

SCC/MLA 2019 Continuing Education



Friday (10/11): 1 pm – 5 pm

Project Outcome: Measuring the True Impact of Libraries

- **Emily Plagman**, Manager, Impact & Advocacy, PLA/ALA

Based on a model developed by the Public Library Association (PLA), this free toolkit is designed to help academic libraries understand and share the impact of essential library programs and services by providing simple surveys and an easy-to-use process for measuring and analyzing outcomes. The standardized surveys allow libraries to aggregate their outcome data and analyze trends over time by service topic and program type. Training and resources are provided to participating libraries so they can use data-driven results to advocate for their library.

Saturday (10/12): 8 am – 12 pm

Emerging Technologies in Health Sciences Libraries

- **Bobby Reed, Ashley West, Kristi Wyatt**, Emerging Technologies Librarians, University of Oklahoma

Emerging Technologies are always evolving and the health sciences library -- in its democratizing role in the medical community -- is the perfect place to be the sandbox for experimentation and innovation. Technologist Bobby Reed will guide attendees through a survey of Emerging Technologies and workshop best practices for integrating emerging technologies into your organization. No prior knowledge necessary. Best for the librarian, admin, or library staff member who is considering implementing emerging technologies resources at their library. Attendees will better understand how emerging technologies can be integrated into medical library services/resources to impact patient care, the research lifecycle, and educational abilities.

Learning Objectives

Participants will be able to:

- Attendees will better understand how emerging technologies can be integrated into medical library services/resources to impact:
 - Patient Care
 - The Research Lifecycle
 - Educational abilities
- Attendees will be guided through the decision making process of determining whether or not emerging technologies would be of benefit to their audience.
- Attendees will be given action steps to deploy emerging technologies in their institution REGARDLESS OF BUDGET.

Saturday (10/12): 9 am – 12 pm

Management and Leadership from the Middle

- **Janna Lawrence**, AHIP, MLIS, Deputy Director of Hardin Library for the Health Sciences, University of Iowa
- **Linné Girouard**, AHIP, MLIS, Professional Education Center, Houston Methodist Hospital

You don't have to be the boss to be a leader! Leadership and management skills are important to librarians at all levels. It may feel impossible to develop these skills if you are not the "boss," but this class will show how leadership is always possible. Several theories will be presented and applications of these theories will be discussed.

Learning Objectives

Participants will be able to:

- Identify leadership opportunities in their current position, based on French and Raven's 5 Bases of Power
- Apply Kouzes and Posner's 5 Practices of Exemplary Leadership to their own career
- Understand aspects of their own personality that affect their leadership/management style

Saturday (10/12): 1 pm – 3 pm

Research Design and Utilization of Statistics

- **Michele Whitehead**, MLS, MA, Department Head, Research and User Experience, Gibson D. Lewis Health Science Library, UNT Health Science Center
- **Timothy Kenny**, MLS, Clinical Library Manager, John S. Marietta Memorial Medical Library, JPS Health Network, UNT Health Science Center

This course is intended to provide an overview of how to take existing measurements and make them meaningful. Students will learn how to develop research projects to enhance their ability to articulate value in services, spaces, personnel effort, and programs. Further, the course illustrates the importance of adding to the body of knowledge with research output and scholarship.

Learning Objectives:

Participants will be able to:

- Prepare and plan for research via utilization of existing metrics and statistics
- Conceptualize research projects with appropriate scope and design methodology
- Construct a research plan for implementation
- Identify appropriate options for data visualization, researcher profile enhancement, and digital storytelling

Sunday (10/13): 9 am – 12 pm

Copyright Skills as Risk Management Tools: The Librarian's Role

- **Barbara C. Ingrassia**, AHIP, MLS, CCM, CLDC, Certified Copyright Manager, Speaker and Trainer

"Risk management" is at the top of every administrator's agenda. While they recognize the importance of complying with requirements of HIPAA, HEOA, EEOC, etc., they may be unaware of the serious legal, financial, and ethical risks resulting from noncompliance with copyright law. There are many misunderstandings about the complexities of copyright in the digital age—and many opportunities to self-publish, use social media, employ multimedia resources, exploit licensed resources, etc. This course will explore the vital role librarians with basic copyright skills can play in minimizing the organization's exposure to liability. They can be involved in discussions of "best practices" to balance the critical need to share information among health professionals and educators while managing risks. Topics to be covered include answering common myths with basic copyright concepts, formulating best practices for copyright risk management, developing awareness/communication/outreach/education plans. Instructional methods: lecture, large group discussion, and small group brainstorming.

Learning Objectives

Participants will be able to:

- Apply basic copyright concepts to answer myths commonly heard in their organizations
- Identify potentially risky practices in their organizations and draft at least 5 (five) relevant "best practices for copyright risk management"
- Develop a possible strategy for raising awareness among administrators (and others) of the potential legal, financial and ethical risks of copyright infringement and of the crucial role that the library can play in mitigating those risks
- Begin to plan an outreach/educational program for the various constituencies within their organizations to enable compliance with copyright law
- Become familiar with resources for staying informed about copyright issues.