

A Report on the 2010 Florida Library Association Annual Conference

for the Suncoast Information Specialists

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The 2010 Florida Library Association Annual Conference contributed a great deal to my understanding of professional librarianship. Wednesday was definitely the most hectic day of the conference for me. While less hectic, Thursday was no less informative. The activities on Friday were more relaxed and rounded out the conference experience nicely. I highly recommend at least conference attendance, if not attendance and presentation, to all of my fellow library and information science graduate students. (Please see the end of this report for my personal conference itinerary.)

The Orientation for New FLA Members session provided an overview of professional development education and leadership opportunities available not only from the New Member Round Table, but also the FLA as a whole and from the ALA. Attendees were invited to apply for the position of Vice Chair for the New Member Round Table. Attendees were also given advice on how to stay current on new developments in the profession.

The "What Not to Wear, Say, Do...Interview and Job Application Strategies in a Tight Job Market" session provided some excellent advice for new and returning job seekers. The speakers discussed academic and public hiring processes, as well as government (military libraries and national archives) hiring processes from an applicant perspective. A full transcription of the session is available for interested parties.

Presenting a poster at the FLA 2010 Annual Conference was a wonderful experience. The poster Heather Lauer and I created, "Establishing a Digital Dissertation Collection: Argosy University ~ Sarasota, FL", was well received and librarians from all over the state stopped by to discuss the project and describe their own experiences with digitization. At the end of my presentation a stole a few brief moments to speak with my fellow USF SLIS graduate students Ava Iuliano and Anne Larrivee about their poster "No Country Left Behind: Literacy Needs Around the World" and participation in the USF SLIS student chapters of the ALA, ASIST, and SLA.

At the Academic Libraries/FACRL Meeting, the board announced a Fall FACRL conference, which is tentatively slated to occur in late October at the Ringling Museum of Art. Students, as well as faculty and academic librarians, are encouraged to develop posters for the conference. Interested parties should begin watching for a call for proposals in May.

After establishing the new Chair, Liz Grey, and Co-Chair, myself, members of the Museum and Cultural Heritage Institutions Member Group discussed future plans. The group will be updating its web presence and reviewing the mission statement and goals in the coming months. Look for announcements on the Florida Library Association (FLA), Florida Libraries and Museums (FLAM), and Announcements from Library and Information Science (ALIS) listservs.

The University of South Florida School of Library and Information Science Reception was a resounding success. The room was packed with many familiar faces. It was a wonderful chance to speak with fellow graduate students about their FLA experience, catch up with professors, and meet professors with whom I had only attended online courses. Several USF alumni and Suncoast Information Specialists were also in attendance.

During the First General Session, American Library Association Executive Director Keith Michael Fiels spoke about commonly held misconceptions of libraries and the importance of library advocacy. Helene Blowers urged librarians focus on assisting the community in the production and use of new knowledge formats, instead of new services. Her presentation was recorded and will be made available on the FLA website.

While the exhibits were primarily geared to interest librarians with the power to make purchases for their libraries, I did learn a lot about the available products, services and technologies. While I stopped by all of the morning poster sessions, "Implementation of a New Special Collection Request System (Aeon) and Integration with Existed Discovery Tools", presented by Hong Ma and Rochelle Pienn, and "Rescuing Records and Research: Building an E-cosystem of Information on Florida's Environment, 1930s-Present", presented by Susan Stover, Lisa Naidoo and Erin Mahaney, stood out. Rochelle Pienn was more than happy to explain how Aeon works and based on her description I think it is an excellent tool. It turns out the research facility from which Mote Marine Laboratory Library rescued records is right near where I grew up! Excellent work on both fronts! Unfortunately I did not get to see most of the afternoon poster sessions. However, Bill Harris (April 25th, 2010) reported on his poster session "Successfully Developing Youth in Library Teen Advisory Boards" on the University of South Florida School of Library and Information Science student organization web log "Librarians-In-Training" (<http://usflisstudentorg.wordpress.com/>).

During the "To Use Print Serials or Not to Use Print Serials: That is the Survey(Monkey)" session, Jared Hoppenfeld and Matt Torrence presented the results of a study conducted at the University of South Florida. Their presentation and handout is available from the FLA

website. Having never used SurveyMonkey before, the tutorial session at the end of the presentation was very helpful to me.

The President's Reception and Silent Auction was held outside on the pool deck. All of the baskets contributed for the silent auction were wonderful! Congratulations to the auction winners and thank you for your contribution to the FLA Scholarship Fund!

The technology petting zoo was packed of course. However I did get to watch a demonstration of a PolyVision interactive white board and QR code technology. I was also able to handle and compare the Kindle and Nook eReaders. I confess that I have not been completely convinced to buy an eReader, but I can now provide my opinion on the two products with confidence to the many who have and will ask about them.

The "Video Podcasting: An Innovative Way to Instruct Library Customers" session was helpful in learning what resources were available and understanding how to create a podcast. Also the advantages of using podcasts instead of web conference software was discussed. A link to the presentation is available on the FLA website.

At the Second General Session: Awards luncheon and General Meeting, the Florida Library Association recognized librarians from all over the state for their hard work and dedication to their profession and the people they serve. I was very proud to be sitting among so many people who have done so much for their communities. After the establishment of the new FLA Executive Board, Bill Bellville gave a presentation on Florida's springs and natural resources which further illustrated why we work so hard to preserve, protect and educate.

I am very grateful for the chance to attend the 2010 FLA Annual Conference. It has given me a broader understanding of the library profession and a greater depth of access to resources and networking opportunities. While I may not be able to attend conferences over the summer, I have already begun developing future presentation projects for 2011. As the new Treasurer of the USF SLIS Student Organization, I will be present at many of the student organization meetings and will highly recommend and advocate for student participation in professional organizations as a result of my experience.

For individual session presentations and handouts, please visit:

http://www.flalib.org/conference_2010_materials.php

For poster presentation materials and handouts, please visit:

http://www.flalib.org/conference_2010_materials.php

Personal Itinerary: 2010 Florida Library Association Annual Conference

Wednesday	
Time	Event
9:00-10:00AM	Orientation for New FLA Members
10:15-11:45AM	What Not to Wear, Say, Do...Interview and Job Application Strategies in a Tight Job Market
12:00-1:00PM	Lunch
1:00-1:30PM	Poster Set Up
1:30-3:00PM	Poster Presentation: "Establishing a Digital Dissertation Collection: Argosy University ~ Sarasota, FL"
3:00-3:15PM	Poster Take Down and Quick review of new posters
3:15-4:45PM	Academic Libraries/FACRL Meeting
5:00-6:15PM	Museum and Cultural Heritage Institutions Member Group Meeting
6:30-8:00PM	University of South Florida School of Library and Information Science Reception
Thursday	
Time	Event
9:00-10:00AM	First General Session with Helen Blowers and Kieth Michael Fiels
10:30-12:00PM	Exhibit Hall and Poster review
12:00-1:00PM	Lunch
1:00-4:00PM	Exhibit Hall and Poster review
4:15-5:15PM	To Use Print Serials or Not to Use Print Serials: That is the Survey(Monkey)
5:30-7:00PM	President's Reception and Silent Auction

Friday	
Time	Event
9:30-10:00AM	Technology Petting Zoo, Review Poster Presentations and Exhibit Hall
10:15-11:15AM	Video Podcasting: An Innovative Way to Instruct Library Customers
11:30-1:30PM	Second General Session: Awards luncheon and General Meeting