# Cross Timbers Library Collaborative 5th Annual Conference

Friday, August 04, 2017

Texas Woman's University

Blagg-Huey Library

Denton, Texas

http://www.ct-lc.org

## About CTLC

The Cross Timbers Library Collaborative (CTLC) is a new library consortium based in the Cross Timbers region of the United States.

## Mission Statement of the CTLC:

The Cross Timbers Library Collaborative fosters partnerships among the region's libraries through cooperative staff development, resource sharing, and innovative programs.

## Who we serve:

All libraries in the Cross Timbers region of the United States.

## Membership of the CTLC:

Membership in CTLC is defined by institutional participation. Any library in the Cross Timbers region which shares the Collaborative's values are welcome to participate and identify themselves as participating organizations.

## Our Values:

These values guide CTLC's work within our libraries and the communities we serve:

Inclusivity, Collaboration, Responsiveness, Cost Effectiveness, Sustainability, Innovation, Collegiality, Information Sharing, Flexibility, and Leadership

## Governance of the CTLC:

CTLC is a self-organized coalition of libraries with open membership. We are directed by participants; attendees at each planning meeting serve as the steering group for the organization.

Transparency in governance will be maintained by publishing outcomes of the planning meetings via the website and listserv.

Affinity groups based on the interests of individuals or organizations may form to address common issues.

Planning meetings will be held at least twice yearly. Conveners will rotate among member institutions. An annual conference will be hosted by a member institution. Affinity groups may meet at will.


**"Like" CTLC on Facebook** for updates on CTLC activities, and join the **Facebook Group** to share information about happenings at your Library!

**Join the CT-LC listserv** to participate in discussions about CTLC by e-mailing khelge@twu.edu

# DETAILED PROGRAM

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**8:00 AM-9:00 AM**

> **Registration and Breakfast**

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**9:00 AM-9:50 AM: Plenary Session**

**Opening and Keynote (Livingroom)**

**Welcome** by Suzanne Sears, Dean of Libraries, Texas Woman's University.

**Dr. Ling Hwey Jeng**, our keynote speaker, is a Professor and the Director of Texas Woman's University, School of Library and Information Studies. Her teaching areas include the role of information in society, organization of knowledge, electronic searching strategies, and research methods. Dr. Jeng has numerous scholarly publications and presentations and is a recipient of three major federally funded grant projects to the total amount of more than two million dollars. She served three terms as a Councilor-At-Large of American Library Association, and is the president of Texas Library Association. Dr. Jeng is a frequent speaker on topics of library advocacy, diversity, leadership development, and community engagement.

**Keynote**: Librarians use information and technologies to facilitate positive changes in the community. To do so, we must first identify our community; i.e., our individual stakeholder groups. Their levels of interest in our success, and control over our continuing existence, have direct impacts on the work we do every day. What does it take for us to build and maintain effective stakeholder relationships?

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**10:00 AM-10:50 AM: Session 1, Concurrent Panels**

**Panel 1A (Living Room)**

- Lewis Giles and Kira Brennan (UNT Dallas). "Our LibGuides Don't Get Cute They Get Drop Dead Gorgeous."
    Despair not! No tedious step-by-step demonstration here! This fun and fast paced overview highlights the best practices for designing, updating and marketing your LibGuides. Culled from personal experience, SpringShare's tips and standout LibGuides. Leave renewed with inspiration to update your LibGuide's look and increase patron engagement with your guides. The session will close with an opportunity for participants to share LibGuide success stories, missteps and fresh ideas.
- Sarah Brown (University of Dallas). "Developing a Library Staff Instruction Program"
    Keeping library faculty and staff informed is a priority. Different faculty and staff have different strengths and knowledge, and should share this knowledge with others. In this presentation, we will talk about the development of bi-weekly instruction meetings. These meetings allow library faculty and staff to learn about databases they may not use frequently, resources for instruction or reference, and many other important topics.

## Panel 1B (Rm 101)

- Cecil Carter (Lake Cities Library and North Texas Regional Library System). "Outreach and Your Library's Value Proposition."

    Value Proposition [VP]. It is a useful concept that can help all of us make the connection between what our library does well and what is important to our funders. We have to convince our funders that what we have to offer our publics is far greater than what our funders are giving up (taxpayer's or donors dollars). This workshop is about how to show off or communicate our value in the best possible light and why our supporters should continue to fund our libraries and even at a higher level. The Outreach activity is selling the VP concept or idea to our publics. Often it is a nuanced or maybe subliminal delivery of our message.

- Amy Pittman-Hassett (Cozby Library and Community Commons). "Summer Success: Developing New Partnerships with Parks & Recreation."

    Are you looking for new ways to partner with your Parks & Recreation department? In 2015, the Cozby Library and Community Commons joined with Coppell Parks and Recreation to offer Splish Splash Storytime, a weekly story time event held at the pool. Nearly 900 children and caregivers attended that first summer. The success of this partnership helped build greater collaboration between both departments. Between June and August of 2016, Splish Splash attendance nearly doubled, in addition to new combined programming. This session will detail these summer successes in order to inspire possible partnership opportunities for your library.

## Panel 1C (Rm 103)

- Steven Guerrero and Lilly Ramin (University of North Texas). "Promoting Classic Films and Cultural Dialog through Collaboration."

    Presenters will discuss a collaboration between a librarian and a library support staff through a pilot project called Reel to Real Classics Film Group that ties classic films to their cultural dialog in a series of screenings/discussions and online content. Presenters utilized UNT Library collections, campus partners, and student groups to assist in developing each discussion/screening as well as blog entries and podcasts. The presenters will discuss how Reel to Real Classics Film Group is evolving through experimentation and how the collaborative process pulls in individual skills and interests of the facilitators. The presenters will also discuss benefits through collaboration between departments and librarians and staff.

- Annie Guzman (Plano Public Library). "Adult Programming: Finding the Right Fit."

    Ready to get adult programming off the ground at your library? Learn about successful adult programs at PPL, including craft and informational programming as well as educational computer classes. Craft and social programs to be discussed include Cool Crafts, a monthly craft program, Scrappy Hour, a program for scrapbooking enthusiasts, and Scrabble Social. Finding outside speakers for informational programs will also be discussed. Other topics to be introduced include: finding your library's adult programming audience, picking the right time and place, choosing and implementing programming, and basic do's and don'ts to ensure your program's success.

## Panel 1D (Rm 221)

- Morgan Brickey and Bethany Fort (Arlington Public Library). "Scribblers Print Society: Creative Writing in the Community."

    Scribbler's Print Society is an innovative children's creative writing program that pairs writing forms with locations around the community. As part of this session attendees will learn the importance of creating an immersive learning environment by partnering with community organizations in order to start a Scribblers program of their own!

- Erik Knapp and Sarah Miller (Plano Public Library). "Programming Outside Your Library Walls."

    Don't get stuck inside your building! Learn how to use the space outside and around your library to put on exciting and innovative programs. Whether you have a park, a pond or even as simple a space as a parking lot we have program ideas to fit any budget and all age groups. Festivals, nature walks, big trucks, and even fishing, learn how to get your patrons out of the building and into the fun. All the programs we'll discuss have successfully been taken outside and they are always very well-attended and enriching for patrons and staff alike. Come join us and learn how to not just think outside the box but outside the whole building!

- Samantha Dodd, Betty Shankle, and Jeff Downing (University of Texas at Arlington). "Breaking Down Barriers: Building the Texas Disability History Collection."
    > "Disability is everywhere in history, once you begin looking for it, but conspicuously absent in the histories we write." -Historian Douglas C. Baynton (2001) Staff from the UT Arlington Libraries, in collaboration with the University's Disability Studies Minor faculty and staff, are providing multidimensional access to embedded disability records housed in the Libraries Special Collections. Approximately 1,600 disability-related images, documents, oral histories and videos have been identified and utilized for several continuing projects. The Texas Disability History Collection web site has been developed, the national Disability History/Archives Consortium has been founded, and a traveling disability history exhibit has been created. Planning for the next phase is well underway and will include visits to key areas in Texas to interview disability rights advocates on the state and local levels. Copies of those interviews will be added to the Collection. The presentation will address the methodologies used to develop disability awareness and rights through the use of records housed in Special Collections and Archives, especially in north Texas and at UT Arlington. Presenters will discuss working with donors with disabilities and building the Texas Disability History Collection. Technology employed to make the web site accessible to the widest audience possible, including those with handicaps, will be described in detail.

- Spencer Keralis and Julie Leuzinger (University of North Texas). "Providing Inclusive Services for Transgender patrons."
    > Libraries are often seen as a safe place to seek information about community and medical resources for transgender people, especially in rural and socially conservative areas. But not all libraries are welcoming to this community. In addition, recent legislation seeking to control access to gendered restrooms has the potential to hamper librarians' ability to serve this community, and may have a negative impact on transgender persons' perceptions of libraries as a safe space. Lack of awareness on the part of patron service providers, and a perceived hostile social climate can exacerbate anxieties trans people may experience in attempting to access public resources. As more and younger transgender patrons come out, especially in educational settings from primary school to university, the need for awareness among librarians increases. This presentation presents results of surveys and focus groups conducted under the TX-Gender Project for Libraries, and offers practical suggestions to help alleviate negative patron experiences in libraries and to ensure that librarians have the resources to meet the needs of this patron population.

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**11:00 AM-11:50 AM: Session 2, Concurrent Panels**

**Panel 2A (Living Room)**

- Debbie Hathaway and Cherie Hohertz (University of Dallas). "Ca$hing in on Donations: How to Start a Successful Online Bookstore."
    > Every library receives a lot of donations and accumulates weeded titles, but what do you do with them? Instead of a 25 cent cart, recycling, or even trashing them, why not start an online bookstore like the Cowan-Blakley Memorial Library did? Come and learn how we started our successful online bookstore and discover how you can start one too!

- Brea Henson (University of North Texas). "Moving Toward a Praxis of Zen Librarianship."
    > Taking the concept of Mindfulness in librarianship and academia further, Zen Librarianship offers an application of Zen philosophy to enhance the student collegiate experience, not just academic performance. My research expresses how adoption of the Zen principles in librarianship can create a praxis of mindfulness, compassion, and awareness to strengthen reference interactions and academic support that not only creates a nurturing environment for students, but actively positions librarians to become better mentors and collaborators to students (and faculty). Through Zen Librarianship, mindfulness becomes intrinsic to scholastic partnerships and collaboration between subject librarians, faculty, and students, holding the key for returning the library to the heart of university and achieving irrefutable relevancy status in higher education. The adoption of the Zen Librarianship supports Personal Librarianship movements, Critical Library Instruction, social constructionist theory used for learning common environments, and aligns with the ALA competencies and the ACRL Framework of Information Literacy.

**Panel 2B (Rm 101)**

- Melissa Johnson (Business Library, Cox School of Business, Southern Methodist University). "Flipped Learning with LibWizard."
    > Are you tired of trying to cram two hours of instruction into 60-minutes? Never fear…LibWizard can help! By integrating instructional content into LibWizard, you can easily flip your classroom instruction. You will still fully cover the instructional material, but now you'll also be able to devote more time to hands-on activities in the classroom. Have students complete the nuts-and-bolts outside of the classroom and save the in-depth, active learning for the face-to-face instruction. Learn how the SMU Cox Business Library flipped the Business Library BBA Orientation with great success and student satisfaction! Attendees will not only be introduced to LibWizard but will also receive a hands-on demonstration of using LibWizard from a student perspective.

- Jay McAllister (University of Texas-Dallas). "From Online to Hybrid: Transforming a Course."

    This presentation will discuss the transformation of a library research skills class from an exclusively online course to a hybrid aka blended course. It will include specific examples of how blended learning and the new ACRL framework can improve student performance and tangible learning outcomes. The purposes of the blended version of the course include fewer missed assignments, improved scores on assignments, increased in class participation, peer relationship development, and higher learning retention. The learning tools, software, and student activities provided by the blended class environment did help to foster more student growth and learning. In addition, the blended class environment increased student retention of information. This presentation would be helpful for library professionals who are considering changing the format and content of their online material and teaching methods.

## Panel 2C (Rm 103)

- Scott Lancaster and Sean Anderson (Texas A&M University-Commerce). "Status or Stasis? Our Five-Year Adjustment to Faculty Status Transition."

    In late 2009 a committee of librarians at A&M-Commerce met to organize an effort to have the university's professional librarians at reclassified to faculty status. Previous attempts for this change were conducted in 1968 and 1988 without success. A number of factors were recognized to have occurred since the last attempt that would make a positive outcome more likely—the university had joined a state-wide system which had several members already with faculty status librarians, turnover in the library had decreased internal opposition, and a proactive faculty senate more easily cultivated support for the change. The final approval was reached and librarians were granted professional track faculty status and placed in ranks in April 2012. Although faculty status for academic librarians has been the official position of the ACRL since 1946, not all academic librarians today are classified as faculty. Furthermore, it has become increasingly problematic for librarians classified as professional staff to successfully argue for a shift to faculty status. This presentation will review our local process from start to present, focusing not just on the successes but also on the problems and the as yet unmet challenges. Among the rubrics incorporated into our analysis, we will primarily use ACRL's Standards for Faculty Status for Academic Librarians to chart our progress. As we discovered, the achievement of faculty status was merely the first, and ultimately easiest, step, and is followed by the more arduous struggle to define, conform, and adjust to what that means.

- Emily Johnson (University of North Texas Health Science Center). "Strategies for Teaching Copyright in Academic Libraries."

    Copyright and Fair Use are important but little understood parts of liaison and research services at academic libraries. Information professionals interact with and disseminate copyrighted material every day, yet few librarians receive formal training in copyright and many feel uncomfortable discussing these types of issues with their patrons. At the University of North Texas Health Science Center, library liaisons were asked to teach classes on copyright to their departments and, through additional training and research, have increasingly positioned the library as a valuable resource for copyright information on campus. This presentation will cover strategies for discussing important copyright topics with students, faculty and staff as well as suggestions for additional training and resources for librarians.

## Panel 2D (Rm 221)

- John Trischitti III (Midland County Public Libraries). "Why Literacy Still Matters."

    A well rounded education is the key to upward mobility. A study by the Pew Charitable Trusts show that for people starting at the bottom of the socio-economic ladder, a college degree can QUADRUPLE their chances of making it to the top. There is a correlation between illiteracy and income at least in individual economic terms, in that literacy and education has payoffs and is a worthwhile investment. As the literacy and education rate doubles, so doubles the per capita income. All of these factors do not even to begin to scratch the surface of the social and cultural dynamics that have an impact on a child's education. Many of the students that are under performing in the school setting have outside factors at work that can make the learning experience all the more difficult. A one parent household, little to no parental involvement, basic food and nutrition, inadequate books in the home and lack of access to the internet to do school work are only a fraction of the influences that can negatively impact the learning of a child. Many children in our community are more concerned where there next meal is coming from or their safety and stability at home and less concerned as to what their next assignment is. Literacy is the tool needed to address all these issues. Literacy is more relevant that ever.

- Marna Morland, Paige Shank, and Roberta Sittel (Government Information Affinity Group). "Free U.S. Government Databases Galore!"

    U.S. government agencies play a central role in the collection of and access to a wide array of public data. Members of the Cross Timbers Government Information Affinity Group will highlight and demonstrate their favorite U.S. Government databases which are freely available to all libraries. A handout with even more U.S. government databases than those demonstrated in the session will be provided.

## Round Table Discussion 2E (Rm 208)

- John Martin and Spencer Keralis (University of North Texas Libraries). "Comics in the Academy."

  This roundtable will provide an overview of a recent comics exhibit and series of outreach events hosted by the UNT Libraries designed to explore the place of comics, graphic novels, and other sequential art forms in the library's collections, the academic curriculum, and the scholarly work of the UNT community. We'll discuss the development of the exhibit and our ongoing effort to revive the now defunct UNT Comics Studies Conference as a series of events or as a possible ongoing Comics Studies Colloquium. We'll also discuss the potential of comics for teaching information literacy, addressing issues of censorship and intellectual freedom, and for engaging in critical discussions of ethics & social justice issues. We invite discussion of other ideas for utilizing comics and graphic novels in teaching, research, and library outreach, and hope that participants will bring some of their own favorite comics-related materials, activities, or ideas to share.

## 12:00 NOON-1:30 PM

## Lunch (2nd Floor)

*Attendees will be provided with a lunch and offered the opportunity to network on their own or with an affinity or interest group.*

## Affinity Groups, (2nd Floor)

- Collection Management Affinity Group
- Community Colleges Affinity Group
- Digital Humanities Affinity Group
- Government Information Affinity Group
- North Texas Library Assessment Affinity Group
- Special Collections Affinity Group
- Scholarly Communication and Digital Curation Affinity Group
- LGBT Focus Group by Texas Gender Project, 1st floor in Library (TBD—First floor in library?)
- Access Services and Resource Sharing Interest Group

## LGBT Focus Group by Texas Gender Project (Living Room)

## 1:40 PM-2:40 PM: Session 3, Concurrent Panel/Round Table Discussion

## Panel 3A (Living Room)

- Laura McKinnon, Suzanne Sears, and Kris Helge (Richland College and Texas Woman's University). "Career Progression: How did I get here from there?"

  Join TWU's Dean of Libraries, Suzanne Sears, TWU's Assistant Dean of Academic Engagement Services, Kris Helge, and Richland College's Dean of Educational Resources, Laura McKinnon for a discussion about career progression. Ms. Sears, Dr. Helge, and Ms. McKinnon have varied educational and professional experiences, including careers in academic, public, and law libraries. They will share their experiences and provide tips for advancing in the field of librarianship.

- Spencer Smith (McKinney Public Library System). "Scheduling for Work Life Balance."

  Libraries are professional workplaces that often operate under retail employee schedules. Rotating schedules, split shifts, on call hours- all of these things complicate the lives of our employees. These scheduling practices create an environment that forces work to be the top priority, inherently creating an imbalanced and unhealthy workforce. Library life doesn't need to be that way! This presentation will show how libraries can work with their employees to create static and predictable schedules that can increase employee satisfaction, redistribute work hours to meet peak demand, and eliminate schedule confusion and anxiety. Find a solution to a happier, more balanced staff while simultaneously delivering a higher level of customer service.

## Panel 3B (Rm 101)

- Courtney Mumma and Jessica Trelogan (Texas Digital Library). "How Donuts and Data Feed the Texas Data Repository."

  This presentation will be an introduction to the new Texas Data Repository (TDR) service at Texas Digital Library (TDL), the TDR steering committee, and one member's first-hand account of her experiences using and promoting the service at the University of Texas at Austin Libraries. The TDR was launched in late 2016 and currently has nine participating TDL institutions, each with a Data Repository Liaison responsible for local Dataverse implementation. These Liaisons make up the TDR Steering Committee, which started meeting monthly in March of 2016 in order to provide feedback to TDL and make decisions about TDR services. The Committee will provide strategic planning support and policy oversight to ensure focus and direction of programs and services. Jessica Trelogan is the Data Repository Liaison for UT Austin. She will speak about her experiences so far with TDR Dataverse, the steering committee's roadmap, and local outreach efforts, including a sugar-fueled workshop series launched this Spring called "Data & Donuts."

- Louis Sherwood, Caitlin Rookey, and Alexander Schutz (Eunice & James L. West Library, Texas Wesleyan University). "Digital Preservation Tips for Small Libraries from Another Small Library."

  Staff from Texas Wesleyan University's West Library hope to inspire other small institutions, academic or otherwise, to pursue endeavors in digital preservation. We will discuss our most complex digitization project, obstacles we encountered and the solutions we developed, and the installation of a Digitization department in our library. The library's latest digitization project was made possible by a TexTreasures grant, funded by the Institute of Museum and Library Services through a grant to the Texas State Library and Archives Commission (2017). After much consideration, staff decided that the Mason Johnson Theatre Collection was most deserving of digitization at this time. Mason Johnson served Texas Wesleyan College as professor and musical director from 1956-1985, and he made significant contributions to the Fort Worth cultural scene. When West library received its grant in September 2016, digitization projects were completed by one full-time librarian, one full-time clerk, and one part-time staff member, all of whom divided their time between other library departments. By January 2017, digitization was managed by a single Digital Initiatives Librarian, and a Digitization workroom was developed for future projects. During the grant application process and throughout the course of our grant work, we have run into a number of obstacles, including copyright concerns, manpower shortages, and technical issues within the digital repository. We have found ways to overcome these difficulties, and we are looking forward to applying what we have learned towards future projects.

## Panel 3C (Rm 103)

- Erin O'Toole and Jo Monahan (University of North Texas Libraries). "Joining Forces to Jumpstart Student Success in Higher Education."

  Undergraduate and graduate students face a number of major milestones on their way to success and frequently need a jumpstart to make progress on their journey. Partnerships between libraries, support services, and academic departments create multi-resource teams more likely to succeed at giving a significant number of students the boost they need to start complex milestones. Two subject librarians from the University of North Texas will describe the partnerships they contribute to and the elements of success in each. The majority of time will be reserved for your questions and discussion of challenging milestones at your institution. The education librarian will explain her involvement in a university-wide project to prepare undergraduates for employment and career development with e-portfolios. The science librarian will detail the Proposal Presentation Workshops, which prepare graduate students to write their thesis and dissertation proposals.

- Jonathan McMichael, Kathryn Johnston, and Margaret Terrill (Southern Methodist University). "Establishing a Community of Practice: Perspectives from SMU's Internship Program."

  Starting in January of 2017, SMU's Fondren Library hired a team of graduate students enrolled in local MLS programs as Research and User Experience Library Interns. In their first semester at SMU, interns staffed the majority of the Research Desk hours, became the primary library instructors for First Year Writing courses, and helped develop for more targeted services to multiple campus groups. The program combines these authentic professional experiences with a customized, skills-based training curriculum aim intentionally at preparing interns to make meaningful contributions to librarianship and to become competitive in the national academic library job market. Designed using a Lave and Wenger's Community of Practice model, the key to the internship program's success is its focus on establishing a sense of belonging for each intern through shared purpose, authentic participation, and intentional growth and mentorship. In this session, we will discuss the goals, design, and its impact on the library but more importantly attendees will hear first-hand the experiences and impressions of the interns themselves. Getting a program like this off the ground has had its challenges and unintended consequences. We are excited to share our progress and some lessons on the importance of community, authentic learning, and finding win-win scenarios.

### Panel 3D (Rm 221)

- Cherie Hohertz (University of Dallas). "Using Patron Assessment Data to Engage Stakeholders."

  Libraries are constantly being asked to justify their relevance, especially to those who make budgetary decisions.  One of the best ways to do that is to show, both quantitatively and qualitatively, how the library is impacting patrons.  At the University of Dallas, we designed a patron survey that has been administered the past 5 years, that has given us valuable information into the impact our library is making on students' academic research.  Using this data, we have fostered greater understanding from University administrators and the Board of Trustees about the value of the library and have been able to expand staffing and budgets.

- CTLC Planning Committee (Cross Timbers Library Collaborative). "Getting More Mileage from Your Good Work: Tips for Proposals, Posters, and Presentations at CTLC."

  Presenting at CTLC is a great opportunity to contribute to the library profession in a meaningful and local way.  The CTLC Planning Committee members and CTLC attendees will have an open and lively discussion with tips and suggestions on how to generate proposal ideas, format posters, make catchy presentation titles, improve presentation skills, etc.

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### 2:50 PM-3:50 PM: Session 4, Poster Session

### Posters (Living Room)

- Yvonne Dooley and Lilly Ramin (University of North Texas, Eagle Commons Library). "Bridging Connections: Mentoring and Being Mentored."

  This poster session highlights the presenters' experiences as mentees and mentors at institutional, state and national organization levels. Yvonne Dooley, currently the Business Librarian at the University of North Texas Libraries and previously the Business Reference Specialist at the Library of Congress, will represent the mentee path of the poster. Lilly Ramin, First Year Experience, Sociology and Instructional Technologies Librarian at the University of North Texas Libraries, will concentrate on the path as a mentor for library staff at various levels.  The librarians will demonstrate the importance of actively engaging in the profession, bridging connections with professionals and developing successful relationships for both mentors and mentees.

- Holly Gardner (Southern Methodist University). "Finding Your Way through Library Wayfinding."

  The SMU Fondren Library building is essentially four different buildings that have come together over the past eight decades. At the conclusion of the recent renovation, we understood that wayfinding was an essential to help newcomers navigate the 268,000 sq. ft. building. We assembled a wayfinding team and employed user-centered and iterative design to create signage which helps users navigate some of the confusing aspects of our building. This poster presents the assessment strategies, recommended software and programming, advice on working with vendors, wayfinding strategies and techniques which increased usability, and follow up assessment and future iterations.

- Lewis Giles, Kira Brennan, Stewart Caton, and Bailey Eagin (UNT Dallas). "The Goblet of Fines."

  "The Goblet of Fines" is an overview of our library's history with fines for overdue items. The poster will include a narrative of the library's history with fines, the ongoing philosophical debate on fines and their purpose. We will also highlight fine relief efforts like Food for Fines. The poster is formatted to look like the front page of the wizarding newspaper, The Daily Prophet from the Harry Potter universe.

- Scott Lancaster (Texas A&M University-Commerce). "A Bibliometric Study of the Scholarly Output of A&M-Commerce."

  Citation analysis, the study of the relationship between a text and those texts to which it makes reference, is a useful tool for academic librarians to use in making decisions about collection development, budget allocation, and research instruction. My poster presentation will analyze the citations of recent master's theses in science and technology submitted by graduates at Texas A&M University-Commerce. In order to determine the value of the library's impact on the scholarly output of the campus, the study will determine the amount of references in the theses drawn from the library's collection (both print and digital), those drawn from non-library scholarly sources, and those drawn from the internet and other non-academic sources.

- Preston Livingston and Michael Barera (Texas A&M University-Commerce). "Marketing Strategies for the LibQUAL+® survey."

  In today's environment, decision-making in any organization is typically based on quantitative analysis, better known as metrics. It has become increasingly important for organizations to provide data, and one instrument often used is a survey.  In the library profession, the LibQUAL+® survey is frequently used to gather data on users' perceptions of library services.  The purpose of this presentation will be to share our strategies in soliciting and acquiring LibQUAL+® surveys, to review our user groups' opinions. Texas A&M University-Commerce's Gee Library has been very successful in meeting our goals for the number of surveys needed to have appropriate data results for analysis and consideration.  Marketing strategies and promotional items we will present and discuss include: • Social media • E-mail • Print marketing • Letters from our library Director/personal contact with Faculty • Prizes/incentives • Table days with iPads

- Valerie Lutes (Texas A&M University-Commerce). "Engaging Orientations: A Library Road Trip."

   How do you keep 50 brand new freshmen students excited and engaged for an in-depth library orientation? You take them on a road trip! This presentation builds upon lessons learned from a 2016 successful "road trip" themed Honors College library orientation at Texas A&M University-Commerce. The presenter will discuss the origination of the new format and how it is being changed even further to increase engagement and learning retention, eliminate previous speed bumps and decrease "library anxiety" in the incoming 2017 Honors College class.

- Jay McAllister (University of Texas - Dallas). "New RefWorks and Citation Manager Survey: Results and Analysis."

   This poster presentation will outline the results of a recent survey conducted to students, staff, and faculty at U.T. Dallas via Qualtrics. The purpose of this survey was to determine what citation managers they were using, what features, and why they chose to use it. This poster will feature 3 parts: the survey questions, the recorded answers from the survey, and finally, the analysis and interpretation of the recorded data. The considered usefulness of this survey would be the possibility to consider other citation management software platforms, improve services of the current product, RefWorks, and to promote better effective training of the current software.

- Amie Oliver (The Texas Collection at Baylor University). "Tried and True Recipes: Understanding the Value of Community Cookbooks."

   Cookbooks can provide great insight into foodways. They can reflect how national events, such as war or economic depression, affect the diet. They can inform about local ingredients and their effect on regional cuisine. They can provide information about who produced the cookbook that might not be found elsewhere. They can contain household hints, home remedies for a variety of illnesses, advice for young brides, and more. Each cookbook, whether produced by a church, school, organization, or business, has its own audience and purpose, and, like eating habits, their recipes reflect the tastes of the time. Examining these resources helps to understand those who came before us. Learn how The Texas Collection, home to more than 6,200 Texas cookbooks, curates and promotes this unique collection.

- Catherine Sassen, Diane Robson, and Kevin Yanowski (University of North Texas). "Enhancing the Discovery of Unique Collections."

   Collections of unique materials may be invisible to library users if they are not adequately cataloged. You can enhance user discovery if you use current cataloging standards and genre headings specific to your unique collections. The application of genre headings also will help librarians collocate similar resources, create programming around genres, and generate recommendations for users. The presenters will discuss how they increased the discovery of a large tabletop game collection by developing local genre headings for unique materials. They will share strategies that participants can easily apply in their libraries.

- Karen Harker and Erin O'Toole (University of North Texas). "Assessing the Success of a Mentoring Program Beyond Satisfaction Surveys."

   Assessment is a crucial element of a mentoring program because it can provide the information needed to determine how well the program is meeting its goals and how it could be improved. A continuous cycle of assessment will strengthen a mentoring program and contribute to the professional growth and success of participants. Assessment also gains the support of the library administration in terms of funding, time allowed for participants, and credit given to mentors during annual evaluation. Based on a review of literature, the assessment of most mentoring programs is limited to participant satisfaction. While this measure could be used to predict future participation, as well as to modify elements to address areas of dissatisfaction, it is limited in its scope. There is often little attempt to determine the impact of the program on the participants' abilities, skills, and future careers. In this session, researchers will share their experiences in assessing a mentoring program for librarians in a large academic library. Assessment measures address the goals of the mentoring program, which include improving mentoring competencies, increasing confidence of participants and expanding future participation in the mentoring program.

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**4:00 PM-4:30 PM: Concluding Session**

**Conference Wrap-up (Livingroom)**

   The conference will then conclude with a town hall meeting to discuss future conferences and collaborations.

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**Notes**