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Via Zoom

INTERSECT

Resilience, Renewal, and Beyond!

VIRTUAL UNCONFERENCE



WNYLRC

Presented by

WESTERN NEW YORK
LIBRARY RESOURCES COUNCIL

Continuing Education Committee

WELCOME!

The purpose of INTERSECT is to facilitate a culture of co-learning among librarians and other interested professionals in the region by bringing people together to network and share ideas in an interactive, engaging, informal setting where participants determine the content.

Questions and suggestions may be directed to
Caitlin Kenney, Engagement & Education Services
Coordinator ckenney@wnylrc.org 716-633-0705 x115

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SCHEDULE

9:30-
10:20 AM

Opening Plenary
Glass Half Full: Successes in
the Time of COVID-19

10:30-
11:20 AM

**Just Say No:
Strategies for Building
Resilience in Stressful
Times**

**Success Through Survival:
The Evolution of IL
Librarians in Response to
the Unique Challenges of
the COVID-19 Pandemic**

**What Divides Us? The
Roles of Libraries in
Building Digital Equity
in Their Communities**

11:30-
12:20 PM

**Adapting Outreach:
Getting Creative with
B&ECPL's Mobile
Services**

**Generation 1.5 and
Academic Libraries:
Strategies for Supporting
English Learners in
Reference and Instruction**

**Tech Tools Worth
Talking About**

12:30-
1:20 PM

**Lunch Break/
Craft Time**

1:30-
2:20 PM

**Burnout and Crisis
Management: How to
Stay Fresh with Your
Library's Social Media**

**International
Collaboration in
Interesting Times:
StorymapsJS, Skype,
and Stefan Zweig**

**Sustainable
Libraries Initiative**

2:30-
3:20 PM

**Geocaching in the
School Library Media
Center for Social and
Emotional Learning**

**Sustaining
Sustainability
Programs**

3:30-
4:00 PM

Closing Remarks

SESSION

Descriptions

Opening Plenary

Glass Half Full: Successes in the Time of COVID-19

Jill Kehoe, Jennifer Ditkoff, Chelsey Lonberger, Jacob Rachwal

When life hands you lemons, make lemonade! Not everything that happened in the last year and a half was bad - let's celebrate and share our successes! This roundtable discussion will focus on libraries' success stories from the past year. What went well? What new or re-tooled services or programs will be retained? What was eliminated that won't be missed? I want to learn what you, your team, and your community did well when forced to think outside of the box.

Adapting Outreach: Getting Creative with B&ECPL's Mobile Services

Samantha Purpora & Julia Verbanic

When the COVID-19 pandemic halted their Bookmobile outreach services, B&ECPL's Mobile Services team had to think quickly- including not being able to reach their patron populations. Having to think of innovative means of getting library materials to their patron populations, the Mobiles Services team of 3 created alternative ways of using the Library on Wheels Bookmobile and introduced a Library by Mail service to homebound patrons. In this session we will share all logistics for starting a Library by Mail program, marketing, managing a drop-off/pick-up service, and statistics.

Burnout and Crisis Management: How to Stay Fresh with Your Library's Social Media

Megan Benson, Carrie Fishner, Amanda M. Lowe, Alessandra Otero-Ramos, Fatoma Rad, Sarah Rhodes

Has this past year left you feeling creatively drained? Have you struggled with creating relative or timely content? Join presenters in this session to explore these topics. Participants will walk away having a better understanding of preventing burnout, social media management in times of local, national/global crisis or historical moments.

Generation 1.5 and Academic Libraries: Strategies for Supporting English Learners in Reference and Instruction

Megan Margino Marchese

Compared to native English speakers, English Learners (ELs) often face additional barriers to academic success. This session will cover background information on English Learners, focusing on the needs of Generation 1.5 students. Generation 1.5 encompasses students who were primarily educated in the K-12 U.S. school system, but may still face academic English challenges, including struggles with vocabulary, college-level reading and writing, and a lack of confidence in regard to these skills. As colleges become increasingly linguistically diverse, librarians must adapt to support the growing numbers of ELs in the campus community. Participants of this session will learn to reskill their reference and instruction interactions to apply English as a New Language (ENL) pedagogy toward library contexts in order to best meet the needs of Generation 1.5. Though this session utilizes techniques that are known to help ELs, these methods are also beneficial for native English speakers.

SESSION

Descriptions

Geocaching in the School Library Media Center for Social and Emotional Learning

Daniel A. Sabol, Tracey Wong

During the pandemic, students faced and had to overcome various obstacles. Our program will show you how geocaching is able to help with social emotional learning in a fun and student centered way.

This program will demonstrate how to get geocaching going in your school. We will discuss how we developed caches students desired, placed caches using coordinates from a GPS system, and built a website that hosted video, writings and pictures of the students completing the adventure. Our students had a lot of fun, and we hope to bring the same joy to other school districts.

International Collaboration in Interesting Times: StorymapsJS, Skype, and Stefan Zweig

Amanda M. Shepp

In this session, participants will learn about StoryMapsJS (an interactive, map-based tool for exhibits, tours, and more) and the ongoing collaborative partnership between the Reed Library Special Collections & Archives Division at SUNY Fredonia and the Zweig Digital Project at the Literature Archive of Salzburg. The session will start with a short presentation about the ongoing collaborative efforts between the two institutions, and the remainder of the session will be dedicated to introducing participants to the StoryMapsJS software and the opportunity to begin creating their own virtual map-based projects with the presenter on hand to assist, answer questions, and provide any guidance needed. Participants are encouraged to come with ideas to start their own projects, but this is also a session designed for exploration and experimentation, so feel free to have fun!

Just Say No: Strategies for Building Resilience in Stressful Times

Dr. Julia Davis, Kim McCoy Coleman, Elin O'Hara-Gonya

Librarians, we have three words for you: Boundaries, boundaries, boundaries! Librarians seek to meet patron needs whenever and wherever possible, but this motivation to serve our patrons comes at a steep cost to individual and collective workplace well-being. It is time to take a hard look at the ineffective boundaries that lead to this maladaptation. The three presenters in this interactive panel discussion will argue that it is critical to stop sacrificing our well-being upon the altar of patron satisfaction. The presenters will discuss the specific stressors exacerbating our profession's propensity to "do the same amount or more with less," describe factors impacting personal and organizational well-being, present take-aways from current research on this topic, and provide concrete suggestions to fight burnout.

Success Through Survival: The Evolution of IL Librarians in Response to the Unique Challenges of the COVID-19 Pandemic

Keith Nichols, Bryan Sajecki, Nicole Thomas

A story not too dissimilar from other educators, the Education Services Team of the University at Buffalo (UB) Libraries faced an unprecedented challenge to provide undergraduates with quality instruction in a new virtual environment during the wake of the COVID-19 pandemic. Embracing technologies such as Zoom, Google Drive, and Blackboard, the real innovation from this team came out of the special circumstances under which the tools were delivered. What the librarians discovered was that despite the intense and streamlined preparation, each organically embraced different instruction methods in order to combat fatigue, individual class dynamics, and a decreased work life balance. Survival became key for all around success, as each individual reinvented themselves as librarians and instructors. Within this session, three of UB's Education Services librarians will remark upon their personal experiences and individual strategies employed while dealing with the augmented stressors of teaching during a pandemic.

SESSION

Descriptions

Sustainable Libraries Initiative

Annemarie Gordon, Lisa Kropp, Roger Reyes

What is the Sustainable Libraries Initiative (SLI) and how can it help to make your library and staff more environmentally conscious, socially equitable, and economically responsible? An informative discussion of the founding principles that brought this program into being and how working toward sustainability can benefit your library, community, and our planet. SLI's Sustainability Coordinator, Annemarie Gordon, and Advisory Committee members Roger Reyes and Lisa Kropp will lead an interactive discussion to guide participants in envisioning what the characteristics of resilient and sustainable communities are and to consider the actionable steps that libraries can take to inform and lead with their own policies and practices. This session will demonstrate how libraries of all types can lead their communities in triple bottom line sustainable decision making. The SLI's award winning certification program will be introduced along with details about how this step by step benchmarking system works to promote staff and community investment toward a more sustainable future.

Sustaining Sustainability Programs

Jennifer K. Embree, Neyda V. Gilman, E.K. Lee, Sarah Rhodes, Heather Stalter

Have you been wanting to green up your library, but struggled with getting started? Do you have great ideas that you just can't sustain? Participants in this interactive panel session will discover ways to stay resilient in the face of obstacles, how to prevent burnout, and how to frame initiatives for long-term sustainability.

Tech Tools Worth Talking About

Natalie Haber, Karisa Langridge, Melissa Langridge, Sarah Winter

The past year could be considered a golden age of online learning. There were so many free webinars offered that we couldn't possibly attend them all. Presenters from different types of libraries will suggest one tool related to each of their backgrounds. Academic librarians, a student school media specialist/public librarian, and a student archival intern will demonstrate what they decided to adopt. Participants will gain experience using each tool: EdPuzzle, PreziVideo, Nearpod and/or Mentimeter, New Google Slides features and Jamboard. After participants experience each tool, the presenters will debrief the pros and cons of each.

What Divides Us? The Roles of Libraries in Building Digital Equity in Their Communities

Dean Bellack, Christine Carr, Don Matteson, Heidi Ziemer

It has been just over one year since the creation of the Western New York Digital Equity & Inclusion Coalition. This group comprising representatives from community-based organizations, business, government, school districts, higher education, philanthropy, and unaffiliated community members, seeks to promote digital inclusion and digital equity for all Western New Yorkers. Libraries of all types can and should be part of this regional and grass roots movement to ensure all residents can fully participate in society to the extent they want to and need to. This session offers attendees an opportunity to meet members of the WNYDEIC, find out about what activities have been taking place in the region and, share ideas of how libraries can be more proactive members of the digital equity ecosystem.

SPEAKER

Biographies

Dean Bellack (*What Divides Us?*) is Executive Director of The United Way of Orleans County. Dean is a for profit guy in a non-profit world. His mission is to help the community in every possible way. Dean was an owner of a manufacturer's representative firm for 35 years. He was board chair of the Orleans County YMCA and led them through a merger and a building reconstruction. He is also an active Lions Club Member. Dean received his bachelor's degree in Business from Ohio University. His hobbies include golf, long distance road biking, skeet shooting, and pheasant hunting.

Megan Benson (*Burnout and Crisis Management*) is the Assistant Head of Instruction and Outreach at Binghamton University where she works to engage and inform the Binghamton community about information literacy and library services. She is in charge of the Libraries' social media efforts, @bingulibraries, and liaisons to FYE courses. In addition, she also teaches a two credit research skills class. Prior to becoming a librarian, Megan earned a Master's Degree in history from the University of Nebraska - Lincoln and taught Western Civilizations I at Valencia College in Orlando, Florida.

Christine Carr (*What Divides Us?*) started her career in marketing and advertising, and transitioned to the non-profit sector as the Executive Director of the newly formed Make-A-Wish Foundation of WNY. In 1999, she accepted a position with another newly formed charity called Computers For Children, whose mission focused on at-risk youth to improve education through technology. Computers For Children was the first in NY and second in the nation to address the digital divide. In 2001, Christine launched Computers For Children of America (CFCA), an association of likeminded agencies that serve youth and our community through technology. As the Executive Director, Christine works closely with NY School Districts and BOCES ensuring that curriculum is aligned with NY State Standards. Christine has been an advisor to congressional education committee about adoption and integration of technology into the classrooms and advisor to the New York State Department of Broadband as an expert on Digital Adoption (Access and Literacy), and was awarded and recognized in 2015 for "Best in Collaboration" by the Governor's Council. Christine holds a Communication AS from Villa Maria College, and BS in Business Management and Economics from Empire State College, pursuing Master's in Business Leadership.

Dr. Julia Davis (*Just Say No*) is the Department Chair and an Associate Professor of Counselor Education and the Coordinator of the Student Affairs and Higher Education Program at SUNY Plattsburgh. Formerly she served as the Director of International Education at Bridgewater State University in Massachusetts and the Assistant Director of Study Abroad at the University of Wisconsin-Platteville. She received her M.A. in Secondary/Post-Secondary School Counseling - Emphasis in College Student Personnel Administration and her Ph.D. in College Student Personnel Administration from the University of Northern Colorado. Dr. Davis pursues scholarly interests in the areas of international/intercultural education, college student development, and instructional methodology.

Jennifer Ditkoff (*Glass Half Full*) is the Head Librarian at the Community College of Baltimore County Dundalk location. She previously served as Head Librarian of Research, Instruction, and Access Services at the Savannah College of Art and Design, Student Engagement and Information Fluency Librarian at Johns Hopkins University and Associate Professor and Librarian at Keene State College. Her research interests revolve around student engagement, creativity, and the scholarship of teaching and learning.

SPEAKER

Biographies

Jennifer K. Embree (*Sustaining Sustainability Programs*) is the Sustainability Hub Coordinator and Subject Librarian for Biology, Psychology, Comp Lit, Latin American and Caribbean Area Studies, and Translation Research at Binghamton University. She graduated from the University of North Carolina with her MSLS in 2018, and in her spare time, she likes to hike, bike, and binge-watch the British show *Taskmaster*.

Carrie Fishner (*Burnout and Crisis Management*) is the Director of the Library at SUNY Delhi. She is an active member of the SUNY Librarians Association, where she has served in several Executive Board roles, and is currently a committee chair, is a member of the SUNY Libraries Consortium Board and Four County Library System Board of Directors. Carrie's research interests involve the intersection of library services and campus life. When not at work she enjoys time with family, SCUBA diving, crafting, and raising monarchs.

Neyda V. Gilman (*Sustaining Sustainability Programs*) is the Assistant Head of Sustainability & STEM Engagement, as well as a subject librarian for the health sciences, at Binghamton University in Binghamton, New York.

Annemarie Gordon (*Sustainable Libraries Initiative*) is the Sustainability Coordinator for the Sustainable Libraries Initiative and the Suffolk Cooperative Library System. She received her MLIS from the University at Buffalo. Her library experience includes serving as Trustee and Treasurer of her local library and as a computer trainer in libraries throughout Mid-Coast Maine for an AmeriCorps project. She can be found on a board in any season: surfing, skating, standup paddle boarding, and snowboarding.

Natalie Haber (*Tech Tools*) is the Online Services Librarian at the University of Tennessee at Chattanooga, where she implements and promotes innovative online tools and services for both off-campus and on-campus learners. She is also a member of the library instruction team and teaches many classes online and face-to-face. Natalie's research interests include information literacy, online learning, user experience, and assessment of instruction.

Jill Kehoe (*Glass Half Full*) is the Director of the Stephen B. Luce Library and Archives at SUNY Maritime College. Prior to that, she worked as Reader Services Librarian at the Metropolitan Museum of Art, and as the Art and Architecture Librarian at New York Institute of Technology. In addition to an MSLS, Jill holds an MA in Art History. She is interested in various aspects of librarianship, access, and architectural history.

Lisa Kropp (*Sustainable Libraries Initiative*) is the Director of the Lindenhurst Memorial Library and an adjunct assistant professor at St. John's University department of library and information services. She is the coordinator of SustainRT at ALA, and the priority group consultant for ALSC's advocacy committees. Lisa serves as a member at large on the NYLA Council, and is an advisory board member of the Sustainable Libraries Initiative. She received her MLS from CUNY Queens, and a Certificate in Public Library Administration from Long Island University. When not at work, Lisa can be found spending time with her boys, on a beach, in her garden, or walking her crazy puppy, Willow.

Karisa Langridge (*Tech Tools*) is currently a student in the University at Buffalo's School Library and Media Specialist master's program. She is also a Library Assistant at the Lockport Public Library and Wilson Community Library helping patrons to find books, field technology questions, and assist with various outreach initiatives.

SPEAKER

Biographies

Melissa Langridge (*Tech Tools*) is the Coordinator of User Education & Outreach and Assistant Library Director at Niagara University Library. She has thirteen years of academic and public library experience. From building community connections to building a second floor, she is passionate about change and how libraries can help all patrons thrive.

E.K. Lee (*Sustaining Sustainability Programs*) is the Discovery & Systems Development Librarian at UMass Boston.

Chelsey Lonberger (*Glass Half Full*) has been working at libraries for over 15 years. Currently, she is at the Cheektowaga Libraries in the Buffalo and Erie County System. In the past she has presented at NYLA for her Kids Coding Program. During the pandemic shut down she used her time to teach herself a little Twine and other software so that she could create interactive digital programs.

Amanda M. Lowe (*Burnout and Crisis Management*) is the Outreach and Marketing Librarian at the University at Albany, SUNY. In her role, she serves as a reference librarian and the marketing maven for all three campus libraries. When Amanda is not engaging patrons on social media, you can find her doing all sorts of outreach programming. Her research focuses on library marketing and outreach with a concentration on social media, reference services, and library programming. Amanda has an MLS from the University at Buffalo and a BS in English, with a minor in Theatre, from Oneonta State College.

Megan Margino Marchese (*Generation 1.5*) is a Reference and Instruction Librarian at Farmingdale State College. She holds an MS in Library and Information Science from St. John's University and an MA in Teaching English to Speakers of Other Languages (TESOL) from Stony Brook University. Megan teaches information literacy skills to students across the Farmingdale curriculum and hopes to support all students in effectively using the library and becoming excellent researchers.

Don Matteson (*What Divides Us?*) joined the Peter & Elizabeth Tower Foundation in 2006, and currently serves as its Chief Program Officer. Trained as an academic sociologist specializing in demography, research methods, and statistics, he has spent his entire professional career working with not-for-profit organizations in roles ranging from information technology specialist to operations director, or as a consultant. Don attended Oberlin College in Ohio, and earned his Master's degree in Sociology from the University at Buffalo. In his spare time, he tinkers with technology, occasionally goes for a run, makes efforts to learn guitar and ukulele, and does what he can to keep up with his nine year old son.

Kim McCoy Coleman (*Just Say No*) is an Assistant Professor and Coordinator of the Social Work program at SUNY Plattsburgh. She also serves as a social worker and art therapist. Her research and practice is focused on art and trauma.

Keith Nichols (*Success Through Survival*) graduated with his MLS from UB in 2011. In 2012, he began working for the University of Georgia as the Public Health Librarian. In his time at UGA, he earned a second master's in Public Health. He returned to UB in 2017 and became an Undergraduate Education Librarian, focusing on assessment and student learning outcomes. His job involves teaching multiple sections of a freshmen writing course and, during the pandemic, working in an online environment to deliver content.

SPEAKER

Biographies

Elin O'Hara-Gonya (*Just Say No*) is an Associate Librarian and Assistant Library Director at SUNY Plattsburgh. She is an adjunct lecturer in the Social Work and Clinical Mental Health Counseling programs. She received the Chancellor's Award for Excellence in Librarianship in 2015. She is the co-author of *Information Literacy & Technology* (5th ed.) and the book chapter "Reconsidering Reference for a Generation without Boundaries" in *The Psychology of Librarianship*. She holds a M.S. in Library Science and a M.S. in Mental Health Counseling.

Alessandra Otero-Ramos (*Burnout and Crisis Management*) is the Arts and Humanities librarian at SUNY Geneseo. She is the chair of the library's Inclusion, Diversity, Equity and Antiracism (IDEA) committee and is also co-chairing the Social Media Committee of the library. Her research interests are: library instruction, library outreach, visual literacy, emotional intelligence, self care at work and social media marketing in libraries. Alessandra enjoys spending her free time hiking, painting with watercolors and exploring nearby towns and cities.

Samantha Purpora (*Adapting Outreach*) is currently the Mobile Services and Buffalo Branches Manager at the Buffalo and Erie County Public Library. Samantha has been a professional librarian for 21 years and has worked in both academic and public libraries. Samantha enjoys all aspects of librarianship but her professional driving force is always getting patrons the information they need. Her role of managing Mobile Services and 8 Buffalo Branches in the Buffalo and Erie County Public Library system plays to her strengths as a passionate, innovative, and strategic thinker for public library services.

Jacob Rachwal (*Glass Half Full*) is a Librarian at the Buffalo & Erie County Public library and has worked in libraries for 16 years. Most recently he was the Manager of the North Collins Library in North Collins, NY where he oversaw operations during much of the COVID-19 pandemic. He has a Masters Degree in Information & Library Science from the University at Buffalo and a Masters Degree in Criminal Justice from Buffalo State College.

Fatoma Rad (*Burnout and Crisis Management*) is the Acquisitions Librarian at Farmingdale State College. She oversees the Library Liaison Program as well as the Collection Development Committee and manages the Library's social media accounts. Prior to Farmingdale State College, she was the Special Projects Librarian at Memorial Sloan Kettering Cancer Center's Medical Library. She earned her MS LIS from Pratt Institute and her MA HEA from Stony Brook University.

Roger Reyes (*Sustainable Libraries Initiative*) is the Assistant Director of Suffolk Cooperative Library System and a Co-creator of the Sustainable Library Certification Program. Roger works in the "business" side of the library world, providing support services to the 56 public libraries in Suffolk County, NY.

Sarah Rhodes (*Burnout and Crisis Management & Sustaining Sustainability Programs*) is a Reference and Instruction Librarian at SUNY Oneonta. She is the Coordinator of Student Engagement and is the chair of the library's Marketing and Outreach Team. Sarah has recently published two book chapters discussing YA literature, weaponized school violence, and the role of school libraries and librarians in this era of school shootings in the book *Dress Rehearsals for Gun Violence: Confronting Trauma and Anxiety in America's Schools*. She also serves on multiple sustainability committees on campus and founded the library's sustainability team. She serves as the library's liaison to Geography and Environmental Sustainability.

SPEAKER

Biographies

Daniel A. Sabol (*Geocaching*) is a school library media specialist with the Yonkers Public Schools at the Riverside High School.

Bryan J. Sajecki (*Success Through Survival*) is an Undergraduate Education Librarian from the University at Buffalo Libraries and specializes in gamification and universal designs for learning. He works alongside the Education Services Team, delivering information literacy instruction to freshmen and sophomore students.

Amanda M. Shepp (*International Collaboration*) currently serves as the Coordinator of Special Collections & Archives in the Special Collections & Archives Division of SUNY Fredonia's Daniel A. Reed Library, the Secretary of the Festivals Fredonia Board of Directors, and the co-chair of Harvest Moon Cemetery Tours. She presents and writes on topics related to digital humanities and historical subjects within the realms of Spiritualism, Victoriana, and the Occult. When she's not elbow-deep in materials from a bygone era, Mandi can be found homebrewing, experimenting in the kitchen, learning new sideshow tricks, collecting and imbibing all things tiki, and enjoying life with her happy-go-lucky husband, Chris, and enormous Norwegian Forest Cat, Kujira.

Heather Stalter (*Sustaining Sustainability Programs*) is a Reference & Special Collections Librarian in SUNY Oneonta's Milne Library, and a member of the library's Sustainability Team. She received her MLS from Syracuse University in 1998. She spends all the time she can with her dogs, cats, cockatiel, chicken, and cows, or outside taking phone pics of mushrooms and flowers.

Nicole Thomas (*Success Through Survival*) is a Senior Assistant Librarian from the University at Buffalo Libraries. She is currently a member of the Education Services Team which brings innovative library instruction to undergraduate students.

Julia Verbanic (*Adapting Outreach*) is the Bookmobile librarian at the Buffalo & Erie County Public Library and is committed to community outreach and diverse representation in library services. They received their MLIS from the University of Buffalo in 2019 where they researched collection development for underserved populations at public libraries as well as LGBTQ+ young adult user behavior. With the Bookmobile, their mission is to serve all populations in Erie County with a focus on the communities that may feel overlooked or unwelcomed in physical library spaces.

Sarah Winter (*Tech Tools*) is a History major in her senior year at Niagara University. She currently is working as an Archives and Administrative Assistant at the Niagara University Library and has plans to pursue a Master's Degree in Library Science after she graduates.

Tracey Wong (*Geocaching*) is Director of Library Services in the Yonkers Public Schools. She has taught at the elementary, secondary and college level. Tracey is the 2021 winner of the McMillian Dear Librarian, a 2018 Library Journal Mover & Shaker, a 2017 Lemelson-MIT InvenTeam awarded and a 2016 ALA Scholastic Publishing recipient. Tracey supports participatory learning cultures and is a bigger believer of student service learning.

CRAFT

Group Activity

Join us during the lunch break for virtual craft time!
You'll learn how to craft a Spooky Lantern while
networking with other Intersect attendees.



**THANK YOU TO EVERYONE WHO MADE
THIS EVENT POSSIBLE!**