



Image "Skiing at Mt. Norquay" from Provincial Archives of Alberta

PROJECT

CREATING OPPORTUNITIES THROUGH (PURPOSEFUL) SELF-PROMOTION

DATE

4 FEBRUARY 2017

CLIENT

RECHARGE PERSONAL BRANDING SUMMIT

Hi, I'm Amy Koester.

- Youth & Family Program Supervisor at Skokie Public Library
- Professional librarian since May 2011
- Blogger & board member for professional organizations
- Presentations, articles, & book chapters on my CV

**WHAT WE
TALK ABOUT WHEN
WE TALK ABOUT
OPPORTUNITY**



Image "Crevasse formation in Illecillewaet Glacier, Selkirk Mountains (LOC)" from Library of Congress

**WHAT WE SHOULD
TALK ABOUT WHEN
WE TALK ABOUT
OPPORTUNITY**

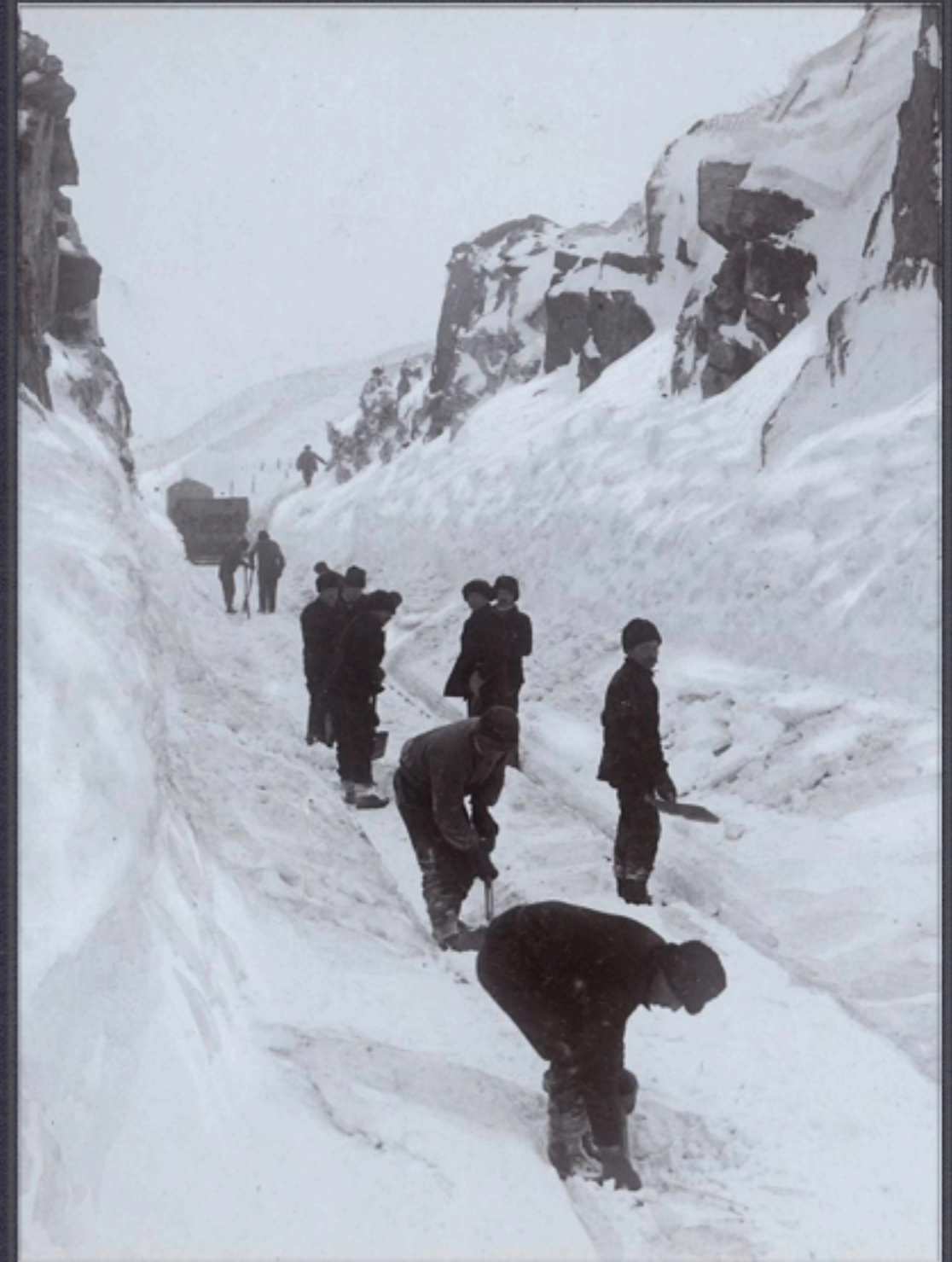


Image "Snöröjning av järnvägsräls" from Tekniska museet CC BY 2.0

WHAT'S IN YOUR KIT

- UP-TO-DATE WEB PRESENCE
- UP-TO-DATE(-ISH) HEADSHOT
- DEMONSTRATED WORK PORTFOLIO

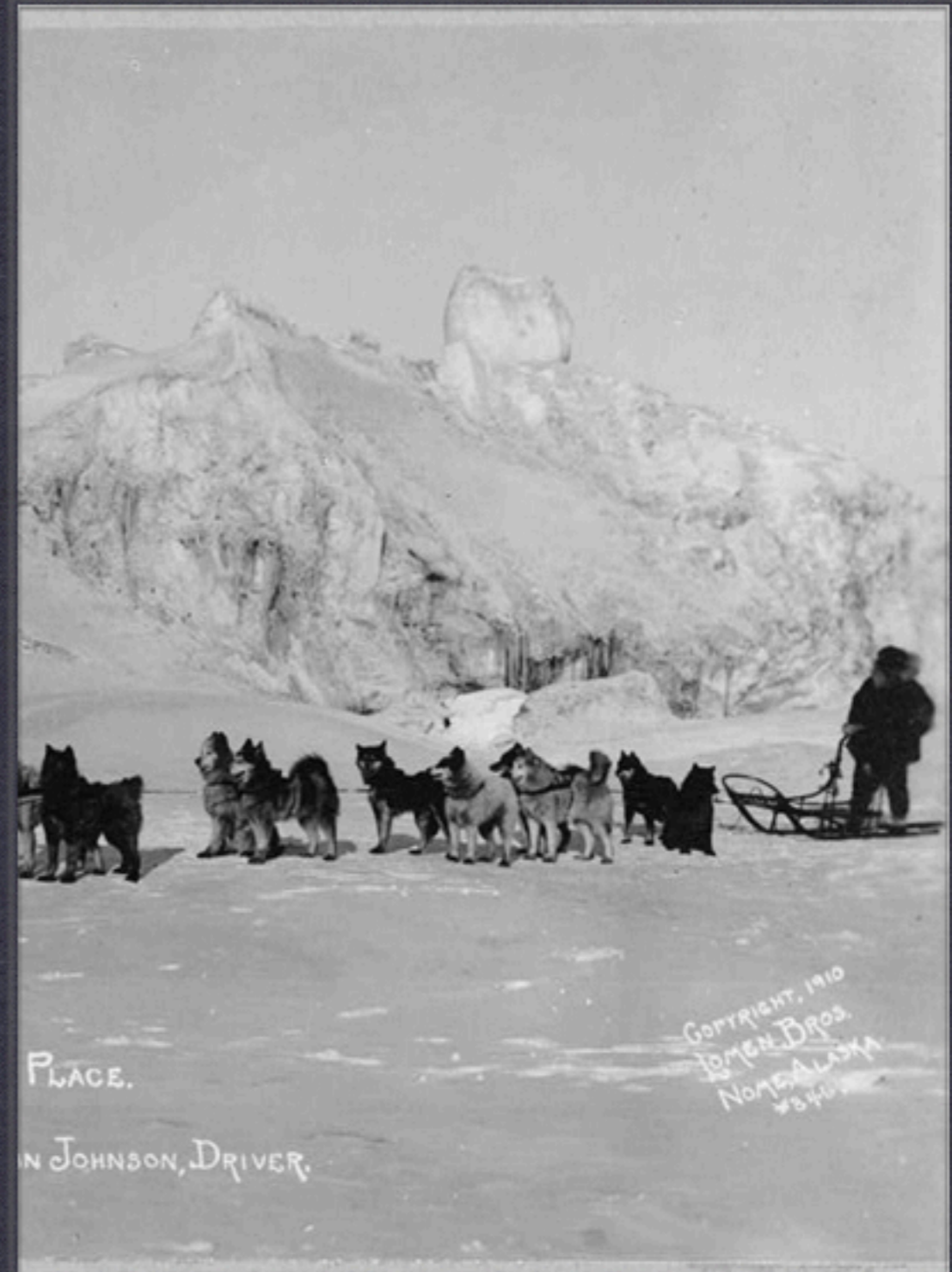


Image "Col. Ramsay's entry, winning dog sled team of the 3rd All Alaska Sweepstakes, John Johnson, driver (LOC)" from Library of Congress

PUT IN THE TIME.

- CRAFT YOUR PROXY
RESOURCES



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Image "Man with ice pick on snow field, probably Mount Rainier, n.d." from IMLS Digital Collections & Content CC BY 2.0

The Show Me Librarian

The Blog

About Me

Review Policy

All Things STEAM

Sunday, December 4, 2016

In the Civic Lab: Let's Talk About Standing

When we started the [Civic Lab](#) at the end of this past summer, we knew one of our main goals would be to engage our community in conversations around current events and issues in a landscape with disappearing local news sources. Like many libraries and other institutions, access to information, we've felt this particular goal explode in importance over the past year. Rather, it was always important; the past few weeks simply cast the need in a more urgent light. At that end, many of our staff are scouring news and current events to think about topics that our community can discuss and learn.

This past week, we focused on Standing Rock.

This pop-up of the Civic Lab had a simple statement to bring people to the space: Let's talk about Standing Rock. I worked with a coworker (who is a bookmobile librarian and a philosophy professor) who had gone out to Standing Rock in early November; with lots of input from his experience, research, and resources, we determined that our pop-up would explore three core questions:



ARTISTS

WRITERS

PERFORMING ARTS

ESSAYS

LIBRARIES

CO

FOR LIBRARIANS

Show Me STEAM: Coffee Filter Camo

by LIBRARYASINCUBATORPROJECT on Jun 18, 2014 · 7:30 am

Guest blogger Amy Koester of [The Show Me Librarian](#) blog returns with her monthly series! This time she's on weaving STEM principles and concepts into the arts & crafts programs youth services librarians are doing. We just love these program ideas, and I think you will too! ~Katie

by Amy Koester

It seems whenever I open our children's craft cabinet, a coffee filter or two falls down at my feet. I've had them around for plenty of activities, and they immediately sprung to mind when I saw [this octopus video](#). "Camouflage program!" Who knows why my brain went from octopus camouflage to coffee filters, but it seems to be a pretty successful non sequitur.



Camouflage!

Intended for school-age audiences

The arts and crafts aspect:

Grab a stack of coffee filters; any size and shape will work. Give children washable markers and let them color.

SHARE YOUR IDEAS (A.K.A. BLOGGING)

CREATE YOUR OWN, WRITE FOR SOMEONE ELSE'S, ETC.

Amy Koester

Public Librarian with a focus on youth birth through grade 5

[ABOUT](#)[CONTACT](#)[PRESENTATIONS](#)[PRESS](#)[PUBLICATIONS](#)[SERVICE](#)[TEACHING](#)[WORK & EDUCATION](#)

About



My name is Amy Koester, and I am a public librarian.

I am currently Youth & Family Program Supervisor at [Skokie Public Library](#), where I coordinate a range of programs for kids and their families as well as manage juvenile fiction collections. I also supervise our three part-time program assistants who support programs for all ages. I strive to collaborate to offer services that allow all children to engage with the world and develop their personal interests.

I love being a part of the youth services community, and I share many programs and ideas at [The Show Me Librarian](#). Major topics on which I have blogged, presented, and published include STEAM, media mentorship, and developmentally appropriate programming. I am actively involved in ALSC; I currently serve as the New to ALSC Board Member. I am a board member of the youth services section of LACONI, a training and networking association in northern Illinois, and I am a member of the advisory council for the Our Voices initiative.

PRESENTATIONS

- [2013 Presentations](#) (7)
- [2014 Presentations](#) (19)
- [2015 Presentations](#) (20)
- [2016 Presentations](#) (8)
- [2017 Presentations](#) (2)

CREATE AN ONLINE RESUME

WORDPRESS, SQUARESPACE, LINKEDIN, ETC.



Amy Koester



Edit profile

51 SlideShares
50 Followers
0 Clipboards

Lake Saint Louis, Missouri, United States

Youth & Family Program Coordinator

Education

showmelibrarian.blogspot.com

I am a youth librarian with experience in multiple public library settings. I program for and work with youths from birth through grade 5 and their families, and I manage collections for children, tweens, and teens. I am chair of the ALSC Public Awareness Committee.

Twitter LinkedIn

Followers (50)



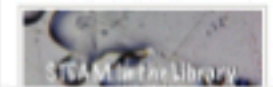
Amy Koester

Embed

PLANNING & EVALUATING PROGRAMS & SERVICES FOR YOUTH

wild WISCONSIN WINTER WEB CONFERENCE 2017

Presentations 47



Documents 4

Infographics 0

Videos 0

Planning & Evaluating Programs & Services for Youth 17

SHARE YOUR PRESENTATIONS

SLIDESHARE.NET

PUT IN THE TIME. REALLY.

- CRAFT YOUR PROXY
RESOURCES
- NETWORK—IN PERSON &
ONLINE
-



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Image "Man with ice pick on snow field, probably Mount Rainier, n.d." from IMLS Digital Collections & Content CC BY 2.0

Join an association, a
committee, a meetup...

Have conversations on
Twitter, Facebook, Tumblr...

PUT IN THE TIME. REALLY. LOTS OF TIME.

- CRAFT YOUR PROXY RESOURCES
- NETWORK—IN PERSON & ONLINE
- ATTEND & PRESENT AT CONFERENCES



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Take it from the experts

- ✿ Bobbi L. Newman, “How to Get Invited to Speak - Work, Pay Up, Represent”


LIBRARIAN BY DAY ABOUT SPE

Blog of Bobbi L. Newman, geek librarian

HOW TO GET INVITED TO SPEAK – WORK, PAY UP, REPRESENT

January 14, 2013 · by Bobbi Newman · in Presentations · 14 Comments

Yesterday two blog posts were making the rounds came to my attention. The first I saw was by Andromeda Yelton, which is a response to Julie. Andromeda offers some **great advice on how to get the attention of people looking for speakers** in response to Julie's heartfelt post about **wanting to speak**. Both are worthwhile – go read them, I'll wait.



I started a response on Julie's blog and quickly realized it was too long to be a comment and might be of interest to my readers (if I still have any). So here are my thoughts to Julie.

Before we get started I want to remind you that there are many kinds of libraries out there and in some libraries it is ok to blog, tweet, talk, and/or present about the work you are doing in your library. But, unfortunately, in other libraries it is not. Or it is not without submitting your entire presentation and the text of your talk (which you must not deviate from) to HR, PR, or marketing 6 months in

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- ✿ Andromeda Yelton, “how to get me to want you as a keynoter”


LIBRARIAN BY DAY ABOUT SPE

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andromeda yelton
across divided networks

[HOME](#) [ABOUT](#) [LITA](#) [RESUME](#) [TALKS](#)

how to get me to want you as a keynoter

JANUARY 13, 2013 · ANDROMEDA

All of the Twitters pointed me today to this [Hi Miss Julie! post](#) on who does and doesn't get attention in librarianship and why. (It's good; go read it.) The bit that jumped out at me:

“ I want people to listen to what I have to say. I want to be offered speaking engagements, to have a larger platform to discuss my ideas of how to better librarianship, to be valued....So next time you need a keynote speaker, perhaps consider one of us librarians who spend most of our time on the floor—often literally. Our subject matter might not be

TOP TIPS



Image "Mt. Fox and Mt. Dawson from Asulkan Pass, Selkirk Mountains (LOC)" from Library of Congress

TOP TIPS

1. CONSIDER YOUR GOALS.



Image "Mt. Fox and Mt. Dawson from Asulkan Pass, Selkirk Mountains (LOC)" from Library of Congress

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2. WEB PRESENCE IS VITAL.



Image "Mt. Fox and Mt. Dawson from Asulkan Pass, Selkirk Mountains (LOC)" from Library of Congress

TOP TIPS

1. CONSIDER YOUR GOALS.
2. WEB PRESENCE IS VITAL.
3. PACE YOURSELF.



Image "Mt. Fox and Mt. Dawson from Asulkan Pass, Selkirk Mountains (LOC)" from Library of Congress

TOP TIPS

1. CONSIDER YOUR GOALS.
2. WEB PRESENCE IS VITAL.
3. PACE YOURSELF.
4. DO GOOD WORK.



Image "Mt. Fox and Mt. Dawson from Asulkan Pass, Selkirk Mountains (LOC)" from Library of Congress

TOP TIPS

1. CONSIDER YOUR GOALS.
2. WEB PRESENCE IS VITAL.
3. PACE YOURSELF.
4. DO GOOD WORK.
5. SAY “THANK YOU” A LOT.



Image "Mt. Fox and Mt. Dawson from Asulkan Pass, Selkirk Mountains (LOC)" from Library of Congress



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Image "Man entering snow tunnel near north fork of Bridge Creek, Chelan County, ca. 1910" from IMLS Digital Collections & Content CC BY 2.0

THANK YOU!

AMY.E.KOESTER@GMAIL.COM | [@AMYEILEENK](https://www.instagram.com/AMYEILEENK)