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SLA-SD 2017 Fall Seminar

**Library Budgets Today:
Making Lemonade
from Lemons**

Friday, September 29
8:00 am - 4:00 pm

California Center for the Arts, Escondido
340 North Escondido Boulevard
Escondido, CA 92025





Program Agenda

- 0800-0845 Registration & Continental Breakfast
- 0845-0900 Welcome
Greg Sorini, SLA-SD President
- 0900-0945 *Library vs. library: Recreating and Adding Value*
Dolly Goulart, Research Director – Qualcomm Corporate Strategy
- 0945-1030 *No Building & (Almost) No Budget: How the Haiti Reads Library Transformed from a Brick & Mortar to a Virtual Library*
Bobbi Weaver, Librarian
California Western School of Law
- 1030-1045 Morning Break and Vendor Showcase
- 1045-1130 *The GIS Working Group, Not Just for Geographers: How to Leverage GIS to Enhance Curriculum and Library Resources Effectively*
Anne Fiegen, Librarian for Business & Economics, Kellogg Library
Allen Risley, GIS/Research Specialist
California State University San Marcos
- 1130-0100 Lunch, Network & Explore
- 0100-0145 *Digitizing Special Collections on a Next to Nothing Budget*
Kelly Zackman, Senior Librarian
Ontario City Library
- 0145-0230 Lightning Rounds (see insert for details)
- 0230-0245 Afternoon Break & Snack
- 0245-0330 Presenter Panel
- 0330-0345 Chapter Update, Greg Sorini & SLA-SD Board
- 0345-0400 Closing, Evaluations & Prize Drawing



About the Speakers

Dolly Goulart, Research Director, Qualcomm Corporate Strategy – With nearly 20 years of experience in competitive market information and custom research, Dolly's focus is on enabling business leaders to make better decisions through sound competitive information & analysis. The team partners heavily with strategic and cross-departmental groups to provide business critical research deliverables within a robust information infrastructure. Dolly thrives on developing solutions to better enable decisions and strives to break down information silos to improve the flow of knowledge & insights.

Bobbi Weaver is the Foreign & International Law Reference Librarian at California Western School of Law where she has worked since Oct. 1997. She received her M.S. in Library Science from the Catholic University of America in Washington DC. Since Dec. 2008, Bobbi has been active in Haiti Reads (<http://www.haitireads.org>), a U.S. nonprofit organization that has provided educational materials and support to communities in Haiti.

Ann Fiegen, Librarian for Business & Economics, California State University San Marcos – She is the liaison to the College of Business Administration where she works with the College's Senior Experience Teams to solve business projects sponsored by local companies and nonprofits. She is a GIS enthusiast because it's visual, interactive, and just plain fun to use.

Allen Risley, GIS/Research Specialist IITS, California State University San Marcos – Allen Risley is the GIS (Geographic Information Systems) Specialist for California State University San Marcos' Instructional & Information Technology Services department. His work includes providing technical support for CSUSM's academic and administrative GIS users, instructional support for faculty teaching GIS and presenting guest lectures to classes on the use of GIS technology. When Allen isn't immersed in maps and computers he likes to throw Frisbees in the park.

Kelly Zackmann is a Senior Librarian with the Ontario City Library where she manages the Robert E. Ellingwood Model Colony History Room, acquiring, processing, and preserving all special collections materials, and she serves as the primary reference librarian for local history. Kelly has been with the Ontario City Library since 2005. She holds an MLIS from San Jose State University and is a certified archivist.



<http://sandiego.sla.org>



Lightning Round Presenter Panel

Open-Source Tools for Opening Hearts and Minds

Young Lee, Reference & Digital Resources Librarian, University of La Verne
College of Law Library

Getting users to invest time for learning can be difficult in this on-the-go, attention span challenged world. Offering engaging, mobile-friendly experiences using interactive fiction, timelines, and presentations can help:

- Provide repetition by presenting information in multiple ways and modes;
- Utilize cognitive disfluency to encourage processing information, making it more sticky; and
- Elicit empathy to promote human context and emotional scaffolding of information.

In a whirlwind Lightning Round, an overview of one such project will be given along with an introduction to the open-source tools used to create it.

1 University, 10 Campuses: Sharing Marketing Materials Across the University of California

Gayatri Singh, Reference & Information Services Coordinator, and Librarian for Communication, UC San Diego Library
Antoinette Avila, Library Assistant Supervisor, and Ask a Librarian Manager, UC Irvine Libraries

Libraries across the University of California work together when it comes to collection development, interlibrary loan, cataloging, digitizing projects, and more. The Digital Reference Shared Service Team coordinates the shared virtual chat reference service across the 10 UC campuses. The team's main focus is to staff the service, but slowly we expanded the reach to share marketing materials. This lightning session will highlight collaborative projects including videos, and other promotional materials. We will discuss challenges and opportunities of working across a campus system. We will include design resources where attendees can find inspiration and templates for marketing materials.



Lightning Round Presenter Panel

Bringing the Library to its Users: Pop-Up Displays and Holiday Book Bags

David Feare, User Engagement Librarian, National University Library
Lauren Fox, User Engagement Librarian, National University Library

Have you ever got hooked on a product based on a sample? Outreach and marketing has become an increasingly important part of libraries as we look for ways develop relationships with faculty, students, and staff. While a lot of this marketing is done from behind a computer, the National University Library's Marketing Working Group decided to try something different by bringing the library directly to its intended users. This lightning round will highlight how pop-up displays and a holiday book bag campaign have been used to market the library, increase awareness, and cultivate relationships with faculty, students, and staff. We will explore the results, challenges, drawbacks, and opportunities associated with these efforts.

How Cultural Intelligence (CQ) Makes a Difference in Your Professional Environment

Dr. Michele A. L. Villagran, University of North Texas / CulturalCo

As workforces become more diverse, we face the challenge of managing increasingly diverse interactions. Many organizations apply the framework of "cultural intelligence" (CQ)—a person's capability to adapt to new cultural settings or an unfamiliar cultural context. Rooted in academic research, CQ is a globally recognized way of assessing and improving effectiveness in culturally diverse situations. Leading organizations in business, education, government, and healthcare use CQ. This session will give an overview of CQ and its application within the information profession. It is designed for any individual that interacts with diverse cultures in any organizational segment.