

**NLA C&U Professional Development Grant Report**  
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**Brick and Click: An Academic Conference 2019**

Attending the November 1, 2019, Brick and Click conference allowed me to delve deeper into the areas of outreach and connecting with patrons outside the classroom or reference desk. The [Brick & Click Library conference](#) has established itself as a strong academic conference in the Midwestern region for nearly twenty years, and the presentations have practical takeaways for librarians to implement in their own institutions. In particular, I attended an outstanding session that has already helped me improve the work I do as the STEM and Business librarian for the University of Nebraska at Omaha. In “Display and Exhibit Design: Maximizing Existing Spaces for Outreach and Stakeholder Engagement” the presenter shared how to create engaging displays that promote a library’s collections and services. In addition to planning, adapting, and installing displays, she talked about how we can also use these spaces to promote services the library offers. So often I think only about timely themes for books we have in the collection that are either new or tie in with an event, such as elections or popular upcoming movies. I have already started thinking about how our databases and research “office hours” could also be included in the display. It would be easy to include a sign or card to promote our relevant electronic resources or to provide a contact point with the subject librarian for the person seeking more information on the topic. I will admit I was disappointed with this session as it was billed as “hands-on as attendees will get to make an exhibit design for a hybrid print and digital exhibit space while thinking about ways these principles can be adapted to their home libraries.” I had specifically selected this session ahead of time to get some exposure in this area, but we did not do this activity. Instead, we did a think-pair-share with our neighbors about ways we could highlight “hidden gems” of our library such as little-known archive pieces or rotate a display with special collection books.

The small size of the conference attendance provides many informal opportunities to network and build relationships with librarians from Iowa, Kansas, and Missouri as well as the surrounding states. I met some great librarians from the East Coast at the breakfast meeting who work in 24-hour libraries, and they shared some insight into the planning and security aspects of what it takes to run a library all day, every day. They ended up coming to my presentation titled “[Using Data Visualization to Analyze Topic Development by Business Communication Students in a One-Shot Setting](#)” later on in the day. This presentation focused on the use of data visualization for library assessment, data analysis of more than 1,000 student worksheets, and emergent topic themes, such as connections between topics and keywords. There were about 25 people at my session, which was a great turnout, and I shared the brainstorming worksheet, changes I had made to my curriculum, and ways instructors might use this in their own classrooms. There seem to be many folks interested in data visualization in libraries (even though I could not answer their specific questions since my co-presenter was absent) so this may show up as an emerging topic at Brick and Click next year. I think it would be a great topic at the Nebraska Library Association conference!

I would like to thank the College and University Section of the Nebraska Library Association for the opportunity to travel to this conference. As you can see, it has already had practical application in our library and will continue to make an impact on patron outreach on campus.