

# 2021 ABOS VIRTUAL CONFERENCE PROGRAMS

Program Title	Program Description
Let's Talk About ED&I	Libraries are embracing equity, diversity and inclusion (ED&I) as part of their culture. Tulsa City-County Library (TCCL) embarked on its own journey to foster, cultivate and preserve a culture of ED&I; thus ensuring a positive and professional working environment in which all people are treated with respect and dignity. Learn about TCCL's EDI infrastructure and associated initiatives, and come prepared to share information your library's own ED&I work.
Connecting patrons with job readiness tools and employment opportunities.	Lack of digital literacy and digital access for many, results in patrons visiting libraries to apply for jobs, write resumes and connect to training opportunities. How can libraries serve as a resource for patrons seeking employment? To provide proper assistance, library staff must be skilled in job readiness trends and processes. Libraries must collaborate with employers, workforce development partners, training providers and community resource agencies. Learn how Memphis Public Libraries utilizes collaborative partnerships to provide digital access, access to resources and tools to job seekers in their communities, in a 38-foot mobile technology lab and with virtual programming.
Outreach Services & Volunteer Resources: A Match Made in Library Heaven	Have you considered using volunteers for your Outreach programs such as home delivery? The Indianapolis Public Library has created the perfect union of Outreach Services and Volunteer Resources and will show you all the ways to utilize volunteers for your Outreach programs and more.
Peddling Outreach: Hawk your Services like a Pro	Learn unorthodox techniques to revamp some of your advertising and marketing strategies for your outreach program. Reinvigorate your staff, community, and maybe even your vehicle with a few simple cost effective approaches to branding, advertising, and marketing your Outreach programs, site visits, and events.
Stories to Go Literacy Enrichment Program	Our program provides opportunities to motivate families to read. Working with area partners who serve limited-resourced families participating in food pantry and community meal site programs, we reach many families that cannot easily get to a library. Staff create and share literacy kits, talk about library services and install StoryWalks®, which are placed in strategic locations in the community, making books, family reading and literacy experiences more accessible to families. These efforts stimulate an interest in reading and books, provide quality learning and literacy opportunities for families, and provide a connection to our public library programs and services.
Creative Community Connections: A Canadian Library's Experiences	Outreach is vital to keeping your library connected to your community. Tune in to learn how one Ontario library is reaching people through a variety of creative outreach projects and learn how you can do the same. Projects include Connect Kits, community gardening, youth outreach and much more.

<p>We'll Come to You: Outside Library Services and Covid</p>	<p>Mandel Public Library brings essential services to neighborhoods; a Wi-Fi-enabled minivan offers youth homework assistance, loans laptops and hotspots and provides ESOL and job help.</p> <p>Presenters will share community demographics and how COVID-19 further exposed the gap between those that can and cannot access the internet, safe transportation, and academic enrichment services. We'll explain how we learned who the library was not reaching and identified barriers to remove.</p> <p>Speakers will discuss bringing services from various departments outside the library: challenges and rewards, using data to recognize service gaps, selecting venues and training a versatile employee with skills from various departments.</p>
<p>Libraries - The Hub of Resources to Connecting with Communities</p>	<p>The presentation would share how Live Oak Public Libraries worked with several community non-profit organizations, city and county entities, educational institutions, the Census agency and religious organizations to help provide access, programs, resources, supplies and more during the pandemic. We will review all the ways we worked with all of those agencies to immediately address the needs of neighborhoods and families. In addition, the presentation will share how we provided services to those physically unable to attend the library, how we donated over 10,000 books to help create home libraries, expanded e-resources along with the expansion of our Wi-Fi, created new ways to serve the public safely and applied for grants to help create opportunities to help our communities. One of the grants we received for \$10,000 helped promote Census awareness and completion. The presentation is a wonderful opportunity to share how libraries are the hub of the communities, neighborhoods and families we serve.</p>
<p>Outreach to Seniors: Cultivating Relationships and Developing Support Initiatives</p>	<p>As America's population ages, community-centered services for seniors will be essential. Libraries can serve as hubs for access to healthcare information, social interaction, and reliable technology access, in addition to hosting partner based support initiatives that help seniors thrive. We will share how Plano Public Library cultivates relationships with senior-focused partner organizations to identify relevant opportunities and develop targeted programs that enrich and support seniors in our community. Attendees will leave with ideas to develop local partnerships, identify challenges and opportunities related to senior services, and explore senior outreach initiatives.</p>
<p>Rowing Home: Utilizing Local History and Genealogy Resources for Reminiscence</p>	<p>Have a senior patron who doesn't open up? Looking to get more attendance at assisted living facilities? In this presentation, Kaitlin Barber discusses the success of her Local History (1937 Ohio River Flood) and Genealogy Programming in bringing in new attendees and facilitating participation from many previously silent patrons.</p>

<p>That All May Read: Talking Books and You</p>	<p>Do you know people feel they've had to give up reading because their eyesight failed? Have patrons who struggle to lift a book, or whose dyslexia makes reading a challenge? Looking for a new and economic way to serve those patrons who are a little more isolated and remote?</p> <p>Then come join us and learn more about how Talking Books and BARD- services provided by the National Library Service of the Library of Congress- and services provided by your local Talking Books library can help you help these patrons keep their love of reading alive!</p>
<p>Outreach as an Awareness Tool: Our Unique Approach to a Pop-Up Rolling Library</p>	<p>In 2020, we traveled cross-country in a pandemic to bring our new, innovative outreach vehicle home. Meet PuRL, our Pop-up Rolling Library. We created PuRL with a unique purpose to serve as both a traditional outreach vehicle, as a fully-functioning mini-library, and also as an awareness tool, meant to spark conversation and connection within our community. Come see what makes PuRL fresh and interesting, and how we plan on using her to revitalize our outreach efforts.</p>
<p>Whose truck? Our truck! The Saga of DC Public Library's Library on the Go-Go Truck</p>	<p>DCPL's Outreach &amp; Inclusion Department inherited an outreach vehicle in 2018 that had been purchased and designed as a maker truck. However, after a year and a half of use, we found that the original set-up was not ideal for serving our community- it didn't inspire meaningful interaction with our customers of all ages as we wanted it to. So, we took matters into our own hands. In the process, we contemplated mission creep, clarified our purpose, beautified and DIYed.</p>
<p>SJ Access &amp; Maker[Space]Ship: Mobile Digital Inclusion During COVID-19</p>	<p>The advent of COVID-19 has brought the issue of the digital divide to the forefront of public thinking. In response, SJPL and other City of San Jose staff created the SJ Access program to provide digitally under-connected households with devices, internet access, and digital literacy training. A key element of this project was our mobile hotspot and device checkouts using our Maker[Space]Ship, a converted RV that in pre-COVID times was used as a mobile classroom and maker-lab, but has now become a mobile library location bringing hotspots and computing devices to high-needs communities across San Jose.</p>
<p>Outreach with Local Partners: Meeting Community Needs Pre-COVID and Adapting to Virtual</p>	<p>Adaptive outreach is the new normal. From utilizing existing technology resources to reach your community in new ways to leveraging core programming as an outreach tool, you can create a flexible approach to outreach that serves your stakeholders and organization. We will share how Plano Public Library used both virtual and direct contact initiatives with local partners and nonprofit organizations to serve community needs while promoting the value of the library. Attendees will leave with the tools to engage with partners, identify library user needs, and develop programming.</p>
<p>Mobilizing partnerships</p>	<p>In rural and remote West Texas, three organizations leveraged their partnership to create Mobile Comunidad (Mobile Community) to fund and operate a bookmobile/outreach vehicle. The van brings same significant learning resources, social services, healthy food, and online access that Jeff Davis County Library (one FT employee) and Food Pantry of Jeff Davis County (one PT employee) offer, plus events that include social service agencies and nonprofit organizations in an innovative “stacked” solution to persistent problems. With the Friends of the JDC Library acting as fiscal agent, the team used a storytelling approach that emphasized partnerships to raise more than \$200,000.</p>

Be Prepared: Emergency Plans and Policies for Mobile Services	What should you do in the case of inclement weather, accidents, or other emergencies? This presentation will cover policies, plans, and essential supplies to have ready in the case of an emergency while providing mobile library services.
Building Bridges to Maximize Outreach	Want to connect, create opportunities to interact, and build relationships while maximizing outreach to immigrant populations in your community? Learn how to develop immigration workshops, in person and asynchronous online citizenship exam courses, outreach at naturalization ceremonies and how to host a naturalization ceremony at your library.
Storytimes, STARS, and More! Building Partnerships with Libraries and Childcare Centers	By partnering with childcare centers and state organizations, libraries can offer storytimes, educational workshops, and more! At the Laramie County Library System, we believe outreach services to both children in care and their care providers is absolutely critical. We have developed a menu of services that include a monthly storytime at over 45 facilities as well as a monthly continuing education workshop for providers certified through the WY STARS (Statewide Training and Resource System) program. Join a discussion on how to best reach childcare centers in your area!
Books Go Home: Reaching Beyond Our Childcare Classrooms	With many of our low-income early childhood education programs online this past year, Sno-Isle Libraries jumped on the chance to pilot the Books Go Home project: encouraging teachers in childcare centers to send library books home with children to read and share with their families. With each participating center becoming a mini-library hub sending books out hundreds of times, it's been an exciting (nerve-wracking!) process of experimentation, innovation and clarification of current and future priorities as we explore how far we can go to create early literacy opportunities that extend beyond the classroom and engage families. Books, go home!
Social Worker in the Library, AMITA Health	Libraries offer a safe gathering place where everyone is welcome and information resources are available for all. These public spaces offer the homeless, mentally ill, isolated elderly, and others refuge from street violence, adverse weather conditions, loneliness, and despair. The Social Worker in the Library program addresses the needs of these library patrons by embedding a full-time licensed clinical social worker (LCSW) in selected Chicago Public Library branches and in Evanston. The LCSW provides personalized, holistic support to library patrons including crisis intervention and de-escalation, short-term case management, assisting with applications for public benefits, and providing referrals and tracking referral completion.
SOLO - Services for the Incarcerated: From the Local Jail to the Big City Prison	When was the last time you went to jail? Never been?! Perhaps it is time you reach out to this underserved population. If you already have a vibrant service plan, come to share and hear what others are doing. Attendees will learn about a variety of services -- from an early literacy initiative with inmates at a local county jail to providing technology to address the unique needs of parolees transitioning from correctional facilities and providing uploaded, pre-recorded library programs accessible via tablets by patrons incarcerated at jail facilities at Riker's Island – there will be something for everyone.

<p>SOLO - Reference Services by Mail: How to Reach Incarcerated Patrons</p>	<p>Around 2 million people are incarcerated in American jails and prisons. Due to systemic racism, many incarcerated people are Black, Indigenous, and people of color. Jails and prisons limit access to books and information, which compounds inflicted trauma and furthers dehumanization. Reference by Mail services are a way that public libraries can utilize the mail--the most available communication mode inside jails and prisons--to meet incarcerated patrons' information needs and interests. Drawing from San Francisco Public Library's experience supporting libraries doing this work, the presenters will provide tools to create a successful Reference by Mail service for incarcerated patrons.</p>
<p>Bringing Pop-Culture to the Pop-up Library</p>	<p>Combining library services with what kids love the most! Discover new ways to connect families with technology, books, and library programs. Super hero training, magic spells, Pokémon hunts and more! Community access to library services has never been more important as families search for ways to connect with their community. This session will explore how the St. Albert Public Library is using pop-culture to bring library services out into the city and provide opportunities for learning and connection in a community recovering from the effects of the pandemic.</p>
<p>Navigating Roadblocks by GPS</p>	<p>This presentation will highlight how we successfully pivoted to meet the needs of our youth and their families during COVID-19. This new service model was successful because of our GPS (Great Partnerships and Support). Partnerships are critical, but proved to be even more important when responding to a community crisis.</p>
<p>Growing Partnerships</p>	<p>The High Point Public Library Teaching Garden has seen a remarkable evolution in community partnerships over the course of 8 years in existence. The purpose of the Teaching Garden is to educate people on the benefits growing their own food while helping to address the Food Hardship that exists in the city of High Point. Today the Teaching Garden is networking with several dozen partners to seek out ways to alleviate hunger.</p>
<p>Pakistan's Camel Library Caravan</p>	<p>A glimpse into the Camel Library project started in Pakistan in October 2020 and its astounding growth and worldwide support. The project is not the first of its kind in the world but being started in Pakistan at a time when schools were closed due to Covid 19, and giving the camel a name so that the children could relate more worked very well. The eco friendly nature of the camel and the opportunity of better livelihood of the camel herder have added to its success.</p>
<p>Photographing Community: an Outreach Portrait Project</p>	<p>In 2019, Outreach staff from the Tulsa City-County Library partnered with the Tulsa Housing Authority to provide a series of free pop-up portrait studios for residents. Some of the resulting portraits were displayed in a mobile show on the Bookmobile and catalogued in a special zine about the project. Mandy Durham and Jen Aguirre will give an overview of the project and offer tips for engaging your own communities in creative portrait projects.</p>
<p>Using Social Media to Support and Expand Outreach</p>	<p>Using social media effectively can be a great way to support and expand a library's presence in the community. We'll share how we've utilized social media in our outreach efforts including reaching Spanish-speaking communities and managing social media when there's not enough staff or time.</p>

Outreach Menus: Meeting the Community's Needs à la Carte	With flexibility in mind, we organized our current and aspirational outreach services into pre-arranged combinations and add-ons. The new organization allows us to easily answer "what can the library do for me?" and to make sure we are making promises that can be served with our current resources. As we resume some outreach with more in the future, knowing the basic building blocks and the à la carte add-ons will streamline the process and help make community connections.
Death and the Art of Outreach	Working with older adults often means that library workers are providing a form of end-of-life care. Those of us living in COVID hotspots experienced a loss unlike anything we had seen before. The nature of mobile outreach means that our coworkers, supervisors, and administrators may not understand our grief. We may not understand it ourselves. This session is about managing grief, loss, and trauma in a healthy way. Participants will learn how to talk about grief while honoring the lives of patrons who have passed on.
Annika	Estonian Library Bus
POPCORN! Preschool Outreach Programs - Creating Outstanding Relationships with our Neighbors	"POPCORN! Preschool Outreach Programs: Creating Outstanding Relationships with our Neighbors" is a mouthful, but this session will give you a lot of food for thought! From storytimes and STEM programs for preschoolers to workshops for their caregivers, from in-services for teachers to creating a network for directors, you will learn about a myriad of early childhood outreach services. It is vital for libraries to create outstanding relationships with early childhood professionals and the families they serve. You will leave this session with practical ideas to help you achieve that important goal.
Mapping Data Toolkit for Outreach Programs	This Mapping Toolkit provides instructions on how visualizations of community engagement data can promote the needs of a variety of outreach services. It builds on the use of spatial data by public libraries in order to assess needs, develop programs and determine where to offer services. Sample maps have been created to demonstrate how these visualization tools may benefit public library outreach programs by communicating their effectiveness and opportunities for growth. The toolkit includes how to create and utilize map visualizations with data and local knowledge, including data needed, free mapping software options and designing the look of your map.

## PANEL PROGRAMS

Program Title	Program Description
Panel	Book Bike Panel
Panel	Youth Partnerships
Panel	Little Free Library
Panel	Nontraditional outreach services

# VENDOR PROGRAMS

Program Title	Program Description
Vendor	A Rifkin Co
Vendor	U.S. Census Bureau
Vendor	Emporia State University
Vendor	Farber
Vendor	LDV
Vendor	Little Free Library
Vendor	Matthews
Vendor	MEternally
Vendor	National Library of Medicine
Vendor	Summit Body Works
Vendor	Winnebago
Vendor	Reading2Connect