

INNOVATION BEYOND THE WALLS
DOING MORE WITH LESS

OCTOBER 29 - 31, 2014
SAN DIEGO, CALIFORNIA

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THE ASSOCIATION OF BOOKMOBILE & OUTREACH SERVICES.**

Greetings,

Welcome to the Association of Bookmobile & Outreach Services (ABOS) annual conference. I would like to thank each of you for attending our conference and bringing your expertise to our gathering. Each year we gather to learn, share ideas, network, and (you guessed it) have fun.

The conference theme is *INNOVATION BEYOND THE WALLS – DOING MORE WITH LESS*. This year, we will learn how shoestring budgets are opportunities for implementation of creative and new ideas. Please remember, as budgets shrink, workloads will increase; however, innovation will blossom. Shrinking budgets are fertile ground for innovation.

Here are a few highlights of the conference:

- Bestselling author T. Jefferson Parker will speak to us about his works.
- Dr. Derek Attig will enlighten us with little known facts about the history of bookmobiles across America.
- ABOS Vice President/President Elect Pattie Johnston will share words of wisdom on how to advocate for bookmobiles and outreach services.
- Excellent breakout sessions.

We hope you will learn from others and share your knowledge, successes, and learning experiences with others. If you are not a member of ABOS, please join. For only \$39.00 per year, you will have access to information and coworkers (across the nation and globe) who will help you to stay proactive and innovative.

Many thanks to conference sponsors, exhibitors, speakers, and presenters. And a special thanks to you for the dedicated and innovative service you provide beyond the walls of library buildings.

Best Wishes Always,

Eletha L. Davis

ABOS President 2014

KEYNOTE SPEAKERS

Wednesday, October 29

T. Jefferson Parker was born in Los Angeles and has lived all his life in Southern California. His twenty novels include *Laguna Heat* (1985), *Summer of Fear* (1993), *The Blue Hour* (1999), *Red Light* (2000), *Silent Joe* (2001), *Black Water* (2002), *California Girl* (2004), *The Fallen* (2006), *Iron River* (2009), *The Border Lords* (2011), *The Jaguar* (2012) and *The Famous and the Dead* (2013).



Photo Credit: Bruce Jenkin

Parker took a bachelor's degree in English from the University of California, Irvine, in 1976 and was later honored as a Distinguished Alumnus. His writing career began in 1978 as a reporter for *The Newport Ensign*. After covering police, city hall and cultural stories for the *Ensign*, Parker moved on to the *Daily Pilot* newspaper, where he won three Orange County Press Club awards for his articles. All the while he was tucking away stories and information that he would use in his first book.

Laguna Heat, written on evenings and weekends while he worked as a journalist, was published to rave reviews and made into an HBO movie starring Harry Hamlin, Jason Robards and Rip Torn. *Silent Joe* won the Edgar Award for best mystery from the Mystery Writers of America in 2001, as well as the Los Angeles Times Book Prize for best mystery. *California Girl* won the Edgar Award for best mystery of 2004.

His next six books featured ATF task force agent, Charlie Hood, battling the illegal flow of guns from the United States to Mexico. Parker's next novel, *Full Measure*, marks a departure from crime writing and is his first mainstream literary novel. It was published by St. Martin's Press in September of 2014.

Thursday, October 30



Dr. Derek Attig is a bookmobile scholar. In 2012 he received a Google Policy Scholar Fellowship to conduct research on bookmobiles at the American Library Association this past summer. Also he served as an OITP Research Associate at the American Library Association's Office for Information Technology Policy, researching and writing a report designed to help libraries adapt to new technologies and emerging networks. Derek is also a contributor to LibraryLab, a collaboration between Boing, the American Library Association, and Book Riot

Dr. Attig maintains a blog entitled bookmobility.org. There, readers can find fascinating articles about Supreme Court cases (yes, arguments over bookmobiles have made it to the Supreme Court), information technology, romance novels (what librarians did in their bookmobiles was a hot topic in the 1930s), and other issues that together speak to the role that bookmobiles have played in American history.

Friday, October 31



Pattie Johnston is the Outreach Services Coordinator of the Lawrence Public Library in Lawrence, Kansas. She is Vice President/President elect of the Association of Bookmobile & Outreach Services (ABOS), and Chairperson of ABOS Advocacy Committee. She is also very active in local, state, and national associations. She travels across the country advocating for bookmobile and outreach services.

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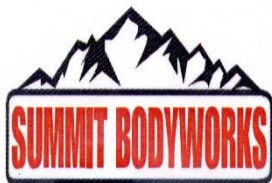
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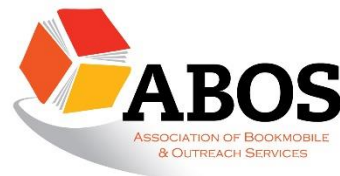
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FOR MORE INFORMATION VISIT
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Conference Schedule

Subject to Change

Tuesday, October 28, 2014

10:00 am – 2:30 pm	ABOS Pre-Conference
6:00 pm – 8:00 pm	Registration

Wednesday, October 29, 2014

7:30 am – 10:30 am	Registration
8:00 am – 9:00 am	Breakfast
9:00 am – 9:30 am	Opening of Conference- Misty Jones, Acting Director of the San Diego Public Library
9:00 am – 6:00 pm	Exhibits Open
10:00 am – 12:00 noon	Bookmobiles Open

Workshops

- | | |
|---------------------|---|
| 10:00 am – 11:15 am | <ul style="list-style-type: none">• Pathways at the Library• Support Staff Certification: A Pathway for Excellent Library Staff and Services• Busting Out: Taking a Community School Library Where It Belongs• An Amish Feast of Books: Catching up with the Amish• (Never Stop) Rethinking Service |
|---------------------|---|

11:45 pm – 1:00 pm	Lunch with author T. Jefferson Parker
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Workshops

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|-------------------|---|
| 1:15 pm – 2:30 pm | <ul style="list-style-type: none">• Sharing Memories: Using Reminiscence Activities with Seniors• Begin at the Beginning: Learning to Love Logic Models• Configuring a Great Outreach Vehicle: a Practical Guide for the Road Ahead!• Medina County R.O.C.K.S• Keeping Rural Nevada in the Loop |
|-------------------|---|

Workshops

- | | |
|-------------------|--|
| 3:00 pm – 4:15 pm | <ul style="list-style-type: none">• Storytime for Respite Centers• Nourishing Bodies, Developing Minds• Little Early Literacy Community Connections• Why Don't We Make It on the Road: Translating Maker Spaces into Library Outreach• Sweet Reads |
|-------------------|--|

4:00 pm – 6:00 pm

Bookmobiles Open

Thursday, October 30, 2014

7:30 am – 10:30 am

Registration

8:00 am – 9:00 am

Breakfast/ABOS General Meeting and Awards

9:00 am – 10:00 am

Keynote Address: Here Comes the Bookmobile/ Dr. Derek Attig

9:00 am – 6:00 pm

Exhibits Open

10:00 am – 12:00 noon

Bookmobiles Open

Workshops

10:30 am – 11:45 am

- Lobby Stops the Loudoun Way
- Keeping Rural Nevada In the Loop
- A Library Bike Bespoke for You: Innovative Outreach and Doing More for Less
- Children's Program Ideas for Outreach & from your Bookmobile
- Begin At the Beginning: Learning to Love Logic Models

11:45 am – 1:15 pm

Lunch On Your Own

Workshops

1:15 pm – 2:30 pm

- Busting Out: Taking a Community School Library Where It Belongs
- Little Early Literacy Community Connections
- Storytime for Respite Centers
- (Never Stop) Rethinking Service
- Support Staff Certification: A Pathway for Excellent Library Staff and Services

Workshops

3:00 pm – 4:15 pm

- Lobby Stops the Loudoun Way
- Medina County R.O.C.K.S
- Configuring a Great Outreach Vehicle: a Practical Guide for the Road Ahead!
- An Amish Feast of Books: Catching up with the Amish
- Nourishing Bodies, Developing Minds

4:00 pm – 6:00 pm

Bookmobiles Open

Friday, October 31, 2014

8:00 am – 9:00 am

Breakfast/Vendor Q&A

9:00 am – 10:00 am

ABOS Board Meeting

9:00 am – 12:00 pm

Exhibits Open

10:00 am – 12:00 noon

Bookmobiles Open

Workshops

10:30 am – 11:45 am

- A Library Bike Bespoke for You: Innovative Outreach and Doing More for Less
- Sharing Memories: Using Reminiscence Activities with Seniors
- Why Don't We Make It on the Road: Translating Maker Spaces Into Library Outreach
- Sweet Reads
- Children's Program Ideas for Outreach & from your Bookmobile

12:00 pm – 1:30 pm

Keynote- Pattie Johnston, ABOS Vice President/President Elect

WORKSHOP DESCRIPTIONS!

An Amish Feast of Books: Catching up with the Amish with Patti Stevic. How patrons needs determine our service...and how we are "doing it like the Amish"! Create a recipe for a bookmobile plan as unique as your patrons. This will include features of our "hybrid" bookmobile--solar panels, roof vents, diesel-fired heater, smart generator and battery bank as well as covering our service area and how we--and our patrons—determine where we need to be.

Begin At the Beginning: Learning to Love Logic Models with Kathy Totten. Are you dreaming up a great new outreach service? Learn how to create an easy to understand snapshot of your program that will make planning a breeze and get your program funded. Are you wondering about the effectiveness of an existing program? Use a logic model to evaluate the program and identify where the program possibly went off track.

Busting Out: Taking a Community School Library Where it Belongs with Jennie Grubb. This presentation will tell the story of the challenges, joys, and lessons learned when an urban community middle school library busts out of the school walls to take library services to the community itself. I will cover topics such as collaboration with community agencies, timeline for implementation, marketing and public relations, rationale for our initiative, outcomes, and next steps for our school and the community.

Children's Program Ideas for Outreach & from your Bookmobile with Marianne Thompson. What else can you do from your Bookmobile to provide programs to your public? How can you find additional ways to provide programming to your youngest patrons? The session will include ideas on how to create a puppet show for the Bookmobile and how to create partnerships in your community to enhance programming. Bring your ideas to share as well.

Configuring a great outreach vehicle: a practical guide for the road ahead! with Michael Swendrowski. If there's a new vehicle in your future, or maybe just some updates to your current one, put this one on your must attend list! This presentation will provide the latest tips, trends and options for vehicle choice (new or used), on-board equipment considerations, exterior paint and graphics, and working effectively with your vendor(s).

Keeping Rural Nevada in the Loop with Ginny Dufurrena. The operation of the Bookmobile in rural Nevada is a very unique program serving home school groups, two room school houses, homebound adults and many small rural communities. The program is very versatile--rules bend, situations change at the drop of a hat, and life situations are all taken into consideration in the evolution of the service. Learn about staff's adventures, headaches, and triumphs.

A Library Bike Bespoke For You: Innovative Outreach and Doing More For Less with Zac Laugheed. Pedal-powered bookmobiles are trending. They're cheap. They don't burn fuel. And they get people excited about the library. Denver Public Library took a risk in 2013 to help set this trend by working with a custom bike builder to take an idea and make it a reality, to take a bike and make it an outreach vehicle. The result is a tricked out trike that we call DPL Connect, the first of its kind in Colorado, and one of only a handful nationwide. By providing traditional library services, including free internet, card registration, circulation, reader's advisory and collateral distribution all by bike, we've been able to introduce ourselves to new customers and reintroduce ourselves to established customers in a nimble, unexpected and innovative way. Please join me as I share what we've learned so far, how we've failed and learned from our mistakes, and to see a framework from which you can strategically embed library staff in your unique communities by bike.

Little Early Literacy Community Connections with Amy Steinbauer. Beaumont coordinates early literacy by taking materials and programs to story times at parks and community centers while also providing rotating "Play and Learn Kits" at local businesses. Families or individuals can use them while waiting at the various business partners. The activities and programs implement different levels of services, determining what is needed at each site. It is not a large service but we think that those attending this program can use this example of how to start a small project that has a huge impact on those families that are being reached in areas that is unexpected.

Lobby Stops the Loudoun Way with Virginia LaRocque. We will share population and area served, mini stop with trays, full stop with carts, lobby stops versus delivery, adding a stop, reducing service, special touches (pictures and samples), bookmarks, signage and table cloth, uniforms, our truck, our calendar, and our checklist.

Medina R.O.C.K.S with Ann Plazek In 2011 Brunswick. R.O.C.K.S (Reading Opportunities Create Kindergarten Success) was created as a collaboration between the library, a retiring elementary principal, a current kindergarten teacher and an adult literacy organization with funding from the United Way. The program offers three 2-hour summer workshops for families with children who will be entering kindergarten in the fall to learn fun early literacy skills together using ECRR principles. The program has been a rousing success and plans are currently underway to expand the program to 5 school districts in the county in the summer of 2015. Come learn how our library has worked with other agencies and has secured funding from the United Way to support this early literacy initiative.

Never Stop Rethinking the Service with Gina Fuller. In this follow-up to her 2012 ABOS presentation Rethinking the Service, Gina will discuss what has happened in the past 2 years since her library has changed over from a bus-style vehicle to a Sprinter van and rebranded themselves from a Bookmobile to the Mobile Library Service. From adjustments to the new vehicle to program inspirations, we'll talk about it all. Did everything go as planned? Of course not...it went even better!

Nourishing Bodies, Developing Minds with Melanie Sperling. The Boone County Public Library's outreach department has partnered with Cincinnati's Freestore Foodbank, a founding member of Feeding America, to feed 8,000+ people in their community, which lacks "brick and mortar" pantries. With a little luck and a lot of heart, Library staff members have been able to mobilize volunteers and find sponsors to provide the muscle and the funds to make food distributions possible. I plan to include information on how we were able to achieve something we thought impossible and how other libraries can get in on the act through partnering with their local food pantries. Our philosophy is that patrons' most basic needs must be met in order to achieve their goals.

Pathways at the Library with Jacqueline Welsh. What could be scary or intimidating about the library? Why would someone not want to use the library if they've recently been released from a correctional facility? These are the questions that librarians at the City of Los Angeles Public Library (LAPL) started asking with the development of a new pilot service to connect the library with reentry programs and probation services. From these questions and answers, came Pathways at the Library, a project that is currently in the middle of its pilot phase. This interactive session will occur when the pilot program is finishing and transitioning to the next phase for LAPL to carry on in the best way possible. Not only will the session include information about funding, creating partnerships and program outcomes, it will provide the audience with an example and discussion on how a new program is shifting from being a small scale pilot to, ideally, a system-wide service. Innovation and creating opportunities for the library systems to breakthrough barriers and find new ways of providing excellent services during periods of transition will also be discussed

Sharing Memories: Using Reminiscence Activities with Seniors with Kathy Mayo. Sharing Memories explores using reminiscence activities with groups of older adults. It will cover multi-sensory approaches to remembrance, outline steps for developing activities and selecting programming materials, describe ways to use volunteers in senior programs and cover tips for facilitating successful activities.

Storytime for Respite Centers with Karen Bradley. Looking for your next outreach opportunity? Try teaming up with local adult day care centers! Having successfully reached out to our community's highest priorities formed by a needs-based analysis, we were looking for further opportunities for Mobile Library Services. Luckily we were approached by a local adult day care center to collaborate on a bimonthly program for their clients. This presentation will discuss implementing your own program for adult day cares from the beginning planning stages through a successful, ongoing storytime. Our storytimes were developed with input from the library's Children and Family Services department for an appropriate, engaging, and enriching experience. We will discuss the positives and challenges involved, including whether to, and how to, add the location as a stop for the bookmobile.

Support Staff Certification: A Pathway for Excellent Library Staff and Services with Ian Lashbrook. Learn about voluntary certification through the Library Support Staff Certification (LSSC) Program. Offered by the ALA, this certification will redefine how you think about

yourself by expanding your perspective and skill sets beyond your immediate place in your library. As the roles of libraries change, so must the ways in which we approach the education and training of library workers, particularly non-MLS degreed library staff. The LSSC program will address your professional development needs and the service needs of your employers and communities by preparing you to better understand and participate in the broader issues affecting your work.

Sweet Reads with Colleen Hall. Sweet Reads is a low cost way to get books to children and families who face challenges in maintaining a regular library account. In the summer of 2013, St. Louis County Library Outreach Department began an outreach service patterned on ice cream trucks! A book van with a loud speaker on its top that played happy tunes to entice people was stuffed with reading materials. A neighborhood that has become an area with many families in transition due to economic levels was targeted. Even though a library branch was close by, many in that neighborhood had little or no access to transportation and few had library cards. It was decided to go out to the need rather than wait for them to come to the library. The service travelled to apartment complexes in the Spanish Lake neighborhood where it "checked out" books on the honor system to remove barriers of those without cards. Initially thinking that children would be the audience, it was found that adults were anxious for the service, also. The success of the pilot service last year led to the Library Board to approve the purchase of an additional bookmobile that will be dedicated to this service. The "Sweet Reads" bookmobile will have a mixed collection; a collection that will contain surplus materials, donated and deleted items, as well a regular library materials. The Sweet Reads project is beginning to bridge the gap many in the Spanish Lake area have encountered in experiencing the value and support of a public library. The project has also connected the library with other like-minded organizations and individuals looking for ways to help this area of the county.

Why Don't We Make it on the Road: Translating Maker Spaces Into Library Outreach with Justin Prescott. Maker spaces are growing movements focusing on teaching young people skills that help them become creative, innovative, and ultimately employable. This is a new way of teaching that uses a hands-on style that allows kids to learn through experimentation and even failure. Many of the programs can easily tie in to STEM/STEAM curriculums. Public libraries can be great places to host maker spaces because of their traditional role as secondary educational institutions. Most libraries have their maker spaces within the library itself because of the ease of access to materials and usable work spaces. This requires patrons to be able to get to the library at specific times. What if a library wanted to have a maker space, but take it out into the community where they could reach people who couldn't make it to the library? Our discussion will cover a bit about maker spaces and what they are. We will go over how to get started creating your own maker space including funding options, getting buy-in from administration, and specific materials. We will talk about how our library got its maker space started and how we are beginning to create mobile maker space programs on the bookmobile, at schools, and at community events. We will get into specifics about how to begin a maker program with limited funding and limited space; what materials to purchase that will have the widest usability; and how to plan programs to make the most of the materials

WORKSHOP PRESENTERS

Karen Bradley moved from Teen Services into Mobile Library Services where she can interact more directly with community members. Karen is on the Colorado Teen Literature Conference Planning Committee.

Ginny Dufurrena and her husband live on a cattle/sheep ranch 75 miles west of Winnemucca. They have three kids. When the children became high school age, Ginny moved to town on weekdays so the kids could continue their education. She has been driving the Humboldt County Bookmobile for 14 years and loves it!!!

Gina Fuller has worked with books and those who love them for over 20 years. For the past eight years, she has been proud to serve as the Children's staff member for the Henrico County Public Library (Virginia) Mobile Library Service.

Audra Green is the Outreach Coordinator for Meridian Library District. She is currently expanding Meridian's outreach department to accommodate a brand new sprinter. She worked on a bookmobile in Indiana while seeking her master's of library science at Indiana University.

Jennie Grubb is a second year librarian at Vine Middle Magnet School in Knoxville, Tennessee. She also has 15 years of experience as a classroom teacher and has worked in higher education and adult literacy. Her professional interests include reaching at-risk students and community engagement. In addition to the community satellite library program, Jennie is also developing a reading initiative aimed at male students and community members.

Colleen Hall is the Outreach Services Manager for the St. Louis County Library in St. Louis, Missouri. She has been a librarian for twenty years, previously working as a Children's Librarian in both public and school libraries. The St. Louis County outreach department currently has 8 mobile units and 19 employees, including 2 programmers. It enjoys a high level of cooperation with the staff at the 20 branch locations in the system. Together, they are able to reach all corners of the community, providing library services for all ages, from pre-school to adults.

Virginia LaRocque is the Manager of Outreach Services of the Loudoun County (Virginia) Public Library. Their primary service is senior lobby stops, including eReader assistance and reference/reader's advisory services, but they also provide Books-By-Mail and delivery to long term care and nursing homes. Virginia has worked in public libraries, County Budget, Internal Audit and HR within Library Administration. Her varied experience gives her a unique perspective on library services to special communities.

Ian Lashbrook is the program Officer for Certification for the American Library Association-Allied Professional Association (ALA-APA). He has a Masters Degree in Library and Information Systems from Drexel University and has worked on the LSSC program and for the

ALA-APA for the last three-and-a-half years. Before coming to ALA, he worked in support staff positions at public and academic libraries in Maryland and Illinois.

Zac Laugheed has been a librarian at Denver Public Library for two years. When not riding DPL Connect, he can be found working with DPL's Homeless Services Action Committee, Staff Council, and newly formed Street Team. Prior to becoming a librarian, Zac worked security at DPL and delivered a baby in the Central library foyer. He lives in Morrison, CO.

Kathy Mayo is a retired Library Outreach Manager who volunteers to coordinate the Lee County (FL) Library System's Community Conversations Project. Through the project, she trains volunteers to offer literature-based discussion groups with seniors in assisted living facilities and adult day stay programs. Kathy is a frequent presenter at workshops for librarians and persons who work with older adults.

Karen Pickard-Four is a graduate of San Jose State's School of Library and Information Science and a member of ALA, CLA, and PLA. She has worked for LAPL for eight years, and is currently the Senior Librarian at the Studio City Branch. Karen is always looking for ways build civic understanding among diverse patron populations.

Ann Plazek began her library career as a page at the age of 14 at the Morrisson-Reeves Library in Richmond, IN. After receiving her MLS from Kent State University, she has worked as a Children's Librarian for the Shaker Heights Public Library and the Kent Free Library. She currently is the Manager of Outreach Services for the Medina County District Library (OH).

Justin Prescott has worked on the bookmobile for Meridian Library District for two and a half years. He is currently working with the Idaho Commission for Libraries to help implement maker space programming in the library and on the bookmobile.

Melanie Sperling, Outreach Manager at the Boone County Public Library, spent 15 years in academic libraries before arriving at the BCPL in 2001. When not overseeing homebound delivery, staffing the reference desk or coordinating volunteers, Melanie can be found performing bibliographic instruction at local colleges, giving short talks at area senior facilities and serving on the Boone County Children's Coalition.

Amy Steinbauer is the Early Childhood Outreach Librarian at the Beaumont Library District in Beaumont, California. She earned her BA in English from Muhlenberg College and has her MLIS from the University of Hawaii at Manoa. She has worked as a substitute teacher, librarian and is passionate about being a life-long learner. She hopes to inspire others with innovative new ideas to make reading fun for everyone! She loves driving the Ready to Read van that provides books and learning materials to Beaumont's birth to 5-years old community.

Patti Stevic - Her connection to bookmobiles began when she walked a mile into town and checked out books with the assistance of "Miss Burns". Her 16 years of employment with WCPL evolved from Branch Assistant to Bookmobile Assistant and the last five as Bookmobile Manager, where she continually fine tunes service to meet the needs of patrons. Her heart and passion is with the bookmobile and the patrons she has the privilege of serving.

Michael Swendrowski is a long-time bookmobile consultant, former chair of the ALA Subcommittee on Bookmobiles, current ABOS board member, and internationally recognized specialty vehicle expert with over 25 years of industry experience.

Marianne Thompson is the Outreach Services Manager for Fountaindale Public Library District, Bolingbrook, IL. She has worked for Fountaindale for 25 years. Marianne received her MLS from UW-Madison in 1978. She was first introduced to Bookmobile service at Winding Rivers Library System (WI), when she was the back-up Reference & Interlibrary Loan Librarian. She worked on the Bookmobile for 2 years.

In 1981, she worked for Southeastern Library Services (Davenport Public Library – Iowa) as the back-up Reference & Interlibrary Loan Librarian. In 1989, she became the Manager for Information Services at Fountaindale Public Library (Bolingbrook, IL), and served in that position for 17 years. In 2006, she was promoted to Assistant Director for Public Services, and supervised Circulation, Children's Services, and Adult Services managers, and also served as the Outreach Manager. In 2009, Marianne was appointed the Outreach Services Manager, to focus on the growth of the Bookmobile & Outreach services.

Marianne has been an ABOS board member since 2012, and has presented at ALA 2013 & 2014 for the Bookmobile Saturday panel discussion. Marianne is passionate about reading, resource sharing availability for all, and providing Outreach library service to those who cannot get to their library building for any reason.

Kathy Totten is the manager of Outreach Services and Anythink York Street library in Thornton, Colorado. She has served as an officer of ABOS in several positions.

Jacqueline Welsh is a graduate of the University of Arizona's School of Information Resources in Tucson, Arizona, and alum of the Knowledge River program. She is a member of ALA, PLA, ABOS and CLA. Her professional interests include services to diverse communities, and a broad range of literacy programming and outreach.

Nancy Wood holds a BS in Child Development & Family Relations and a MLIS from San Jose State University. Through her more than 40 years of teaching children and adults, she has been a family childcare provider, preschool director and teacher, Head Start Teacher and Education Coordinator, and a public school substitute teacher. She is currently the Early Childhood and Outreach Librarian at the Beaumont Library District in Beaumont, California.

