

Staff In-Service Day

September 8, 2015

7:30am - 3:30pm

On September 8th we'll spend the day learning and celebrating the work of public libraries. Our theme is **Reaching Higher**. We want to honor all the great work we're doing, and build excitement and a shared vision for what's next!

Location, Directions & Parking

Tulalip Conference Center located just north of the Service Center at 10200 QuilCeda Blvd. (See Directions & Parking)!

Carpooling is encouraged. The Tulalip Conference Center has plenty of parking, however, mileage costs and environmental impact can be reduced by carpooling (plus it can be fun!)

The conference center has two direct entrances that will take you straight to the registration tables. Staff can also enter at the hotel entrance.

Breakfast:

A light, buffet-style breakfast will be available from 7:30-8:20 a.m. Coffee, tea, and water will be served in the morning. Water will be available in all breakout rooms, but you may want to bring a water bottle.

Lunch:

Lunch will be will be paid time. A sit-down lunch will be provided from **12:00-12:45**. Coffee, tea, and water will be served during lunch.

Free Time Options during Lunch - from 12:45-1:15

Orca 3:

- ★ Get a flu shot
- ★ Show & Share
- ★ Gadget Gallery
- ★ Yoga (In case of rain)

Main Hallway:

- ★ WA State Dept. of Retirement (DRS) table
- ★ Jennifer Pharr Davis book table
- ★ Kelly McDonald book table

Outside Orca 3 (west entrance):

- ★ Take a walk outside on the 2 or 5 mile loop trails (map)
- ★ Take a Bookmobile and/or Cart-Hauler Tour
- ★ Yoga (in grassy area)

Chinook 4:

- ★ Trivia game

Show and Share:

Show and Share is an opportunity for staff to contribute and represent their ideas, hobbies, or favorite activities. Look for this exciting exhibit at In-Service Day and see what your fellow co-workers do in their spare time!

Flu Immunizations:

The Seattle Visiting Nurse Association (SVNA) will be at In-Service Day from 7:30 a.m. to 1:30 p.m. to provide flu shots for all interested employees. If you are insured by a supported primary insurance carrier, the SVNA will bill them for you; otherwise the cost of a vaccination is \$28.00 or \$35.00 for the thimerosal-free shot.

SVNA accepts **all** major insurance plans **except** the following:

- Cigna
- TRICARE
- Kaiser

Please remember to bring a completed Patient Consent Form and your insurance card with you to the event!

Available Sessions (*subject to change*):

Registration: 7:30-8:20 Show and Share Open: 7:30 - 8:20
Welcome: 8:30 - 9:00 Jonalyn Woolf-Ivory and Kendra Trachta; SIL Success! KENDRA'S PRESENTATION
Keynote Speaker: 9:00 -10:00 Crafting the Customer Experience for People Not Like You – Kelly McDonald http://www.mcdonaldmarketing.com/speaking Description: The library industry is going through a sea change: technology is changing how business is done and what users expect. More and more, libraries are becoming "community centers", offering a multitude of programs for users. Success in the industry is predicated not only by the products and services you provide, but the <i>experience</i> that users have when accessing libraries and library resources. And don't let the word "customer" limit your thinking. We <i>all</i> have customers – even if your customer is your boss. Whether the "customer" is external (patrons and users) or internal (your associates, suppliers, your supervisor or your team), each of us is responsible for satisfying our customer constituencies. This fun and engaging, high content session will cover key methods of how companies, brands and products struggling to differentiate themselves in a "sea of sameness" can foster long-term loyalty and brand preference with exceptional and customized customer experiences. PRESENTATION
Break: 10:00 - 10:15
Breakout Session # 1: 10:15 - 11:00

Boost Your Career Chinook 3	A Leg Up on Library Events Chinook 2	Strategies for the Future Evergreen	Reaching Higher at Sno-Isle Chinook 1	What's the Purpose? And Why Should I Care? Chinook 4	Gadget Gallery Orca 3
Are you looking to advance at Sno-Isle? Having difficulty submitting your application? Applying for jobs but not getting interviews? Then join us to learn more about career development and its importance to you, how to navigate the application process, and how to sharpen your interview skills. Teri Lester, Terri Taylor, and Valerie Stevens will provide you with insight on ways to Boost Your Career! Presenters: Teri Lester, Terri Taylor, and Valerie Stevens PRESENTATION HANDOUT	Jennifer Pharr Davis and her family spent 18 months on a 50-state book tour. During that time she spoke at more than 120 libraries and at her best events, she noticed certain trends. In this session, Jen will share thoughts on the promotion, publicity, and partnership that go into a successful author talk. Presenter: Jennifer Pharr Davis PRESENTATION	What's a Lead Librarian? The future of Sno-Isle public computing, business, and readers services is here. Learn about the system-wide initiatives our new Lead Librarians are spearheading, including where you fit in! A Q&A session will follow. Presenters: Anne Murphy, Jackie Parker, Kassy Rodeheaver, and Terry Beck PRESENTATION	Come debrief the a.m. keynote with Kelly McDonald and gain more takeaways for how to apply her experience and knowledge to our specific situation and customer demographics/needs. Presenter: Kelly McDonald PRESENTATION	Discover how a clear purpose helps organizations achieve greatness and what this means for Sno-Isle. Attendees will leave this session able to clearly and simply describe Sno-Isle's purpose and how it drives our daily work as well as how to apply that knowledge to develop ideas that have a greater chance of being implemented. Presenter: Kendra Trachta PRESENTATION	Explore the latest fun and innovative gadgets with IT/SIL staff members and Washington Talking Book and Braille Library visitors! Presenters: IT/Volunteer staff
Break: 11:00 - 11:15					
Breakout Session # 2: 11:15 –12:00					
How Can We Help You? A Team Approach to Information Services Chinook 1	Adapt and Excel Chinook 2	Taking SIL Social Media to the Next Level Chinook 3	The Lean Tech Services Machine Chinook 4	Strategic Innovation on the Rise: Ideas for Impact Evergreen	Gadget Gallery Orca 3
Find out what big changes are starting to happen in Information Services this year and	Work deadlines, technological glitches, and the many needs of patrons seldom fit neatly into your busy schedule. One	This session will focus on how to use social media to build your brand and elevate your	Have you ever wondered how that new book arrived on your library	In depth conversation with staff about the first two "gates" in our approval process. How is sharing ideas working for	Explore the latest fun and innovative gadgets with IT/SIL staff members and Washington Talking Book and Braille Library visitors! Presenters: IT/Volunteer staff

<p>what's ahead for 2016. Presenters: Terry Beck, Kathy Bullene, Rob Branigin, Chris Sorenson, Mark Barnett, Jennifer Forman, and Richard Suico</p> <p>HANDOUT</p>	<p>of Sno-Isle's core competencies, adaptability, is imperative if you're going to maintain a positive outlook and have a satisfying work experience. Hiker and adventurer Jennifer Pharr Davis will share trail thoughts on adjusting to your environment and excelling in an unpredictable atmosphere. Presenter: Jennifer Pharr Davis</p> <p>PRESENTATION</p>	<p>recruiting, marketing and customer relations. The social media landscape is changing fast and new tools are entering the picture that make consumer connection, dialogue and influences easier and better than ever. This session will cover key tips on what's new in social media marketing as well as best practices and top tips to try. Presenters: Kelly McDonald and Deborah Tahara</p> <p>PRESENTATION</p>	<p>shelves? In this presentation, you'll discover how Technical Services is using Lean principles to examine their workflows, so that boxes of new books and media can be unpacked, cataloged, and made ready for our customers in 3 days or less. Presenters: Jim McCluskey and Leanne Nott</p> <p>PRESENTATION</p>	<p>you? What have we learned from the ideas we've seen? How do you know when your idea is strategic? What tools do we have in place to help you? Please join Christa in a conversation about connecting the work we do, the work we want to do, and the work we need to do. Presenter: Christa Werle</p> <p>PRESENTATION</p> <p>HANDOUT</p>	
--	--	---	--	--	--

LUNCH (Lunch will be 30-45 minutes): 12:00 – 12:30
Networking/Activity Time: 12:30-1:15

Show and Share exhibits, Gadget Gallery, Bookmobile viewing, take a walk, participate in the trivia game, etc.

Breakout Session # 3: 1:15 – 2:00

<p>Where Did All the Books Go?</p> <p>Chinook 3</p>	<p>Come Together: How to Connect with Others, Regardless of Age, Wage or Lifestage</p> <p>Chinook 1 & 2</p>	<p>Are We on the Right Track? Using Outcomes Based Assessment</p> <p>Evergreen</p>	<p>Google, Meet Sno-Isle! Unlocking Library Data for the Web</p> <p>Chinook 4</p>	<p>Gadget Gallery</p> <p>Orca 3</p>
<p>Sno-Isle is growing its electronic resource collection rapidly and this means we are offering fewer materials in physical formats to our customers. Why are we moving in this direction? What does it mean for staff providing direct public service to customers? What are plans for the</p>	<p>We all have so much information coming at us each day that we "edit out" that which is not relevant to us. In order to break through and connect with someone in a meaningful way, you must learn to tap into relevant beliefs, values or habits. And that can be hard to do when someone is different from you. This presentation will focus on key diverse market</p>	<p>What's all this talk about data analysis?! Come learn what Outcomes Based Assessment is and why it is a useful framework for evaluating whether objectives have been met. You'll hear about how Outcomes Based Assessment is utilized at Sno-Isle and see some examples from actual projects. You'll</p>	<p>Sno-Isle Libraries is one of 12 public libraries in the country in an early adopter program that has the potential to revolutionize library data. Imagine Sno-Isle's content coming up on the first page of Google results alongside Amazon, IMDB, or Wikipedia.</p>	<p>Explore the latest fun and innovative gadgets with IT/SIL staff members and Washington Talking Book and Braille Library visitors! Presenters: IT/Volunteer staff</p>

<p>future? Presenter: Nancy Messenger</p> <p>PRESENTATION</p>	<p>segments and how you can meaningfully connect with different groups, either internally or as patron base expansion, to form deep and lasting connections. Presenter: Kelly McDonald</p> <p>PRESENTATION</p>	<p>leave with a better understanding of the role of Sno-Isle's Data Analysis Librarian and learn how she can help you with your future project work! Presenter: Lindsay Hanson</p> <p>PRESENTATION</p>	<p>Our participation will help shape this 'grand experiment' so we can put our library catalog data out where our customers are. We will provide you with background on how this experiment began, what changes we are starting to see as a result of our participation, and the potential future applications this project could have for Sno-Isle and all libraries worldwide. For more information, visit the Unlocking Library Data intranet page. Presenter: Casey Gabehart</p> <p>PRESENTATION</p>	
<p>Break: 2:00 – 2:15</p>				
<p>Closing Keynote Speaker: 2:15 - 3:15 pm</p> <p>Record Setting Support! - Jennifer Pharr Davis - Orca 1 & 2</p> <p>In 2011, Jennifer Pharr Davis set the endurance record on the Appalachian Trail. She hiked 47 miles a day for 46 straight days, but she didn't do it alone. Jen had a dedicated support team with over 30 individuals and 75,000 miles of trail experience helping her down the trail. Working as a team in high-stress environments requires clear communication, resolve, and the ability to focus on the future rather than dwell on the past. Jennifer will recount the successes and mistakes of her experience and connect her lessons from the wilderness to the work environment. www.blueridgehikingco.com</p> <p>JENNIFER'S ORIGINAL PRESENTATION</p>				
<p>Closing: 3:15 - 3:30</p>				