

the COinS standard used in Wikipedia and elsewhere as applied to these tools.

Convenor: Alexandra Eisenbichler, MSt Student, University of Toronto Level II

1020 ICH HUMBER **9:05 AM**

Technology, Web design

USING TECHNOLOGY TO SEE HOW OUR USERS NAVIGATE ONLINE INTERFACES

Cynthia Bail, Subject Librarian;
Cameron Metcalf, Head, GSG Library, University of Ottawa

What are the advantages of using technology to carry out usability testing? Using software to perform remote usability testing can be very illuminating. Learn how qualitative and quantitative aspects of interface usability can be examined using remote usability software. Hear about experiences using software and online technology during usability testing.

Convenor: Hilikka Luus, Educational Consultant

1021 9:05 AM **CREATIVE LIBRARIAN/ CREATIVE LIBRARY**

Moved to session 1229.

1022 MTCC 206A/B **9:05 AM**

Teen services, Reluctant readers

HOW TO HOOK RELUCTANT TEEN READERS

Allison van Diepen, Author of *Street Pharm* and *Snitch*, English Teacher, Ottawa-Carleton DSB

Learn how to get teens excited about reading! Examine why certain books are hits with reluctant teen readers while others fall flat. Discuss how to partner with local teachers and community groups to get teens reading, and how the Internet can be used to put teens in touch with authors and other teen readers.

Convenor: Lindsay Shaw, Teen Services, Collingwood PL

1023 MTCC 206F

9:05 AM

Governance, Public Libraries Act

ONTARIO'S PUBLIC LIBRARIES ACT: UNDERSTANDING AND COMPLIANCE

Rod Sawyer, Library Services Adviser, Ontario Ministry of Culture;
Mark C. Gagnon, CEO, Belleville PL and John M. Parrott Art Gallery

The Public Libraries Act sets out the conditions of free public library service. To lead and support our public libraries, trustees need a keen understanding of the parameters outlined in the Act. Review the key elements, and the perspectives on how the Act is used at the Trustee and CEO level. Also of interest to library students.

Convenor: Margaret Wicklum, Trustee, Belleville PL

1024 MTCC 202C

9:05 AM

Human Resources

EXPLORING & OVERCOMING THE BIG HR CHALLENGES OF SMALL & MEDIUM ENTERPRISES: CREATING A HIGH PERFORMANCE CULTURE

Einer Westerlund, Co-Lead of the joint Queen's University/Hewitt Associates Best Small & Medium Employers in Canada Study; Director, Project Development, Queen's Centre for Business Venturing, Queen's School of Business.

Organizations, now more than ever before, need engaged employees. The annual Best Small & Medium Employees study has been helping Canadian companies for years – not only increase their levels of engagement and excel at developing high performance cultures – but also to get listed on the Top 50 in the Globe and Mail. Learn more about HR challenges, the study, and how your organization can benefit from participating.

1025 MTCC 104C

9:05 AM

Marketing, Management

WHO ARE THESE PEOPLE AND WHY AREN'T THEY USING MY LIBRARY?

Don Mills, Director, Mississauga Library System

Using a new "social marketing" tool (PRIZM) the Mississauga Library System has examined who lives around each of its 18 branch locations and who uses and doesn't use their library. With this tool marketing plans have been developed to reach out to wider usage by the local population based on their profile.

1026 ICH HALIBURTON

9:05 AM

First Nations

KEEPING IT REAL! PROMOTING FIRST NATIONS PUBLIC LIBRARY WEEK

Karen Foster, Chippewas of Georgina Island First Nation PL; **Karen Lewis**, Kanhiote Tyendinaga First Nation PL; **Sheri Mishibinijima**, Wikwemikong PL; **Sabrina Saunders**, Six Nations PL; **Kathleen Peters**, Beausoleil First Nation PL; **Rita Chiblow**, OLS-North Advisor

First Nations Public Library Week is a multi-level, multi-purpose program that encourages all Ontario libraries to join in its celebration. In First Nation communities, this week is an opportunity to promote public library services and to celebrate the cultural uniqueness. Librarians celebrate the week through creative library programming within the community. In non-native communities, it's an opportunity to increase awareness of Ontario's First Nation peoples and make available materials that portray First Nations through training, programming and displays. First Nations Public Library Week 2009 takes place February 9–14. Participants have an opportunity to listen to First

Nation public librarians share their ideas for celebration suggestions including programming, activities and resources.

Convenor: Bill Irwin, University of Western Ontario

1027 MTCC 201F **9:05 AM**

Global citizenship, Reading literacy

RIGHT TO READ/ WRITE TO READ

Sandra Onufryk, President of the Board, World Literacy of Canada; **Sharon Yates**, Children's Advocate, Oakville PL

The opportunity to learn to read and write is taken for granted in Canada. However, in the developing world, children and in particular girls, cannot assume even a basic education as a right. Right to Read/Write to Read is a national creative writing contest for students in grades 4 to 8. Each year a notable Canadian author writes the first paragraph of a story, and invites participants to create the middle and ending! Ken Oppel is this year's author, and the plot he initiates will be linked to the literacy work of World Literacy of Canada. Winning entries will be published and distributed! Public and school libraries seeking meaningful youth projects will benefit from hearing about this special World Literacy of Canada initiative.

Convenor: Andrew Ward, Mississauga PL

