October 25–27, 2010
Monterey Conference Center
Portola Hotel & Spa | Monterey Marriott
Monterey, California

2010 CONFERENCE THEME—
Insights, Imagination, & Info Pros: Adding Value

INTERNET@SCHOOLS
West
October 25–26

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www.infotoday.com/il2010
FREE CYBERTOURS!
Our popular information-rich cybertours are featured in the Exhibit Hall on Tuesday and Wednesday! A wide range of topics includes QR Codes, virtual reference, Gov 2.0 and more.

INTERACTIVE NETWORKING EVENTS!
SATURDAY, OCTOBER 23  •  9:30 a.m. – 12:30 p.m.
Library Camp Monterey@Monterey Public Library
FACILITATOR: Amy Buckland, E-Scholarship, E-Publishing, & Digitization Coordinator, McGill University Library
Join us at the Monterey Public Library for an interactive discussion about using insights and imagination as info pros to add value in our communities. We’ll talk about people, technology, and libraries, so bring your war stories and your questions and be prepared to share—this is definitely not a “sage on the stage” event. (PowerPoints are forbidden!) This unstructured conversation may range from web presence to user experience to info commons to everything in between that affects all types of libraries.

SUNDAY, OCTOBER 24  •  5:30 p.m. – 7:30 p.m.
Gaming & Gadgets Petting Zoo
With new areas for iPads, ebook readers, & smartphones!
Join our gamers and gadget lovers for an evening of fun and playing. Bring your latest games and gadgets and try out each other’s. See if you are a guitar hero, winning Wii bowler/golfer, or rank as a dancing DDR expert. Led by gamer/gadget gurus Aaron Schmidt, Jenny Levine, and Erik Boekesteijn, this evening is filled with fun, networking, and of course, learning and laughing. Meet Scott Nicholson, author of Everyone Plays Games at the Library. Get him to sign your book, and try out the games he is featuring. Bring your latest gadgets (iPad, Android, etc.) and share your experiences with colleagues. Refreshments included.

Opening Reception
Information Today Inc. invites all conference registrants and exhibitors to a special Exhibit Hall opening reception on Monday, October 25 from 5:00 – 6:30 p.m. This is a great time to gather with fellow Internet Librarians and suppliers, renew acquaintances, meet new colleagues, sample tasty goodies, and check out the latest products and services in a relaxed atmosphere.

Informal Dine Arounds
Plan dinner with your colleagues. Please check the board in the conference registration area for details.

CONFERENCE BLOG & TAGS
Watch for news and updates during the conference in the Internet Librarian Conference Blog at www.libconf.com. Visit the blog for tips, networking opportunities, and information to make your stay in Monterey pleasant and productive. The social media “tags” for this year’s event: Internet Librarian is #intlib10 and Internet@Schools West is #i@sw2010.

ORGANIZING AND REVIEW COMMITTEE

Stephen Abram  ➤  Gale Cengage Learning  
Darlene Fichter  ➤  University of Saskatchewan  
Megan Fox  ➤  Jobs for the Future  
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Barbara Quint  ➤  Editor-in-Chief, Searcher  
Donna Scheeder  ➤  CRS, Library of Congress  
Aaron Schmidt  ➤  DC Public Library  
Jeff Wisniewski  ➤  University of Pittsburgh
INTERNET CAFE
Visit the Internet Cafe in the Exhibit Hall during regular exhibit hours to check your email.

EXHIBIT HOURS
Monday, October 25 ............................. 5:00 p.m. – 6:30 p.m.
Tuesday, October 26 ............................ 9:45 a.m. – 3:30 p.m.
Wednesday, October 27 ......................... 9:45 a.m. – 1:30 p.m.

TUESDAY EVENING SESSION
Rip Van Winkle’s Libraries in 2510!  7:30 p.m. – 9:00 p.m.
Ernie Ingles, University of Alberta
Erik Boekesteijn, & Jaap van de Geer, DOK Library Concept Center
Stephen Abram, Gale Cengage Learning
Where are libraries going, not just in 3–5 years, but in 500 years? Join our visionary panel, hear their insights, then stretch your imagination to see if you can predict what info pros will be doing in 500 years, what new and exciting tools we’ll be using, programs and services we’ll be pursuing, relationships we’ll be building, and lots more. Check out the interview that sparked this program (http://www.vimeo.com/11440203).

MOBILE FUN & GAMES
To complement our focus on all things mobile this year at Internet Librarian 2010, we have a few games planned so that you can become “mayor” of several conference venues on Foursquare, check where colleagues are hanging out, and more! For more info on Foursquare, check out session C103 on Location-based Social Networks and Library Applications. We have also planned a QR code scavenger hunt as well as ways you can use QR codes. If you don’t know what a QR code is or what it’s value could be, check out the Tuesday mornings first cybertour. For more info on our games, see the information in the conference registration area, at the Games & Gadgets Sunday evening event, and at www.infotoday.com/il2010.

CONFERENCE PRESENTATIONS & CD-ROMS
Copies of the speaker slides are available for downloading from the conference website http://www.infotoday.com/il2010/Presentations.asp. Username/Password: il2010/il2010
Sessions are being recorded and are for sale at the conference. If you don’t want to miss a thing, order your CD-ROM at a special attendee savings by visiting the Digital Record table located in the registration area for more information, or their website at www.digitalrecord.org.

LEARNING PARTNER
Information Today, Inc. would like to thank the Special Libraries Association for its support of Internet Librarian 2010.

PROGRAM CHAIR
Jane I. Dysart  Dysart & Jones Associates

KEYNOTE PRESENTATIONS
MONDAY  8:45 a.m. – 9:45 a.m.
Adding Value to Your Community
Patricia Martin, CEO, Litlamp Communications, & Author, Renaissance Generation: The Rise of the Cultural Consumer and What It Means to Your Business

TUESDAY  9:00 a.m. – 9:45 a.m.
Adding Value: CIO Insights
Mike Ridley, CIO & Chief Librarian, University of Guelph
Donna Scheeder, Deputy CIO, Congressional Research Service, Library of Congress
Chris Tonjes, CIO, District of Columbia Public Library

WEDNESDAY  9:00 a.m. – 9:45 a.m.
Planning & Designing for Attention
Jody Turner, Trend & Innovation Specialist, Founder, Culture of Future

WEDNESDAY  3:45 p.m. – 4:30 p.m.
Adding Value Through Visualization
Elizabeth Lane Lawley, Director, RIT Lab for Social Computing, Rochester Institute of Technology

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## GENERAL CONFERENCE  
**TUESDAY, OCTOBER 26**

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| 9:00 a.m.  | OPENING KEYNOTE  
Adding Value to Your Community                                           | San Carlos Ballroom (Marriott)                |
| 9:45 a.m.  | ADDING VALUE TO YOUR COMMUNITY                                          |                                               |
| 10:45 a.m. | COFFEE BREAK  
A Chance to Visit the Exhibits                                          |                                               |
| 10:45 a.m. | TRACK A  
DeAnza I & II (Portola)  
Innovation, Risk, & Failure                                                   |                                               |
| 11:00 a.m. | TRACK B  
San Carlos Ballroom (Marriott)  
User Experience                                                                |                                               |
| 11:15 a.m. | TRACK C  
DeAnza I & II (Portola)  
Content Management                                                              |                                               |
| 11:30 a.m. | TRACK D  
Steinbeck Forum (Conference Center)  
Digital Services                                                                 |                                               |
| 11:30 a.m. | LUNCH BREAK  
A Chance to Visit the Exhibits                                             |                                               |
| 12:15 p.m. | NETWORKING BREAK  
A Chance to Visit the Exhibits                                              |                                               |
| 1:00 p.m.  | TRACK A  
DeAnza I & II (Portola)  
Fail! Lend! Share!                                                              |                                               |
| 1:15 p.m.  | TRACK B  
San Carlos Ballroom (Marriott)  
User-Centered Website Design                                                    |                                               |
| 1:30 p.m.  | TRACK C  
DeAnza I & II (Portola)  
Personal Content Management                                                      |                                               |
| 1:45 p.m.  | TRACK D  
Steinbeck Forum (Conference Center)  
Cloud Computing’s Impact on Services                                            |                                               |
| 2:30 p.m.  | TRACK A  
DeAnza I & II (Portola)  
Learning From Failure                                                             |                                               |
| 2:45 p.m.  | TRACK B  
San Carlos Ballroom (Marriott)  
Customer Analysis: Developing Patron Personas                                     |                                               |
| 3:00 p.m.  | TRACK C  
DeAnza I & II (Portola)  
Cloud Computing Trend Watch for Libraries                                           |                                               |
| 3:15 p.m.  | TRACK D  
Steinbeck Forum (Conference Center)  
Innovation, iPhones, & Paging!                                                  |                                               |
| 4:00 p.m.  | TRACK A  
DeAnza I & II (Portola)  
Failcamp                                                                        |                                               |
| 4:15 p.m.  | TRACK B  
San Carlos Ballroom (Marriott)  
Applying User Experience (UX) Design                                              |                                               |
| 4:30 p.m.  | TRACK C  
DeAnza I & II (Portola)  
Think Mobile: Ebook Collections                                                  |                                               |
| 5:15 p.m.  | TRACK D  
Steinbeck Forum (Conference Center)  
Designing New Information Streams                                               |                                               |
| 6:00 p.m.  | TUESDAY EVENING SESSION  
Rip Van Winkle’s Libraries in 2510!                                            |                                               |
| 6:30 p.m.  | TUESDAY EVENING SESSION  
Ernie Ingles, Erik Boekesteijn, Jaap Van de Geer, & Stephen Abram            |                                               |

## GENERAL CONFERENCE  
**WEDNESDAY, OCTOBER 27**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Venue</th>
</tr>
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</table>
| 9:00 a.m.  | OPENING KEYNOTE  
Adding Value to Your Community                                           |                                               |
| 9:45 a.m.  | ADDING VALUE TO YOUR COMMUNITY                                          |                                               |
| 10:45 a.m. | COFFEE BREAK  
A Chance to Visit the Exhibits                                          |                                               |
| 10:45 a.m. | TRACK A  
DeAnza III (Portola)  
Engaging Customers & Communities                                          |                                               |
| 11:00 a.m. | TRACK B  
San Carlos Ballroom (Marriott)  
Cool Tools                                                                    |                                               |
| 11:15 a.m. | TRACK C  
DeAnza III (Portola)  
Enterprise Trends & Practices                                                  |                                               |
| 11:30 a.m. | TRACK D  
Steinbeck Forum (Conference Center)  
Planning & Managing                                                            |                                               |
| 11:30 a.m. | LUNCH RECEPTION  
In the Exhibit Hall                                                          |                                               |
| 12:15 p.m. | NETWORKING BREAK  
A Chance to Visit the Exhibits                                              |                                               |
| 1:00 p.m.  | TRACK A  
DeAnza III (Portola)  
Creating Partnerships That Engage Your Community                           |                                               |
| 1:15 p.m.  | TRACK B  
San Carlos Ballroom (Marriott)  
Cool Tools for Webmasters                                                       |                                               |
| 1:30 p.m.  | TRACK C  
DeAnza III (Portola)  
Using Social Computing Tools to Build Customer Relationships               |                                               |
| 1:45 p.m.  | TRACK D  
Steinbeck Forum (Conference Center)  
Tools & Strategies for Building Web Archives                                   |                                               |
| 2:30 p.m.  | TRACK A  
DeAnza III (Portola)  
Engaging Customers With Twitter                                               |                                               |
| 2:45 p.m.  | TRACK B  
San Carlos Ballroom (Marriott)  
Internet Tools & Services to Enhance Learning & Inspire Participation      |                                               |
| 3:00 p.m.  | TRACK C  
DeAnza III (Portola)  
Value-Added Research                                                            |                                               |
| 3:15 p.m.  | TRACK D  
Steinbeck Forum (Conference Center)  
Getting to Yes With Decision-Makers                                             |                                               |
| 4:00 p.m.  | TRACK A  
DeAnza III (Portola)  
Engaging Evangelists & External Advocates for Library Support               |                                               |
| 4:15 p.m.  | TRACK B  
San Carlos Ballroom (Marriott)  
Best Free Web Stuff for Broke Libraries                                       |                                               |
| 4:30 p.m.  | TRACK C  
DeAnza III (Portola)  
Developing Critical Thinking Skills for Research                             |                                               |
| 5:15 p.m.  | TRACK D  
Steinbeck Forum (Conference Center)  
SPLAT: Spreading Innovation & Ideas                                            |                                               |

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**Monday, October 25**

- 8:45 a.m. - 9:45 a.m. OPENING KEYNOTE  
  Adding Value to Your Community
- 10:15 a.m. - 11:00 a.m. S101: WordPress Websites: They’re Not Just for Blogging!
- 11:15 a.m. - 12:00 p.m. S102: Marketing Strategies for Your Library—Create a Brand and Control Your Image
- 2:30 p.m. - 3:00 p.m. S104: Kids Doing Research Right
- 3:15 p.m. - 4:00 p.m. S105: Rebuilding Context: Reinventing Electronic Information Discovery
- 4:15 p.m. - 5:00 p.m. S106: What Do Kids Really Know About Technology

**Tuesday, October 26**

- 9:00 a.m. - 9:45 a.m. KEYNOTE  
  Adding Value to Your Community
- 10:30 a.m. - 11:15 a.m. S201: Cyber Savvy—Providing Effective Internet Safety Education
- 11:30 a.m. - 12:15 p.m. S202: Mind Your P’s and Q’s—Etiquette for the Digital Age
- 1:30 p.m. - 2:30 p.m. S203: Crowdsourcing Your Library Challenges
- 3:30 p.m. - 4:15 p.m. S204: The Collaboration Puzzle: No Piece Left Behind
- 4:30 p.m. - 5:15 p.m. S205: Diigo—Your Outboard Brain
**PRECONFERENCE WORKSHOPS**  Saturday, October 23

**SPECIAL SATURDAY AM PROGRAM**

**Library Camp Monterey**

9:30 a.m. – 12:30 p.m.  
**Amy Buckland**, Web Services Librarian, University of Pittsburgh

Join us at the Monterey Public Library for an interactive discussion about using insights and imagination as info pros to add value in our communities. We’ll talk about people, technology, and libraries, so bring your war stories and your questions and be prepared to share—this is definitely not a “sage on the stage” event. [PowerPoints are forbidden!] This unstructured conversation may range from web presence to user experience to info commons to everything in between that affects all types of libraries.

**W1 ▶ Writing for the Wired Web**  
1:30 p.m. – 4:30 p.m.  
**Jeff Wisniewski**, Web Services Librarian, University of Pittsburgh

Even with all the podcasts, videos, and Flash tutorials in the world, great library websites need great written content, and writing for the web provides unique opportunities and challenges. Learn to tailor your material to the medium by finding out what usability studies reveal about how people actually read online. This interactive workshop is a must for library website content contributors and webmasters who want to improve their sites and online writing style. It covers what research findings show about formatting content, writing style, typography, and layout for the web. Practice critiquing and revising sample library webpages, and get new insights.

**W2 ▶ Technology Planning for Libraries**  
1:30 p.m. – 4:30 p.m.  
**Michael Sauers**, Technology Innovation Librarian & **Christa Burns**, Special Projects Librarian, Nebraska Library Commission

With more than 25 years of technology training for librarians between them, Sauers and Burns take you through the ins and outs of technology planning for your library. Topics include not only the whys of technology planning but also the how—from formulating your library’s technology goals to technologies you should be planning for now. By the end of this workshop, attendees will be prepared to return to their libraries and get the process going in this world of ever-changing tech.

**W3 ▶ Designing Mobile Experiences**  
1:30 p.m. – 4:30 p.m.  
**Jason Clark**, Head of Digital Access & Web Services, Montana State University Libraries

Continuous access to information is a near reality. Smartphone and mobile devices are the tools that make it all possible. Providing content to these tools and devices presents interesting design and development challenges. Lost connections, limited battery power, smaller screens, touch interfaces—these factors create a new way of thinking about web development and design. This workshop looks at trends in mobile interfaces, mobile sites vs. mobile apps, emerging conventions for mobile design, best practices for mobile development, wizards, tools and code templates for mobile site development. Come learn how to start creating mobile sites at your library.

**W4 ▶ Using E-Tools to Promote Effective Use of E-Resources**  
1:30 p.m. – 4:30 p.m.  
**Barbie E. Keiser**, President, Barbie E. Keiser, Inc.

Are we using the same methods to promote e-resources as we did in the past for print materials? Is there a better way to assure that our clients are aware of the e-resources available and are able to make the most of these products? This workshop guides participants through the process of developing realistic and flexible marketing strategies for e-resources utilizing Web 2.0 technologies and 21st-century approaches. It helps library staffs create a comprehensive plan of action designed to meet the needs of any library. Keiser includes discussions on mixing and matching marketing techniques to achieve desired objectives and raising awareness concerning new products and services.

**W5 ▶ WordPress for Libraries: Blog, CMS, Social Network**  
1:30 p.m. – 4:30 p.m.  
**Kyle Jones**, Ph.D. Student, University of Wisconsin-Madison  
**Polly-Alida Farrington**, Library Technology Consultant & Trainer, PA Farrington Associates

At its core, WordPress is a terrific blogging system—it’s where its roots are. But as WordPress has matured, it’s grown into an excellent choice for a content management system (CMS). WordPress should be a CMS option for any library looking for a dynamic online presence that makes it easy to create and publish content. With a bit of creative tweaking, WordPress is also a wonderful choice for larger, more complex sites and projects, such as learning management systems, social networks, digital archives, and even an interface for a library catalog. Topics include practical plug-ins, podcasting, theming, content types, social networking integration, site analytics, security, optimization, and much more.

**W6 ▶ Managing the Info Pipeline: Evaluating & Implementing New Tools**  
1:30 p.m. – 4:30 p.m.  
**Bobbi Newman**, Digital Branch Manager, Chattahoochee Valley Libraries  
**Tom Ipri**, Head, Media & Computer Services, University of Nevada, Las Vegas

The social web has created new ways to branch out and connect with other people. This can be empowering, but the rapid change can also leave us feeling overwhelmed and lost in a field of information. How do some people find the time to swim in this rapid current with strong waves? In this interactive workshop, three social media divas provide solid suggestions and techniques for moving forward with small changes and building on what you already have and are doing. Speakers have tips and strategies to keep up and explore new tools to help you improve library services.

**W7 ▶ LibGuides/Campus Guides Interface Customization**  
1:30 p.m. – 4:30 p.m.  
**Kelly Sattler**, Digital Projects Librarian; **Jenny Brandon**, Web Designer/Reference Librarian; & **Christine Tobias**, Reference and Technology Librarian, Michigan State University Libraries

LibGuides is a hosted content management system for posting subject guides, course guides, information portals, etc., to the web. The basic LibGuides display options for colors and styles are limited. This workshop goes beyond the basic options, and will provide techniques for customizing the LibGuides interface by using CSS and adding custom headers and footers. Using these techniques, it is possible to customize the interface to create a unique look for your LibGuides site. CampusGuides is a similar product and will be used in a hands-on situation. It is expected that attendees have some experience with HTML and CSS.

**W8 ▶ Migrating to Drupal: Open Source Library Intranets**  
1:30 p.m. – 4:30 p.m.  
**Nina McHale**, Web Librarian, University of Colorado–Denver  
**Jason Battles**, Reference Librarian, University of Houston  
**Catherine Baird**, Marketing, Communications & Outreach Librarian, McMaster University  
**Rachel Vacek**, Web Services Coordinator, & **Paul Sharpe**, University of Houston

Intranets should provide quick and easy access to organizational information, whether in libraries or corporations. Moreover, the days of top-down communication and controlled internal messages are—or should be—behind us. Many libraries have been moving their intranet sites away from the traditional HTML design and toward content management systems, notably the open source product Drupal. In this interactive workshop by experienced web librarians, speakers provide accounts of migrating their libraries’ intranets into the Drupal content management system (CMS), sharing best practices and lessons learned.
If your library is working on technology plans, staffing plans, succession plans, or digital service plans, start with this workshop. Whether you work in a public, academic, school, or corporate library, it’s critical to consider the long-term implications of your library’s future, and to engage staff and stakeholders in those decisions before you design any other plans. Jones focuses on the critical elements of strategic planning, determining your strategic goals in days (not months!), and, most importantly, how to ensure these goals are implemented.

**Preconference Workshops**

**W9 | Searchers Academy: The Web, Social Media & Beyond**

9:00 a.m. – 12:00 p.m.

Mary Ellen Bates, Owner, Bates Information Services, Inc.

Greg Notess, Reference Librarian, Montana State University, & Publisher, Search Engine Showdown

Marcy Phelps, Phelps Research & President, Association of Independent Information Professionals (AIIPI)

Gary Price, Publisher, ResourceShelf

Chris Sherman, Executive Editor, Search Engine Land

Want to sharpen your web search skills? Find information in the real-time and collaborative web? Learn from the experts? Join search veterans, speakers, and authors to learn the latest strategies and techniques for searching online. This fast-paced, newly updated, day-long event allows you to interact with the experts, who share their searching secrets and expertise as they focus on the most-current practices in the field of web research. There’s always something new to be learned from these leading-edge panelists. Participants should have basic experience with web searching, but even searchers with an extensive searching background will find tips to polish and advance their skills and will come away with new resources and tools. Academy topics include the following:

- Hidden Tools & Features of the Major Search Engines: Learn about the new and little-known search features of the major search engines.
- Searching the Social Web: Learn about what’s new in searching in the collaborative web, real-time news monitoring, and data-mining the hive mind.
- Cost-Effective Searching: Online strategies/practices to get the most for your search dollar and your time.
- How to Search When You Don’t Have a Clue: Find out how to approach an entirely new area, and how to keep your client’s confidence.
- Subject Search Round-Up: Hear from experts on the specific tools and resources for searching in a variety of specialized topics.

**W10 | Web Managers Academy: Redesign 2.0**

9:00 a.m. – 4:30 p.m.

Darlene Fichter, Research Services Librarian, University of Saskatchewan

Jeff Waniewski, Web Services Librarian, University of Pittsburgh

Marshall Breeding, Director for Innovative Technologies and Research, Vanderbilt University & Author, Library Technology Guides

Frank Cervone, Vice Chancellor, Information Services, Purdue University Calumet

Does your library website need to move to the next level? Consider how to do a visual makeover, add social media tools, or new embedded services. Where do you start? What’s your strategy? See how other libraries are using content management systems (CMS), user-generated content, and database-driven content to provide customized and personalized user content. Explore how social software applications, including blogs, wikis, tagging, and RSS, fit into the mix. Learn how to analyze the strengths and weaknesses of your current site using analytic tools and usability studies. Pick up new usability methods that can help you test proposed revisions early so that the new design doesn’t just look better but also works better for users. Pack your toolbox and take home tips, tools, checklists, and new design techniques that you can immediately put to use. Learn about common pitfalls and success factors for library redesigns. Put what you learn into practice. By working in small groups, you will immediately apply what you learn throughout the day to an ongoing “extreme makeover of a library website.” Topics and exercises include the redesign process; practical project management; web content management systems; and usability, engagement, and participation.

**W11 | Transforming Planning Into Decisions & Action**

9:00 a.m. – 12:00 p.m.

Rebecca Jones, Dysart & Jones Associates

Planning has gotten a bad rap. Too often, libraries see strategic planning as a series of time-wasting meetings and flipcharts that result in a plan that’s rarely referred to and not implemented. It doesn’t have to be that way! Using an accelerated planning model, many successful libraries draft their plan quickly and with as much staff engagement as possible. Learn how to adapt this accelerated planning process for your library, and leave with a draft plan to discuss with your colleagues when you return to work.

**W12 | Videocasting Boot Camp**

9:00 a.m. – 12:00 p.m.

David W. Free, Editor-in-Chief, CSRL News, & Marketing & Communications Specialist, Association of College and Research Libraries (ACRL)

David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library

Michael Porter, Communications Manager, WebJunction

Why is video so much more engaging for clients? What is a video blog and why use one on your library’s website? This in-depth workshop, featuring experts in the field of library podcasting and videocasting, answers these questions and more. Come explore and discuss how libraries are using videocasts for outreach and learning through a variety of case studies, including tips on what types of content work best for different types of libraries. Detailed information on what to consider when planning for and implementing videocasting at your library are provided along with an up-close and personal look at a variety of creation tools. Join this active group of video experts and have a look at some cameras, focus on the process of videocasting, learn how much time is needed for lighting and storyboarding, and how to create a successful video for your purposes.

**W13 | Web Developer’s Boot Camp: Basic Programming Skills for Adding Value to Library Info**

9:00 a.m. – 12:00 p.m.

Jason Clark, Head of Digital Access & Web Services, Montana State University Libraries

Amanda Hollister, Web Design Consultant

Are you a solo web developer with an interest in learning basic web scripting? A newbie thrown into your library web programming role because nobody else raised their hand? Somebody with a little more experience but always looking to improve your programming skills? This workshop is for you. We’ll work through the basics of web programming, simple-to-use embedded code, and highlight resources to continue learning. Our emphasis will be on mashups and web services as a means to practice these skills. Featured topics include image mashups using JavaScript and Flickr; simple data visualization with the Google Charts API; search suggestions using the Yahoo! BOSS API; mapping data with Google Maps; learning how JavaScript (jQuery) and PHP work together to create advanced search mashups with the Worldcat API; widgets and gadgets that plug/play with Worldcat and other bibliographic services; wizards and tools to simplify mashup and programming processes including Yahoo! Pipes and Google Code Playground. Note: Attendees are encouraged to bring a laptop to play along with the examples and have a familiarity with HTML.

**W14 | Managing Online Personas**

9:00 a.m. – 12:00 p.m.

Jennifer Koerber, Acting Branch Manager, Boston Public Library

Michael Sauers, Technology Innovation Librarian, Nebraska Library Commission

In this age of social media information professionals know they need to be online, but how, and as whom? In this workshop, veteran library trainers and online social mavens Sauers and Koerber not only discuss the issues surrounding online personas but give you concrete advice and tips on how to present yourself and/or your institution online. Using examples from the business and library worlds, they explore what it means to keep a consistent identity using multiple social media tools, focusing on content and technical elements. They address best practices, ideas, and provide some guidance on the challenges and issues involved in keeping your online personal and professional lives separate (or not ...) as well as being a single voice representing a larger organization.
services to quickly create online tutorials for your users. Compare hosting options at Screencast.com, YouTube, Blip.TV, or Freescreencast. In addition to gathering proven tips, techniques, and tricks to quick screencast creation, see examples of advanced editing features such as call outs, transitions, zooming, and highlights. Bring your own laptop to check out sites that are discussed. Show and tell the easy way!

W19  Handheld Librarians’ Mobile Tech Tutorial
1:30 p.m. – 4:30 p.m.
Joe Murphy, Science Librarian, Coordinator, Instruction & Technology, Yale University
Chad Mairn, Information Services Librarian, St. Petersburg College
This interactive and hands-on workshop provides a complete overview of mobile technologies, discusses the concept of the mobile revolution, and shares the potential applications to libraries. This tailored learning experience includes expert guest speakers presenting ideas originally shared at the online Handheld Librarian conferences. The workshop outlines the major mobile technologies available for libraries and exact methods for applying them with strategies for success. It focuses on interactive discussions enhanced by the mobile tools themselves and features immersive hands-on learning and playing to deliver specific take-aways that attendees can immediately apply to their libraries. Bring your laptop/notebook/mobile device/tablet!

W20  HTML5 & CSS3: New Markup & Styles for the Emerging Web
1:30 p.m. – 4:30 p.m.
Jason Clark, Head of Digital Access & Web Services, Montana State University Libraries
HTML5 and CSS3 have been released and are changing the way web developers work with geolocation, native video, offline storage, semantic markup elements, canvases, drag and drop, opacity, gradients, and more. With wide support in mobile browsers and the latest browser releases from Google and Firefox, HTML5 and CSS3 are poised to be the new technologies to build the next version of the web. Clark, who builds digital library applications and sets digital content strategy, looks at some of the possibilities, trends, and enhancements that HTML5 and CSS3 enable, talks through specifics of implementation and how you can get started using HTML5 and CSS3 in your apps today, suggests ideas for library applications, and shares tips and techniques for using the full power of these new tools.

W21  Surfacing Opportunities & Creating New Services
1:30 p.m. – 4:30 p.m.
Gayle Gossen, Business Development Manager, Dow Jones
The opportunities for creating new services in any information organization are not always apparent. By building key relationships and cultivating critical information partners, opportunities may be revealed that lead to creating new and innovative services. Gain strategies and techniques from a sales and marketing professional and librarian who presents case studies and shares secrets for increasing your value in your organization.

SUNDAY EVENING PROGRAM  DeAnza I (Portola)  
Gaming & Gadgets Petting Zoo
5:30 p.m. – 7:30 p.m.
Join our gamers and gadget lovers for an evening of fun and playing. Bring your latest games and gadgets and try out each others. See if you are a guitar hero, winning Wii bowler/golfer, or rank as a dancing DDR expert. Led by gamer/gadget gurus Aaron Schmidt, Jenny Levine and Erik Boekestein, this evening is filled with fun, networking, and of course, learning and laughing. Meet Scott Nicholson, author of Everyone Plays Games at the Library. Get him to sign your book, and try the games he is featuring. Bring your latest gadgets (iPad, Android, etc.) and share your experiences with colleagues. Refreshments included.
**OPENING KEYNOTE**  8:45 a.m. – 9:45 a.m.  San Carlos Ballroom (Marriott)

**Adding Value to Your Community**

*Patricia Martin, CEO, Litlamp Communications, & Author.* Renaissance Generation: The Rise of the Cultural Consumer and What It Means to Your Business

Patricia Martin, marketing expert and author of the popular book, *Renaissance Generation*, shares her most current research on what we can expect from the coming cycle of re-birth. A sought after strategist, Martin has worked with clients such as Discovery Channel, Microsoft and Target. She reveals what lies at the beating heart of the social movements forming the next wave of prosperity. Martin understands our challenges and provides solid ideas for how libraries should respond so they are reborn, not left behind. You will learn how to apply the insights to position your library as a critical asset in your community, whether it's a town, a campus or an organization.

**TRACK A**  DeAnza I & II (Portola)

**Information Discovery & Search**

This track not only presents a huge number of tools, tips, and techniques for online industry experts, it focuses what’s new with search engines, finding audio online, and new discovery tools.

*Moderated by Donna Scheeder, Congressional Research Service*

**A101**  Search Engine Update

10:15 a.m. – 11:00 a.m.

*Chris Sherman, Executive Editor, Search Engine Land*

So what’s happening in search engine land? Sherman examines how things are changing in the search space and makes predictions of what we should be paying attention to in the coming year. He discusses the implications of the evolving changes for internet librarians and gives us some insight as to what to expect in the future.

**A102**  Super Searcher Tips Spectacular!

11:15 a.m. – 12:00 p.m.

*Mary Ellen Bates, Bates Information Services, Inc.*

One of our most popular sessions returns to turbocharge your web research. Our celebrated super searcher and host of Searchers Academy provides an updated-to-the-minute and jam-packed-with-valuable-tips talk about searching the web more effectively. You don’t need to be an expert to use these techniques, but even long-time researchers will learn from them.

**LUNCH BREAK**

A Chance to Visit the Exhibits

12:00 p.m. – 1:15 p.m.

**A103**  Search Discovery Tools

1:15 p.m. – 2:00 p.m.

*Greg Notes, Reference Librarian, Montana State University, & Publisher, Search Engine Showdown*

The latest buzz word in metasearching of library resources is “discovery.” Many libraries are moving to discovery tools like Summon, Primo, and WorldCat Local to enable easier and more comprehensive searching of library resources. Explore the current state of the art in these discovery tools, and discover where they work well along with their gaps and search failures.

**A104**  Bing: Under the Hood & Super Search Strategies

2:15 p.m. – 3:00 p.m.

*Gary Price, Publisher, ResourceShelf.com*

*Kendra Smith, Library Program Manager & Kevan Huston, Research Librarian & Program Manager, Microsoft*

Our experienced searcher and popular publisher Price provides a guided tour of the features and benefits of Bing for searchers and then interviews Bing product managers who share more search secrets and strategies of the search engine and also some directions for the future.

**A105**  Better than Google Scholar?

3:15 p.m. – 4:00 p.m.

*Karen Keiller, Head, Libraries Electronic Technologies & Services; Lisa O’Hara, Head, Technical Services; Lyle Ford, Off-Campus Librarian; University of Manitoba*

*Kerry Keegan, Head, Access Services; Erich Bremer, Associate Director, Medical Informatics; Joseph Balsamo, Assistant Director, Library Information Systems, Stony Brook University*

The first talk describes the results of usability testing with students using the Summon Discovery Layer, a hosted search service provided by Serials Solutions. Summon searches the library catalog, index and abstracting databases and full-text journal collections (as well as other targets). It reports on a comparison of results between Summon and Google Scholar, and how journal usage changed after Summon was implemented. The second presentation explores the use of semantic technology for more relevant search. It describes the downloading and conversion of PubMed/Medline records from the given XML to Resource Description Framework (RDF) using the Dublin Core metadata vocabulary, then linked to a MARC data set. It shares results from the searcher’s perspective and discusses the implications for the future of search.

**TRACK B**  San Carlos Ballroom (Marriott)

**Web Presence & Experience**

Developing your library’s web presence strategy means keeping an eye on the data—research, analytics, and competitive data—as well as keeping your users front and center. Get tips, ideas, and insights from our speakers, who present real case studies and lessons learned.

*Organized and moderated by Darlene Fichter, University of Saskatchewan*

**B101**  The Library eBranch: More Than Just a Website

10:15 a.m. – 11:00 a.m.

*Julie Finklang, eBranch Manager & Cris Miranda, Webmaster, San Mateo County Library*

*Carine Risley, Atherton & Brisbane Library Branch Manager*

*Katherine Stevens, Project Manager & Instructional Designer, iSite Design*

This session describes the planning process and key decisions in creating an eBranch—from choosing a CMS, web developer, Drupal themes, item and event carousels, embedded video, Flickr, social sharing tools, booklists and, more. Find out how user accounts can simplify access to databases, downloadable ebooks/e-audiobooks, and the catalog using auto-
Great websites are easy to navigate and find the information you need. Speakers with experience in navigation and findability share insights into building a solid website foundation that helps users. Emanuel tackles the “disorganized” website built by well-intentioned staff with no significant training on usability, accessibility, or information architecture. She focuses on strategies and practical tools systems staff and librarians can use to inform each other about information architecture practices to create and maintain a better website. Erdman takes the view that perhaps it’s not in the content but in the delivery that encourages users to start with Google and other search engines rather than libraries, which have so much more content. She describes how one library changed the way the website is navigated in order to give users more confidence in selecting databases and easier access to help if they need added support. Goodbye lists and links, and hello browseable, sortable, and discovery-based website.

**LUNCH BREAK**

A Chance to Visit the Exhibits
12:00 p.m. – 1:15 p.m.

**B104** Managing Your Library’s Online Presence
2:15 p.m. – 3:00 p.m.

Jennifer Koerber, Acting Branch Manager, Boston Public Library
SuHui Ho, Digital Services Librarian, University of California
Colleen Brazil, Content Access Manager Sno-Isle Libraries

As libraries create profiles and mini-sites on social networking platforms, how can they manage their identity across a variety of interfaces and tools? Koerber draws on examples from Blogger, Google, Flickr, Delicious, Library-Thing and Facebook to provide a checklist of steps to start putting the data to work and emphasizes the importance of choosing the right indicators for your dashboard. She explains how one academic library is using readily available statistics to aid in making decisions about library hours, website design, strategic planning, and collection management.

**B105** Brand Awareness: Lessons for Libraries
3:15 p.m. – 4:00 p.m.

Michelle Wilde, College of Natural Sciences Liaison
Kathy Cranston, Instruction Librarian, &
Louise Feldmann, Business Librarian, Colorado State University Libraries
Beatrice Pulliam, Library Commons Librarian, Technology & Access, Providence College

Laura Kohl, Head, Reference Services, Bryant University
Talia Rosendes, Digital Services Librarian, Johnson & Wales University

The Colorado State University Libraries team shares the results of test-marketing Google AdWords and Facebook advertisements as a method of reaching students who will likely never make it to the library homepage. They discuss ways to reach an audience for whom the word “library” is not synonymous with “information” or “research.” Hear how three Rhode Island academic libraries are using QR codes, Jing, XtraNormal, blogs, social networking, e-branding and more to create informative and eye-catching marketing campaigns for their communities. Tips from recent books and reports, including Marketing Today’s Academic Library by Brian Mathews and the “2010 Horizon Report,” emphasize their points. Speakers provide many practical take-aways that have little or no cost to start up in your environment.

**B106** Digital Managers Sound Off!
4:15 p.m. – 5:00 p.m.

David King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library
Bobbi Newman, Digital Branch Manager, Chattahoochee Valley Libraries
Sarah Houghton-Jan, Digital Futures Manager, San Jose Public Library
Matt Hamilton, Library Innovation & Technology Manager, Boulder Public Library

Have you seen jobs listed lately? Digital initiatives librarian? Digital branch manager? Digital strategies manager? Ever wondered what these people do at a library, and why they’re needed? This session introduces you to a digital strategies manager job and a digital branch. Panelists discuss their unique roles in their libraries, what their day-to-day jobs look like, and the unique challenges they encounter along the way. And more importantly, they provide tips on how you can use this new role in your library and in your current job.
using core features and custom modules of Drupal’s content management system, an open source product. The site is accessed using any mobile browser but is optimized for the iPhone and other JavaScript-enabled mobile devices. Hear about all the features (catalog search, Ebisco’s mobile interface for journal searching, text, IM, email and voice, hours, Google Maps, the library’s Twitter feed, Facebook, and library blog). McLaughlin discusses the process of building and hosting a web app for the iPhone using the Qtouch framework. District of Columbia Public Library released its iPhone app at the beginning of 2009 and was the first of a handful of libraries that currently have apps in the App Store. Without the necessary programming resources in-house or the funds to pay for outside development, you can rely on existing personnel (web developers) and resources (a web server) to build a polished web app in-house. Open source tools such as Qtouch offer a framework for developing a single app that works across iPhone, Android, and webOS devices.

**LUNCH BREAK › A Chance to Visit the Exhibits**

12:00 p.m. - 1:15 p.m.

**C103 › Foursquare, Location-Based Social Networks & Library Apps**

1:15 p.m. – 2:00 p.m.

**Joe Murphy,** Science Librarian, Yale University  
**Jason Clark,** Head, Web Services, Montana State University Libraries

“Check in” at this program and check out the hot tech trend of location-based tools and games that is sweeping the web and changing the way we interact with places and with each other via our mobile phones. Learn about services such as Foursquare, Gowalla, MyTown, and more, and become familiar with their uses and functions. Hear about the tools and concepts of this trend and its impacts on libraries. This session gives an in-depth exploration of possible library applications of these geo-based mobile/social gaming services, looks at library projects and web applications that make location a primary browse and search point, and discusses implementation considerations. Participants will learn everything they need to know as information professionals about location-based social networks in this interactive session that will employ the technologies themselves to enhance hands-on learning.

**C104 › Mobile Usability**

2:15 p.m. – 3:00 p.m.

**Jeff Wisniewski,** Web Services Librarian, University of Pittsburgh

As libraries increasing look to develop a mobile presence, it’s important that this mobile presence be user-friendly. While usability testing of our standard websites is something many libraries have experience with, testing and evaluating mobile is new to many. This workshop explores usability considerations in designing mobile sites, looks at the special considerations inherent in testing for mobile, and specific ways to test and gather feedback from our mobile users.

**C105 › Mobile Content**

3:15 p.m. – 4:00 p.m.

**Megan Fox,** Director, Knowledge Management & IT, Jobs for the Future

Choosing content and providing access for mobile devices is an exciting challenge for libraries. Evolving formats, new size considerations, and platform choices affect readability, usability, and accessibility. This session discusses some ways of meeting these challenges to bring content to our mobile patrons and addresses the shifting roles of content providers in a world of mobile information.

**C106 › Mobile Future**

4:15 p.m. – 5:00 p.m.

**Joe Murphy,** Science Librarian, Coordinator of Instruction & Technology, Yale University  
**Daniel Lee,** Research Librarian, Navigator  
**Chad Mairn,** Information Services Librarian, St. Petersburg College

What are some of the mobile programs currently in development? What are other organizations doing that libraries can learn from? Hear about our experienced and forward-thinking panel highlights and what we should be paying attention to in the next year to shape our plans for a mobile future. An interactive discussion of topics from the day will be included.

**TRACK D › Steinbeck Forum (Conference Center)**

**Learning & Training: Tools & Techniques**

Learning and training aren’t what they used to be! And they don’t depend on classrooms or large sophisticated learning management systems any longer. Hear how libraries are creating new learning strategies and environments, using the many easily available technologies and devices to engage patrons, students, and staff in learning.

Moderated by Rebecca Jones, Dysart & Jones Associates

**D101 › Faculty & Library Partnership for Learning**

10:15 a.m. – 11:00 a.m.

**Jeff Trzeciak,** University Librarian, & Carolyn Eyles, Director, iSci Program, McMaster University  
**Bobbie Newman,** Digital Branch Manager, Chattahoochee Valley Libraries

Trzeciak and Eyles describes a new 4-year program aimed at high-achieving, high-performing science students through a partnership of libraries and the faculty of science. The partnership combines the elements of space, programming and staffing. Program offices, located in the Thode Library of Science and Engineering, include faculty and librarian offices, student workspace, and a state-of-the-art classroom. In addition to new faculty hires, the library has hired a “scientific fluencies librarian” who is also integrated into the curriculum. Hear how the program has evolved, learnings so far, and the learning strategies that may be transferred to other environments.

**D102 › Libraries in a Transliterate, Technology Fluent World**

11:15 a.m. – 12:00 p.m.

**Colleen Harris,** Head of Access Services at the University of Tennessee - Chattanooga

The skills needed to be an active participant in today’s society are rapidly evolving. More is needed than the ability to read and write; digital literacy, media literacy, information literacy, 21st-century literacy, and other new literacies are all included in transliteracy. Newman begins the session, looking at the importance of transliteracy, the roles libraries play in educating patrons, and what we can do to ensure our staff and patrons are transliterate. Harris discusses the skills library staff must have to adapt to rapidly changing technologies and innovative implementations and how library managers can help staff develop and maintain the technical skills libraries need by using skill evaluation, development planning, peer-to-peer training, and more.

**LUNCH BREAK › A Chance to Visit the Exhibits**

12:00 p.m. – 1:15 p.m.

**D103 › Videocasts and Podcasts**

1:15 p.m. – 2:00 p.m.

**Ray Bailey,** Instructional Technology Librarian; **Gina Blunt & Monica Magner,** Associate Professors, Morehead State University  
**Krista Godfrey,** Liaison Librarian, Catherine Baird, Marketing, Communications & Outreach Librarian, & **Shawn McCann,** Associate University Librarian, Library Learning Technologies, McMaster University

Creating professional-looking videocasts and podcasts is much easier and less expensive than ever. The first talk outlines a collaborative videocast project between faculty and librarians that resulted in creating a series of videocasts promoting a community health initiative. The second presentation describes the successful outreach videos created by McMaster University Library, and highlights the creative process and technology behind the creation of online video. They share preliminary data from a survey of Canadian academic libraries asking: “How can we be sure that the promotional work we are doing is adding value to the online user experience? How will mobile technology impact the library’s use of online video?”
D104 ◗ Facebook as a Learning Management Tool
2:15 p.m. – 3:00 p.m.
Beth Gallaway, Information Goddess Consulting
Bob Fernekes, Information Services Librarian, Georgia Southern University,
& Jean French, Assistant Professor, Computer Science, Coastal Carolina University
Facebook’s Notes field is perfect for readings, the discussion forum fosters conversation, and the Wall is easy for sharing assignments and questions. Gallaway shares the challenges and successes of this twist on the classic 23 Things challenge. The second team of speakers describe their use of Facebook for two courses and offer practical suggestions on using Facebook as a learning management tool, protecting student personal information, and sharing course materials.

D105 ◗ Ninging It
3:15 p.m. – 4:00 p.m.
Elizabeth Sullivan, Psychology Librarian, Katie Gibson, Humanities Librarian, Arianne Hartsell-Gundy, Humanities Librarian, & Amy Thornley, Education Librarian, Miami University
How do you engage students with information literacy content throughout a 3-credit hour semester course? Six librarians teaching different sections of a course in the Interactive Media Studies department bypassed institution-supported course management software. Instead, instructors chose Ning, a free site that allows individuals to create public or private social networks. Content of each network was customized to meet each section’s individual learning outcomes. This presentation describes how instructors engaged students in information literacy concepts utilizing tools such as Twitter, RSS feeds, blogs, and podcasts via Ning. Speakers give specific examples of how the tools enhanced student learning, the lessons learned, and challenges faced along the way.

D106 ◗ Beyond 23 Things: For Staff & for Patrons
4:15 p.m. – 5:00 p.m.
Louise Alcorn, Reference Technology Librarian, West Des Moines (Iowa) Public Library
Christa Burns, Special Projects Librarian, Nebraska Library Commission (NLC)
Jennifer Koerber, Acting Branch Manager, Boston Public Library
By now, the 23 Things concept is familiar to library administrators and staff across the country. Some have tried it out, some have tried a version of it, and some still have doubts about whether it will work in their library. Burns has been involved with the NLC’s 23 Things online program, first as a 16-week program in 2008–2009, and then continued in a slightly different approach. At the other end of the spectrum, Alcorn has worked with individual libraries and regional library support systems across Iowa, offering training on some of the things that encompass Web 2.0 for libraries. Koerber presents what “23 Things for Patrons” could look like. She examines the possibilities, pitfalls; a variety of organizational tools that can scale to a large, diverse participant base; and presents several models as starting points for your own community training project. You’ll come away with relevant examples, the latest developments, and a list of resources.
A Chance to Visit the Exhibits
DeAnza I & II (Portola)
9:00 a.m. – 9:45 a.m.

Loan Librarian, Mercer University
Andrew Shuping,
Beth Gallaway,
Information Goddess Consulting
Kim Silk,
Data Librarian, Martin Prosperity Institute, University of Toronto
Manager, San Jose Public Library

This interactive session focuses on things that we’ve tried that have failed, what we’ve learned from the experience. We don’t often discuss our failures in libraryland, and frequently end up repeating the mistakes of our neighbors. Godfrey and Buckland discuss Second Life failures in academic libraries, Dawson talks about the failures of VoIP, and Booth looks at her experiences of using video as a chat reference tool. Bring your stories and share so that our lessons-learned knowledgebase grows!

Learning From Failure
11:30 a.m. – 12:15 p.m.
Bobbi Newman, Digital Branch Manager, Chattahoochee Valley Libraries
Chris Freeman, City Librarian, Stockton-San Joaquin County Public Library
Failure: We all do it. Failure comes in many shapes and sizes. What can make or break you and your projects is how you respond to failure. No one likes it, but avoiding (or trying to) isn’t the answer either. Taking risks and being willing to fail is just as important as your reactions. This session talks about personal and project failure, reactions, and the lessons you can learn.

Lunch Break
A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

Failcamp
1:30 p.m. – 2:30 p.m.
FACILITATOR: Amy Buckland, E-scholarship, E-publishing & Digitization Coordinator, McGill University Library
Krista Godfrey, Liaison Librarian, McMaster University
Jan Dawson, Project Coordinator & VR Librarian, Ask Ontario
Char Booth, E-Learning Librarian, University of California at Berkeley
This interactive session focuses on things that we’ve tried that have failed, and what we’ve learned from the experience. We don’t often discuss our failures in libraryland, and frequently end up repeating the mistakes of our neighbors. Godfrey and Buckland discuss Second Life failures in academic libraries, Dawson talks about the failures of VoIP, and Booth looks at her experiences of using video as a chat reference tool. Bring your stories and share so that our lessons-learned knowledgebase grows!

Augmented Reality & Libraries
3:30 p.m. – 4:15 p.m.
Jaap Van de Geer, Head, Innovation Department, & Erik Boekesteijn, Science and Innovation Department, DOK Library Concept Center
Sarah Houghton-Jan, Digital Futures Manager, San Jose Public Library
What is it and how can it be used in the information world? The Shanachies discuss what it is and illustrate some uses. Houghton-Jan describes an original SJPL project using augmented reality and other mobile location-based tools to connect San Jose residents and visitors to rare and original local history materials. The library is creating walking tours of significant, high-foot-traffic areas of San Jose and connecting these sites with related rare photographs, directories, artifacts, original building plans, and oral histories. By going where the users are, the library has been able to greatly increase the access to and visibility of rare San Jose history materials and to bring history alive.

Videographic, Innovating, & Creating New Ideas
4:30 p.m. – 5:15 p.m.
Loida Garcia-Febo, Assistant Coordinator, Queens Public Library
Michael Porter, Communications Manager, Webjunction
David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library
Jaap Van de Geer, Head, Innovation Department, & Erik Boekesteijn, Science and Innovation Department, DOK Library Concept Center
This panel talks about the most powerful communication tool: video. They discuss how videos can help libraries and information professionals to expand their consumer audience, e.g., fellow colleagues and library customers; how people turn to online video-sharing websites such as YouTube, Vimeo, and Ustream to stay current about their favorite topics, send video-resumes and analyze hot issues. During the last year, info pros (and others according to Pew reports) have increased their use of video-sharing websites to discuss the latest innovation trends, library-world news, library tours, advocacy campaigns, educational series about financial literacy, and more. Speakers highlight some powerful examples such as the "Angry Librarian," developed to make a point about good public services; "The Adventures of Super Librarian," about the many tasks and responsibilities of a public librarian; and Library 101, a video about librarianship in general. They talk about developing video channels and provide tips for innovating through videocasting.

NETWORKING BREAK
A Chance to Visit the Exhibits
2:30 p.m. – 3:30 p.m.

A202 Learning From Failure
11:30 a.m. – 12:15 p.m.
Bobbi Newman, Digital Branch Manager, Chattahoochee Valley Libraries
Chris Freeman, City Librarian, Stockton-San Joaquin County Public Library
Failure: We all do it. Failure comes in many shapes and sizes. What can make or break you and your projects is how you respond to failure. No one likes it, but avoiding (or trying to) isn’t the answer either. Taking risks and being willing to fail is just as important as your reactions. This session talks about personal and project failure, reactions, and the lessons you can learn.

Lunch Break
A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

A203 Failcamp
1:30 p.m. – 2:30 p.m.
FACILITATOR: Amy Buckland, E-scholarship, E-publishing & Digitization Coordinator, McGill University Library
Krista Godfrey, Liaison Librarian, McMaster University
Jan Dawson, Project Coordinator & VR Librarian, Ask Ontario
Char Booth, E-Learning Librarian, University of California at Berkeley
This interactive session focuses on things that we’ve tried that have failed, and what we’ve learned from the experience. We don’t often discuss our failures in libraryland, and frequently end up repeating the mistakes of our neighbors. Godfrey and Buckland discuss Second Life failures in academic libraries, Dawson talks about the failures of VoIP, and Booth looks at her experiences of using video as a chat reference tool. Bring your stories and share so that our lessons-learned knowledgebase grows!

NETWORKING BREAK
A Chance to Visit the Exhibits
2:30 p.m. – 3:30 p.m.

A204 Augmented Reality & Libraries
3:30 p.m. – 4:15 p.m.
Jaap Van de Geer, Head, Innovation Department, & Erik Boekesteijn, Science and Innovation Department, DOK Library Concept Center
Sarah Houghton-Jan, Digital Futures Manager, San Jose Public Library
What is it and how can it be used in the information world? The Shanachies discuss what it is and illustrate some uses. Houghton-Jan describes an original SJPL project using augmented reality and other mobile location-based tools to connect San Jose residents and visitors to rare and original local history materials. The library is creating walking tours of significant, high-foot-traffic areas of San Jose and connecting these sites with related rare photographs, directories, artifacts, original building plans, and oral histories. By going where the users are, the library has been able to greatly increase the access to and visibility of rare San Jose history materials and to bring history alive.

A205 Videocasting, Innovating, & Creating New Ideas
4:30 p.m. – 5:15 p.m.
Loida Garcia-Febo, Assistant Coordinator, Queens Public Library
Michael Porter, Communications Manager, Webjunction
David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library
Jaap Van de Geer, Head, Innovation Department, & Erik Boekesteijn, Science and Innovation Department, DOK Library Concept Center
This panel talks about the most powerful communication tool: video. They discuss how videos can help libraries and information professionals to expand their consumer audience, e.g., fellow colleagues and library customers; how people turn to online video-sharing websites such as YouTube, Vimeo, and Ustream to stay current about their favorite topics, send video-resumes and analyze hot issues. During the last year, info pros (and others according to Pew reports) have increased their use of video-sharing websites to discuss the latest innovation trends, library-world news, library tours, advocacy campaigns, educational series about financial literacy, and more. Speakers highlight some powerful examples such as the “Angry Librarian,” developed to make a point about good public services; “The Adventures of Super Librarian,” about the many tasks and responsibilities of a public librarian; and Library 101, a video about librarianship in general. They talk about developing video channels and provide tips for innovating through videocasting.

A Chance to Visit the Exhibits
DeAnza I & II (Portola)
9:00 a.m. – 9:45 a.m.
**GENERAL CONFERENCE**

**TRACK B**  
San Carlos Ballroom (Marriott)  
**User Experience**

This track starts with some basics of design thinking and continues deeper. It is filled with ideas that will help you create easier to use and more interesting online user experiences.  

*Moderated by Aaron Schmidt, District of Columbia Public Library*

**B201**  
User-Centered Website Design  
10:45 a.m. – 11:15 a.m.  
*Susan Teague-Rector, Web Design Project Librarian, & Angie Ballard, Web Services Librarian, North Carolina State University*

Joe Marquez, Web Services Librarian, Sonoma State University Library  

The first presentation provides practical advice for how to run a website redesign in a short time frame and using user-centered methods. It covers how to create goals for the project, scope the project, develop a project plan, ensure that everyone is on board with user research, as well as how to base decisions on research findings rather than opinion. Marquez discusses creating a new look and feel that was distinct from the previous site, implementing Blacklight, a relatively new discovery layer tool making the OPAC more alive and functional. He shares learnings from the redesign process using visual examples of wireframes and notes.

**B202**  
Customer Analysis: Developing Patron Personas  
11:30 a.m. – 12:15 p.m.  
*Jennifer Koerber, Acting Branch Manager, Boston Public Library*

Any marketer or web designer will tell you that creating user personas is a great way to target your services, but just how do you do that? What are the steps involved, and how can we narrow the wide variety of people we serve down to 10 or so “types”? Through examples of step-by-step brainstorming and analysis, Koerber walks you through distilling anecdotal and objective information about your users into an appropriate number of patron personas. Utilize your own experience and understanding of your patrons to make tools to help you develop new programs, focus a marketing campaign, or redesign your website.

**LUNCH BREAK**  
A Chance to Visit the Exhibits  
12:15 p.m. – 1:30 p.m.

**B203**  
Applying User Experience (UX) Design  
1:30 p.m. – 2:30 p.m.  
*John Blyberg, Assistant Director, Innovation & UX, Darien Library  
Cindi Trainor, Coordinator, Library Technology, Eastern Kentucky University*

UX is for everyone. Hear how a public and an academic library are changing the way they relate to their patrons through this user-centric design perspective. Trainer discusses how a mid-size academic library is combining UX principles and cross-division collaboration to make its web presence pop. By bringing best practices to LibGuides and soliciting regular usability feedback, the libraries’ UX team has redesigned the OPAC, SFX menu, and the library website itself in anticipation of the university’s move to Drupal. Blyberg’s public library UX department constantly strives to maintain a digital strategy that is right for “right now” while anticipating future needs and trends. It “embeds” itself in all aspects of library activity, making departmental boundaries irrelevant.

**NETWORKING BREAK**  
A Chance to Visit the Exhibits  
2:30 p.m. – 3:30 p.m.

**B204**  
Content Strategy and Writing for the Web  
3:30 p.m. – 4:15 p.m.  
*Aaron Schmidt, Digital Initiatives Librarian, DC Public Library*

The process of how content and features make their way to and get removed from websites impacts their usability and usefulness. This session introduces concepts from the emerging field of content strategy and proposes a plan for assessing what’s on your site. Gain insights and ideas for reorganizing your web efforts and communicating more clearly on the web.

**B205**  
How to Use Design Thinking to Enable Innovation in Your Workplace  
4:30 p.m. – 5:15 p.m.  
*Kim Silk, Data Librarian, Rotman School of Management, University of Toronto  
Jeffrey Vever, Partner, Brandessential*

Innovation and creativity are things we all want to apply in our lives, our jobs, and our workplaces. But how do you translate high-level creative thinking and principles of innovation into a tactical action plan that makes a real difference? Join our speakers for a pragmatic session on how to apply the principles of design thinking to enable measurable improvements in customer service and information service delivery. Through the use of scenarios, they provide examples of how harnessing our passion for our work can translate into innovations in our jobs, all in the name of demonstrating clearly the value you and your information centre bring to your organization.

**TRACK C**  
DeAnza III (Portola)  
**Content Management**

The morning looks at personal content management and cloud computing strategies while the afternoon focuses on ebooks. Join the conversation and find out how libraries are dealing with the challenges.  

*Moderated by Richard Hulser, Chief Librarian, Natural History Museum of Los Angeles County*

**C201**  
Personal Content Management  
10:45 a.m. – 11:15 a.m.  
*Gary Price, Publisher, ResourceShelf.com*

Not only are our organizations challenged in managing their content, but we are too. As information professionals we love to gather and often keep lots of information and content. This session covers some new tools and strategies for digital preservation on an individual scale—something useful for us, but also for our clients!

**C202**  
Cloud Computing: Trend Watch for Libraries  
11:30 a.m. – 12:15 p.m.  
*Marshall Breeding, Director, Technology & Research, Vanderbilt University*

One of the major transitions in technology involves increased adoption of computing models that involve use of hardware and software outside the library. It’s a seminal technology change as important as the shift from mainframes to client/server architectures. We’re hearing more about application service providers, software-as-a-service, storage-as-a-service, and platform-as-a-service. How does OCLC’s global WorldCat platform fit into the mix? What is the difference between public and private clouds? What are the issues for libraries in the deployment of cloud computing in terms of cost, efficiency, privacy, control, and security? Marshall Breeding clarifies the concepts of cloud computing with examples of interest to libraries.

**LUNCH BREAK**  
A Chance to Visit the Exhibits  
12:15 p.m. – 1:30 p.m.

**C203**  
Think Mobile: Ebook Collections  
1:30 p.m. – 2:30 p.m.  
*Lisa Carlucci Thomas, Digital Services Librarian, Southern Connecticut State University  
Holly Tomren, Head of Monograph, Electronic Resources & Metadata Cataloging, University of California, Irvine Libraries*

The exploding popularity of handheld devices challenges librarians to incorporate mobile perspectives and think differently about existing practices. Likewise, the mainstream adoption of ebooks presents new opportunities for libraries to refresh established routines and update collections with mobile in mind. This talk takes a closer look at ebook considerations in the mobile environment and delivers recommendations for developing and managing mobile ebook collections. Topics include selection, formats, devices, and mobile platforms; acquisition models and workflows; cataloging best practices for mobile ebooks, access, management, and more.
D202  Genie or Agile? Innovation, iPhones, & Paging!
11:30 a.m. – 12:15 p.m.
May Chang, University of Maryland, Baltimore County
John Blyberg, Assistant Director for Innovation and UX, Darien Library
University of Maryland has been using the Agile software development approach to rapidly develop and deploy a variety of innovative IT applications in the library. Chang describes projects that include the Wiimote interactive whiteboard, Flash-based applications and websites, mobile computing, and virtual worlds. Blyberg describes Darien’s newest open source and freely available patron notification system that lets users page librarians with a single tap of a touch screen. Pages can be configured to come in on staff PCs, iPhones, iPad touches, iPads, or anything that runs a Growl client, ensuring that someone will answer the call.

LUNCH BREAK  A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

D203  Designing New Information Streams
1:30 p.m. – 2:30 p.m.
Jason Clark, Digital Access & Web Services, Montana State University
With the rise of an ebooks format and the likelihood that ebooks will be distributed in existing media channels, it has become increasingly important for libraries to participate in our user’s common information streams. iTunes is one of these common information streams, but did you know that iTunes can be used to distribute all kinds of media files, including pdfs? With this capability in mind, MSU Libraries has been utilizing Apple’s iTunes software as a content delivery platform to distribute files and university research content. In this session, we’ll take you through some working applications from MSU using iTunes, show you how to build iTunes XML that can create a library media landing page, and talk through some of the lessons learned.

TRACK D  Steinbeck Forum (Conference Center)

D201  Cloud Computing’s Impact on Services
10:45 a.m. – 11:15 a.m.
Roy Tennant, Senior Program Officer, OCLC Programs and Research
This session looks at the impact cloud computing technologies and services are having — and will have — on library services, staff, and users. From Amazon’s EC2 service to web services and linked data provided by and for libraries, this presentation provides an overview of technologies and techniques that are enabling entirely new ways of creating and using library services.

D205  Learning Commons: Service as a Space
4:30 p.m. – 5:15 p.m.
Andy Peterson, Head of Library IT, Western Washington University Libraries
In 2008/2009, Western Washington University Libraries created an online learning space using Drupal for students, faculty, and staff to gather, discuss ideas, and share and discuss their creative work. The result has been a unique and lively online space named Viking Village. It has been readily adopted by students, but not by faculty and staff. Peterson discusses the project, the results of a recent assessment, and the place of this space in their service offerings.

TUESDAY EVENING SESSION  7:30 p.m. – 9:00 p.m.  DeAnza I & II (Portola)
Rip Van Winkle’s Libraries in 2510!
Ernie Ingles, Vice-Provost & Chief Librarian, University of Alberta; Erik Boekesteijn, Science & Innovation Department, & Jaap Van de Geer, Head, Innovation Department, DOK Library Concept Center; Stephen Abram, VP, Gale Cengage Learning
Where are libraries going, not just in 3-5 years, but in 500 years? Join our visionary panel; hear their insights then stretch your imagination to see if you can predict what info pros will be doing in 500 years, what new and exciting tools we’ll be using, programs and services we’ll be pursuing, relationships we’ll be building, and lots more. Check out the interview that sparked this program (http://www.vimeo.com/11440203) and create a video/or audio track of a song you would like to contribute to this program.

GENERAL CONFERENCE  Tuesday, October 26
KEYNOTE 9:00 a.m. – 9:45 a.m. San Carlos Ballroom (Marriott)
Planning & Designing for Attention
Jody Turner, Trend & Innovation Specialist, Founder, Culture of Future
As an innovation advocate, creative culture researcher and connector, Turner has worked inside the walls of Nike, Starbucks, and The Gap, as well as with companies such as Apple, IDEO and CEOs for Cities. Her focal point is in mapping strategic pictures of today’s changing world interjecting compelling solution-driven content and anecdotes of success. In today’s interactive online environment there are many opportunities to influence decision making, grab attention and add value. Learn about strategies that will work in library environments and have a positive impact on your community.

COFFEE BREAK A Chance to Visit the Exhibits 9:45 a.m. – 10:30 a.m.

TRACK A DeAnza I & II (Portola)
Engaging Customers & Communities
Whether you are a retail store or a library, it’s all about engaging your customers and the community around you. Hear how libraries are creating partnerships, finding external advocates, and using new technologies like Twitter and video to engage their communities.
Moderated by Ann Jacobsen, Naval Postgraduate School

A301 Creating Partnerships That Engage Your Community
10:30 a.m. – 11:15 a.m.
Samuel Davis, Applications Solution Architect, Columbus Metropolitan Library
What would it look like if the stories of the communities that you serve were told by the members and residents of the community? How can a library provide support and leadership for bringing forward an online centerpiece that inspires community residents and workers to explore, share, and connect with what people express as meaningful about our communities? Columbus Metropolitan Library achieved this vision through valuable partnership with collaborator and sponsor WOSU Public Media. Columbus Metropolitan Library and WOSU Public Media developed and provide Columbus, Ohio, with a web portal at www.columbusneighborhoods.org that encourages people to contribute images, share video, tell stories, and categorize this content by neighborhood areas. Columbus Metropolitan Library is pleased to present this project and the insights learned in an effort to connect friends, coworkers, customers, community contacts, and anyone who has interest in the change within the Columbus communities!

A302 Engaging Customers With Twitter
11:30 a.m. – 12:15 p.m.
Emily Carr, Legal Reference Specialist, Public Services Division, Law Library of Congress
This session highlights the use of Twitter to enrich customer experience and engage them in further activities. Carr shares how Twitter informs the political community, how it is perceived by customers, and more.

LUNCH RECEPTION In the Exhibit Hall 12:15 p.m. – 1:30 p.m.

A303 Engaging Evangelists & External Advocates for Library Support
1:30 p.m. – 2:30 p.m.
Aspen Walker, Executive Assistant to the Director, Douglas County Libraries
Colorado libraries are facing shrinking budgets, failed elections, and three 2010 ballot initiatives that will slash public service funding by an additional 10-25% statewide. Dire times call for a big, hairy, audacious goal (or a “BHAG,” if you will). The BHAG Public Library Advocacy Initiative (bhagColorado.blogspot.com) seeks to spark conversation and awareness about the transformative power of public libraries while generating support for public library funding in every Colorado community. Learn how the BHAGers recruited, trained, and deployed external library advocates (folks who love libraries but don’t collect a paycheck from the library) across 114 library systems. Their inspiration: OCLC’s “From Awareness to Funding.” Their tools: cloud computing, blogging, YouTube, social media, good-old-fashioned storytelling, and pure audacity. Get some insights and ideas about ways to engage supporters within your community.

TRACK B San Carlos Ballroom (Marriott)
Cool Tools
Tools are our stock and trade. This track focuses on tools for webmasters, for underfunded libraries, for enhancing learning and sparking participation in communities, and for dealing with content in new and different ways.
Moderated by Deb Hunt, Information Edge

B301 Cool Tools for Webmasters
10:30 a.m. – 11:15 a.m.
Frank Cervone, Vice Chancellor, Information Services, Purdue University Calumet
Darlene Fichter, Research Services Librarian, University of Saskatchewan
Our popular speakers are back with new tools to make creating and managing your library’s web presence easier, including open source tools and cloud computing resources. Hop on board for a tour of some great new tools for measuring website use, and the impact of a library’s social media efforts, and more. Check out some of the amazing new data visualization tools to make your website content and reports pop. Speakers highlight tools for people who are just starting out with web publishing and populating social media profiles as well as some advanced applications for webmasters who like to dig their teeth into a bit of code.

B302 Internet Tools & Services to Enhance Learning & Inspire Participation
11:30 a.m. – 12:15 p.m.
Chad Main, Information Services Librarian, St. Petersburg College
Web 2.0 tools and services clearly have matured and are nearing ubiquity for most 21st-century computer users. They present technologies accompanied by an ever-increasing wave of information, leaving many of us overwhelmed. So, how can libraries add measurable value to what is consumed via the internet while enhancing lifelong learning and inspiring involve-
ment in our new and fascinating “Age of Participation?” Mairn demonstrates interactively a variety of internet tools and services that can be incorporated anywhere online and/or in physical library spaces and highlights strategies to help provide more visibility to library resources. He discusses ways to help generate practical ideas for adding value, including creating useful Twitter backchannels to inspire participation before, during, and after a presentation; starting Google Waves to communicate and share ideas; having actual voice conversations with groups in social networks; sharing your desktop screen so that you can show off your library’s online tools over the internet; hosting live music concerts, gaming activities, and other library events; affixing QR (Quick Response) codes to book spines, ID badges, and doors to help guide mobile library users in your physical spaces to come visit your digital library space, and more.

**LUNCH RECEPTION**  In the Exhibit Hall 12:15 p.m. – 1:30 p.m.

**B303**  **Best Free Web Stuff for Broke Libraries**  1:30 p.m. – 2:30 p.m.  
Sarah Houghton-Jan, Digital Futures Manager, San Jose Public Library  
Many libraries don’t have dedicated IT staff on site. We all get by as resident technology experts. This session is for those libraries struggling to provide innovative web and technology services with little resources to devote to staff, software, or hardware. The buzz about groundbreaking library technology can sometimes seem impossible to implement in smaller, poorer, and under-technology-staffed libraries. But we too can offer excellent online services to our users! Take advantage of the quick and free services that any library can add to its website, mobile services, and public and staff computers with minimal time or expertise. This session covers up-to-the-moment easy steps that libraries can take to improve their websites with ease. If your library has no money for services, less staff time than you did last year, and still wants to have a substantial technology presence for your customers, then this is the session for you!

**B304**  **Are Text Analytics in Our Future?**  2:45 p.m. – 3:30 p.m.  
Tom Reamy, Chief Knowledge Architect, KAPS Group  
Librarians need to learn if they are going to successfully adapt their traditional librarians’ skills to the new world of text analytics.

**MOBILE FUN & GAMES**

To complement our focus on all things mobile this year at Internet Librarian 2010, we have a few games planned so that you can become “mayor” of several conference venues on Foursquare, check where colleagues are hanging out, and more! For more info on Foursquare, check out session C103 on Location-based Social Networks and Library Applications.

We have also planned a QR code scavenger hunt as well as ways you can use QR codes. If you don’t know what a QR code is or what it’s value could be, check out the Tuesday mornings first cybertour. For more info on our games, see the information in the conference registration area, at the Games & Gadgets Sunday evening event, and at www.infotoday.com/il2010.

**Wednesday, October 27**

**TRACK C**  **DeAnza III (Portola)**  
**Enterprise Trends & Practices**

Hear how organizations are using social computing tools, new technologies, and processes as well as new strategies to build relationships and services that enhance the bottom line.  
Moderated by Stephen Abram, Gale Cengage Learning

**C301**  **Using Social Computing Tools to Build Customer Relationships**  10:30 a.m. – 11:15 a.m.  
Melanie Browne, Manager, Information Services, Maple Leaf Foods  
Bee Bornheimer, Librarian, Qualcomm Inc.

The first presentation describes the use of social media platforms to enforce effective change management and increase the use of information across the organization. Browne discusses how collaboration tools can improve employee productivity, what types of tools are best suited for different institutions, and shares examples from the ThinkFOOD! Information Café, which supports knowledge sharing and cross-business unit collaboration in her organization. When positioning the larger Qualcomm library within the organization, Bornheimer, our second speaker, focuses less on a laundry list of our content and services and more on how the groups and divisions within the organization are actually using the services. The wealth of new tech tools allows her to parse library usage data with more granularity and serve that same data back to clients in innovative ways. Hear about her efforts to use wikis, blogs, microblogging and other collaborative tools as vehicles for sharing data with clients, and how this has benefited libraries and their clientele.

**C302**  **Value-Added Research**  11:30 a.m. – 12:15 p.m.  
Amy Affelt, Director, Database Research, Compass Lexecon  
Daniel Lee, Research Librarian, Navigator  
Gin Zhu, Information Developer, HP Labs

Many corporate librarians use specialized clippings and alerting services to deliver value through a tangible, pragmatic information product. Daily information alerts that are tailored to individual requestors’ interests delight constituents on a daily basis, meeting their needs by playing an active, consistent role in their success. Affelt details how e-book readers such as the Amazon Kindle and the iPhone can help librarians quickly and easily look for, clip, and archive critical information, explore techniques for streamlining and organizing information through the use of these devices so that it can be delivered to requestors when and where it is needed and explains the process of integrating content from librarians’ e-book readers to requestors’ smartphones. Lee discusses going beyond media monitoring to provide insight and analysis. Zhu discusses discovery tools and processes used to put information into context.

**LUNCH RECEPTION**  In the Exhibit Hall 12:15 p.m. – 1:30 p.m.

**EXHIBIT HOURS**

| Monday, October 25 | 5:00 p.m. – 6:30 p.m. |
| Tuesday, October 26 | 9:45 a.m. – 3:30 p.m. |
| Wednesday, October 27 | 9:45 a.m. – 1:30 p.m. |

**INTERNET CAFE**  Sponsored by Bing

Visit the Internet Cafe in the Exhibit Hall during regular exhibit hours to check your email.
C303 › Developing Critical Thinking Skills for Research
1:30 p.m. – 2:30 p.m.

Kendra Smith, Library Program Manager & Kevan Huston, Research Librarian & Program Manager, Microsoft

Search engines offer a starting point for the initial phase of research and are an effective tool for both librarians and consumers. However, patrons often believe the search engine box is an information oracle and trust the “magical” blue links that appear as authoritative sources. This interview-style session discusses a wide variety of new search tools that are available to help patrons develop applicable critical thinking skills. Using real-world examples from their enterprise, speakers provide tips on how to best educate patrons to identify credible search results and dangerous pitfalls, ways to promote a “healthy skepticism” approach to web research, and the benefits to providing patrons with a set of search engine best practices.

C304 › Digital Librarianship: Open Access & Web 2.0
2:45 p.m. – 3:30 p.m.

Edwin Hennenke, Senior IT Specialist, Smithsonian/NASA Astrophysics Data System (ADS), & Donna Thompson, Library Specialist, Smithsonian Astrophysical Observatory (SAO)
Jeremie LeBlanc, Web 2.0 Librarian, Natural Resources Canada

The Smithsonian/NASA ADS is one of the pioneers of open access bibliographic databases. Operated under a NASA grant, it has grown from an indexing/abstracting database into a sophisticated, highly customizable digital library available worldwide. Since the advent of online editions of journals, abstracts are loaded into the ADS on or before the publication date of articles, with the full journal text available to subscribers. Older articles and microfilm have been scanned and made available. Speakers share their challenges, solutions, and lessons learned for others struggling with digital collections. LeBlanc discusses a departmental wiki and how it is evolving with other tools like blogs, discussion forums, and a video sharing tool. He shares tips and tricks on the adoption and training of these tools and others like Twitter and RSS. He highlights the library’s positioning as a key player in an organization who is implementing social media to become a more collaborative and knowledge sharing organization.

GENERAL CONFERENCE

Wednesday, October 27

CLOSING KEYNOTE › 3:45 p.m. – 4:30 p.m. › Steinbeck Forum (Conference Center)

Adding Value Through Visualization
Elizabeth Lane Lawley, Director, RIT Lab for Social Computing, Rochester Institute of Technology

We have always said that a picture is worth a thousand words, and when we can represent information with visual illustrations we immediately understand the context and absorb the ideas. The ability to transfer insights and knowledge more quickly certainly adds value to information professionals. Lawley discusses visualization tools and techniques that will definitely add value to your environment.

D302 › Tips, Tricks, & Workflows for Managing Digital Resources
11:30 a.m. – 12:15 p.m.

Anna Creech, Electronic Resources Librarian, & Chris Kemp, Head, Digital Initiatives, University of Richmond
Emily McElroy, Head, Collection Development & Scholarly Communication, Oregon Health & Science University

Digital resources, whether they are licensed from publishers or generated locally, have many quirks. As these resources increase in library collections, librarians must adapt their workflows accordingly. Creech and McElroy address the staff training needs, and provide workflow tips and tools for licensed digital resources from the perspective of academic libraries working alone and as a part of purchasing consortia. Kemp discusses the same for locally created digital collections.

LUNCH RECEPTION › In the Exhibit Hall
12:15 p.m. – 1:30 p.m.

D303 › Getting to Yes With Decision-Makers
1:30 p.m. – 2:30 p.m.

Frank Cervone, Vice Chancellor, Information Services, Purdue University
Rebecca Jones, Partner, Dysart & Jones Associates

Crafting an effective library strategy isn’t just about the points in your plan. In the competitive environment of our institutions, you need to know what senior administrators value and expect in order to get your plans implemented. In this presentation, learn how senior administrators look at library issues and hear some strategies for making a compelling case.

D304 › SPLAT: Spreading Innovation & Ideas
2:45 p.m. – 3:30 p.m.

Memo Cordova & Amy Vecchione, Librarians, Boise State University
Libraries are never short on innovation, especially when budgets are lean. How can staff stay on top of the latest library trends, and empower individuals to think “lean and mean” when times demand creativity? One solution, developed in Idaho during a summit on developing services for digital natives, was to create a Special Projects Library Action Team (SPLAT). SPLAT members act in the crow’s nest capacity of technological change. SPLAT members act in the crow’s nest capacity of technological change. They search and share innovative ideas, leads on projects, and experiment in social media statewide; vet ideas; and bring ideas back to the local level. Supported by the Idaho Commission for Libraries (ICFL), the group has a statewide focus, and members hold a wide range of perspectives and library experiences. Two SPLAT members present methods you can bring back to your communities to encourage collaboration, innovation, and creativity that will benefit your greater community.

D301 › Shifting Organizations
10:30 a.m. – 11:15 a.m.

Jeff Trenceak, University Librarian, McMaster University
Rebecca Jones, Partner, Dysart & Jones Associates

McMaster University Library was the first Canadian university library to receive the Association of College and Research Libraries’ Excellence in Academic Libraries Award in 2008. Achieving excellence and moving into the digital, collaborative environment has, and will continue, to demand significant changes in how library staff work with students, faculty, and each other. Jones has worked with a number of public libraries in dealing with the changes in how they are working with stakeholders and the community. Some of the “shifts” that libraries are making in how they are organized is seismic, but the organization charts of today and tomorrow must be significantly different than the organizational designs of yesterday. Hear top tips and strategies for making changes in academic and public library environments to organize and shift the focus to work demanded for tomorrow’s success.

TRACK D › Steinbeck Forum (Conference Center)
Planning & Managing

This track ranges from discussions on shifting organizational structures to deal with shifting work environments, to getting senior management support, to managing digital resources, to spreading ideas and innovation. Join us, hear from experienced practitioners, and get lots of ideas to try in your environment.

Moderated by Rebecca Jones, Dysart & Jones Associates

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IL@S OPENING KEYNOTE  San Carlos Ballroom (Marriott)
Adding Value to Your Community
8:45 a.m. – 9:45 a.m.
Patricia Martin, CEO, Litlamp Communications, & Author, Renaissance Generation

Patricia Martin, marketing expert and author of the popular book, Renaissance Generation, shares her most current research on what we can expect from the coming cycle of re-birth. A sought after strategist, Martin has worked with clients such as Discovery Channel, Microsoft and Target. She reveals what lies at the beating heart of the social movements forming the next wave of prosperity. Martin understands our challenges and provides solid ideas for how libraries should respond so they are reborn, not left behind. You will learn how to apply the insights to position your library as a critical asset in your community, whether it’s a town, a campus or an organization.

COFFEE BREAK  9:45 a.m. – 10:15 a.m.

S101 WordPress Websites: They’re Not Just for Blogging!
10:15 a.m. – 11:00 a.m.
Polly-Alida Farrington, Library Consultant and Technology Trainer, PA
Buffy Hamilton, School Librarian, Creekview High School, Canton, GA
Kyle Jones, PhD Student and Instructional Consultant, University of Wisconsin-Madison

WordPress is a very popular blogging tool, which is exactly what it was designed for back in 2003. And it’s still a terrific choice for blogging, but it’s oh so much more: It’s a robust CMS (content management system) that can be used to power your whole website, whether you want to blog or not. Designing and maintaining an attractive, dynamic and useful website has always been a time consuming challenge. WordPress to the rescue! With its pre-designed themes, web-based editing, and built-in widgets that let you add dynamic content, you’ll have a web presence that will be easy for your students to use and easy for you and your staff to maintain. In this session, you’ll learn from library pros about hosting your own version of WordPress to take full advantage of all its features.

S102 Marketing Strategies for Your Library—Create a Brand and Control Your Image
11:15 a.m. – 12:00 p.m.
Susan Geiger, Librarian, & Anne Arriaga, Librarian, Moreau Catholic High School, Hayward, Calif.

Learn the four cornerstones to a successful marketing strategy for your school library, including how to create your unique brand, determine your target audience, recognize your strengths, and mold your image. Geiger and Arriaga will share the techniques they use to target the different segments of their patron base, including faculty, students, and administration. Learn how marketing strengthened their library’s role in the curricular life of the school and demonstrated their value to administrators.

LUNCH BREAK  12:00 p.m. – 1:15 p.m.

S103 “Cryptic Love Letters”—Digital Primary Sources
1:15 p.m. – 2:00 p.m.
Kay Hones, Librarian/computer teacher, Stevenson School, San Francisco Unified School District

“Maps encourage boldness. They’re like cryptic love letters. They make anything seem possible” (Mark Jenkins, To Timbuktu). Learn about maps and other digital primary resources for all students to investigate and interpret in this session by Kay Hones. She’ll cover resources; yearly events/dates for information literacy online activities; and her top five sources for new links, blogs, and more!

S104 Kids Doing Research Right
2:15 p.m. – 3:00 p.m.
Tasha Bergson-Michelson, Founder/Research Skills Trainer, To The Point Research, San Carlos, Calif.

What actually happens in a student’s mind during online research? How is it different from an adult’s experience of the same process? What induces a young learner to adopt better research methods? Research skills trainer Tasha Bergson-Michelson uses case studies from her work with 2nd to 8th graders in public and independent schools to illustrate the surprising things we can discover by listening to how students talk about their own online and offline research experiences. She uncovers elements of literacy that are unique to online environments—and sometimes contrary to traditional methods of literacy learning—and demonstrates a refined set of research teaching methods focused on identification, visualization, iteration, and pursuit. She illustrates how these methods help students (and even adults) develop new forms of reading that transform their confidence, competence, and engagement when undertaking research, both online and off.

S105 Rebuilding Context: Reinventing Electronic Information Discovery
3:15 p.m. – 4:00 p.m.
Lauri Vaughan, Upper School Campus Librarian, & Sue Smith, Library Director, The Harker School, San Jose, Calif.

Electronic information discovery tends to subtract traditional contextual clues. Digital natives can easily gather tremendous quantities of resources without any real understanding of a particular topic. As such, young researchers are left drowning in information, which too often produces superficial synthesis at best. On the other end of the spectrum lie grossly overdue assignments and plagiarized material. As information professionals, we should put the lack of context on the educational radar. We need to recognize when our students are trying to navigate without it. We need to teach them to recognize the absence and strategies to build it back in. Join Sue Smith and Lauri Vaughan in an exploration of what University of Kansas anthropologist Michael Wesch coined the “collapse of context” and how to address it in the classroom.

S106 What Do Kids Really Know About Technology?
4:15 p.m. – 5:00 p.m.
Mary Ann Bell, Sam Houston State University, Huntsville, Texas

If you want to learn about technology, ask a digital native, someone who has grown up with computers. So goes the conventional wisdom, anyway. We can indeed learn from our students, but, according to presenter Mary Ann Bell, adults need to be careful not to attribute more expertise and understanding to youngsters than is justified. In this session, Bell will share results of online surveys she conducted that reveal gaps in what kids really know, and she’ll discuss how to address these areas, which include information ethics, website evaluation, smart and safe searching, and other topics.

EXHIBIT HALL GRAND OPENING RECEPTION  5:00 p.m. – 6:30 p.m.

www.infotoday.com/internet@schools
The Challenge of Change continues to affect all those in K-12 education this year! Change in the form of new school reform ideas, new state and national curriculum standards, new technologies and new iterations of existing technologies, new understanding of what our students need to be capable of, continuing downward pressure on school and library budgets, and more.

Join us at Internet@Schools West for help in meeting this challenge! You’ll be able to network face-to-face with presenters and attendees address all these vital issues, even while you blog, twitter, or text with colleagues far afield. We’ve got another information-packed 2-day event for you in Monterey, with an opening keynote plus tracks and sessions on the latest school library information and technology trends, tools, and issues.

Organized and moderated by conference co-chairs David Hoffman, Multimedia & Internet@Schools and Information Today, Inc., and Susan Geiger, Moreau Catholic High School, Hayward, Calif.

**TUESDAY, OCTOBER 26**  
Bonsai Ballroom (Portola)

**IL/I@S KEYNOTE**  
San Carlos Ballroom (Marriott)  
**Adding Value: CIO Insights**

9:00 a.m. – 9:45 a.m.

Mike Ridley, CIO, University of Guelph  
Donna Scheeder, Deputy CIO, Congressional Research Service, Library of Congress  
Chris Tonjes, CIO, District of Columbia Public Library

Technology and the ever-changing web have enabled librarians and information professionals to transform their environments and services. But what does the future hold? Hear from a panel of chief information officers who have a long history with libraries in the public and academic sectors. Gain insights, stretch your imagination, and spark innovative ideas for adding even more value in your environment.

**COFFEE BREAK**  
9:45 a.m. – 10:30 a.m.

**S201**  
**Cyber Savvy—Providing Effective Internet Safety Education**

10:30 a.m. – 11:15 a.m.

Nancy Willard, Director, Center for Safe and Responsible Internet Use, Eugene, Or.

Under a provision added to CIPA, schools are now required to provide students with education about internet safety. Providing inaccurate, fear-based information, which unfortunately is all too common, will not effectively protect younger students or empower teens to make good choices. Such information will also create challenges in implementing Web 2.0 technologies for instruction. In this session, Nancy Willard will provide research-based information on the actual online risks and make recommendations for how to effectively educate students and parents about these risks.

**S202**  
**Mind your P’s and Qs—Etiquette for the Digital Age**

11:30 a.m. – 12:15 p.m.

Andrew Carlos, Library Clerk, The Harker School, San Jose, Calif.  
Brooke Ahrens, Instructional Technology Coordinator, Notre Dame High School, San Jose, Calif.

Most students are digital natives, having grown up in a world that has always included, email, texting and other forms of digital communication. Most teachers are digital immigrants, with established rules on how communication between student and teacher should occur. Andrew and Brooke will discuss how to introduce digital etiquette with students to ensure that communication lines remain open and accessible!

**LUNCH BREAK**  
12:15 p.m. – 1:30 p.m.

**S203**  
**Crowdsourcing Your Library Challenges**

1:30 p.m. – 2:30 p.m.

Elisabeth Abarbanel, School Librarian, Brentwood School, Los Angeles, Calif.  
Buffy Hamilton, School Librarian, Creekview High School, Canton, Ga.  
Michelle Fromme, Head Librarian, Wildwood Middle and Upper School, Los Angeles, Calif.  
Andrew Shuping, Learning Commons/Emerging Technologies/Interlibrary Loan Librarian, Jack Tarver Library, Mercer University, Macon, Ga.  
Brian Hulsey, Electronic Resources Cataloging Senior Associate, Simon Schwob Memorial Library, Columbus State University, Columbus, Ga.

In this session, a panel of librarian leaders from public school and independent school libraries, academic libraries, and public libraries will model and engage in collaborative problem-solving and participatory librarianship by hosting a panel discussion in which participants will be invited to share challenges they are facing in their library settings. They will create conversations around these challenges and use the “wisdom of the crowd”—that’s YOU—to help explore creative solutions to challenges. Not only will they tap into the energies of participants who are physically present, but they’ll also invite virtual participation from the library community at large who may not be in physical attendance to help contribute to these conversations. They will utilize face to face dialogue as well as virtual means including Poll Everywhere, Skype, Twitter, and other cloud computing applications to expand the “room” and the wisdom that can be gained through personal learning networks.

**NETWORKING BREAK in the exhibit hall**  
2:30 p.m. – 3:30 p.m.

**S204**  
**The Collaboration Puzzle: No Piece Left Behind**

3:30 p.m. – 4:15 p.m.

Nancy Watson, Instructional Technology Specialist, Plano (Texas) Independent School District  
Lisa Thibodeaux, Curriculum Coordinator, Secondary English-Language Arts, Plano (Texas) Independent School District  
Carol Deviney, Librarian/Media Specialist, Chapa Middle School, Kyle, Texas

How do you get effective technology instruction and meaningful research lessons successfully integrated into a districtwide curriculum? A curriculum coordinator, a librarian, and a district technology specialist each had a piece of this puzzle. It took teamwork and determination to fit the pieces together to transform a districtwide curriculum to achieve 21st-century standards. Learn how a school district’s intranet social networking tool allows consistency and better vertical alignment across 67 campuses and how that technology became the key piece in the collaboration puzzle. Come learn practical and exciting ways to use open source technologies to achieve similar results in your district.

**S205**  
**Diigo—Your Outboard Brain**

4:30 p.m. – 5:15 p.m.

Kathleen Johnson, Librarian, Seattle Academy, Seattle, Wash.

The tools we use amplify our abilities and extend our memories. As one of the best web-based tools for organizing, highlighting, and sharing information, Diigo deserves to be considered as a cornerstone of everyone’s personal learning network. In this session, Kathy Johnson will demonstrate its features and functions and show how you can customize the tool to fit your specific needs and learning styles. Additionally, using the educators desktop, she’ll show you how to set up collaborative learning environments for your students and enhance their abilities to keep all their information organized.

**TUESDAY EVENING SESSION**  
7:30 p.m. – 9:00 p.m.  
DeAnza I & II (Portola)

**Rip Van Winkle’s Libraries in 2510!**

Ernie Ingles, University of Alberta  
Erik Boekestijn & Jaap Van de Geer, DOK Library Concept Center  
Stephen Abram, Gale Cengage Learning

Where are libraries going, not just in 3-5 years, but in 500 years? Join our visionary panel; hear their insights then stretch your imagination to see if you can predict what info pros will be doing in 500 years, what new and exciting tools we’ll be using, programs and services we’ll be pursuing, relationships we’ll be building, and lots more. Check out the interview that sparked this program (http://www.vimeo.com/11440203) and create a video/or audio track of a song you would like to contribute to this program.

Internet@Schools West 2010
Listen and learn at a series of free cybertours and information sessions for all Internet Librarian 2010 Exhibit Hall visitors. Taking place at the CyberCorner in the Exhibit Hall, these cybertours cover a range of topics and subject areas. They are open to all and add value to your visit. Space is limited, so it’s first-come, first-served. Join our Net-savvy web experts for a look at their favorite sites and topics! There is no need to register; simply pick the cybertour of interest to you and arrive at our CyberCorner within the IL 2010 Exhibit Hall at the appropriate time.

EXHIBIT HOURS

Monday, October 25 ...............5:00 p.m. – 6:30 p.m.
Tuesday, October 26 ..............9:45 a.m. – 3:30 p.m.
Wednesday, October 27 ..........9:45 a.m. – 1:30 p.m.

Tuesday, October 26

QR Codes 101
10:30 a.m. – 10:45 a.m.
Jezymyne Dene, Science Librarian, Claremont University Consortium
QR codes are little images containing information that transmit the contained information when a person snaps the image with their cell phone. QR codes can contain all kinds of information, from contact information and VCards of librarians to links to websites, tutorials, pages with chat widgets and more. This cybertour explores different options for creating and using QR codes, and potential uses in libraries.

5 Simple Ways to Add Value to Research
11:30 a.m. – 11:45 a.m.
Marcy Phelps, Phelps Research
Adding value to the information you find doesn’t have to add hours to a project. Learn 5 quick tips for enhancing your value that you can put to use right away—even when you’re pressed for time.

Fun Without Funding: Library Gaming on the Cheap
12:00 p.m. – 12:15 p.m.
Scott Nicholson, Syracuse University & Author, Everyone Plays at the Library: Creating Great Gaming Experiences for All Ages
This cybertour discusses gaming programs that will help you engage your community and that you can put together in your library for very little money.

Surfacing Value: Speaking to be Heard
12:30 p.m. – 12:45 p.m.
Mary Ellen Bates, Bates Information Services
How do you get the attention and support you need from management? This cybertour, based on recent research, shares tips on talking about your value, words to use that executives recognize, and strategies making sure your boss hears you and provides the support and resources you need.

Virtual Reference: Choices for Chat, IM, and SMS
1:00 p.m. – 1:15 p.m.
Greg Notess, Reference Team Leader, Montana State University
As libraries continue to push resources online and library users visit online, reference services continue to move online as well. New and old software options, ranging from free to fee, can help offer online, interactive reference services via chat, instant messaging, text messaging (SMS), and more. Explore these communication channels and hear our expert’s evaluation of real-life implementation issues.

Gov 2.0: Gov Info on the ‘Net
1:30 p.m. – 1:45 p.m.
Eli Edwards, Web Content Consultant, Justia
There are many ongoing and successful efforts inside and outside of government to make government information available on the Internet, free to all. Advocates for open government, as well as the disseminators and users of government information, have encouraged the release of caselaw, statutes, public records, publications and other data held by federal, state and local governments. Learn what information is out there, how it’s being used, and how you and your users can access it and contribute to Gov 2.0.

Cloud Computing 101
2:00 p.m. – 2:15 p.m.
Frank Cervone, Vice Chancellor, Information Services, Purdue University Calumet
So exactly what does it mean to move data and services to the “cloud”? This cyber-tour discusses the concept, the advantages of cloud computing where your documents and data live on the internet, how you can utilize web services in the cloud, and what libraries are currently doing in the cloud.

Self-Paced Training
3:00 p.m. – 3:15 p.m.
Julie Erickson, Electronic Resources Coordinator, South Dakota State Library
Shrinking training and travel budgets, and limited staff time make training difficult to accomplish. This cybertour describes how librarians throughout the state participated in training when it was convenient for them without requiring travel or registration fees. Based on the 23 Things model and created on a shoestring, this initiative utilized vendor training materials as well as materials already created by the electronic resources coordinators. It increased the knowledge of participants, allowed them to explore and improve their confidence. Includes tips, suggestions, and lessons learned.

WEDNESDAY October 27

Web Browser Winners!
10:30 a.m. – 10:45 a.m.
Marshall Breeding, Director, Innovative Technologies & Research, Vanderbilt University
With so many choices these days, what browsers and their plug-ins, apps, etc. are the best? Our expert shares his secrets and strategies for choosing web browsers for particular uses.

Google Labs
11:00 a.m. – 11:15 a.m.
Stephen Abram, VP, Strategic Partnerships and Markets, Gale Cengage Learning
Google tests lots of things and shares those through Google Labs. Have you checked its site lately? Hear about some of the new Google features that may be very useful to you in your information environment.

Digital Library Instruction
11:30 a.m. – 11:45 a.m.
Tim Donahue, Instruction Librarian, Montana State University
Using results from a recent web survey of 100 academic library websites for digital instruction presence, Donahue demonstrates a set of interactive, animated templates he created for a comprehensive library research skills tutorial. Besides the unique design, a compelling aspect of these templates is how he is using the web to orchestrate a complex team effort towards content development. He shares tips and tricks!

TUESDAY, OCTOBER 26

10:30 | QR Codes 101
Jezmynne Denes

11:30 | 5 Simple Ways to Add Value to Research
Marcy Phelps

12:00 | Fun Without Funding: Library Gaming on the Cheap
Scott Nicholson

12:30 | Surfacing Value: Speaking to be Heard
Mary Ellen Bates

1:00 | Virtual Reference: Choices for Chat, IM, and SMS
Greg Notess

1:30 | Gov 2.0: Gov Info on the ‘Net
Eli Edwards

2:00 | Cloud Computing 101
Frank Cervone

3:00 | Self-Paced Training
Julie Erickson

WEDNESDAY, OCTOBER 27

10:30 | Web Browser Winners!
Marshall Breeding

11:00 | Google Labs
Stephen Abram

11:30 | Digital Library Instruction
Tim Donahue

IL CONFERENCE BLOGS & TAGS

Watch for news and updates before and during the conference in the Internet Librarian Conference Blog at www.libconf.com. Visit the blog for tips, networking opportunities, and information to make your stay in Monterey pleasant and productive. The social media “tags” for this year’s event: Internet Librarian is #intlib10 and Internet@Schools West is #i@sw2010.
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Internet Librarian 2010
**EXHIBIT HOURS**

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<td>Monday, October 25</td>
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**GRAND OPENING RECEPTION** | 5:00 p.m. – 6:30 p.m.

Information Today, Inc. invites all conference registrants and exhibitors to a special Exhibit Hall opening reception on Monday, October 25. This is a great time to gather with fellow Internet Librarians and suppliers, renew acquaintances, meet new colleagues, sample tasty goodies, and check out the latest products and services in a relaxed atmosphere.
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