

# MIDWINTER CONFERENCE

## REDEFINING LIBRARY CULTURE

February 27, 2026

9 am - 1 pm

Ossining Public Library

53 Croton Avenue

Ossining, NY



### KEYNOTE SPEAKER

## MARK AARON POLGER

Associate Professor and  
Coordinator of Library  
Outreach at the College of  
Staten Island, (CUNY).

Polger's research interests  
include library marketing,  
outreach, and user  
experience (UX) design.

Mark is the author of 3  
books; *Engaging Diverse  
Learners: Teaching  
Strategies for Academic  
Librarians*, *Library Marketing  
Basics*, and *Library Signage  
and Wayfinding Design*.

### ***Intentional Outreach: Connection, Collaboration, and Community***

Intentional Outreach is being mindful, selective, and deliberate in your promotional efforts. Being intentional improves efficiency and productivity, ensuring that promotional efforts are being addressed to the different user groups at your library. Lastly, the presenter will discuss how market research represents the driving force that informs your decision making in all your outreach activities.

#### *Meet with presenters:*

- *Westchester County Legislative Leaders*
- *Disconnect 2 Reconnect (D2R) with Janet Donat, MEd., WLS Outreach Specialist*
- *Catherine Graybosch, Representative for School Libraries in Westchester, talk about "Portrait of a Graduate"*

**\$20 for Members/\$30 for non-members  
(includes light breakfast)**

**Click [here](#) to register or go to**

**<https://www.westchesterlibraryassociation.org/mid-winter-conference/>**