

# 2020 ABOS Virtual Conference Presentations

Tuesday, October 13

WORKSHOP A – 1:45 p.m.-2:45 p.m.

VENDOR: FE Technologies			
Procuring an Outreach Vehicle: A Guide to the Process, Procedures and Pitfalls of Buying a New Library Outreach Vehicle	Regardless of whether it's a bookmobile, children's unit, or classroom a new outreach vehicle is a large investment that typically involves a unique procurement process. Join Michael Swendrowski as he leads you down the road to a successful delivery by sharing his years of expertise on what to expect, essential decisions, different purchasing approaches, and effective project management.	Michael Swendrowski	Michael Swendrowski is the founder and president of Specialty Vehicle Services, LLC, an independent consulting firm dedicated to specialized vehicles.
Bookin' It On the Boardwalk: Building Partnerships, Attracting New Users, and Running Down a Dream (Community Engagement)	Lacing up shoes, hitting the road and thinking out of the box are what it takes to build partnerships, attract new users and help make dreams come true. Tara, an avid runner and librarian, will talk about forming partnerships with community organizations to foster a supportive and inclusive environment that attracted new library users to engage in non-traditional library programming outside of the traditional brick-and-mortar library. By combining running and community engagement, Tara created an 8-week Couch-to-5K program that changed lives and got people thinking about libraries in a whole new way.	Tara Borden	Tara Borden is the assistant director at East Lyme Public Library (CT).
Compassion in Action: Reducing Library Access Barriers for Domestic Violence Survivors	The Monroe County Public Library identified barriers to library services for domestic violence survivors and responded by developing new policies and procedures, partnered with a local nonprofit to train front-line staff, and addressed the digital divide for residents of two local shelters. Using MCPL's experiences as a case study, attendees will learn how library staff can reduce barriers for survivors in their own communities.	Shannon Bowman-Sarkisian	Shannon Bowman-Sarkisian is a senior information assistant at the Monroe County Public Library (IN).

WORKSHOP B – 3:00 p.m.-4:00 p.m.

VENDOR: U.S. Census Bureau			
Friends in Rural Places: Dementia-Friendly Community Initiative	More than 5 million Americans are living with Alzheimers. These are our neighbors, friends, and library supporters and it's important that we create the best experience for them and empower library staff to compassionately serve this vulnerable population.	Johnna Schultz and Shannon Nosbisch	Johnna Schultz is the assistant director of Effingham Public Library (IL). Shannon Nosbisch is the founder of Effingham Area Alzheimer's Awareness.
Becoming the Bookman	Learn about the inspiration, creation, and implementation of Austin's mobile library for persons in non-conventional living situations. Special emphasis will be placed on challenges posed in servicing our patrons, and our mission of expanding a collective sense of community through reading.	Patrick Crowley	Patrick Crowley is the board chair/librarian at StreetBooks ATX in Austin, TX.
Social Media Tools & Tips to Promote Your Outreach Efforts	Learn helpful tips and ideas that will help you promote your outreach programs on social media.	Tricia Roddy	Tricia Roddy is co-founder of the Princeton Mobile Book Center and communications director of the Princeton City School District (OH).

# Wednesday, October 14

## WORKSHOP C – 10:45 a.m.-11:45 a.m.

VENDOR: NNLM			
<p>Perpetual Pivoting: Curbside, Contactless delivery, (&amp; more) - Redefining Services During COVID 19</p>	<p>Utilizing our WOWmobile as a reserve shelf for curbside pickup, breaking in our brand new WOW home delivery Ford Transit van and borrowing three additional city vehicles for two no contact delivery teams that delivered to a different route each day, to modified phases to re-establish WOWmobile service. All library staff supported Outreach efforts and services before, during, and after the Stay Home Stay Safe Order as we continually pivoted to safely protect staff and provide materials to our regular and WOWmobile patrons.</p>	<p>Sheri Miklaski and Eric Lashley</p>	<p>Sheri Miklaski is the community outreach librarian and bookmobile point person at the Georgetown Public Library (TX). Eric Lashley is the director of the Georgetown Public Library (TX).</p>
<p>The PopUp Library: Driven by Community Needs</p>	<p>In 2018, High Plains Library District began planning the PopUp Library - a new type of library vehicle housed in the Community Relations &amp; Marketing department that would promote library services, programming, and information at community events. Fast forward to 2020, and the PopUp Library is on the road! In this informational session, we will share what we've learned from planning the schematics of the vehicle and getting board approval, to developing inclusive PopUp events and bringing community feedback back to library branches. If you're interested in learning about a unique community-centered library service, this is the session for you!</p>	<p>Caroline Wickes and Rick Medrano</p>	<p>Caroline Wickes is a library associate at High Plains Library District (CO). Rick Medrano is an outreach librarian at High Plains Library District (CO).</p>
<p>Pulling a 180: How to Adapt Outreach Services in Times of Extreme Change</p>	<p>Adding to the list of things they don't teach you in library school: how to handle a pandemic. This presentation will focus on the ways the Indianapolis Public Library adapted and changed to meet the needs of their public after the COVID-19 pandemic changed everything. Presentation will focus on how outreach maintained services to their current patrons, connected with community organizations in need, and helped bridge the gap in service within the branch system.</p>	<p>Rick Medrano</p>	<p>Maggie Ward is the manager of outreach services for the Indianapolis Public Library (IN).</p>

WORKSHOP D – 1:00 p.m.-2:00 p.m.

VENOR: Farber Specialty Vehicles			
Outreach Start-Up	Information will be shared on how we created an outreach department from the ground up and what was done to get it successfully implemented within a year. The initial steps of setting goals, creating policies and procedures, hiring staff and promotion will be highlighted. The importance of networking, joining ABOS and continually seeking new ideas will also be discussed.	Beth Brown	Beth Brown is the outreach services manager for the Muskingum County Library System (OH).
Improving & Learning about Homebound Services Internationally	Homebound services have never been more important. Social isolation, well being, independence, loneliness, dementia, the digital divide, to name but a few areas they address. By helping people stay in their homes, by calling regularly, by being treated as a friend rather than a social service, homebound services can intervene in the early stages of an illness and provide links to support, information and digital platforms that can save the local authorities money for just the cost of a book or CD. Hackney in London was the first official UK home visit service when a librarian started taking books to injured war victims and those in air raid shelters in 1941. In October 2019 we hosted the first ever conference dedicated solely to home visit library services. Widening our experience to an international stage will raise the profile and give a boost to a much undervalued service.	Chris Garnsworthy	Chris Garnsworthy is the community library service manager at Hackney Council, London, England.
Outspoke'n: Peddling Literacy, Learning, and Libraries to Spark Community Connection	Learn how an independent library acquired a book bike and established myriad pop-up libraries to serve a wide variety of constituents and causes. Topics include practical advice for establishing a book bike program, planning collections and services remotely available, and off the beaten path collaborations.	Jody Lazar	Jody Lazar is the community librarian at Winter Park (FL) Public Library.

WORKSHOP E – 3:00 p.m.-4:00 p.m.

VENDOR: Summit Body Works			
<p>Who's Here? Who's Missing?: Grassroots Community Organizing Strategies for Inclusive Outreach Programming</p>	<p>Libraries serve everyone, so how can we do our best to make sure our outreach programs are inclusive and accessible to as many people as possible? Facilitated in a Popular Education style and centering principles of the Disability Justice Movement, this session will explore grassroots anti-oppression community-organizing strategies that can be applied to your outreach programming design.</p>	<p>Lesley Garrett</p>	<p>Lesley Garrett (they/them, she/her) is the bookmobile coordinator for McCracken County Public Library (KY).</p>
<p>Roll Call! How Libraries Can Serve the Veterans Who Served Our Country</p>	<p>Working virtually or in person, you can meet your community's veterans where they are with Roll Call format programming. Vetted, trained library volunteers who are veterans work in a team to schedule visits to their counterparts who live in senior care communities. Programs could also be done at VFWs. Bring a notepad, and let's brainstorm recruiting, training, supporting, and retaining veterans as library program volunteers. We'll discuss program content and partnership opportunities in your community.</p>	<p>Glenna Godinsky, Angela Bouque, and Sarah Vetter</p>	<p>Glenna Godinsky is the life enrichment liaison at Gail Borden Public Library District (IL). Angela Bouque is the South Elgin branch manager at Gail Borden Public Library District (IL). Sarah Vetter is the Home Services Coordinator at Gail Borden Public Library District (IL).</p>
<p>Books by Mail: Building Pre-K Home Libraries</p>	<p>While seeking ways to expand the My First Books program, we learned many kids are not able to come to the library in the summer. Kids couldn't get to the library and we couldn't go to their houses but we still wanted to increase access to books to target audiences. This challenged us to think about how to stay connected, and book mailing was born. Attendees will learn the cost of the service, how we did it, lessons learned, and what went right. Learn how the service has grown over the years, and how this might be adapted in a public health crisis.</p>	<p>Audra Green</p>	<p>Audra Green is the outreach manager for the Meridian Library District (ID).</p>

# Thursday, October 15

## WORKSHOP F – 11:00 a.m.-12:00 p.m.

VENDOR: Matthews Specialty Vehicles			
Choose Your Own Adventure, Outreach Style	<p>Plano Public Library identified staff skills and targeted organizations and volunteers to customize outreach classes to fit community need. PPL recognized that portions of Plano’s population were unable to access resources, especially in-person instruction, due to lack of transportation, childcare, language barriers or other obstacles. Seeing this opportunity to send highly knowledgeable staff into the community, to make connections to facilities and organizations where non-users were living or seeking services to provide resources and instruction. By meeting individuals in their environments, staff provided services without the anxieties or difficulties that might be associated with traveling to a library location. PPL surveyed participants before and after the classes to confirm we met their needs.</p>	Rachel Hadidi and Annie Guzman	<p>Rachel Hadidi, PhD, is the community outreach librarian for Plano Public Library (TX) . Annie Guzman is a community outreach librarian with Plano Public Library (TX).</p>
The Paperback Rider: The Five-Year Evolution of a Book Bike Service	<p>The Oak Park Public Library began pedaling its book bike in 2015. This 5-season update will share our successes, our setbacks, and demonstrate how the bike impacts our community. Learn about the resource needs of a book bike service, discover the many outreach opportunities that a book bike opens up, and examine data collection practices used to record impactful outreach.</p>	Ian Gosse	<p>Ian Gosse is the community engagement librarian at Oak Park (IL) Public Library.</p>
Remember When: Reminiscence Groups with Older Adults	<p>There is tremendous value in reminiscing. Older adults love to talk and tell stories and calling up memories can bring joy and laughter, as well as a sense of well being. Group members get to know each other as they discover memories that they have in common. Our library has been conducting a monthly reminiscence group with approximately 10 older adults at a local assisted living community. We choose a theme for each month and bring props or activities and questions to get the ball rolling. The group takes it from there as they share memories, stories and smiles. We'll share some ideas on reminiscence topics so you will leave with a tool kit for starting a reminiscence group of your own. This is a low cost, minimal-prep activity with huge rewards.</p>	Tamara Hurst and Roya Mortazavi	<p>Tami Hurst is an outreach assistant with the Olathe Public Library (KS). Roya Mortazavi is an outreach assistant with the Olathe Public Library (KS).</p>

WORKSHOP G – 1:00 p.m.-2:00 p.m.

VENDOR: LDV			
Customize Your Outreach Events	Do you want to provide an in-library personalized experience to more people in your community but are not sure you have the supplies and logistics to make it happen effectively and efficiently? Learn simple ways to modify your outreach approach and outreach supplies to provide the best customer service at community events. Walk away with a basic list of supplies and logistical tips including transporting and sharing limited outreach supplies among outreach staff and how to plan and distribute supplies for multiple outreach events at the same time.	Rachel Hadidi and Kerri Rubens	Rachel Hadidi, PhD, is the community outreach librarian for Plano Public Library (TX) . Kerri Rubens is an administrative assistant with the outreach and community team for Plano Public Library (TX).
Connectivity During the Pandemic	The digital divide, the gulf between those who have ready access to computers and the Internet and those who do not, continues to be an issue in our community. In a move toward facilitating learning for students forced away from their classrooms and a public in need of connectivity during the coronavirus (COVID-19) pandemic, free WRL WiFi hotspots were established at 'Grab and Go' Breakfasts and Lunches sites, community rooms, shopping centers, stores, and various locations with civic leaders, teachers, parents, and the faith-based community. This project crossed every spectrum/division of WRL's service area and the community at large. In this session, we will explore some simple and exciting ways of how we achieved success and how to replicate the program.	Eletha Davis	Eletha Davis is the mobile library services manager youth and families outreach for Williamsburg Regional Library Williamsburg (VA). Eletha Davis is the 2014 ABOS President.
Bridging the Gap: Bringing Summer Reading to Daycares and Preschools	Group Summer Reading was designed so that children in daycares, preschools, and summer schools can participate even without ready transportation to the library. I will outline how we fund, market, and assist childcare facilities to participate in our Summer Reading Celebration program, enabling an additional 2000+ children to complete the program each year.	Melanie Hornbeck	Melanie Hornbeck is the outreach librarian for the Laramie County Library System (WY).

# Friday, October 16

## WORKSHOP H – 9:00 a.m.-10:00 a.m.

VENDOR: A. Rifkin Co.			
First Steps: Early Literacy Begins at Home	<p>First Steps: Early Literacy Begins at Home is a free early literacy home-visiting program made possible through generous donations to the Laramie County Library Foundation. During weekly visits participants engage in early literacy activities that tie into storytime. Children get ready to learn to read through engaging stories, singing and dancing to get the wiggles out and participating in fun stories with homemade crafts, interactives, and puppets. This presentation will offer tips, ideas and solutions to challenges to help you set up a successful early literacy program at your library.</p>	EvaLyn Flores	EvaLyn Flores is the early literacy outreach specialist at Laramie County Library System (WY) .
Creative and Alternative Bookmobile Uses in Response to COVID-19	<p>How can bookmobiles be used to support communities in response to COVID-19. From turning the bookmobile into a portable music venue to delivering masks to seniors and setting up WiFi hotspots, bookmobiles offer quite a range of pandemic possibilities. Let's discuss and brainstorm ways our bookmobiles can shift gears to help our communities in extreme situations.</p>	Laura Cashell	Laura Cashell is the project coordinator of the Tri-Town Bookmobile (ME).
Assessing Outreach: Tools for Evaluating Impact and Staff Time in Off-site Services	<p>The High Plains Library District implemented several tools to improve our evaluation of the value and impact of our staff time spent on offsite library servicing. To ensure limited staff hours serve priority populations with library services—not just promoting the library in a marketing role—we developed a community driven request form. This form allows community members and partners to request offsite library visits, while asking specific questions to delineate if outreach services are needed or if specialized marketing makes more sense. We hope to share this tool and the journey toward building a culture of evaluation in HPLD.</p>	Rick Medrano and Brittany Raines	Rick Medrano is an outreach librarian at High Plains Library District (CO). Brittany Raines is the new outreach manager at High Plains Library District (CO).

WORKSHOP I – 10:15 a.m.-11:15 a.m.

<p>VENDOR: Winnebago Specialty Vehicles</p>			
<p>Speak So They Listen</p>	<p>This session will focus on on how to talk about and get buy-in from the community, management, and board for outreach services support in a public library.</p>	<p>Tina Williams</p>	<p>Tina Williams started the outreach services department at the White Oak Library District (IL) in 2012. She was the 2018 ABOS President.</p>
<p>Tales and Travel Memories and Lifelong Learning for Older Adults and Those with Disabilities</p>	<p>Mary Beth Riedner, a retired librarian whose husband developed early onset Alzheimer's disease, started a program called Tales and Travel Memories as a way to provide meaningful learning activities for she and her husband to do together. This award-winning program has been made available for free to libraries and caregivers anywhere. Find out how the Olathe Public Library has been successfully using this program with patrons memory care facilities. We will look at available free resources and tell you how we have adapted them for use with our patrons. We will share success stories and ideas on how you can easily implement this very low-cost program with your patrons.</p>	<p>Tamara Hurst and Roya Mortazavi</p>	<p>Tami Hurst is an outreach assistant with the Olathe Public Library (KS). Roya Mortazavi is an outreach assistant with the Olathe Public Library (KS).</p>
<p>Mobile, Modular, and Always On Your Toes: Nimble Games of Reinvention in Library Outreach, now with more COVID</p>	<p>Our principles of creative flexibility and imaginative repurposing have stayed our consistent philosophy and guide while everything changes around us and continues to do so. And this unstuck creative thought process is our secret to success. As an outreach department, we are on our second book bike, with lessons learned and the stories to tell. We have consistently sought out underutilized equipment and vehicles and adapted these to our mission, with much success. Highlights include a second-hand ice cream pushcart on its third incarnation and costume change, and an orphaned sprinter van overflowing with potential and waiting for its moment. Our creative and agile mindset has served in pre-COVID times and has allowed us to responsively transition into library service under a pandemic, with hardly an interruption in service, and as of today, many thousands of books given to our community. This is our story and how we did it.</p>	<p>Mikel Stone</p>	<p>Mikel Stone is an Outreach Librarian at Denver Public Library (CO).</p>

WORKSHOP J – 11:30 a.m.-12:30 p.m.

VENDOR: Thorndike Press			
VENDOR: ALA ODLOS			
Maximizing Your Library’s Impact Through Strategic Partnerships	<p>This presentation will cover how to use strategic partnerships to transform your library’s outreach efforts. Specifically, we will explain how these types of partnerships have impacted outreach at the Cobb County Public Library. Each example will demonstrate how the Cobb County Public Library collaborates and builds trust among the government, nonprofit, educational, and religious organizations in our community. Through these partnerships we have been able to share resources, apply for grants, and develop programs to expand the goals and initiatives of our organizations. Finally, we’ll cover how to determine which partnerships to pursue and how to grow these relationships.</p>	Mary Wood	<p>Mary Wood is the outreach/community engagement department manager at Cobb County Public Library (GA).</p>
A Change Will Do Us Good: Surprising Community Transformations When Seniors Volunteer	<p>Working virtually or in person, you can transform active seniors into volunteer leaders. Empower traditionally passive seniors in assisted living, skilled care, memory care, and more into vital, engaged, and valued community members who serve other civic organizations. This boosts morale, supports care staff, and it will invigorate your library as an area hub. See yourself as a memory cafe host, dementia-friendly representative, or zoom program guru. Bring a notepad and get ready to brainstorm solutions specific to your work environment. So much is possible, and it’s waiting for you.</p>	<p>Glenna Godinsky, Angela Bouque, and Sarah Vetter</p>	<p>Glenna Godinsky is the life enrichment liaison at Gail Borden Public Library District (IL). Angela Bouque is the South Elgin branch manager at Gail Borden Public Library District (IL). Sarah Vetter is the Home Services Coordinator at Gail Borden Public Library District (IL).</p>

\*\*Updated on 9/23/2020 by David J. Kelsey, 2020 ABOS President Elect