LMCC19 Schedule

Last updated 8/29

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# Wednesday, November 13

## Early Morning Schedule

| Time | Event |
| --- | --- |
| 7:00 AM – 8:00 AM | Registration and Breakfast |
| 8:00 AM – 8:15 AM | Welcome |
| 8:15 AM – 9:00 AM | Let Me Be Clear: Communicating with Consistency and Transparency (President’s Program) featuring Nicole Fowles |
| 9:00 AM – 9:30 AM | Beverage & Networking Break |

## Morning Schedule – Concurrent Sessions

| Time | Event |
| --- | --- |
| 9:30 AM – 10:30 AM | Accidental Partnerships: Making Your Serendipitous Collaborations More Strategic- Community Engagement (Allison Piazza, Tanner Lewey, Jess McIntosh, Tara Wink)Room: Grand G/H |
|  | “Make it more fun”: Residence Life student employees' insights on hosting and advertising programs for students- User Engagement (Kristen Shuyler)Room: Grand A |
|  | Using animation to build your brand physically and digitally- Visual Communication (Jason Wright)Room: Grand B/C |
|  | Diversity, Equity, Inclusion and Cultural Competency for the Library Professional- Key Themes in Marketing and Communication (Chukwudi T. Unonu)Room: Grand F |

| Time | Event |
| --- | --- |
| 10:45 AM – 11:45 AM | Click Bait or Click Great: The Art & Science of Developing Effective Community Engagement- Community Engagement (Jean Ruark, Nicole Fowles, Gene Shimshock)Room: Grand G/H |
|  | Are We There Yet? Using Data to Drive Outreach- User Engagement (David Ziembiec, Kristin Tillquist)Room: Grand B/C |
|  | A New Memes of Engagement-Embracing Meme Culture to Connect with Patrons- Visual Communication (Sarah "Moxy" Moczygema)Room: Grand A |
|  | Audience & Accessibility: Expanding Your Reach with Captioned Videos- Key Themes in Marketing and Communication (Robin Johnsen)Room: Grand F |

## **Lunch – 11:45**

## Lunch Schedule – Concurrent Sessions

| Time | Event |
| --- | --- |
| 11:45 AM – 12:45 PM | Lunch |
| 12:15 PM | Poster Sessions Open |
| 12:15 PM | Swag Swap Open |

## Midday Schedule – Concurrent Sessions

| Time | Event |
| --- | --- |
| 12:45 PM – 1:45 PM | Make shift happen: Show your collections some marketing love (and engage readers, too!)- User Engagement (Sarah Wegley, Heidi Wyma, Sarah Hart Coatsworth, Catherine Coles, Moderator: Kathy Lussier, APR)Room: Grand G/H |
|  | Empower Library Staff with Beautiful, Branded Templates! – Internal Strategy (Nathanael Roesch, Kristy Graybill)Room: Grand A |
|  | Effectively Create and Market Your Library with Videos- Visual Communication (Annie Guzman)Room: Grand B/C |
|  | Marketing to Diverse Populations- Key Themes in Marketing and Communication (Sue Lucas)Room: Grand F |

| Time | Event |
| --- | --- |
| 2:00 PM – 3:00 PM | Hook New Cardholders with Targeted Email Campaigns- User Engagement (Angela Hursh, Abigail Rosh)Room: Grand G/H |
|  | Harnessing the Power of Staff Opinions- Internal Strategy (Amy Ward, Christian Sammartino)Room: Grand A |
|  | Engaging Digital Signs: User Study Impact & Best Design Principles- Visual Communication (Erin Colonna)Room: Grand B/C |
|  | Brick & Mortar to Digital: A Unified Brand Strategy- External Strategy (Bill Sattler, Mary Ann Short)Room: Grand F |

## Snack Break

| Time | Event |
| --- | --- |
| 3:00 PM – 3:30 PM | Snack Break |

## Poster Sessions

| Time | Event |
| --- | --- |
| 3:00 PM – 3:45 PM | Show Don't Tell: How Programs Communicate Priorities, Values, and Brand- (Marian Fragola, Chris Tonelli) |
|  | The Subtle Art (and Science) of a Pop-Up Program (Meggie Lasher) |
|  | Lean into the Heat (Jason Wright) |
|  | Creating a culture of public engagement (Sarah Christensen, Mara Thacker) |
|  | Developing a Multi-Faceted Marketing Campaign to Increase Circulation and Reach New Readers Through Innovation (Natalie Newville) |
|  | Lessons Learned from Two Failed Bonds and A Successful Levy (Macey Snelson) |
|  | Deliberative Democracy in the Library: Partnering to Create Social Justice Spaces (Kael Moffat) |
|  | Start with Accessibility, Finish with Good Design (Katherine Bertel, Ken Fujiuchi) |

## Afternoon Schedule – Concurrent Sessions

| Time | Event |
| --- | --- |
| 3:45 PM – 4:45 PM | Leveraging User Experience Expertise For Engaging and Sustainable Social Media- Tools of the Trade (Jon Jeffryes, Kiersten Quilliams, Katie Alphenaar, Cara Medvedenko)Room: Grand G/H |
|  | Future of LMCC (Jennifer Burke)Room: Grand A |
|  | Strategies for taming the content beast- External Strategy (Laura Swofford)Room: Grand B/C |
|  | Accessible and Inclusive Design for library marketing- Key Theme in Marketing and Communication (Angie Brunk)Room: Grand F |

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## Evening Schedule:

| Time | Event |
| --- | --- |
| 5:15 PM – 9:00 PM | Dine Around  |
|  | Reception |

Thursday, November 14

## Early Morning Schedule

| Time | Event |
| --- | --- |
| 7:00 AM – 8:00 AM | Registration and Breakfast |
| 8:00 AM – 8:15 AM | Welcome |
| 8:15 AM – 9:00 AM | Seeing Diversity and Inclusivity Differently; Creating New Stories for Everyone (Keynote) featuring Kenya Johnson and Kristin Sorth |
| 9:00 AM – 9:30 AM | Beverage & Networking Break |

## Morning Schedule – Concurrent Sessions

| Time | Event |
| --- | --- |
| 9:30 AM – 10:30 AM | Engaging Staff: How to get buy-in so that everyone is a marketer- Internal Strategy (Jenna Anderson, Taira Meadowcroft, Tammy Korns, Megan Benson)Room: Grand G/H |
|  | First Impressions Matter: How to Win Friends in Admissions and Influence Prospective Students- Community Engagement (Alena Principato)Room: Grand A |
|  | Insta-Story: The New Frontier for Library Marketing & Engagement- Tools of the Trade (Catherine Fonseca)Room: Grand B/C |
|  | Systematizing Social Media While Maintaining Spontaneity- External Strategy (Emily Cook)Room: Grand F |

| Time | Event |
| --- | --- |
| 10:45 AM – 11:45 AM | Integrating Library Communication Channels for a More Seamless Marketing Approach- External Strategy (Mary Altman, Jim Staley, Emily Brown, Tommy Hardin)Room: Grand G/H |
|  | Giving Away the Keys to the Library; Selling Extended Access to Staff and the Community- Community Engagement (Shelley McKay)Room: Grand F |
|  | Design Basics: How to Create Better Visuals- Tools of the Trade (Dana Haugh)Room: Grand B/C |
|  | Pimp My Book Display: Transforming a Powerful Outreach Tool- User Engagement (Tanner Lewey)Room: Grand A |

## **Lunch – 11:45**

## Midday Schedule – Concurrent Schedule

| Time | Event |
| --- | --- |
| 12:45 PM – 1:45 PM | When being user-focused ain’t so easy- External Strategy (Chris Vitiello, Charles Samuels)Room: Grand G/H |
|  | Imagine the Library of the Future: Mobilizing Staff for a Successful Information-Only Bond Campaign-Community Engagement (Amanda Donovan)Room: Grand A |
|  | Word of Mouth Marketing: how to drive the message- Tools of the Trade (Anna Popp)Room: Grand B/C |
|  | When Disaster Strikes: Turning misfortune into opportunity- Key Themes in Marketing and Communication (Darchelle Martin)Room: Grand F |

| Time | Event |
| --- | --- |
| 2:00 PM – 3:00 PM | In Your Face!: Successful Design Strategies for Engaging Your Users in Multiple Mediums- External Strategy (Gina Garber, Christina Chester-Fangman)Room: G/H |
|  | Building the A-STEAM: engaging a campus community to inspire interdisciplinary innovation and entrepreneurship- Community Engagement (Jill Wurm)Room: Grand A |
|  | Why Is This So Hard? The Top 20 Things You Need to Know To Make Social Media Actually Work For Your Library!- Tools of the Trade (Angela Hursh)Room: Grand B/C |
|  | Making the Message Accessible: Basic Website, Social Media, and Print Tips to Ensure your Message is Accessible to the Visually Impaired Community- Key Themes in Marketing and Communication (Ashley Biggs)Room: Grand F |

## Snack Break

| Time | Event |
| --- | --- |
| 3:00 PM – 3:30 PM | Snack Break |

## LMCG Open House

| Time | Event |
| --- | --- |
| 3:415pm-4:15pm | LMCG Board Open House- More details to come (Jennifer Burke)Room: Grand G/H |