

2021 MLA VIRTUAL CONFERENCE

The Next Chapter: Libraries Post-Pandemic



THURSDAY, JUNE 10, 2021

2021 **MLA** VIRTUAL CONFERENCE

SCHEDULE

9:00 - 9:15 am	Introduction by MLA President Heather Smith
9:15 - 10:15 am	Keynote Tony Zanders
10:45 - 11:15 am	Session 1 & 2
11:15 - 11:55 am	Session 3 & 4
12:00 - 12:30 pm	Lunch & Social Time
12:30 - 1:30 pm	Session 5 & 6
1:40 - 2:40 pm	Session 7 & 8
2:50 - 3:50 pm	Session 9
2:50 - 3:20 pm	Session 10
3:30 - 4:00 pm	Session 11

2021 **MLA** VIRTUAL CONFERENCE

INTRODUCTION

9:00 – 9:15 am

Room 1 – <https://tinyurl.com/mla2021room1>



INTRODUCTION

Heather Smith, MLA 2021 President

KEYNOTE

9:15 – 10:15 am

Room 1 – <https://tinyurl.com/mla2021room1>



FUTURE-PROOFING LIBRARIANSHIP: EVALUATING OUR PAST TO ENSURE OUR FUTURE

Tony Zanders

Tony Zanders is an award-winning software entrepreneur and library technology executive. He is the founder and CEO of Skilltype – a software platform for information professionals and their teams to assess, grow, and share expertise. In 2019, Zanders was appointed as the inaugural entrepreneur in residence at the Boston University Libraries, where he provided executive counsel to the University Librarian during the academic strategic planning process while designing and implementing new approaches to recruitment, retention, and training. Prior to Skilltype, Zanders was Vice President of Global Customer Development at EBSCO, where he advised libraries on software integrations across more than 30 countries. He has also served in executive roles at Ex Libris/ProQuest, while receiving funding from the Gates Foundation to develop a research management platform for first-generation college applicants. Zanders is based in his hometown of New Orleans, Louisiana.

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SESSION 1

10:45 – 11:15 am

Room 1 – <https://tinyurl.com/mla2021room1>

VIRTUAL HEALTH LITERACY: AN ANSWER IN A TIME OF PANDEMIC

Jessica Daly, The Clifford E. Graese Community Health Library of Orlando Health

Discover how a consumer health librarian transitioned all library resources, services, programs, and patient education sessions during the onset of the COVID-19 pandemic. Learn the steps used to change a primarily in-person library into a completely virtual one in a matter of weeks, all while increasing the patient interactions by over 200%.

SESSION 2

10:45 – 11:15 am

Room 2 – <https://tinyurl.com/mla2021room2>

ACCESS GRANTED: TEXTBOOK AFFORDABILITY INITIATIVES AT A SMALL ACADEMIC LIBRARY

Cori Wilhelm, SUNY Canton

Jess Spooner, SUNY Canton

With the ever-increasing costs of textbooks and the inequity of access highlighted by the COVID crisis, the Library Learning Commons has implemented various initiatives aimed at getting students access to course materials. Learn about our student-centered approaches, including a well-developed and widely used print textbook reserve program, collaborating with faculty to encourage the adoption of institutionally-licensed eBooks, and our participation in a system-wide OER initiative which has led to a dramatic increase in the use of OER materials on our campus.

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SESSION 3

11:25 – 11:55 am

Room 1 – <https://tinyurl.com/mla2021room1>

TARGETED OUTREACH OPPORTUNITIES DURING COVID

Jason Reed, Greenville Technical College

Greenville Technical College Library created an eight-person outreach team during Covid to provide outreach to students during the Fall 20 and Spring 21 semesters. Find out how successful they were at increasing awareness of library online resources by directly targeting newly enrolled students.

SESSION 4

11:25 – 11:55 am

Room 2 – <https://tinyurl.com/mla2021room2>

REINVENT, REVISE, AND ROCK STEADY: MAINTAINING AN INSTRUCTION PROGRAM'S FORWARD PROGRESS

Karen Brown, University of South Carolina

Timothy Simmons, University of South Carolina

This session will discuss how the Research & Instruction Department at University of South Carolina handled the dual challenges of both having an information literacy general education requirement change and how instruction transformed in the face of COVID-19. These challenges were turned into opportunities whereby new skills were learned and incorporated to support synchronous and asynchronous instruction.

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LUNCH/SOCIAL

12:00 – 12:30 pm

Meeting Room – <https://tinyurl.com/mla2021social>

SOCIAL TIME

Open to All

Join us for social time.

SESSION 5

12:30 – 1:30 pm

Room 1 – <https://tinyurl.com/mla2021room1>

DIGITAL ACCESSIBILITY IN THE AGE OF VIRTUAL PROGRAMMING

Caroline Smith, South Carolina State Library

With a rapid shift to virtual programming in 2020, the South Carolina State Library wanted to ensure that its programs were accessible to ALL, including people with disabilities of all types. What are the best practices for accessible virtual programs? And how can you introduce accessibility improvements across an entire organization? This session will discuss accommodations you can make, guidelines for presenters, captioning, organizational change, and where to go to learn more about accessibility.

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SESSION 6

12:30 – 1:30 pm

Room 2 – <https://tinyurl.com/mla2021room2>

FUTURE-PROOFING YOUR LIBRARY USING BUSINESS BEST PRACTICES

Elizabeth Szkirpan, University of Tulsa McFarlin Library

This presentation will briefly outline key terms in succession planning and documentation, will address the issues in libraries pre-COVID that lead to additional frustration or problems for libraries during the COVID-19 crisis, and will suggest a project-based approach to library documentation in order to help prepare libraries for future crisis while retaining employees, re-hiring trained experts, and helping to improve library workflows.

SESSION 7

1:40 – 2:40 pm

Room 1 – <https://tinyurl.com/mla2021room1>

RECKONING WITH THE PAST: SEEKING SOCIAL JUSTICE IN COLLEGE ARCHIVES

Mariko Dailey, Central Piedmont Community College

Erin Allsop, Central Piedmont Community College

Come learn about [a] Racial Justice Consortium Project and how archives can help support instruction and research on racial justice. We will also talk about the importance of having an archive at the community college level.

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SESSION 8

1:40 – 2:40 pm

Room 2 – <https://tinyurl.com/mla2021room2>

RECASTING THE LIBRARY ROLE: EMERGING AS ESSENTIAL DURING THE COVID-19 PANDEMIC

Anne Cooper Moore, UNC Charlotte

Ryan Harris, UNC Charlotte

Shelly Hypes, UNC Charlotte

The university expects the library to be open for students regardless of environmental, safety, and customer service concerns. The closure of most of the campus introduced a laxity of attention to ongoing, vital operations such as the library and necessitated a change in framing our role to “essential” with administration and the rest of the campus population. It also required an internal adjustment in how we view our role. The presentation reviews the precipitating situations, our analysis, and our actions to resolve this unexpected challenge. It will also offer insights for other academic libraries that may need to adjust campus perceptions.

SESSION 9

2:50 – 3:50 pm

Room 1 – <https://tinyurl.com/mla2021room1>

THE FUTURE OF VIRTUAL PROGRAMMING IN LIBRARIES

Nick Tanzi, South Huntington Public Library

In 2020, libraries rapidly adopted virtual programming as a way to safely serve their communities during a public health crisis. As we settle into a new normal, what does the future look like for virtual programs? This presentation will outline some of the challenges that lay ahead and identify best practices for libraries in a post-pandemic environment.

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SESSION 10

2:50 – 3:20 pm

Room 2 – <https://tinyurl.com/mla2021room2>

NECESSITY AS THE MOTHER OF INVENTION: TRANSFORMING ORAL HISTORY WORKFLOWS IN COVID TIMES

Adreonna Bennett, UNC Charlotte

Tina Wright, UNC Charlotte

Tyler Cline, UNC Charlotte

J. Murrey Atkins Library Special Collections & University Archives collaborated with an alumnus of the university to create the Telling Our Stories: Black Alumni Oral History Project. Panelists will discuss project planning and virtual engagement with alumni, creating new workflows for oral history interviews and working with Zoom video conferencing, technical workflows, preservation and ingest into our digital repository.

SESSION 11

3:30 – 4:00 pm

Room 2 – <https://tinyurl.com/mla2021room2>

HEART OF POLICY

Ruth Faye Richards, Carmel Christian School

As a library we are evaluating past, current, and future policies on everything from hall passes, book checkout limits, book fairs, and more to see if our policies match the heart of our mission and needs of our community.

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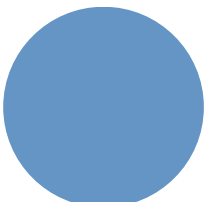
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