

BODIES OF INFORMATION

Marketing and leadership the library and records way



FULL DAY LIBRARY AND RECORDS CONFERENCE

Friday 6 September 2019

State Library of Western Australia

Keynotes

Professor Julia Richardson, Head of
the School of Management at Curtin
University.

**"An intelligent career - taking
responsibility for your work and life".**

Jeremy Chetty, Entrepreneur in
residence at Murdoch LaunchPad. Co-
founder of Student Edge.

"Service as a brand".

Amy Kapernick, Freelance developer.

"The art of failure".



Presented by ALIAWest, ALIA Students and New Graduates, ALIA Academic
and Research Libraries (WA), WA School Libraries Association (WASLA) &
Records and Information Management Professionals Australasia (RIMPA)



ALIAWest



ALIA STUDENTS AND ALIA ARL WA
NEW GRADUATES



Sponsors



ezescan.

ezescan.
making digital work



DVA
Fabrication • Design • Furniture



State Library
OF WESTERN AUSTRALIA

Conference Schedule

9.00AM - Registration

9.30AM - Welcome & Housekeeping

9.40AM - Keynote: **Professor Julia Richardson**

10.30AM - Morning Tea

11.00AM - Breakout Sessions 1 & 2

Location: Theatre

Brad Tyrrell - Challenges for the future: how our leadership and marketing needs to change

Location: Great Southern Room

Damian Shepherd - Bridging communities of practice in information management – the power of diversity in thinking

Tony Ferrinda – Reflections of a short-sighted Records Manager

11.50AM - Breakout Sessions 3 & 4

Location: Theatre

Amanda Stewart - Podcasts: the pedagogy, the practicalities and why the library should take ownership for this

Location: Great Southern Room

Debbie Cutts - The RIM professional now and in 2025

Lydia Dawe - So tell us what you want (what you really, REALLY want): UX research methods for libraries.

12.40PM - Lunch

1.20PM - Keynote: **Amy Kapernick**

2.20PM - Breakout Sessions 5 & 6

Location: Theatre

Frank Flintoff - Hacking the catalogue: harnessing library makerspaces for shareable, trackable and accessible dynamic resources supporting STEM education

Location: Great Southern Room

Maree Brennen - Leading the way in becoming a better leader

Lia de Sousa - We need to talk about Terry Deary

3.20PM - Keynote: **Jeremy Chetty**

4.20PM - Close

4.30PM - Optional sundowner at nearby bar (at own cost)

Breakout Abstracts

Breakout 1

Brad Tyrrell - Challenges for the future: how our leadership and marketing needs to change

At the core of all leadership and marketing is the ability to establish relationships with our users, our vendors and within our teams. Without relationships that are meaningful we can lose sight of the service that we are trying to provide and it is through these relationships that others will value what we value in our libraries. In 40 minutes I will explore how I work with the various stake holders, not just in schools, to get the best for users today and provide examples of the benefits that can be achieved when we are ‘in relationship’ with our community.

Breakout 2

Damian Shepherd - Bridging communities of practice in information management: the power of diversity in thinking & Tony Ferrinda - Reflections of a shortsighted Records Manager

Tony - Taking the audience through my experiences of working in the records management area in the WA Public Sector with thoughts on how we can all take a leadership role to drive and influence the way records and information is managed and in the process ensure our voice is heard.

Breakout 3

Amanda Stewart - Podcasts: the pedagogy, the practicalities and why the library should take ownership for this & Lydia Dawe - So tell us what you want: UX research methods for libraries.

Amanda - This session will provide information on podcasting in the library. The ins and outs of what it is, the pedagogy behind it and how it can be used to promote the library.

Lydia - User Experience (UX) research has long been used in marketing and computer science to improve processes for customers. At its core, UX research is about “pay[ing] attention to what users do, not what they say” (Jakob Nielsen). So how do libraries with limited time, skill, and budgets bring UX into the mix? This presentation provides a snapshot into how libraries are tapping into deeper insights about their users and simple ways you can apply UX principles to improve your services.

Breakout 4

Debbie Cutts - The RIM professional now and in 2025

Debbie will be presenting on the current and future state records and information management professional. Consider the following questions so you can participate with the discussion:

- What current RIM issues are you dealing with?
- What skills do we need that we don’t have?
- What future issues might the RIM Professional encounter in 2025 and what skills will be required to resolve them?

The answers to these questions will enable a Persona or Personas to be created as a visual of what the potential RIM professional might look like in 2025 and what skills are required.

Breakout 5

Frank Flintoff - Hacking the catalogue: harnessing library makerspaces for shareable, trackable & accessible resources supporting STEAM education & Lia de Sousa - We need to talk about Terry Deary

Frank - Makerspaces have turned librarians into buzzing, exciting and creative places, where big ideas are born. The change has arrived, and we are now truly transbrarians: change agents and STEAM advocates, mashing multiple technologies with creative pedagogy, whether we like it or not. We must begin to consider making our makerspace, digital and non-book STEAM resources trackable, shareable and more accessible to our users, clients and students, and becoming a cooperative community of Libraries and Librarians, and exploring how to link these learning activities to curriculum requirements.

How will we track the use and output of our makerspaces, allow people to bring resources in, to share resources between Libraries and transform them into a cooperative where catalogue entries and non-traditional digital resources –(code for your Raspberry Pi, Roblox SDK, Arduino, 3d printing templates, plans for your next robot) can be uploaded and downloaded to and from a Library catalogue, tracked, discussed online, shared and even edited by a collaborative committee of library users.

Lia - Distinguishing what is true and trustworthy in an age of mass and immediate media and ‘information’ culture is increasingly difficult. While school libraries have a leading role in teaching others how to discern fact from fiction are we also mudding the water for students through our collections and cataloguing? This presentation is meant to start a discussion about the place of entertainment ‘non-fiction’, such as the Horrible Histories series, and where and how these texts should be placed and catalogued in a school library as well as the general role of a physical non-fiction collection vs digital curation.

Breakout 6

Maree Brennen - Leading the way in becoming a better leader

Looking at leadership from the perspective of someone who has come across many types of leadership styles, including her own! Maree draws from her own experiences to discuss improving leadership skills, motivating teams and the importance of networking as a source of learning. She also discusses the value of using statistical-based measurements as performance management as well as some of the issues that come from working with a “multigenerational” team.