



From Disruption to Direction

***Marigold Library System
Conference***

May 11, 2022



MARIGOLD
LIBRARY SYSTEM

Marigold welcomes all library staff and board members to attend the Marigold Library System Conference.

Wednesday, May 11, 2022

Best Western Premier Calgary Plaza Hotel & Conference
Centre 1316 33 St NE, Calgary, AB

REGISTRATION

	Early Bird Rates * ends April 8th	Regular Rates *ends April 29th
MARIGOLD MEMBERS		
First TWO registrants from each library	FREE	FREE
Additional registrants	\$50	\$75
SAIT LIT STUDENTS		
	\$50	\$75
NON-MEMBER		
	\$100	\$150

REGISTRATION DEADLINE

Early Bird – April 8th | Regular – April 29th

Registration & Payment

www.showpass.com/mlsc2022

Getting There/ Staying There

FOR MARIGOLD MEMBER LIBRARY STAFF & BOARD MEMBERS

Travel: Marigold will reimburse for mileage at \$0.505/km for up to two vehicles per library. To help reduce costs and minimize the environmental footprint, Marigold encourages carpooling to the Conference.

Accommodation: Marigold will cover the cost of up to two hotel rooms per library for one night. Please indicate the requirement of a hotel room on the electronic registration form at showpass.com/mlsc2022. Register by **April 8th** in order to book a room.

Option: If you would prefer not to drive into Calgary, you are welcome to meet us at Marigold HQ, B 1000 Pine Street, Strathmore, and we will drive you. Marigold will be in contact with you to arrange transportation from Strathmore to Calgary.

If you require a hotel room, you are welcome to book in Strathmore instead and join us for the drive into Calgary on May 11. Please indicate the requirement of a hotel room on the electronic registration form at showpass.com/mlsc2022. Register by **April 8th** in order to book a room.

FOR NON-MEMBERS

Accommodation: Marigold has set aside a block of hotel rooms at the Best Western Premier Calgary Plaza Hotel & Conference Centre for Conference attendees. These rooms are offered at a reduced rate. To reserve a room, contact Hotel Reservations at 1-800-661-1464 and ask for the "**Marigold Library System Block.**"

QUESTIONS? CONTACT US

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Conference at a Glance

8:30am-9:00am Breakfast & Registration

Sponsored by



9:00am-9:15am Welcome: Michelle Toombs, Marigold CEO

9:15am-10:45am Keynote Address: Hal Johnson & Joanne McLeod; Body Break

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10:45am-11:00am Break

11:00am-12:00pm Morning Sessions

12:00pm-1:15pm Lunch Break & Making a Difference and Long Service Awards: Michelle Toombs

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1:15pm-2:15pm Early Afternoon Sessions

2:15pm-2:30pm Break

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2:30pm-3:30pm Late Afternoon Sessions

3:30pm-3:45pm Door prizes & Closing Remarks

Life is a Series of U-Turns

HAL JOHNSON & JOANNE MCLEOD

Using their Amazing Race Canada experience as the backdrop, Hal and Joanne talk about how everyone is faced with challenges, but it's how you cope that determines failure or success. They key in on their physical and mental strategies and the role confidence plays to help individuals make u-turns in life that result in positive outcomes. Hal and Joanne also share with their audience the importance of teamwork, what it means to focus on the task and compete, the roles a leader and a follower play, and how to trust your teammate(s) for success.



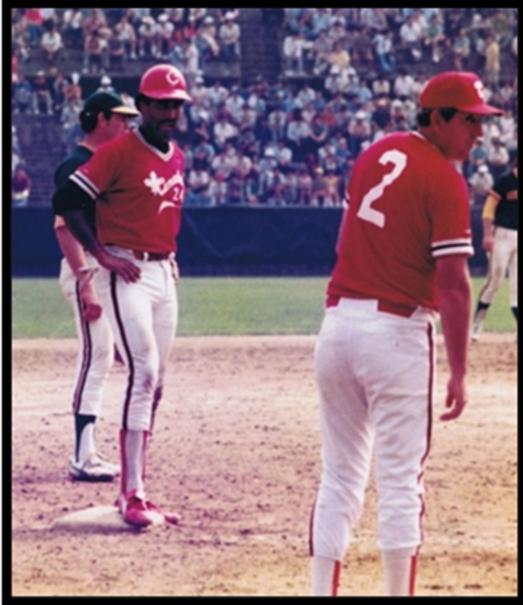
Hal Johnson & Joanne McLeod

Canada's #1 Trusted Source for Healthy Living, TV Hosts & Producers, Authors, Entrepreneurs, Motivational Speakers, Former Canadian Athletes

For over 34 years, under the umbrella of *BodyBreak*, Hal Johnson and Joanne McLeod have been encouraging Canadians to live a healthy, active lifestyle. They show just how practical and easy it is to do. But most of all...it's "Fun." Recently they received from the Governor General of Canada the Meritorious Service Medal for their years of dedication to helping Canadians.

Hal and Joanne are fixtures of Canadian media and have established trust and longevity with Canadians of all ages. In 2013, to celebrate their 25 years of healthy living, team work and positivity, they appeared on CTV's *The Amazing Race Canada* as Team *BodyBreak*.

This inspirational duo is married. They also have a daughter and 2 dogs, Max and Chuck, who are Nova Scotia Duck Toller Retrievers. This family enjoys "Keeping Fit & Having Fun!"



Hal Johnson grew up in Toronto, Ontario. His love for baseball as a youth led him to a scholarship at the University of Colorado. He went on to represent Canada at the Baseball World Championships in Japan in 1982 and earned his business degree. Besides having a successful baseball and business career, his extensive sales background and enthusiasm to keep fit helped launch and sustain *BodyBreak's* longevity. In his "spare" time you might find him golfing, playing hockey, or hiking.



Joanne McLeod grew up in Scarborough, Ontario. She was a member of the Canadian Track and Field Team and was a 4 time National and 7 time Provincial hurdle champion. Joanne represented Canada at several international competitions such as the World Cup, Commonwealth, and Pacific Conference Games. Her business and health background in the insurance industry also helped to further *BodyBreak's* success. Joanne now enjoys training for Ironman 70.3/ marathons/ trail races and playing golf.

A) RESPECTFUL COLLABORATION: NAVIGATING LIBRARY BOARD AND STAFF RELATIONS

MIRANDA MAGUIRE

Library boards and library staff both want to provide their communities with the best possible service. While that end goal is clear, the part each plays in achieving it can be a little more complex. Who is responsible for what, how does the work of the board differ from the work of staff, and how do you correct course if roles begin to blur?

In this session, we'll explore those questions and more as we break down the roles and responsibilities of the library board versus the library manager and staff. Along the way, we'll identify opportunities for collaboration and share best practices for strengthening board and staff relationships. With a focus on topics such as budget, Plan of Service, policies, and programming, you'll also gain a better understanding of how these roles apply in real-world situations.

Miranda Maguire is a Library Legislative Advisor with Public Library Services Branch, Alberta Municipal Affairs. Miranda has worked in libraries for over ten years in various sectors including public, academic, and school libraries. Miranda's work with PLSB includes legislative advisement, board governance training, and developing evaluative resources for boards and libraries.

B) ONLINE ENGAGEMENT BEST PRACTICES

FORTUNE WHELAN

If there's one thing the past couple of years has taught us, it's to be resilient, and when used properly, newsletters and social media are our friends. Want to improve your library's newsletter click rate? Increase your library's visibility on Instagram? Create more engagement on Facebook?

In this session, we will cover:

- A step-by-step newsletter on-boarding process
- Newsletter automation creation for higher click rates and engagement
- Content your patrons want to see
- How to use tools such as Canva and Promo Republic to create eye-catching and engaging posts
- Auto-scheduling social media posts

- How to utilize Link Tree
- How to host a Facebook party

Online engagement is one of the best ways to keep in touch with our patrons...let's make our online presence count.

A Bow Valley convert, **Fortune Whelan** began working at the Canmore Public Library eight days after arriving. Since then, her contributions to library programming have included organizing the Mom 2 Mom Sale and the Children's Holiday Market Library Fundraiser; facilitating the Books N Banter Book Club and teaching a monthly yoga class (on hold right now, of course). When she's not reading or recommending books Fortune is writing them. She writes small town sweet contemporaries, mafia adjacent dark romances, Grey's Anatomy inspired love stories, and intense romance suspense. Her stories have an energy that will take you for a ride. So get in and buckle up.

C) STAFF RECOGNITION AND TEAM BUILDING DURING THE PANDEMIC: THE APL EXPERIENCE

LUCIA GOMEZ

Employees feel good being recognized and recognizing others. These positive emotions are critical to employee morale and engagement. Under normal circumstances, Airdrie Public Library (APL) puts in place its annual recognition program. However, like many of our workplace practices, the COVID-19 pandemic disrupted the "normal" ways that recognition is offered.

This presentation will share some of the ways in which APL adapted its staff appreciation practices and what we have learned. We will discuss how we attempted to minimize the impact of disruption on our staff's sense of being a unified team and how what we did in the pandemic when many of us were working from home set the stage for moving forward without having to completely re-build team cohesion.

Lucia Gomez is the Administrative Assistant, HR & Records for the Airdrie Public Library, with areas of responsibility in human resources, volunteer administration, FOIP, and document retention. Lucia acts as the lead organizing staff social events and activities, administers APL's recognition programs, and provides support for in-house staff development activities. Lucia began as a library volunteer and joined the Library in 2015. She holds a bachelor's degree in Business Administration and a Certificate in Human Resources Management.

D) HONORING THE TRUTH AND RECONCILIATION CALLS TO ACTION

DONNA ROSS

This presentation provides an opportunity to come together in discussion and build common understandings in recognition of the spirit that true reconciliation requires ongoing learning and action. To do so requires an in-depth conversation about the following topics:

- Strengthen capacity to embed Indigenous perspectives into your practice
- Engage in collaborative approaches to build capacity in reconciliation
- Deepen understanding of residential schools and their legacy

Please think about ways in which Reconciliation has been part of your own healing journey as we come together to discuss the Day for National Truth and Reconciliation.

Donna Ross is Cree Métis from Saskatchewan and member of the One Arrow First Nation, Treaty Six territory. Donna began her 32-year teaching career as a classroom teacher with Tsuut'ina Nation and continued to support First Nations learners in subsequent positions with Siksika and Stoney Nakoda Nations and is currently an Indigenous Designer of Learning with the Calgary Regional consortium. Donna brings passion and a deep knowledge of First Nations, Métis, and Inuit histories, the impact of residential schools, and the weaving of Indigenous ways of knowing into Alberta curriculum and organizational culture.

A) PERFORMANCE APPRAISAL IN A TIME OF UNCERTAINTY

MARGARET LAW

Many library boards struggle with the appraisal of the library manager. In many cases, the manager has been with the library much longer than the board has, and the board does not see the day to day work of the library manager. This has become even more challenging during the recent pandemic.

In this session, we will explore various methods for providing a useful performance appraisal that will meet several needs: providing feedback to the library manager, ensuring that the library staff are being employed in the best way to meet the needs of the community and the library, and satisfying the Board that there is progress towards the library's goals. Topics covered will be:

- Why this is necessary
- Ongoing assessment
- Setting goals
- Self-assessment by the library manager
- Providing feedback
- Reporting the results of the appraisal to the board

After a career in public, regional, and academic libraries, **Margaret Law** became a professor and library consultant. Her research and teaching is in the area of human resources and staff engagement. Her interest in library management has taken her to many countries, and she plans to resume travelling as soon as possible. She is a frequent speaker about managing staff so that they are able to make the best contribution to the success of the library.

B) STARTING UP YOUR OWN BOOK BIKE

ERIC POTTIE

The Airdrie Public Library completed their first summer with a bike powered pop up library. This bike was used for community outreach, membership signups, and material loaning. Learn how to start your own book bike in this talk.

The presentation will cover:

- Starting up a book bike (equipment needed, ways to reduce cost, potential partnerships)

- Issues and solutions (loaning materials, troubleshooting tech, bike safety)
- If you're looking for a fun way to increase your community outreach this talk is for you.

An East Coaster transplanted to Alberta, **Eric Pottie** has been the Programming and Customer Engagement Manager with the Airdrie Public Library for three years and was the Emerging Opportunities Librarian with South Shore Public Libraries. You can find him making nerdy crafts, shooting hoops, or at bar trivia.

C) ENNEAGRAM IN THE LIBRARY

MIRANDA LEDUC & KARLA GAETZ

Covid-19 has disrupted all workplaces with constantly changing procedures and government restrictions, no doubt adding more stress to people's lives. With this, mental health and self-care has become a more prominent part of our lives.

At our most recent professional development day, we were asked to present on the Enneagram and it was well-received because it shows you how to better understand yourself, deal with your emotions, and how to take care of your mental health.

The Enneagram is a personality typing system that puts people into one of nine types. Unlike many personality systems it focuses on the motivations of a person—rather than their behaviours—and by looking at that we can learn why we do what we do and we can understand why others do what they do. Based on your type it provides you with insight into your strengths and also personal challenges that you might deal with day to day. The Enneagram looks at how you behave when you're stressed and when you're in a healthy state of mind. This is beneficial to the workplace because understanding that everyone has different motivations can help you navigate different working styles, prevent conflict, and strengthen team morale. On a personal level, it provides self-awareness, teaches you when to take a break in order to avoid work-related burnout, and show you what strengths you can bring to the workplace.

During our session we will give a brief overview of the nine types in the Enneagram and will show you how to identify when you're going into stress. We will also be providing ways to manage that.

If you're planning to attend this session it's recommended that you do the Enneagram personality test in advance. We recommend the truity test at this link: <https://www.truity.com/test/enneagram-personality-test-eml>. It will prompt you to pay for your full results, but there no need as we will explain each type in depth during our presentation.

Miranda Leduc is the Adult and Community Librarian at Medicine Hat Public Library, where she's passionate about creating community connections through programming and conversations. She holds an MLIS from Western University. When she's not working she can be found reading fantasy novels or writing in a local coffee shop.

Karla Gaetz is a Library Assistant in the Youth Department at Medicine Hat Public Library, where she has worked for the past 14 years. She enjoys working with children of all ages, but especially toddlers. She has a Library Science and Information Technology diploma from SAIT. When she's not working she can be found looking for inspiration for her next tattoo or reading in the sun.

D) DISRUPTING LOCAL HISTORY: THE INTERNET ARCHIVE'S COMMUNITY WEBS PROGRAM FOR PUBLIC LIBRARIES

CATHERINE FALLS

Public Libraries are vital sites of preservation for local history. With many community records now published online, preserving web-based content is an increasingly important skill for librarians wishing to fulfill their roles as caretakers of local history collections. The Internet Archive's Community Webs program empowers public libraries to build web archives documenting local history and underrepresented voices. The program provides free access to Archive-It, technical support, training, and resources to support a local history web archiving community of practice.

This presentation will discuss how Community Webs enables Canadian public libraries to capture their communities' histories, despite the disruptive challenges faced by local history collecting in an increasingly online world.

Catherine Falls (she/her) works for Internet Archive Canada as a Program Officer in Community Programs. Prior to this, she spent four years as an archivist at the Archives of Ontario and in positions at university archives and libraries in Ontario. When not at work, Catherine can be found reading, hiking, spending time with her partner and friends, and visiting family in her hometown of Calgary.

A) **ADVOCACY: WHOSE ROLE IS IT ANYWAY**

HALEY AMENDT & GORD LAWLOR

This presentation will define advocacy, explain how advocacy is a crucial role of the library board, and walk through a detailed explanation of how libraries can implement advocacy plans for their library.

Haley Amendt joined the Parkland team in 2018 and loves working with libraries as they connect with their communities and provide a magical service. She is enthusiastic about community advocacy and engagement, dynamic library services, and strong transparent leadership!

Gord Lawler is an independent business man. He is a second term Councillor with the Town of Stettler. He serves both his local Library Board and the Parkland Regional Library System. He has been the Chairperson of Parklands Advocacy Working Committee since it's inception in 2019. Gord has a nature of approaching responsibilities with a touch of humour weaved through. Sometimes it is "Roll Your Eyes" humour—occasionally "Full On Laughter" level! He does everything he commits to with an "ALL IN" outlook.

B) **STORYTIME IS AN ADULT PROGRAM**

MIRANDA JOHNSON & SUSAN LANDERS

Engaging adult caregivers during early literacy programs is key to creating home supports for optimal childhood development. This session will provide supports for facilitators so they can create an optimal learning experience for adults and children in early literacy programs. The session will provide theoretical background, as well as practical how to's.

Miranda Johnson is the Executive Director for Chestermere Public Library. Miranda has worked in public libraries for 22 years, with a specific passion for early literacy programming. In past years, Miranda facilitated storytime training and served as the Early Literacy Design Lead for Calgary Public Library. In addition to her Library degree, Miranda holds a Certificate in Youth Services, a Master's in Leadership, and several business certificates.

Susan Landers has worked at Chestermere Public Library for five years, facilitating early literacy programs, and has a loyal following of early literacy program participants. Susan has varied training in early childhood programming and is three years into a psychology program. Susan is particularly interested in childhood brain development.

C) USING CORE COMPETENCIES FOR EMPLOYEE AND LIBRARY SUCCESS

JESSICA KNOCH

Library work encompasses a wide range of knowledge, skills, and abilities across a variety of domains. Core competencies help support effective library work by identifying behaviours that are associated with the mastery of these KSAs in the workplace. In 2021, Yellowhead Regional Library (YRL) worked with member libraries to develop a shared set of core competencies to reflect the operational experiences of staff working within the region supported by YRL. Organized into six thematic domains, these competencies are used to guide hiring and recruitment, inform performance management, identify professional development opportunities, and more.

This presentation will explore the development of YRL's core competencies and discuss how your library can use core competencies to help employees achieve success and ensure the library meets its strategic goals.

Jessica Knoch has been passionate about libraries since she built her own library in the second grade, complete with stamps, custom library cards, and a collection of books "borrowed" from her dad's bookshelf. Now a librarian with more than 20 years of library experience in academic and public libraries, she currently serves as manager of Library Development Services at Yellowhead Regional Library, where she develops library-focused learning opportunities that build staff capacity to meet the growing complexity of library work. When not hanging out in library-land, she's an avid hiker, a newbie paddle sports enthusiast, and a busy hockey mom.

D) CREATIVELY CALM

TAMMY NISCHUK

Creatively Calm: mindfulness and doodling. Simple, easy, and relaxing this is a chance to experience how doodling can help us create a calm space for ourselves in a busy world. No art experience is required to participate. You'll learn some of the science around mindfulness and practice doodling to enjoy the process of creating calm.

Tammy Nischuk is a photographer, public speaker, and recovering perfectionist. She is a passionate advocate for adult literacy and works at Strathmore Municipal Library. She is an active doodler and loves to help others find their unique strengths, inspiring them to create amazing lives.

VENDORS

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Library Bound Inc.

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Loveday on Libraries

Chris Loveday works with librarians, to see them "win" in the battle against "project deterrent forces" and works synergistically with them to provide unique solutions that set their libraries apart.



SAIT Polytechnic LIT Program

SAIT offers a two year Library Information Technology Diploma. <https://www.sait.ca/programs-and-courses/diplomas/library-information-technology-full-time>



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