

Engage, Innovate, Assess

DOING MORE WITH LESS



Monday, March 5, 2012
The William and Ida Friday Center
Chapel Hill, NC

<http://www.lib.unc.edu/launcch/conference/>

LIBRARIANS' ASSOCIATION of
the UNIVERSITY of NORTH CAROLINA
at CHAPEL HILL

Keynote

Doing More With Less

Dick Blackburn

Associate Professor of Organizational Behavior
Kenan-Flagler Business School

Libraries are in the midst of a sea change – some would argue they are awash in too many competing demands in times of reduced human and financial resources. Thus, libraries and librarians are often asked to “Do more with less!” These requests can drive you to distraction or to distinction; to inaction or innovation. Dick Blackburn will share some suggestions that you can use to improve the rate of useful creative or innovative ideas that might enable you and your library to actually do more with less, and he will offer some ideas that you and your library can use to enhance your personal and organizational creativity or innovation.

Dick is an associate professor of organizational behavior at the University of North Carolina at Chapel Hill's Kenan-Flagler Business School. He received his Ph. D. in Organizational Behavior from the University of Wisconsin-Madison, where he also earned his MBA. His research interests include the role of leaders in organizational and individual creativity and innovation, in managing teams in the virtual environment, and in facilitating organizational change. His research work has been published in both professional and academic journals. He currently serves on the editorial review boards of the Academy of Management Journal and Human Resources Management. He has worked with a variety of business and non-profit organizations.

Morning Breakout Sessions

10:30 a.m. — 11:10 a.m.

Azalea Room

History on the Move: Reimagining Collaborative Engagement

The NCSU Libraries' Red, White & Black (RWB) project is an innovative approach to engagement that fosters the use of library resources, enhances educational goals, and provides opportunities for innovative partnerships. Initially conceived as a human-guided walking tour about African-American history at NC State, now available as a self-guided mobile tour, the RWB gives participants the chance to explore spaces on campus that have had significant impact on the lives of African-American students. A collaboration of the NCSU Libraries, the History Department, and the African-American Cultural Center, this project was launched without grant-funding, designated personnel, or significant financial resources. This presentation explores the project's genesis, benefits, challenges, and future directions.

Marian Fragola & Genya O'Gara
North Carolina State University

Dogwood Room

Doing Less: Strategically Thinking about Instruction

This year, the number of instructional sessions provided by Duke librarians declined. To many instruction librarians, that would look like failure, because the conventional wisdom is that more library instruction is always better. But from a strategic perspective, that is not the case. Less can be more if an instructional program moves in the direction of being intentional rather than reactive. At Duke, we have put practices into place that enable our librarians to work smarter and provide arguably better instructional services. This presentation will discuss four initiatives that enable us to do less but give better service by thinking strategically.

Diane Harvey & Emily Daly
Duke University

11:20 a.m. — 12:00 p.m.

Azalea Room

Can the Past be Prologue: What We Can Learn from How the UNC Library Weathered the Great Depression

The years since 2008 increasingly seem like the Great Depression of the 1930s. As libraries today try to do more with less, are there lessons from the 1930s that can help us? The UNC Library faced the Depression with two important resources: a clear vision of its mission and a large new building. But in the face of shrinking budgets, the Library had to develop innovative ways to build its collections and manage its space. This presentation will highlight the creative collection building, strategic partnerships, and individual initiative that characterized the UNC Library in this era and suggest lessons for today.

Eileen McGrath & Linda Jacobson
University of North Carolina, Chapel Hill

Dogwood Room

Synergy of Systems and Instruction: A Unique Website Usability Study

UNC-Wilmington's Randall Library combined assessment with website usability across departments in a unique way. The Instructional Services Librarians noticed peculiarities in the way students in First Year Seminar information literacy sessions were navigating the library's website and invited the Systems Librarian to observe these behaviors. Usability studies are important but can be artificial, time consuming, and costly. This technique required no recruiting, marketing, or “prizes” for participating and allowed for a synergistic collaboration between Instructional Services and Systems to “see” the website with a fresh perspective. The outcome was that the Systems Librarian discovered surprising things about the library website and Instructional Services librarians were able to improve instruction sessions.

Lisa Coats, Anne Pemberton & Laura Wiegand
University of North Carolina, Wilmington

Conference Schedule

8:30—9:00	Registration and Refreshments
9:00—10:15	Opening Remarks and Keynote Address
10:15—10:30	Morning Break
10:30—11:10	Morning Breakout Sessions
11:10—11:20	Break
11:20—12:00	Morning Breakout Sessions
12:00—1:15	Lunch, Trillium Room
1:15—1:55	Afternoon Breakout Sessions
1:55—2:05	Break
2:05—2:45	Afternoon Breakout Sessions
2:45—3:00	Afternoon Break
3:00—4:00	Lightning Talks

Regular Conference Registration: \$35.00*
Student Conference Registration: \$15.00*

Location: Friday Center
Friday Center Dr
Chapel Hill, NC 27514

Free parking is available in the [Friday Center Guest Parking](http://www.fridaycenter.unc.edu/images/fc_parkingmap.jpg) lot (behind the Friday Center).
http://www.fridaycenter.unc.edu/images/fc_parkingmap.jpg

Disability services are available. Please contact Michelle Cronquist at: cronquim@email.unc.edu with questions.

For further information, please see the conference website:

<http://www.lib.unc.edu/launcch/conference>

or contact

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*Please note that lunch is included in the registration fee. If you are registering as a student, please indicate your school name on the organization line of the registration form.

Afternoon Breakout Sessions

1:15 p.m.—1:55 p.m.

Azalea Room

WorkSmart - Saving Time, Reducing Costs, and Improving Service in Challenging Times

The WorkSmart initiative at Charlotte Mecklenburg Library (CMLibrary) improves workflow for efficiency and effectiveness. During FY2011, CMLibrary had a \$10 million budget reduction from a previous \$34 million. The Library had to eliminate 180 employees, close four library locations, and cut library hours in half. Although open hours were reduced by over 50%, activity levels were reduced by only 15-20%, resulting in more transactions per hour when open at every location. WorkSmart helped establish a new vision, find efficiencies, and eliminate unnecessary workflow steps. Learn how WorkSmart engaged staff at all levels to create a new perspective during challenging times.

Chris Bates & Everett Blackmon
 Charlotte Mecklenburg Public Library

Dogwood Room

Harness the Power of the Paraprofessional: Doing More with Less Staff

Today libraries have an urgent need to do more with less staff. At Davis Memorial Library we have met this need by tapping into the power of the paraprofessional and using positive and creative approaches to evenly distribute the workload. This process has resulted in paraprofessionals taking on non-traditional roles including teaching information literacy classes, facilitating an online book club, managing a student driven book blog, hosting the biggest annual library event, and conducting hour-long advanced individualized research assistance meetings. Join me as I share our unique approach to reshaping library workflow and how it has made our team stronger and more efficient.

Angela Duncan
 Methodist University

2:05 p.m.—2:45 p.m.

Azalea Room

Doing More with Scripts in Technical Services

In the past year, E-Resources and Serials Management (ESM) began automating some tasks using Ruby scripts. In some cases, repetitive tasks previously performed by staff were eliminated, freeing staff to do other things. In other cases, we are able to do things previously impossible due to staff time limitations. This presentation will: 1) describe some of the tasks ESM is automating with scripts; 2) discuss costs and benefits of developing these scripts---in many ways we are doing more with less, but the equation isn't that simple;

and 3) provide some guidelines for identifying tasks of your own that could be eliminated or streamlined with some simple scripting.

Kristina Spurgin
 University of North Carolina, Chapel Hill

Dogwood Room

Developing Gold Star Librarians to Provide Excellent Public Service: A Comprehensive Training Model

With libraries constantly evolving, we need to train our student staff on basic professional skills more efficiently so they can offer the advanced services our patrons expect. The House Undergraduate Library has developed a comprehensive training model that spreads training and professional development opportunities over the course of a year. Supplemented by a Sakai training site, we offer workshops on advanced technologies, teaching techniques, and research resources. We continually assess this program, but we feel that this model will ensure that staff have the required skills to provide excellent service and will allow professional staff to focus on developing new initiatives. Join us to learn more about advances in student staff training.

Suchi Mohanty & Kim Vassiliadis
 University of North Carolina, Chapel Hill

Lightning Talks

Squeezing the Most from your PC Dollar
Jill Ellern, Western Carolina University

Information Takeout: Engaging Library Users
April Everett & Julie Obst
 Central Piedmont Community College

Getting What You Paid For From E-Resources
Gwen Exner, NCKnows

Develop Creative Projects: Free Multimedia Toolkit
Katy Kavanagh, East Carolina University

Expanding the Library's Commitment to Global Health
Mellanye Lackey, University of North Carolina, Chapel Hill

iPods, Games & Mobile: Engaging Library Orientation
Adrienne Lai & Anne Burke, North Carolina State University

Taming the Hydra: Prioritizing High-Quality Subject Guides
Kim Vassiliadis & Emily King, University of North Carolina, Chapel Hill

BitCurator: Data Forensics for Digital Libraries
Kam Woods & Cal Lee, University of North Carolina, Chapel Hill

Registration Form
LAUNC-CH 2012:
Engage, Innovate, Assess: Doing More With Less

Registration: \$35.00*

Special Student Rate: \$15.00*

[Registration is available online.](#)

If registering online but paying by check, please mail check to Michelle Cronquist at the address below. Students must pay by check to receive the discounted student rate.

Please make check payable to LAUNC-CH

The registration fee for the 2012 LAUNC-CH annual conference has been subsidized through a generous donation from Sarah Michalak and the University Library.

Space is limited to the first 170 registrants.

*Please note that lunch is included in the registration fee. If you are registering as a student, please indicate your school name on the organization line.

Registration Deadline: February 27, 2012

Name

Address

Institution/School

Daytime Phone

Email Address

Please mail completed registration to:

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Please remember to enclose your check.

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