



1004 ICTC CALEDON
9:05 AM

*Management,
Organizational structure*

**ORGANIZATIONAL
STRUCTURES: DOES FORM
FOLLOW FUNCTION?**

Ken Haycock, Haycock
& Associates

What is the foundation for effective organizational structures? Do structures convey meaning? Lead to innovation? What are the recent trends and issues? In reviewing the research, and current approaches to organizational structures in CUL/BUC and ULC libraries and industry leaders, Ken Haycock provides an overview of newer approaches and their implications for strategy, equity, responsibility, and accountability.

*Convenor: Margie Singleton, CEO,
Vaughan PL*

1005 ICTC GRENADIER
9:05 AM

French language services

**SERVICES POUR LES
FRANCOPHONES DE
LANGUE SECONDE**

Louis Choquette,
Librarian, Toronto PL

Les clients dont le français n'est pas la langue maternelle forment une proportion importante des usagers de la bibliothèque publique. Que faire pour ne pas négliger ce groupe composé d'étudiants en immersion, d'adultes apprenant le français pour des raisons professionnelles, de francophiles, etc.? Il s'agit de créer des opportunités d'échange et de collaboration entre francophones de langue maternelle et francophones de langue seconde. Cette session vous offre des idées.

*Convenor: Dominique Roy-Brisson,
Collège catholique Samuel-Genest*

1006 ICTC HALTON
9:05 AM

Government documents

**GETTING GOVDOCS
TO THE PEOPLE!**

Loren Fantin, Project
Manager, Knowledge Ontario;
Simone O'Byrne, Ministry
of the Environment

The Information Resource Centre (IRC) of the Ontario Ministry of the Environment (MOE) is the first Ontario Ministry to embark on a substantial digitization project. Since 2004, the IRC has been working to digitize as complete a collection of MOE reports and publications as possible. Digitized materials are made available internally via the MOE intranet, and publicly via Our Ontario and on the Internet Archive. Share lessons learned and best practices of making govdocs accessible in a digital format.

1007 MTCC 104A
9:05 AM

Social media, Marketing

**THE HOW OF SOCIAL
MEDIA MARKETING**

Ruth Berry, Library Technician
& Acting Circulation
Supervisor, Orillia PL

An informative and entertaining introduction to social media and how to use it to effectively and inexpensively promote and market all that a library has to offer. Learn about the basics of what tools make up Social Media (Blogging, Twitter, Facebook, digg, flickr, del.icio.us, YouTube, etc.) and discover how social media is changing the way people connect to information and how to take advantage of it.

*Convenor: Christopher Evans,
Legislative Library of Ontario*

1008 ICTC KINGSWAY
9:05 AM

Management, Benchmarking

**MEASURING AND
COMMUNICATING THE
VALUE OF HOSPITAL
LIBRARY SERVICES**

Abdul K. Pullattayil, Health
Sciences Librarian, Humber River
Regional Hospital; **Gurvinder
Batra**, Librarian, Toronto East
General Hospital; **Mary McDiarmid**,
Manager Library Services, Baycrest;
Penka Stoyanova, Health Sciences
Librarian, The Credit Valley Hospital

This shared session will focus on strategies used by Ontario hospital libraries to evaluate the impact of their services and communicate with their stakeholders. The first presentation will report on a user survey conducted in the context of a transition to supporting clinical placements for a new medical school.

The second presentation will discuss the results of a 2011 survey of Ontario hospital libraries to determine practices regarding the library annual report, in the context of reduced staffing.

*Convenor: Margaret Quirie, The
Ottawa Hospital*

1009 MTCC 201F
9:05 AM

Résumés

**BEST PRACTICES
FOR RÉSUMÉS, CV, &
COVER LETTERS**

Cynthia Mckeich, User Experience
Manager, Seneca College;
Linda Dobson, Director Human
Resources, Burlington PL

Don't know the difference between a résumé and a CV, and when you would use each? Interested in writing a stellar cover letter that will be noticed? We'll give you tips and strategies for writing materials that will assist in your job search.

*Convenor: Therese Tisseverasinghe,
Brock University*

1010 MTCC 105/106
9:05 AM

Readers' Advisory

**DOORWAYS TO
ADVISING READERS**

Nancy Pearl, Librarian (retired),
Author, Consultant

In order to effectively help a library patron find his or her next good book, it is helpful to use the concept of "doorways" in deciding what titles to suggest. This session will focus on defining, identifying, and using doorways in many aspects of readers' advisory work, including growing your own knowledge of books, providing reading suggestions, developing displays, and writing annotated book lists.

Convenor: Sharron Smith, Kitchener PL

**The OLASore[★]
on-the-go**

1011 MTCC 104D
9:05 AM

RDA, Discovery, Access

**VISUALIZING RDA FOR
PUBLIC SERVICES**

Tim Knight, Head of Technical
Services, Osgoode Hall Law
School Library, York University;
Trina Grover, Head of Cataloguing,
Ryerson University

This RDA thing is just for cataloguers, right? Actually, public services staff need information about changes in the new cataloguing code because bibliographic records will look different and contain new content. Come and learn about changes from AACR2 to RDA and how they will affect you and your users! Learn how you can contribute to changes in cataloguing policies. Learn about the potential RDA holds for improving discovery and access.

*Convenor: Denise Corey, Cumberland
PL*