

## **Thursday Programme for LAI / CILIP Ireland 2012 Conference, 19<sup>th</sup> April 2012 in Belfast**

### **3 Morning Papers & 3 After lunch Workshops**

#### **1.** PHIL BRADLEY, CILIP President

**Social Media - Love it or Hate it, We Need it. *Thursday 10.15 am***

**ABSTRACT :** Social Media is about far more than Facebook and Twitter. It is about the way in which the Internet is irrevocably changing, in terms of content, value of webpages and the way that search engines work. Social media gives information professionals and other experts an opportunity to find a voice and to promote themselves, their jobs, professionals and organisations.

**BIOGRAPHY :** Phil Bradley is an information specialist and has worked in the area of electronic publications for over 20 years. He became an Internet Consultant in 1996 and specialises in search. He teaches many varied courses on aspects of the Internet and Social Media. He also writes and designs web pages and is an SEO (Search Engine Optimiser). Phil is also well known for his writing, and he has written several books on different aspects of the Internet. He is the current CILIP President.

#### **2.** Sarah Godowski, Director of Business Development and Communications, Bisset Adams Architects

***Public Libraries: Brand and the Value of Uniqueness: Thursday 11.30  
am KEYNOTE***

**ABSTRACT :** Libraries across all sectors are fighting to be recognized and used by a wide audience. There is a need to raise national consciousness of the value and modern face of libraries, while maintaining local identity and customer involvement. This session will give an overview of Bisset Adams' involvement in initiatives to define the library brand and message for the 21st century. Its approach is to focus on a powerful sense of local identity and

uniqueness, engaging with customers in the design process. Projects include Blackpool Central Library, the Royal College of Nursing, the Idea Store Bow and Watney Market and many others.

**BIOGRAPHY** : Sarah is a Director at Bisset Adams Architects, focusing on its brand and communications offer, key to engaging audiences for both retail and public sector clients. Bisset Adams is known for innovation in library design and architecture and Sarah has developed a keen interest and specialism in public libraries over the past decade. She has worked with many local authorities as well as central government organisations developing new ideas and messages for public library services.

### **3.** Annette Kelly, Acting Director, Library Council of Ireland

#### **Change and Challenges for Public Libraries Thurs 12.15 pm**

##### **KEYNOTE**

**ABSTRACT** : This presentation will look at the role of the Local Government Management Agency's new Libraries Development Unit in delivering change. It will consider the relationship with public library and local authority management, the Department of Environment, Community and Local Government and the wider library sectors, nationally and internationally. It will look at the possibilities in terms of new services, shared services, technological advances and opportunities for co-operation and in this context will examine the issues posed by the current economic climate and the shortage of resources.

**BIOGRAPHY** : Annette Kelly is Acting Director with the Library Council. She will shortly be Manager of the Local Government Management Agency Libraries Development Unit. Annette works with the Department of the Environment, Community and Local Government and public library authorities to develop strategies and services in Irish public libraries. Her remit includes library infrastructural development and service innovation, the Changing Libraries programme, EU cultural heritage projects and best practice networks and research.

# THURSDAY AFTERNOON WORKSHOPS

CHOOSE 3 FROM 7 - A or B or C & D or E & F or G

## **WORKSHOP A**

Dr Patricia Canning, Project Worker (Criminal Justice), The Reader Organisation

### **Transforming Lives through Shared Reading : Thursday 2.15 pm**

**ABSTRACT** : The Reader Organisation sees reading as a way of feeling and thinking about being alive. Great literature is the most inclusive and useful art form, and even 'difficult' works can be made accessible. A Shakespearean sonnet means something very different in a university than in a prison. Or does it? Whatever literature 'means', shared reading encourages a deeply personal response, testing what is read with what's inside us. Do I know that? Can I imagine that? How does this translate into something I can understand? We will explore these instinctive responses through a brief shared reading exercise.

**BIOGRAPHY** : Patricia Canning works with *The Reader Organisation*, a charity committed to bringing books and people together through shared reading. By reaching out to people who may not otherwise be readers, *Get Into Reading* groups meet a vast range of individual needs, such as improving wellbeing, building confidence and a sense of community, as well as introducing new authors and poets to all our group members. Patricia is developing the project across Northern Ireland and currently runs *Get Into Reading* projects with female prisoners in Hydebank Wood, Belfast as well as with postgraduate Humanities students at Queen's University, Belfast.

## **WORKSHOP B**

Dr Claire McGuinness, Lecturer, School of Library and Information Studies, University College Dublin

### **The Teaching Librarian in Education: Strategies for Skills Development**

**Thurs 2.15pm**

**ABSTRACT** : This short workshop allows participants to reflect on the rapidly changing nature of academic librarianship and the role of the “Teaching Librarian” in education.

During the session, we will focus on three elements, which enable us to place instructional work in context and gain a clear picture of the role requirements:

- a) The changing nature of academic librarianship and the emergence of the “blended librarian”
- b) The skills and knowledge required by Teaching Librarians to perform effectively in their roles
- c) Structured and self-directed strategies for professional and personal development

Participation is encouraged through a brief interactive brainstorming exercise.

**BIOGRAPHY** : Clare McGuinness is a part-time lecturer in the School of Information and Library Studies, University College Dublin, Ireland. She has been teaching and researching information literacy for more than a decade, and was awarded a PhD in Library & Information Studies in 2005. Claire has published a number of articles and book chapters on information literacy and academic-librarian collaboration, and her book *Becoming Confident Teachers: A Guide for Academic Librarians* was published in 2011.

## **WORKSHOP C**

Ciarán Mangan, County Librarian, Meath County Council Library Service

### **Volunteering in Public Libraries: “What It said in the research”**

**ABSTRACT** : A review of the findings of the interim report from the Public Library Research Programme (PLRP) project *Reaching Out: The Public Library Serving the Community* as it pertains to volunteering in public libraries in Ireland. Volunteering was one of four strands examined in a project that also examined community engagement, community partnership and joint-use libraries. Piloting the project –what will be involved in the next phase as we now seek to pilot projects which will ultimately lead to the development of policies, toolkits and best practice models.

**BIOGRAPHY** : Ciarán Mangan is County Librarian with Meath County Council Library service. He started his career with Dublin Public Libraries in 1986

moving to Meath County Library in 1987. On completion of a degree in Public Administration in the University of Limerick (1992) and a Masters in Librarianship and Information Science in U.C.D (1995) he moved to Louth County Library where he worked as a Senior Library Assistant in Drogheda library and Assistant Librarian in Dundalk library. He was seconded to the Department of Education and Science in January 2000 as Assistant Co-coordinator of the National Reading Initiative where he worked until his appointment to Meath in December 2000.

## **COFFEE BREAK**

### ***WORKSHOP D***

Frances Dowds, *Health in Mind* Project Manager, Libraries NI

#### **Health in Mind: Promoting Good Mental Health through Reading**

***Thursday 3.15 pm***

**ABSTRACT :** *Health in Mind* is a partnership between Libraries NI and four leading mental health charities, working with these partners, Action Mental Health, CAUSE, MindWise and Aware Defeat Depression, supporting people to learn more and do something constructive about keeping their mental health intact. We provide services to people with low level mental health issues, their families, carers and the general public, encouraging awareness and fostering self-help strategies. The *Health in Mind* project, with Big Lottery funding (through the Live and Learn Programme) delivers under three themes -Information, Learning and Reading, with a key focus on the provision of reading materials promoting early intervention and self-help strategies.

**BIOGRAPHY :** Frances Dowds has been Project Manager of *Health in Mind* since May 2011. She has 15 years' experience of working in the voluntary and community sectors in Northern Ireland for agencies such as Community Change, Oxfam UK, and as Director of the NI Anti-Poverty Network. She moved to the public sector in 2009 as Project Manager of Belfast City Councils *OPENCities*. This was an EU funded Transnational project charged with developing practical strategies to tackle economic and social integration issues, to help cities better attract and retain international populations and contribute to their improved competitiveness.

## **WORKSHOP E**

Professor Peter Reid, Head of the Department of Information Management,  
Robert Gordon University

### **The Challenges for the Future of Professional Education**

**Thurs 3.15 pm**

**ABSTRACT:** This workshop will focus on the future challenges for professional education in the library and information science discipline. It will examine the way in which library school curricula have changed and adapted over the years both in terms of content and delivery and how this process of transformation will continue. It will also examine who our next generation of library and information professionals are, what skills they need to be successful in the 21<sup>st</sup> Century library workplace and how educators are equipping them with the key professional and transferable skills to make them creative, reflective and innovative practitioners.

**BIOGRAPHY :** Professor Peter Reid is Professor of Librarianship and Head of the Department of Information Management at Robert Gordon University in Aberdeen. He is President of the Chartered Institute of Library and Information Professionals in Scotland for 2012. Peter's main teaching areas include the management of library and information services and his principal research interests are around library history and local studies services. He is also particularly interested in professional education and continuous professional development for the library sector. He holds a number of external appointments at other universities and is a panellist for the Research Excellence Framework 2014.

## **WORKSHOP F**

Barbara Coughlan, South Dublin County Libraries

### **Ready2Read: an Early Literacy Programme *Thursday 4pm***

**ABSTRACT :** *Ready2Read* is a family learning project in South Dublin Libraries, based on the successful American literacy project, Every Child Ready to Read. Adapted to suit the Irish cultural and educational system,

*Ready2Read* is a six week course aimed at introducing three and four year olds, and their parents, to six pre literacy skills, identified in research by Dr. Grover Whitehurst and Dr. Christopher Lonigan (2001) as Print Motivation, Vocabulary, Print Awareness, Letter Knowledge, Narrative Skills & Phonological Awareness. A DVD of the pilot scheme shows the programme in action and demonstrates how easily it can be incorporated into existing story sessions, utilising junior library stock.

**BIOGRAPHY** : Barbara Coughlan has been a Montessori teacher in Rome, a childcare worker in London, with Dawn French among others, and, since 1999, has been employed by South Dublin Libraries. She has both library and theatre qualifications and these interests are reflected in other programmes she has developed i.e. Literature to Life – Introducing children to classic novels through drama/research; and *History of Theatre* – an ongoing project introducing children to playwrights/poets such as Sophocles, Chaucer, Shakespeare and Oscar Wilde.

## **WORKSHOP G**

**Using Netvibes as a Start Page, Newsreader and Publishing**

**Tool. Thursday 4 pm ABSTRACT**

This workshop will look at the ways in which the product can be used to increase your efficiency, overcome information overload, save time and also allow you to publish material yourself. No technical knowledge is expected or needed, but access to your email account (to validate your Netvibes account) would be desirable, but not required.

**BIOGRAPHY** : Phil Bradley is an information specialist and has worked in the area of electronic publications for over 20 years. He became an Internet Consultant in 1996 and specialises in search. He teaches many varied courses on aspects of the Internet and Social Media. He also writes and designs web pages and is an SEO (Search Engine Optimiser). Phil is also well known for his writing, and he has written several books on different aspects of the Internet. He is the current CILIP President.