

Agenda * all times Central

Tuesday, March 8, 2022

10:00am- 11:00am Keynote Presentation “Using Equity, Diversity and Inclusion (EDI) to provide Reference and User Services”

ALA Executive Director Tracie Hall will lead a moderated Q&A with ALA leaders to discuss the role of EDI in their organizations. We will hear directly from Julius Jefferson Jr. and Patty Wong, as they share their perspectives of EDI and how it applies to reference and user services.

They will also share how to go beyond EDI training to create an EDI-centered culture in libraries. During this moderated Q&A, panelists will address what is compellingly needed to build reference and user services using EDI as a foundation; how can EDI serve as a foundation for reference and user services; and, what are some starting points for creating an EDI culture/environment in libraries?

Moderator:

Tracie Hall, Executive Director, American Library Association

Speakers:

Julius Jefferson Jr., Immediate Past President, American Library Association

Patty Wong, President, American Library Association

11:05am – 11:50am Public Libraries and Academic Libraries working together to transform Communities with business resources

Public Libraries and Academic Libraries have different missions and resources but often we can work together and promote each other. When a student leaves the university, they should know about the resources available at the public library. Conversely the academic library may have resources available to the public at large that they are unaware of. Also, both groups have programs and opportunities to work together to enhance their specific missions.

SPONSOR: BRASS (Business Reference and Services Section)

Speakers:

Zack Allred, Assistant Director 2, Instruction & Liaison Services, Salt Lake Community Services

Trish Hull, Kearns Library Manager, Salt Lake County Library

11:55am- 12:35pm Keepers from COVID: Assessing services for the long haul

During the pandemic, many libraries had to initiate or change services quickly in order to respond to new and evolving situations, sometimes with little planning. As libraries have gradually re-opened and have been able to re-engage with patrons in way approaching normalcy, many of us are finding that there is a continuing shift in use patterns and user behavior. As we look toward the future, we need

strategies to assess what has happened during the pandemic in order to determine which services we will provide for the long haul.

SPONSOR: ETS (Emerging Technologies Section)

Speakers:

Carmen Cole, Information Sciences and Business Librarian, Penn State University Libraries

Alex Garcia-Bernal, Education and Events Manager, Garfield County Public Library District

Jenn Stayton Washburn, Student Engagement Librarian, University of North Texas Libraries

Moderator:

Melissa Becher, Associate Director of Research, Teaching, and Learning, American University Library

12:35- 1:30pm Lunchbreak

1:30pm-2:30pm Updating RUSA's Guidelines for Behavioral Performance of Reference and Information Services Providers: We want your input!

The RUSA Guidelines for Behavioral Performance of Reference and Information Service Providers Task Force will present a draft of our proposed changes and solicit feedback. We are reviewing and revising these Guidelines to better incorporate equity, diversity, inclusion, and accessibility (EDIA).

SPONSOR: RSS (Reference Services Section)

Speakers:

Kate Cordes, Associate Director for Reference and Outreach, New York Public Library

Rebecca Crawford, Branch Manager, Somerville branch of the Somerset County Library System of New Jersey

Melissa Del Castillo, Virtual Learning & Outreach Librarian, Florida International University

Vanessa Garofalo, Teaching & Digital Projects Librarian, Oxford College of Emory University

Rebecca Graff, Research Librarian, Southern Methodist University

Liz Kocevar-Weidinger, Head of Research & Instruction Services, Virginia Military Institute

2:35-3:20pm mPowerment through information: Building financial literacy confidence and expertise for library professionals

Financial information intimidates many people, including library users and their librarians, So, what do you do when someone comes to the desk or pops up on your chat service with a question about student loans, IRSs, or even a potential scam? Join our team of librarians and financial resource partners to learn more about how you can increase your confidence with financial information and educational tools.

SPONSOR: FLIG (Financial Literacy Interest Group)

Speakers:

Danielle Milton, Spokane County Library District

Ken McDonnell, Financial Education Program Analyst, Consumer Financial Protection Bureau

Emily Mross, Business Librarian, Penn State Harrisburg Library

Lauren Reiter, Business & Economics Librarian, Penn State University

Huong Nguyen, Seattle Public Library

Thursday, March 10, 2022

10:00am – 10:30am Health Reference: Introduction to Ethics & Best Practices

Reference interviews for health information can be challenging and intimidating, and providing reliable health information is more important than ever. This session will review RUSA's Health and Medical Reference Guidelines and provide recommended free and reliable online resources for health information.

SPONSOR: CODES (Collection Development and Evaluation Section)

Speaker:

Emily Hamstra, Outreach & Access Coordinator, Network of the National Library of Medicine Region 5

10:35am-11:05am Establishing a Mentoring Program

The History Section's Academic Librarians Committee has created a mentoring program for history librarians that may serve as a model for other sections. Learn about our process for recruiting participants, encouraging active relationships, and assessing effectiveness. Attendees will be invited to consider mentoring opportunities for their RUSA members.

SPONSOR: HS (History Section)

Speakers:

Amanda Binder, Social Sciences and History Librarian, UNC Charlotte

Brittany O'Neill, Humanities & Social Sciences Librarian, Louisiana State University

Malia Willey, Humanities Librarian, James Madison University

11:10am-11:40am Through the Pandemic and Beyond: Still Reaching First-Year Students Wherever They Are

We presented to the RUSA First Year Experience Interest Group at ALA Annual 2021 about our COVID pivot and tentative future plans for reference and instruction services. That future is now the present, with plenty to navigate when it comes to re-engaging with undergraduates and faculty in person. Join us for an update on our practices and lessons learned, and an opportunity to share your own experiences.

Sponsor: FYE (First Year Experience Interest Group)

Speakers:

Renee Kiner, Public Services Librarian, University of Pittsburgh at Greensburg

Kelly Safin, Reference/Public Services Librarian, University of Pittsburgh at Greensburg

11:40am-12:30pm Lunchbreak

12:30pm - 1:15pm The Greatest Show on Earth: Building Your Library Brand Amid Today's Challenges

Libraries are the greatest show on Earth but they are frequently challenged in their messaging and presenting a cohesive brand to their constituents. This program will provide a primer on beginning to focus attention to your library's "acts" in order to be a more successful service provider.

Sponsor: FAFLIG (Federal and Armed Forces Librarians Interest Group)

Speaker:

Michael Steinmacher, Director, Barr Memorial Library

1:20pm-1:50pm Staying Connected during a Public Health Crisis

How did the resource sharing community continue doing what it does best, even during a public health crisis? Explored through the resources developed by international, national, and regional organizations and vendors, in this session, everyone is invited to learn how the resource sharing community stayed connected and shared a variety of information to successfully navigate the effects of the pandemic.

Sponsors: STARS (Sharing and Transforming Access to Resources Section)

Speaker:

Heather Groves Hannan, Assistant Library Director & Head of User Services, Virginia Military Institute's Preston Library

2:00pm-2:50pm CLOSING SESSION "Incorporating Race-Centered and Trauma-Informed Practices into the Reference Interview"

Academic librarians recognize the necessity to re-examine and change reference services to better serve BIPOC students and those from other marginalized groups. Speakers will show the significance of raising race consciousness and integrating this awareness into everyday reference interactions with students in the library. Building this awareness includes understanding the teachings of librarianship as well as the inherent bias within reference practices. Speakers will also provide effective methods of engagement such as incorporating trauma-informed practices in order to create an inclusive and safe experience for students in the library.

Speakers- Chapter authors of the forthcoming ACRL book, *The Community College Library: Reference and Instruction*

Emma Antobam-Ntekudzi, Reference & Instruction Librarian/Assistance Professor, Bronx Community College

Nicole Williams, Open Resources Librarian/Assistant Professor, Bronx Community College

3:00pm-3:30pm RUSA Membership and Retention Task Force

The RUSA Membership and Retention Task Force is exploring why members join RUSA and why members stay in RUSA. We will share a summary of past explorations of data related to membership in RUSA. The session will conclude with a short question and answer session that will help guide the direction of future research.

Members of the task force include:

Paige Bentley-Flannery, Community Librarian, Deschutes Public Library

Sarah Burns Gilchrist, Reference and Instruction Librarian, The University of Baltimore

Cynthia Johnson, Head, Reference and Grunigen Medical Library, The University of California-Irvine

Jessica Kirk, Senior Librarian, Arkansas State Library

Suzanne Rook Schilf, Information and Research Services, Clemson University

Kat Stapes, Unit Manager, Special Collections Librarian, Texas Tech University

3:30 pm Closing Remarks