



2022 Annual Conference

September 30, 2022

Peter White Public Library, Marquette

## Conference Sessions and Events

### Pre-Conference Networking

**Thursday, September 29, 6:00 pm -8:00 pm**- Northern Michigan University's Olson Library invites you to join us on campus for pizza, studio tours, virtual reality, and a few fun surprises.

### Conference Schedule

#### Friday, September 30, 9:00 am-5:30 pm

9:00 -10:30 am

**Welcome and Opening Keynote with Kristin Fontichiaro**, *University of Michigan School of Information, Community Room*

**When Misinformation Shows Up At Your Door: Pink Slime Journalism, Manipulative Algorithms, and Your Library:** Misinformation has been around since the dawn of time. From too-good-to-be-true old-time elixir peddlers to the War of the Worlds broadcast that sent the New York area into an unfounded panic, we know that humans are susceptible to narratives that may not be in their best interest. From "pink slime" online newspapers that will post skewed stories for a fee to local network news that defines balance as pushing a decidedly partisan narrative to social media's behind-the-scenes algorithms that promote high-emotion content to be more prominent in our feeds, we Americans are often being fed "realities" that are manipulated by others around us. For many libraries, though, the spread and breadth of misinformation was something largely outside our peaceful doors. When the pandemic hit, we started to feel the impact of misinformation in our patron interactions about COVID-19 protections and state mandates and, beginning in Fall 2021, in attacks against our institution's collections and programs. We'll talk about these phenomena and how libraries can respond.

### Breakout Sessions

**10:45-11:30 am**

- **RIDES Tips and Tricks:** Hands-on tips and tricks for RIDES, sharing of tools and methods for making RIDES more fun.  
*Amanda Winnicki, Menominee County Library*  
*Heritage Room*
- **All Things Memory Kits:** Learn about creating and circulating memory kits and outreach tips for patrons in assisted living facilities.  
*Natalie Nowak, Superior District Library*  
*Shiras Room*
- **UPLINK UPdate:** A review of the mission and structure of UPLINK and an update on new collections and member heritage organizations.  
*Marcus Robyns, Annika Peterson Central Upper Peninsula and NMU Archives*  
*Lions Room*

- **Michigan Humanities and Your Library:** Michigan Humanities offers a variety of programs and funding opportunities for your library, learn how you can take advantage of these resources.

*Ashley Ross, Michigan Humanities*

#### **11:45 am -12:15 pm**

- **UPRLC Membership Meeting**

*Community Room*

#### **12:15-1:45 pm**

- **Lunch and Keynote with Clare Membiela,** Library Law Consultant Library of Michigan

*Community Room*

**Find the First Amendment: A Library Puzzle:** From well-meaning but broad “Hate Speech” prohibitions and pornography bans to employee policies and patron punishment, First Amendment issues have increasingly been creeping into public libraries. This game-based session will challenge participants to identify some of these issues through the use of scenarios and stories involving a fictional library. Explanations and alternatives/solutions to problematic policies and procedures will be provided in-between scenarios.

#### **2:00-2:45 pm Breakout Sessions**

- **Adopting Growth Mindset in the Library:** How we look at everyday situations plays a big role in how we approach them. It's the difference between "I can't do this" and "I can't do this yet", or "This won't work" and "Let's try a different way". If you always look for that negative, that's what you will find.

*Heather Harris, Menominee County Library*

*Heritage Room*

- **Tips for Effective Grant Writing:** Helping meet your community's needs with new programs or services means finding funding. Learn tips on finding the right funder, writing an effective proposal, and avoiding common grant application mistakes.

*Karren Reish, Library of Michigan*

*Shiras Room*

- **After Think Space: What Comes Next?:** After attending a yearlong journey with other library Directors from around the state, how do I now take what I learned and apply it to the real world so that it makes a difference? This presentation will cover the area of Unconscious or Implicit Bias, Microaggressions, why diversity is important in the workplace through hiring practices and employee training, and how to build a more inclusive experience for your employees through the implementation of diversity practices.

*Lisa Waskin Superior District Library*

*Community Room*

- **That All May Read-Great Lakes Talking Books:** Discuss the future of the talking book service, hear some fascinating patron stories, and more about this amazing service!

*Tonia Bickford, Great Lakes Talking Books*

*Lions Room*

### 3:00-3:45 pm Breakout Sessions

- **Sensitivity to Those with Mental Illness:** Description TBA  
*Jay Petroski and Terry Bidelman, Northpointe Behavioural Health Services*  
*Heritage Room*
- **Staff on-Boarding and Training with MeL:** For those directors and managers wearing "all the hats," this session will provide simple, easy-to-use resources available through MeL for onboarding new staff or training existing staff. Your human resources hat will thank you!  
*Heather Wood-Gramza, Library of Michigan--Library Development Team*  
*Shiras Room*
- **UP Notable Books:** We want to encourage libraries to support and promote the U.P. Notable Books Book Club in their libraries. We are starting our third year this June, but it is never too late to join the party and learn more about our beautiful U.P.  
*Evelyn Gathu, Crystal Falls District Community Library Mikel B. Classen, UPPAA Member and Local Author*  
*Lions Room*

### 4:00-4:45 pm Breakout Sessions

- **I Can Do That With MeL?:** The MeL eResources provide content that can be used by a variety of audiences. Knowing tips and tricks to make the most of each product can help you leverage them to save budget dollars and supercharge your programming. Yes, you can do THAT with MeL!  
*Laura Warren-Gross, MCLS*  
*Heritage Room*
- **Political Support and Funding: Strategies, Resources, and Voter Perception:** This session will review the most recent data available regarding voter perceptions of libraries and the public's willingness to support funding measures for libraries. The presentation will also highlight strategies libraries can use to build support for future funding and discuss how politics plays a role throughout the process.  
*Dillon Geshel, Superiorland Library Cooperative*  
*Community Room*
- **Library of Michigan's Expansion of Digital Services:** This session will discuss the results of the LM Digital Content Hosting pilot, which expanded access to the hosting of digital collections to libraries and cultural heritage organizations around the state, as well as new digitization initiatives and resources available from the Library of Michigan.  
*Biz Gallo, Matt Pacer, Library of Michigan*  
*Shiras Room*

### 4:45-5:00 pm Conference Closing and Awards

*Community Room*

### 5:00-5:30 pm UPRLC Board Meeting

*Community Room*



Thank you to our Sponsors!



A Special Thank You to our hosts at the Peter White Public Library and to the members of the conference planning committee.