

**105 OPLA MTCC 206E**  
8:45 am-10:00 am

### THE NEW ONTARIO PUBLIC LIBRARY STRATEGIC PLAN

*Mark Thompson*, Market Probe polling firm; *Jane Horrocks*, Ontario Public Library Strategic Plan Chair, and CEO, Richmond Hill Public Library.

The perfect session for trustees starting a new term – and for the library staff who work with them. Learn what Ontario citizens, library users and non-users, want from their public library. Review demographic, technological and political trends, and how these will affect libraries in the future. Learn how the Strategic Directions Council is putting all this information together to develop a strategic plan for all Ontario public libraries. Find out how you can adapt this information to plan for your community's needs.

Convenor: Norma Grech, Toronto Public Library.

**106 OPLA MTCC 206F**  
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### POLISHING YOUR IMAGE

*Ulla de Stricker*, President, de Stricker Associates.

More than ever, it is crucial for information professionals in all settings to manage the perceptions stakeholders have of them, and hence of the value of their services. Ulla de Stricker, an expert in strategic planning for and marketing of information services, comments on techniques for learning about stakeholder views and for designing appropriate communications to ensure mutual understanding. She emphasizes the investment in time and energy necessary to project the "right" professional

image of competence, authority, and leadership, and to help staff members do the same.

Convenor: Dianne Augustson, County of Simcoe Library.



### COLLECTIONS, PROGRAMS AND SERVICES

**107 OCUA CP Ballroom**  
8:45 am-10:00 am

### KEEP IT SIMPLE SEARCHING: HELPING END USERS SEARCH FASTER AND SMARTER ON THE NET

*Rita Vine*, President, Workingfaster.com Inc.

Busy end-users can find web searching to be a frustrating exercise; encountering search results full of useless links and unwanted promotions. Why then, do we persist in teaching them about Boolean query formulation in search engines? Focus on a simplified searching process that will enable end-users to be less reliant on search engines and will lead them to high quality pre-selected resources.

Convenor: Sophie Bury, Wilfrid Laurier University.

**108 OCUA MTCC 206CD**  
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### ON-LINE INTERACTIVE TUTORIALS

*Scott McLaren*, Reference & TEL Librarian, *Maura Matesic*, Business Librarian, York University.

As more and more students access library collections remotely, it becomes increasingly important for librarians to reach users

over the web. One way to do this is through the development of online interactive tutorials. Join us at this session to learn how such a tutorial was created for the WebSpirs periodical indexes at York University. Learn how it was developed, modified, and promoted.

<http://info.library.yorku.ca/guides/webspirs/index.htm>  
Convenor: Daniel Phelan, Ryerson Polytechnic University.

**109 OSLA MTCC 202D**  
8:45 am-10:00 am

### SUPPORTING STUDENTS WITH SPECIAL NEEDS

*Brenda Dillon*, Teacher librarian, Philip Pocock Catholic Secondary School, Dufferin Peel Catholic District School Board.

Are you interested in making your School Library Information Centre more inclusive? Learn how to support secondary school students with special needs with a variety of appropriate teaching methods, materials and sources.

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### BUILDING AN INCLUSIVE GLOBAL COLLECTION

*Anne Lowe*, Teacher librarian, Lawrence Park Collegiate Institute; *Randi Williams*, Teacher librarian, Bishop Strachan School, Toronto.

Are your students reading books from Central America, South America, Asia, India and Africa? Can you find novels from these areas that are translated? Do you have a range of fiction from Black authors and gay and lesbian writers? Randi and Anne have been building their collections and are circulating a wide range of fiction in their secondary schools. Find out what you need for your collection.



RITA VINE 107



ERNIE INGLES 102



LYNNE HOWARTH 104



BRENDA DILLON 109