

Program Schedule & Information

9:00am – 9:30am: Registration & Breakfast

9:30am – 11:00am: Keynote Speaker - Becky Spratford - *Bridging the Physical Virtual Divide*

Promoting books in the virtual world is a tricky proposition. On the one hand, you want to exploit tools like blogs, Twitter, and the ever expanding collection of social media options to reach more readers, but on the other hand, you do not want to forget about your core brick and mortar customers. Readers' Advisory expert, Becky Spratford is here to help. Using examples from her library and others, Becky will share her tricks and tips for navigating this key service issue without sacrificing your core services. Although she will not recommend or evaluate specific social media platforms, Becky will leave you with an overall philosophy and key strategies that can be easily implemented at your library across a variety of platforms.

Becky Spratford is a Readers' Advisor in Illinois specializing in serving patrons ages 13 and up. She trains library staff all over the world on how to match books with readers through the local public library. She runs the critically acclaimed RA training blog *RA For All*, and is on the Steering Committee of the Adult Reading Round Table. She is under contract to provide content for EBSCO's *Novelist* database and writes reviews for *Booklist*. Becky is also known for her work with horror readers as the author of *The Reader's Advisory Guide to Horror*, Second Edition [ALA Editions, 2012] and is a proud member of the Horror Writers Association, who are honoring her as a special guest of honor at StokerCon 2017 for her contribution to the genre. You can follow Becky on Twitter @RAforAll.

11:10am – 12:20pm: JoAnn Roselli - *What's a Lexile?*

Working in public libraries can be a very different experience from being in a school environment. School libraries tend to be geared towards the curriculum and focused on age-based reading. How can we, as public librarians focusing on the community as a whole, supplement what school libraries already do? Enter JoAnn Roselli, a K-5 Reading coach at two MA elementary schools. JoAnn is coming to speak to us about what Lexile levels are and how we can help children find books appropriate for their determined Lexile. JoAnn is dedicated to getting all kids passionate about reading, and having them start at a level they are comfortable with can be the key.

JoAnn Roselli is the K-5 Reading Coach for both Franklin Avenue and Russell Elementary schools in western Massachusetts. As the Reading Coach, JoAnn is responsible for diagnostic testing on students, creating materials to target certain reading skills, running in-house data meetings for teachers to analyze their class test scores, conducting classroom and individual student observations, as well as attending IEP meetings and trainings for core and intervention reading programs.

In her 26 years of teaching, with 9 of those years in her current position, JoAnn has earned multiple degrees including a BS in Early Childhood Education, Certification in Elementary Education, a Masters in Reading, and a CAGS (Certificate of Advanced Graduate Studies) in ESL.

12:20pm – 1:05pm: Lunch & Networking

1:10pm – 2:05pm: Deb Taylor - *Weaving a Tapestry of Diversity in Reader's Advisory*

This inclusive thematic talk will focus on titles that will engage all readers and that reflect the rich diversity in literature for young people. The talk will include both fiction and nonfiction with a wide range of subjects and genres.

Deborah Taylor is currently Coordinator of School and Student Services for the Enoch Pratt Free Library. She has chaired and served on many ALA committees, including the 2015 Sibert Award for Outstanding Informational Books for Children, Coretta Scott King Book Awards and the Newbery Award. She was named the 2015 recipient of the Coretta Scott King/Virginia Hamilton Award for

Lifetime Achievement. Ms. Taylor is an adjunct professor teaching young adult literature at the University of Maryland, College of Information Studies.

2:10pm - 3:45pm: Ignite Sessions