

The MD State Dept. of Education Division of Library Development & Services Presents:
The Library CEO's Forum 2015 Winter Academy
**Who We Are, What We Do, Why It Matters:
Our Distinctive Purpose**

Presenters from HCLS: Valerie J. Gross, President & CEO; Angela Brade, COO, Support Services
January 9, 2015 ♦ 9:30 am – 4:30 pm ♦ HCLS Savage Branch & STEM Education Center

A 21st Century Vision

Participate in this lively, interactive academy to experience a vision that is ushering in a new era for libraries everywhere. The strategy will make you, your library, and our profession indispensable for centuries to come.

As libraries implement this approach, they are finding that their inherent value is no longer questioned. They no longer need to constantly explain why they are important. No one looks at them anymore with a puzzled expression, asking, "Tell me again what you do?" Instead, the library systems enjoy *heightened respect* in their communities and *optimal funding*. This is because they are now accorded the same enduring worth assigned to other educational institutions.

What are these libraries doing differently? Adopting the "Libraries = Education" vision, they are repositioning their libraries as a **key component of the education enterprise**, alongside schools, colleges, and universities.

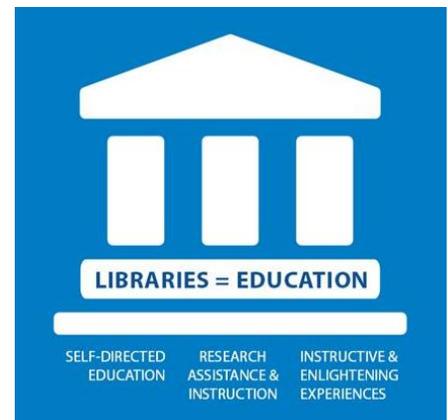
The Power of Language

Implementing the approach is simple. It does not require changing anything we *do*—only what we *say*. The strategy:

- Repositions libraries as educational institutions and library staff as educators
- Categorizes all that libraries do under three, easy-to-remember "pillars" (Self-Directed Education, Research Assistance & Instruction, and Instructive & Enlightening Experiences)
- Replaces traditional terminology and jargon with strategic language that *people outside of the field understand*

Library Journal hails this approach "a 21st-century model worthy of study and consideration by every library in America, if not the world." (*Library Journal*, June 2013).

This game-changing vision dispels all misperceptions. From the very words we use, everyone will recognize the true value of libraries. Just like schools, colleges, and universities, libraries are education—a *timeless, economic imperative* that merits immense respect and maximized funding.



Learning Outcomes

At the conclusion of this academy (see schedule on next page), you will understand how to describe your work and profession in terms that people understand and value. You will explore, discuss, and practice proven techniques to:

- Redefine libraries in a new, innovative way
- Align your library with what the community understands: education
- Incorporate intuitive, value-enhancing words into your everyday lexicon
- Heighten your library's visibility, stature, and funding
- Develop strategies that you can integrate immediately into your work

Schedule

9:30 – noon	Part I – Getting It Together: Who We Are, What We Do, Why It Matters (Seminar; audience participation; 15-min. break)
12:00 – 1:30 pm	Lunch
1:30 – 4:30 pm	Part II – Putting It Together: Education Innovation (Seminars, including a segment on HiTech, HCLS' STEM education initiative for teens; audience participation; Q&A; 15-min. break)



Compliments of DLDS

Participants will receive a copy of *Transforming Our Image, Building Our Brand: The Education Advantage*. Coffee, lunch, and snacks will be provided.

Presenters



Valerie J. Gross, MM, MLS, JD, has served as President & CEO of Howard County Library System (HCLS) since 2001. An educator and attorney for 30 years, Gross holds a Master of Music from the San Francisco Conservatory of Music, a Master of Library Science from San Jose State Univ., and a law degree from Golden Gate Univ. School of Law. She is a member of the ALA, PLA, MLA, and the California Bar Association.

Developing a new vision for libraries, Gross worked with the HCLS Board, staff, funders, elected officials, and the community to implement the "Libraries = Education" approach. As the philosophy evolved, HCLS became well known in the U.S. and overseas.

Invited to speak and write about the strategy, Gross has delivered 60+ keynotes, workshops, seminars, and webinars on "Libraries = Education," drawing the participation and input of thousands of library professionals from 45 states and more than a dozen countries around the world. Combining these experiences, she authored *Transforming Our Image, Building Our Brand: The Education Advantage* (ABC-CLIO, 2013). For living this game-changing vision, HCLS was recognized in 2013 as Library of the Year by Gale and *Library Journal*.



Angela Brade, PMP, MS, MBA, has served as Chief Operating Officer for Support Services at HCLS since 2010, overseeing curriculum materials, capital projects, and IT. An educator and business administrator for 20 years, Brade holds a Master of Business Administration and Master of Science in Technology Management from the Univ. of Maryland. She is a member of PMI, ALA, PLA, and MLA.

Brade envisioned and worked with HCLS staff to develop and implement HiTech: The Road to a STEM Career, which won HCLS the Urban Library Council's 2013 Top Innovator Award. HiTech Instructors teach the critical skill sets needed for 21st century careers. Attendance since the initiative's June 2012 launch exceeds 4,000. HiTech comprises four modules: Interact, Improvise, Invent, and Instruct (the Academy), each incorporating progressively greater levels of instruction. The HiTech Symposium & Expo showcases student projects. Brade has presented HiTech webinars/seminars for OCLC, ULC, and ALA.

Registration / Other

To register, visit:	http://www.marylandpublicschools.org/msde/divisions/library/
Contact:	Amber Massaquoi, Executive Assistant, 443.767.0434, amassaquoi@msde.state.md.us
Venue address:	HCLS Savage Branch & STEM Education Center, 9525 Durness Lane, Laurel, MD 20723
Snow date:	In case of inclement weather, the Academy will be held January 16, 2015 at the same venue.
CEUs:	Six Continuing Education Units will be offered.