

**Report to the Board of Library Trustees (Jan Hintermeister, 3 December 2018)**

**Subject: California Library Association Conference (CLA)**

**Location: Santa Clara Convention Center**

**Date: 9-11 November, 2018**

The CLA conference covered a wide range of topics appropriate to professional library staff as well as citizens interested in libraries, e.g. members of library boards or friends organization. Many of the conference sessions were of general interest, for example, sessions on unconscious bias and cultural diversity in the workplace or public sphere or "How to Work a Room!" or "How to Have a Poker Face". Other sessions highlighted book suggestion or experience with library programs which are of general interest but also specifically for professionals looking for ideas, while others sessions were more specific to library professionals, e.g. staffing issues or vendor presentation.

I'll quickly summarize some of the sessions I attended that were of most of interest to me. I tried to get to presentations given by library staff or literacy group, but because of scheduling overlap, I wasn't able to get to all the presentations I'd like to have attended.

**Access For All! The CLA Legislative Committee Presents....**

On Friday, Nov 9, there was a pre-conference session on library advocacy promoted by the CLA Legislative Committee. This session featured a national lobbyist for the American Library Association, Gavin Baker, a three library advocates from California, Carol Frost, Deborah Doyle and Paymaneh Maghsoudi.

Gavin Baker, the ALA lobbyist, had a more national perspective, but several of his points were relevant regardless of whether you advocate at a national or local level. He emphasized that working at the national level, most legislators really don't care about what he has to say. However they are very concerned about impact of legislation on their local communities. By working with local legislators, local boards and friends can have an impact on legislation at the national level.

It's all about relationship building.

From Gavin's perspective, many officials still have a one-dimensional old view of what libraries do (based on books). So it's important for advocates to meet with district staff and describe what we do for their constituents. Remember, you aren't bothering them, you are helping them. We are letting them know about our services that can help their constituents. For example, tax help, computers, citizenship help etc.

When we have events, share with legislators. Go to their website, find their local office with phone number. Especially share for big events.

Build the relationship –

- If you have news, share it.
- Visibility in community reinforces personal contacts.
- If you meet with a legislator, always send a follow-up note:
- Handwritten notes more likely to get on decision maker's desk (or written note from kids).

You are not alone in advocacy work:

- Library and staff (could even be city staff)
- Other libraries
- Trustees, friends and other supporters
- State and national associations
- Find the high impact individuals in your library network

The 2020 census may really impact libraries. This is the first census that has online forms, so people will be showing up for help!

Two of the California advocates we also met at the “We Are Stronger Together Meeting” (Carol Frost of Pacific Library Partnership) and at the CPLA Awards Dinner (Deborah Doyle of Friends of the San Francisco Public Library and CPLA Liaison). The California advocates gave an extended version of what we heard her discuss at the “We Are Stronger Together Meeting” – a discussion of how libraries fit in with some of Governor-elect Gavin Newsom’s campaign priorities:

- Focus on the First Three Years of a Child’s Life
- Create a Financial Foundation for College, Beginning in Kindergarten
- Support Students in Full-Service Community Schools
- Equip Every Student with Access to STEM Education
- Prepare Working Families for the Jobs of Tomorrow
- Prevent Homelessness by Supporting Discharge Planning

#### **Keynote Speaker: Kamau Ware**

This was a great keynote speech. You can learn about Kamau and his working by checking his website at [blackgotham.com](http://blackgotham.com). Kamau leads walking tours on Black History in NYC. He had started early in his career doing historical tours around various immigrant groups. But one day a young black girl stopped him in his tracks by asking “where were the black people?” He immediately started checking into this and found that the history was hidden, but there if you looked. One of the interesting things he found was that under the Dutch there had been a large number of black landowners. He sees an erasure of history which can be seen in many groups, e.g. black and Native American history and other groups.

When asked for advice he definitely advocated for library boards, but also other advisory commissions – identifying people that have other perspectives that could be brought into libraries. He advised us to look at small business and artists, and figure out how to bring them into library space.

#### **Bringing Culture Back: Managing Unconscious Bias to Strengthen Your Corporate Culture**

##### **How To Work a Room**

##### **How to Have a Poker Face**

Michelle Villagran from San Jose gave several presentations of general interest. I’m attaching a couple handouts. Since she is local, she is available for library programs or workshops for library staff or board. I think she has a lot to offer. Nevin stayed behind and talked to her after the “How to Work a Room” with an eye towards potential workshop with staff.

The conference had several "Ignites" presentations that were 45-minute sessions but with 7 or 8 speakers each with only 5 minutes to make their point. I went to a couple of these and they were very worthwhile to get an introduction to a wide range of topics. For example:

**Ignites: Grab Bag**

**Banish Paperback Spinners: Why Libraries Should Reconsider How We Treat the Humble Paperback**  
(Kelly Chiu and Megan Stroup Tristao made us proud!)

**Just for Ruraleers – Writing Workshops at Rural Libraries – A 5-Minute How-To**

**No Makerspace? No Problem!**

**Programming Nature at a Public Library**

I talked to Nathan afterwards for quite a while. He has some connection to Stanford, so knows Jasper Ridge. He's brought in all kinds of speakers on nature topics.

**Grow Your Free and Low-Cost Programs with Your Local Extension Service**

**Top 10 Reasons to Join a CLA Interest Group (#8 will SHOCK YOU)**

**More Effective Boards**

This presentation was by Deborah Doyle and focused on training that CPLA(?) can provide for Boards. I missed the first part of her presentation but if there was interest in a workshop or board training session, we could contact her.

One of her interesting suggestions was that library staff might suggest candidates for a library board in order to better meet library needs, i.e. to achieve diversity, networking, special topics, etc. Also suggested that Boards should have bylaws, a job responsibility outline, knowledge of the Brown Act, etc.

Another Ignite session:

**Ignites: Top 5x5**

**Top 5x5: Graphic Novel Series Reads**

**Top 5x5: Books in Conversation with One Another**

**Top 5x5: Gay Romance**

**Top 5x5: Incredibly Good Books Written for Children That Adults Will Effing Love**

**Top 5x5: So Why Join CLA, Anyway**

**Top 5x5: Manga Recommendations**

**Top 5x5: Love It or Hate It, But Read and Discuss It!**

**Top 5x5: Multigenerational Family Sagas Across the World**

Megan made us proud!

**It's On My List: Personal Productivity Tools for Success**

This session was by librarians discussing their own favorite organizational and productivity tools and approaches. There was a handout – let me know if you are interested.

**Keep It Fresh: The Best New Titles for Your Graphic Novel Collection**

Kelly Chiu and Angela Ocana made us proud!

### **Comic Con: Resources & Planning for Your First Library Con**

Kelly Chiu and John Schlosser made us proud! Kelly and John were fantastic at their Comic Con presentation. I've seen Kelly present multiple times so I knew what greatness to expect, but John also was very impressive. They made a fantastic team. There were maybe thirty people in attendance and looking around I saw many librarians busily scribbling notes on the great information that John and Kelly were presenting, so there may be more California library Comic Cons in the future!

### **Reach Out by Reaching In: Outreach as Community Building Inside and Outside the Library**

This talk was primarily about non-professional library staff and how they can contribute and what they are owed in return. This was focused more towards those managing libraries and how they interact with non-professional staff (rather than to me, the general observer). However there were a lot of great ideas. The talk was led by Oakland Library non-professional staff.

How does Library become part of the Community? Need to understand community!! Focus on people not outcomes. Non-librarians and paraprofessionals may be the key!

Paraprofessional / non-librarian

- May be closer to the community
- Support development (need to make sure interaction is a two-way street)
- Are there career pathways for these staff?
- Opportunities vs. tokenizing / exploiting

Is your staff "diverse"? Be honest. Is diversity throughout professional staff or primarily in the non-professional ranks?

Does your Library support non-professional staff:

- Mentoring
- Flex-schedule
- Job sharing
- Scholarship or financial support for non-MLIS

### **Art for All: Celebrating Local Artists and Community in the Library**

Burlingame has a 1<sup>st</sup> Fridays art event!! Art show for adults but also included activities for kids, sometimes based on an artist's specific techniques or ideas. Need an exhibit policy.

**How To – Work a Room Tips / Dr. Villagran**  
**[michele.villagran@sjsu.edu](mailto:michele.villagran@sjsu.edu) / 626-703-1903**

Adapted from Roane, S. (1988, 2014). *How to Work a Room: The Ultimate Guide to Making Lasting Connections – in Person and Online*. New York, NY: HarperCollins Publishers.

- Four walls no longer define a room.
- Learn to approach any event with purpose, energy and enthusiasm.
- Identify potential benefits *before you go*. They may be personal and/or professional.
- Have fun! Meeting new connections can be as valuable as striking deals.
- Be a resource to others, not just focused on your agenda.
- List out your contributions. What are your interests, experiences, etc. that we can offer others?
- Have courage to take risks and charm in order to work a room successfully.
- Be genuine. Find something in common. Establish trust.
- Be nice to everyone! You never know from where or when the next job, client, tickets to a game or friend will come.
- Celebrate our differences and our similarities.
- Lose the judgments. Be open to all people.

**Seven Quick-Step Shyness Recovery Program (p. 117)**

1. Decide to recover.
2. Observe those who are Mingling Mavens or ConverSENSations.
3. Be approachable.
4. Have three to five interesting news stories to discuss.
5. Practice recounting those three to five stories that happened to you or others.
6. Take an acting, improvisation or conversation class.
7. Practice. Smile, Say help.

**Plan your Presence – Be Prepared (p. 141)**

- Adopt a positive attitude. Dress appropriately.
- Focus on the benefits of the event.
- Plan your self-introduction.
- Check your business cards.
- Prepare your small take. Brink your OAR (observe, ask, reveal).
- Make eye contact and smile.
- Practice your handshake. Strike a pose.

**Work It!**

- Enter the room with confidence, orient yourself and look for people you either know or want to know.
- Go alone or use a buddy system.
- Seek out others who will appreciate your interest and conversation.
- Make the most of name tags. Have your opening lines ready.
- Don't be afraid to move in and join conversations already in progress.
- Moving out of conversations is part of circulating the room.
- Good manners equal good business.
- We are never too busy to bypass common courtesy.
- How we speak to people in public can be overheard.

**Tips for working a trade show/conference**

- Visit the website ahead of time.
- Devise a plan. Arrange for appointments and hosted events ahead of time.
- Invite clients or potential clients to visit your booth.
- Stick to your eating and exercise regimen.
- Attend sessions. Don't wait; initiate conversation.
- Seize the moment.



## Santa Clara County Supervisor Joe Simitian's 13 Tips for Successful Advocacy

1. Develop a relationship before you arrive (a year, an hour, a 15-minute phone call).
2. Understand what motivates your audience (i.e., the Member or his/her staff); and tell them why they care.
3. Understand what is possible and what is not.
4. Find a floor manager.
5. Joe Jackson Principle. Tell them what you want.
6. Bring them solutions, not problems (interest group agreement).
7. Describe the elements of a solution, rather than insist on your solution.
8. Do not chastise, insult or threaten the Member or his/her staff.
9. Understand that sometimes less is more.
10. Layer your campaign.
11. Woody Allen Corollary (persistence pays off).
12. Make it easy to say yes.
13. The value of a "thank you."

**Unconscious Bias & Cultural Intelligence: Selective Bibliography**  
**by Dr. Michele A. L. Villagran, 2018**  
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**Implicit Bias Exercises**  
by Dr. Michele A. L. Villagran, 2018  
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### **Exploring Implicit Bias**

This exercise is about exploring. You don't need to judge yourself or others. This is simply about looking and seeing what ideas or examples emerge. Being open to looking is the most important.

- Who are my closest friends? What similarities do we share (race, social class, age, etc)?
- Who are my neighbors?
- When was the last time I noticed a prejudice in myself (automatic or considered)?
- Do I only find a certain type of person attractive?
- What is an environment I find myself most comfortable in? Who else is there?
- What is a time I felt uncomfortable with someone's sexual orientation or sexual practices?
- When was the last time I remember letting something slide that could be racist/prejudice/discriminatory in some way?
- What was the last gender stereotype I witnessed but didn't mention?
- When did I last get uncomfortable or feel like I didn't fit in?
- When was the last time I took leadership to welcome a person different from myself into an activity, event or space?
- When am I tokenized? Did I notice when it happened? Do I accept or enjoy it? Do I challenge it?

### **Implicit Association Test**

Have you taken the free Implicit Association Test (IAT)?

1. Go to [www.implicit.harvard.edu](http://www.implicit.harvard.edu)
  2. Under Project Implicit Social Attitudes, enter your email address and log in as a guest.
  3. Once you log in, you will be sent to the Preliminary Information page. Please read the disclaimer, scroll to the bottom of the page, and click I wish to proceed.
  4. There will be several versions (race, age, religion, weight, etc.) of the test available. You are free to choose which tests you would like to take. They each require no more than 10 minutes to complete.
  5. When finished, you will receive your results as well as more information about the test and the performance of others. You can also go back and take another test.
- After you have taken the IAT, how did you feel? What were your experiences with the IAT?