

# Thursday Schedule

10:45 AM — 12:00 PM  
2:00 PM — 2:40 PM

## 10:45 AM — 12:00 PM | ICTC BALLROOM A

### Your Brand is More Than a Logo: Modernizing Customer Experience

Linda Hazzan, Toronto PL, Moe Hosseini-Ara, Toronto PL

As part of Toronto Public Library's brand modernization, it undertook an innovative engagement approach asking "What does a great library experience look like?" This discussion explores how TPL used this opportunity to improve customer experience and engage Torontonians in a thoughtful and transparent process to better meet their changing needs.

Liana Sukiasyan, Toronto PL

Community Led, Marketing, Public Service

## 2:00 PM — 2:40 PM | ICTC CALEDON

### From Storyteller to Supervisor: How Children's Librarians Become Effective Leaders

Monika Machacek, East Gwillimbury PL, Kelley England, King Township PL

A freshly minted librarian's first storytime wasn't the imagined idyllic experience, rather chaos with cotton balls ... everywhere. Children's Librarians are promoted early; managing people who don't get along (children are people), motivating staff, event management, cultivating fun! C.L duties develop leaders with skills that are needed today.

Diana Krawczyk, Mississauga Library System

Careers, Management

## 2:00 PM — 2:40 PM | MTCC 203B

### Game-Based Learning Using Minecraft in the Learning Commons

Jen Apgar, Upper Grand DSB

Come with me on a journey to transform a library space from a place where students login and logout to an area for creating and collaborating. Minecraft provides a variety of tools that will inspire students and meet academic goals in a collaborative and explorative way.

Kim Gardiner, Burlington PL

Innovation, Technology

## 2:00 PM — 2:40 PM | MTCC 206F

### It Starts and Ends With a Story: Using Digital Exhibits to Tell a Community's Stories

Colleen McDonald, Information Management Professional, Glyneva Bradley-Ridout, St. Michael's Hospital, Mindy Thuna, U Toronto

This session will illustrate how digital exhibits can be used to build community. Pulling from our own experiences, we will discuss how exhibits provided a platform for relationship building with multiple campus partners, and discuss the continued potential of online exhibits to promote collaboration and community within and around libraries.

Liana Sukiasyan, Toronto PL

Design, Outreach / Advocacy, Partnerships

## 2:00 PM — 2:40 PM | ICTC HALTON

### Lessons From My 2-Year Old: How Parenting Improved My Customer Service, Teamwork and Leadership

Kathleen Shannon, Hamilton PL, Meg Uttangi Matsos, Hamilton PL

Returning to work after having children is daunting. Learn how to leverage your experiences as a parent and apply them in the library environment. We will help you reframe skills that you already possess to help you balance work and life, and also build your leadership and customer service skills!

Careers, Leadership

## 2:00 PM — 2:40 PM

## 2:00 PM — 2:40 PM | MTCC 202B

### Beyond Walls: Using Technology to Expand Horizons

Emily Thompson, Milton PL, Anah Mustapha, Milton PL

Explore how the Milton Public Library is using virtual reality with seniors and digital storytimes recorded at the local prison to connect users with the world beyond. Participants will learn how to build strong connections with community partners, connect non-traditional users with technology, and tailor outreach approaches for different settings.

Lily Keightley, London PL

Community Led, Partnerships, Technology

## 2:00 PM — 2:40 PM | MTCC 206D

### Copyright Is Not a Choose Your Own Adventure

Meaghan Shannon, Fanshawe C, Jason Bird, Sault C

With tariff and appeal decisions pending and legislation being considered for review, conversations about Canadian copyright law have focused on what the law could be or should be, not what it actually is. The application and interpretation of copyright law is not a choose your own adventure. We'll go back to the basics by focusing on what the language of the law actually is and how it behaves right now so that misconceptions can be dispelled and so that you can work with the current law as you provide front line service to your academic, school and public library patrons.

Amanda Wakaruk, U Alberta

Copyright

## 2:00 PM — 2:40 PM | MTCC 104A

### Developing Library Leaders

Kimberly Christmas, Toronto PL, Laura Arrizza, Toronto PL, Winona McMorrow, Toronto PL

Start new library leaders out on the right path. Discover the learning and development path of librarians with new system-wide leadership roles. From design thinking, to project planning to consultations, join us to discover how to engage your future library leaders.

Karen McGrath, OLA Mentoring Committee

Careers, Mentoring, Organizational Issues