fee will be fully refunded.

If you cancel after that date, we reserve the right to retain a \$100 cancellation fee.

TOTAL ENCLOSED: \$ _____

Please make checks payable to: The Communications Group

Mail registration form and your check to:

Robert Kieserman, Registration Coordinator

P.O. Box 8562

Cherry Hill, New Jersey 08034