October 17–19, 2011
Monterey Conference Center
Portola Hotel & Spa | Monterey Marriott
Monterey, California

Incorporating
INTERNET@SCHOOLS TRACK
October 17–18

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Information Today Inc., a key provider of technology conferences for more than 30 years, is pleased to announce the 15th annual Internet Librarian — the only conference for information professionals who are using, developing, and embracing Internet, intranet, and web-based strategies in their roles as information architects and navigators, webmasters and web managers, content evaluators, digital managers, developers and integrators, taxonomists, searchers, community builders and managers, information providers, trainers, guides, and more. This comprehensive conference and exhibition offers a wide-ranging program designed to meet the needs of librarians, information managers, systems professionals, researchers, content managers, and information specialists.

**Interactive Networking Events!**

**SATURDAY, OCTOBER 15**  
9:30 a.m. – 12:30 p.m.  
Library Cafe 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 Revolutionizing the Net With Content, Connections, & Conversations 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 16**  
5:30 p.m. – 7:30 p.m.  
DeAnza I  
Gaming & Gadgets Petting Zoo  
With new areas for iPads, ebook readers, tablets, & smartphones! Join our gamers and gadget lovers for an evening of fun and playing. Bring your latest gadgets and games 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 Royce Kitts, Amy Buckland, Erik Boekesteijn, and Jaap Van de Geer, this evening is filled with fun, networking, and, of course, learning and laughing. Refreshments included.

**Opening Reception**  
Information Today, Inc. invites all conference registrants and exhibitors to a special Exhibit Hall opening reception on Monday, October 17th from 5:00 p.m. to 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.

**Internet Cafe**  
Visit the Internet Cafe in the Exhibit Hall during regular exhibit hours to check your email.

**Exhibit Hours**

**Monday, October 17**  
5:00 p.m. – 6:30 p.m.  
**Tuesday, October 18**  
9:45 a.m. – 3:30 p.m.  
**Wednesday, October 19**  
9:45 a.m. – 1:30 p.m.

**Free Cybertours!**

Our popular information-rich cybertours are featured in the Exhibit Hall on Tuesday and Wednesday! A wide range of topics include: cloud computing, gov 2.0 resources and Google Plus. See pages 22-23 for details.

**QR Code Treasure Hunt**

Treasure awaits, buried beneath the square dots that make up the Quick Response code. Scan the first one to collect the first word in the pass code and get the next clue. Learn how you might use QR codes for your own purposes to unearth the treasures buried at your library. Booty will be found at the end of the journey (aka chances for prizes for those who complete the hunt). Check signs in the conference registration area and the website, www.infotoday.com/il2011, for more details and to find out how to get started.

**Conference Blog & 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 twitter tags for this year’s event are #IL2011 and #InternetLibrarian.

**Two Days of Workshops!**

Preconference workshops on Saturday afternoon and Sunday, October 15th and 16th cover a wide range of topics, including our popular full-day Searchers Academy and Web Managers Academy, and introducing the new Drupal: Start to Finish in a Day. There are many half-day workshops topics: QR codes, technology planning, measures that perform, website usability, designing mobile experiences, screencasting, listening to the customer, implementing technology solutions, managing projects, mobile reference services, and lots more. See pages 6-8 for details.

**Tuesday Evening Session**

The Great Web 2.0 Face-Off  
7:30 p.m. – 9:00 p.m.  
DeAnza I & II (Portola)  
There are tools, tools, tools, but this event features learn, learn, learn while having fun! Our panel has ideas, but be sure to bring yours too! If we want to improve collaborative work, productivity, data representation, and research, what are the best Web 2.0 tools to use?  
The Game Plan!  
Three periods of play jam-packed with ideas, tips and tricks — and even penalties and power plays! Team 1 (Blue Jerseys) takes on Team 2 (Red Jerseys) with captains and players while referees keep the pace going, and there is additional color commentary and expert analysis between periods. The game will be fast-paced, so be ready to tweet your cheers.  

**Conference Presentations & CD-ROMs**

Copies of the speaker slides are available for downloading from the conference website http://www.infotoday.com/il2011/Presentations.asp. Username/Password: il2011/il2011 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.
Internet Librarian 2011

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Monterey Conference Center
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Keynote Presentations

Information & Learning for the Future
John Seely Brown, Chief of Confusion, Visiting Scholar at USC, Independent Co-Chairman of the Deloitte Center for the Edge, & Author, The New Culture of Learning and The Social Life of Information

Libraries and Learning Communities

Internet 2020: TrendWatch Smackdown
RINGLEADER: Roy Tennant, Senior Program Officer, Research, OCLC Online Computer Library Center, Inc.
James Werle, Director, Internet2 K20 Initiative, Internet2
Liz Lawley, Director, RIT Lab for Social Computing, Rochester Institute of Technology
Stephen Abram, VP, Strategic Partnerships & Markets, Gale Cengage Learning

Gamification: The Good, the Bad, and the Ugly
Liz Lawley, Director, RIT Lab for Social Computing, Rochester Institute of Technology
## Monday, October 17

### COFFEE BREAK
- A Chance to Visit the Exhibits

### TRACK D | San Carlos Ballroom (Marriott)
#### LEARNING, LITERACY, & TRAINING
- **Panel:** San Carlos Ballroom (Marriott) 
  - **Talk:** Changing the Story: The California Campaign for Strong School Libraries
- **Panel:** San Carlos Ballroom (Marriott) 
  - **Talk:** Ebooks in Libraries and Schools—How to Increase Access and Improve the User Experience

### LUNCH BREAK
- Transliteracy & 21st-Century Skills for Library Users
- iLibrarian: Virtual, iPads & Mobile Devices
- Blackboard Learn: Partnering to Integrate Resources
- Instruction Goes Viral With Videos
- Implementing Student Eportfolios
- Critical Thinking About Online Sources—Liven Up Those Lessons!
- Point-of-Need Library and Research Instruction—Meeting Students “Where They Are”
- Research Gone Green

### EVENING RECEPTION
- In the Exhibit Hall

## Tuesday, October 18

### COFFEE BREAK
- A Chance to Visit the Exhibits

### TRACK D | San Carlos Ballroom (Marriott)
#### TOOLS OF ENGAGEMENT
- **Panel:** San Carlos Ballroom (Marriott) 
  - **Talk:** Mindful and Connected—Teaching Mindfulness at a 1:1 Laptop School
- **Panel:** San Carlos Ballroom (Marriott) 
  - **Talk:** Helping Students Understand and Manage Their Digital Footprint

### TRACK E | Ferrante (Conference Center)
#### INTERNET@SCHOOLS
- **Panel:** Ferrante (Conference Center) 
  - **Talk:** Data Curation: Understanding & Dealing With Research Data
- **Panel:** Ferrante (Conference Center) 
  - **Talk:** Library Camp Monterey@Monterey Public Library

### LUNCH BREAK
- A Chance to Visit the Exhibits
- Engaging Communities With Collaboration
- Collaborating: Students & Librarians

### NETWORKING BREAK
- Partnerships & Relationships for Impact
- Repositioning With Tablets, Social Media, & Outreach
- The Library/Tech Connection: Making Collaboration Practical
- Down With Techno-Fear! Positive Steps to Counter Negative Times

### TUESDAY EVENING SESSION
- The Great Web 2.0 Face-Off

## Wednesday, October 19

### COFFEE BREAK
- A Chance to Visit the Exhibits

### TRACK D | San Carlos Ballroom (Marriott)
#### PLANNING
- **Panel:** San Carlos Ballroom (Marriott) 
  - **Talk:** Building Support for Change & Customer Relationships
- **Panel:** San Carlos Ballroom (Marriott) 
  - **Talk:** Social Media Strategy & Goals

### TRACK E | Ferrante (Conference Center)
#### CONTENT MANAGEMENT
- **Panel:** Ferrante (Conference Center) 
  - **Talk:** Digital Content Tools: Thesaurus & Folksonomies
- **Panel:** Ferrante (Conference Center) 
  - **Talk:** Making a Case for CMS!

### LUNCH BREAK
- A Chance to Visit the Exhibits
- Getting Things Done — Tips & Tricks
- Using Data for Library Success
- Data Management, Preservation, Curation, & Repositories
- Digital Content Frustration: Copyright, Licensing, & DRM

### Closing Keynote
- Steinbeck Forum (Conference Center)

## Preconference Workshops

### Saturday, October 15
- **Special Saturday A.M. Program**
  - Library Camp Monterey/Monterey Public Library
  - **Talk:** Measures That Perform

### Sunday, October 16
- **Special Event**
  - **Talk:** Data Curation: Understanding & Dealing With Research Data

### CHECK
Preconference Workshops SATURDAY, OCTOBER 15

Special Saturday A.M. Program
Library Camp Monterey@Monterey Public Library
9:30 a.m. – 12:30 p.m.
FACILITATOR: Amy Buckland, E-Scholarship, E-Publishing, & Digitization Coordinator, McGill University Library

Join us at the Monterey Public Library for an interactive discussion about Revolutionizing the Net With Content, Connections, & Conversations 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.

Special Event
Data Curation: Understanding & Dealing With Research Data
9:00 a.m. – 4:30 p.m.
Scott Branda, Associate Dean for Research, Purdue University Libraries
Jake Carlson, Data Research Scientist, Libraries, Purdue University

In the past few years, “data deluge” has become a topic of concern for federal agencies, grant funders, scholars, and librarians. What is going to happen to all the data that is being generated by researchers? And what should be the role of librarians in this evolving area of scholarly communication?

One approach to address these issues led to the development of the Data Curation Profile, a tool for information professionals to gather information about a specific set of research data that may be published, shared, or archived for reuse and dissemination. Researchers at Purdue University Libraries and the Graduate School of Library and Information Science at the University of Illinois, with support from the Institute of Museum and Library Services, developed this tool as a means of investigating, uncovering, and capturing the data needs of researchers. Through hands-on activities, this full-day workshop covers how the Data Curation Profile was designed, provides a template and approaches for using it to interact with researchers, and illustrates the types of information it gathers and the various scenarios for which the profiles can be useful. Registration is free for attendees registered for Internet Librarian 2011. Register early for this free workshop as attendance is limited to 40. Lunch is not included.

W3 Managing Projects & Communication
1:30 p.m. – 4:30 p.m.
Rachel Vacek, Head, Web Services & Sean Watkins, Web Developer, University of Houston

This informative and interactive workshop is for those looking for a better way to organize and standardize their development process, keeping track of project details while improving transparency within departments and the library. It shows how to gain control in managing your projects and improving communication about your projects. Scrum, an agile development methodology, is often used to manage software development, but it can be expanded to other project management tactics. Learn about the benefits of Scrum, the terminology, the processes, and the roles. Additionally, hear about the successes and challenges of the implementation of Scrum at the University of Houston Libraries, and take home the Scrum process to get started in your institution.

W4 Best Practices for Mobile Reference Services
1:30 p.m. – 4:30 p.m.
Lori Bell, Lecturer, San Jose State University
Tom Peters, CEO, TAP Information Services
Barbara Galik, Executive Director, Cullom Davis Library, Bradley University

Today, it is crucial that libraries offer services on mobile platforms. More people are texting than talking and accessing the internet from their cell phones. The My Info Quest (MIQ) collaborative text message reference project, now 2 years old, includes libraries from all over the U.S. MIQ was the first collaborative text message reference service. Librarians involved in the project share tips for best practice, success for other libraries that want to start a service, and results of evaluation activities to date.

W5 Redesign for UX: Website Usability
1:30 p.m. – 4:30 p.m.
Amanda Etches-Johnson, Head, Discovery & Access, University of Guelph

Website design is about more than choosing pretty colors. This interactive workshop takes you through the steps of a website redesign process, including the very important step of usability testing. Usability testing ensures your users’ experience (UX) is positive and successful. After this workshop, participants will be able to identify the aspects of their websites that are worth saving, the parts that need to change, and how to make it happen. The focus is on the desired end results and user needs, not coding!

W6 Engaging Your Community With QR Codes
1:30 p.m. – 4:30 p.m.
David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library & Publisher, davidleeking.com
Joe Murphy, Science Librarian, Yale University

QR codes are emerging as a mobile technology to bridge the digital and physical worlds. This workshop covers the basics of QR codes—what they are, how to make them, how to use them, what resources are necessary, etc. It then moves onto creative ways communities are using them to engage their audience within and beyond libraries—scavenger hunts through town, learning to use the academic library, marketing, and information delivery. It covers the new opportunities for libraries that QR codes represent: expanding concepts of resource discovery, facilitating patron use of mobile devices to connect with the library and its resources, and reimagining uses of library space. Join our active QR gurus and learn everything you need to know about QR codes and libraries: their applications, the practical steps and concerns, and the technical aspects of leveraging this exciting new technology.

Conference Blogs & Tags!

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**Preconference Workshops ▶ SUNDAY, OCTOBER 16**

**W9 ▶ Searchers Academy**
9:00 a.m. – 4:30 p.m.
Mary Ellen Bates, Principal, Bates Information Services, Inc.
Greg Notess, Reference Team Leader, Montana State University
Gary Price, Co-Founder, INFOdocket & FullTextReports
Marcy Phelps, President, Phelps Research

Want to sharpen your web search skills? Find information in the real-time collaborative and social 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 Big Three.
- Desert Island Databases: What online resources would you consider essential if you were stranded on a desert island?
- Cost-Effective Searching: Online strategies/practices for tough times to get the most for your search dollar and your time.
- Searching the Social Web: How to tap into the social web to glean intelligence.
- Searching the Mobile Web: Best apps and strategies.
- Subject Search Round-Up: Hear from experts on the specific tools and resources for searching in a variety of specialized topics.

**W9 ▶ Web Managers Academy 3.0: Seamless Websites & Expanded Presence**
9:00 a.m. – 4:30 p.m.
Darlene Fichter, Librarian, University of Saskatchewan
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh
Marshall Breeding, Director for Innovative Technologies, Vanderbilt University
Frank Cervone, Vice Chancellor, Information Services, Purdue University Calumet

User expectations of what a good website is and does are higher than ever. Users expect high-quality information and services to be available to them whenever and wherever they are, be it via their desktop, mobile device, or via social media channels. Administrators are increasingly seeking both qualitative and quantitative data from libraries to justify expenditures and focus. How can library web managers satisfy all of these demands? This workshop explores ways to take your website to the next level, turning it from a menu that leads users into a disjointed set of content repositories and services to a unified service delivery platform which creates, deploys, and repurposes high-impact content and uses analytics to identify “friction points” on any website and in social media channels. Learn to deliver content and services to users beyond the library website through other channels such as mobile and social media. Get tips, techniques, and strategies to help create a seamless and “frictionless” web experience. Learn to create, deliver, and repurpose high-impact content. Know how to evaluate and measure the strengths and weaknesses of your website and social media and be prepared to positively face off with both users and stakeholders!

**W10 ▶ Drupal: Start to Finish in a Day**
9:00 a.m. – 4:30 p.m.
Blake Carver, Owner, LISHost.org
Sean Fitzpatrick, Drupal Specialist, LISHost.org

This full-day, intensive, hands-on workshop is for new and novice Drupal users. It covers Drupal 6 and 7 skills including installation, configuration, core functions, and theme development. This introductory workshop touches on most every aspect of the core Drupal framework:

- How to install Drupal and all the modules that a common site would use
- Adding, editing, and moderating content
- Creating user accounts and understanding Drupal’s permissions system
- Setting up menus and other design elements on a page
- Creating human-readable URLs
- Categorizing content using Drupal’s taxonomy system
- Editing your own Drupal theme

Bring your laptop, and at the end of this Drupal day, you’ll have a simple but complete Drupal site.

**W11 ▶ Listening to the Customer**
9:00 a.m. – 12:00 p.m.
Joe Matthews, Author, Listening to the Voice of the Customer

This workshop discusses why listening to customers is so critical and then focuses in detail on who your customers are and segments them by use and reasons for use. It delves into the four categories of listening including solicited and structured methods (surveys, interviews, mystery shopping) as well as unsolicited and structured methods (complaints and compliments, suggestion/comment cards, comments and suggestions in surveys) as well as others. Joe Matthews uses examples from many different types of libraries to illustrate how using the “customer’s voice” improves service and to show how important it is to involve staff in listening to the customer.

**W12 ▶ Webcasting & Podcasting: Building Connections, Conversations, & Content on the Net**
9:00 a.m. – 12:00 p.m.
Michael Sauers, Technology Innovation Librarian, Technology & Access Services, & Christa Burns, Special Projects Librarian, Nebraska Library Commission

This interactive workshop by experienced webcast and podcast producers covers the planning, running, and pre- and postproduction of webcasts and podcasts of NCompass Live. Based on the speakers’ weekly NCompass Live episodes, the workshop illustrates how to broadcast live, record, and make available in both video and audio formats a program that can cover a variety of library topics ranging from children’s services to services for the blind and visually impaired, to a monthly “Tech Talk” episode. Help the speakers build an episode of the show so you’ll know how all the steps fit and how to build a program in your environment. Get all their tips and techniques as they share their secrets of success for the NCompass Live program.

**W13 ▶ Designing Mobile Experiences**
9:00 a.m. – 12:00 p.m.
Jason A. Clark, Digital Initiatives Librarian, Head, Digital Access and Web Services, Montana State University Libraries
Nate Hill, Web Librarian, San Jose Public Library

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 versus mobile apps, emerging conventions for mobile design, best practices for mobile development, widgets, tools, and code templates for mobile site development. Come learn how to start creating mobile sites at your library and get a code walkthrough as well as a chance to build a sample web app.

W14  Screencasting: Tips & Tricks for Fast & Easy Online Tutorials
9:00 a.m. – 12:00 p.m.  Greg Notess, Reference Team Leader, Montana State University
Online tutorials can be extremely time-intensive to create. Screencasts offer quicker ways to create informative tutorials that demonstrate online library resources or anything else on the web or your desktop. New tools make it quick and easy to create screencasts and host them online. Explore using free and fee software such as Jing, Camtasia Studio, and web-based 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 for 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.

W15  Technology Planning: What’s on Your Horizon?
9:00 a.m. – 12:00 p.m.  Ray Tennant, Senior Program Officer, Research, DCLC Online Computer Library Center, Inc.
If you want to lead the pack, you need to be planning for lots of different technologies, challenges, and issues. Our leading thinker and practitioner challenges you to think about building strategies and plans for both near- and long-term technology challenges and opportunities. In this interactive workshop, Ray Tennant describes a variety of technologies (e.g., mobile computing, electronic books, data visualization, etc.), illustrates how they impact libraries, and supplies library examples where they exist. You’ll leave not only with some tools for planning for technological change, but also with a sense of where things are now and where we are headed.

W16  TIPS for Managing Tech & Workflow Changes in Libraries
1:30 p.m. – 4:30 p.m.  Colleen Harris, Head, Access Services, University of Tennessee at Chattanooga
With rapidly changing technology and workflows, increased and morphing user demands, economic stress, and widely varied staff skill sets, library managers in every department and every type of library find themselves in a quandary without excellent and specific change management skills. This interactive workshop invites you to focus on the four TIPS of technology and workflow change management: Technology, Infrastructure, Planning, and Skills. The workshop addresses planning for managing technology change projects, with guidance and real-world exercises in project planning, workflow assessment, project implementation, critical reflection, and staff skill development. Leave this workshop with specific tools and structures that apply to projects underway, or being planned for the future, at your own library.

W17  Streamlining Data for Cross-Platform Web Delivery
1:30 p.m. – 4:30 p.m.  Jason Battles, Head, Web Services Department, The University of Alabama Libraries
Rachel Votek, Head of Web Services, The University of Houston Libraries
Sean Watkins, Web Developer, The University of Houston Libraries
With smartphones, the presentation of websites is expected to work more like one of the various mobile OS’s native applications. With the demand on library web developers to produce app-like mobile sites, there is often a rush to get a site up without considering the importance of streamlining or even restructure the data driving the websites. Additionally, content maintenance is required of any web site regardless of platform, so it becomes advantageous to pull content from other systems to decrease redundancy. This workshop highlights case studies from two universities, examines how each one is structuring its data for multiple web-based platforms, and discusses how to work toward making data more flexible so that content is delivered from single source points rather than duplicated for the individual delivery platform. It provides participants with an opportunity to discuss their data challenges with the presenters and peers facing similar issues, and provides guidance on approaches as well as tips to building more efficient data delivery.

W18  Web Developers Boot Camp
1:30 p.m. – 4:30 p.m.  Jason A. Clark, Head of Digital Access & Web Services, Montana State University Libraries
Amanda Hollister, Systems Librarian, Web Application Specialist, LJHOST
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. Speakers will take you through the basics of web programming and highlight resources to continue learning. Their emphasis is on the web and web services as a means to practice these skills. Featured topics include REST and Structured Data (e.g., JSON); common programming routines and functions; building simple video widgets with the YouTube API; mapping data with Google Maps; and learning how JavaScript (jQuery) and PHP work together to create advanced search mashups with the WorldCat API. Note: Attendees should bring a laptop to play along with the examples and have some familiarity with HTML and a scripting language.

W19  Handheld Librarians’ Mobile Tech Tutorial
1:30 p.m. – 4:30 p.m.  Joe Murphy, Science Librarian, Coordinator of 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/mobile device/tablet!

W20  Implementing Technology Solutions in Libraries
Karen Knox, Associate Director & IT Manager, Rochester Hills Public Library & Author, Implementing Technology Solutions in Libraries
Get ready for a practical and concrete session filled with tangible tips that you can take back to your library and use to implement technology projects successfully. Learn about the important process of planning, implementing, and managing IT projects in libraries. The theme: Technology should never drive any IT project. Rather, technology should be a solution to help meet a need at the library; technology should support library staff so the library can better serve its customers. From the beginning, a project is defined out of a need at the library, based on the library’s goals and plans—ideally a technology plan. From there, solutions are explored, one is chosen and implemented, partnerships can be formed, and library service is enhanced. This is not just another session to help library staff members understand technology in their library—this is designed to help library staff members find the right match for technology solutions to further the library’s goals.

Sunday Evening Program
Gaming & Gadgets Petting Zoo
5:30 p.m. – 7:30 p.m.  DeAnza I
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 in areas for tablets, smartphones and ebook readers. See if you are a guitar hero, winning Wii bowler/golfer, or rank as a dancing DDR expert. Led by gamer/gadget guru Amy Buckland, Erik Boekesteijn, Jaap Van De Geer and Roxy Kitts, this evening is filled with fun, networking, and, of course, learning and laughing. Refreshments included.
Opening Keynote

Information & Learning for the Future
8:45 a.m. – 9:45 a.m.  San Carlos Ballroom (Marriott)
John Seely Brown, Chief of Confusion, Visiting Scholar at USC, Independent Co-Chairman of the Deloitte Center for the Edge, & Author, The New Culture of Learning and The Social Life of Information

Our distinguished thought leader, author, and practitioner looks at how the forces of change, and emerging waves of interest associated with these forces, inspire and invite us to imagine a future of learning that is as powerful as it is optimistic. By exploring play, innovation, and the cultivation of the imagination as cornerstones of learning, Brown shares his vision of learning for the future that is achievable, scalable, and one that grows along with the technology that fosters it and the people who engage with it. A new form of culture in which knowledge is seen as fluid and evolving is one in which Internet Librarians can excel and support learning with content, connections and conversations.

COFFEE BREAK 9:45 a.m. – 10:15 a.m.

TRACK A  DeAnza III (Portola)

Mobile Monday

Mobile Monday covers the biggest trends in mobile tech that are making waves right now and over the next year. Sessions look at the practical aspects of how to leverage today’s foundational mobile technologies in your institution, introduces the most cutting-edge emerging tools, and discusses how to apply them. Experts and experienced practitioners talk about the next “it” technologies and location-based applications, applying QR codes, using near field technology, enhanced ebooks, case studies, mobile sites and apps, mobile e-collections, and tablets. Organized and moderated by Joe Murphy, Yale University

A101  Major Upcoming Mobile Trends & Location Applications
10:15 a.m. – 11:00 a.m.  Jenn Van Grove, Startups Reporter, Mashable.com
Van Grove, a tech journalist, shares her view of the next major trends in mobile technology and explores emerging location-sharing and image-sharing technologies. This is a not-to-be-missed session.

A102  QR Codes in Action
11:15 a.m. – 12:00 p.m.  Tim Donahue, Instruction Librarian, & Jason Clark, Digital Initiatives Librarian, Montana State University Library
Danielle Kane, Research Librarian for Emerging Technologies & Service Innovation, UC Irvine Libraries
Alison Steinberg, Onsite Services Librarian, San Diego Mesa College
Darlene Fichter, Librarian, & Cheryl Avery, Archivist, University of Saskatchewan
Engage, entertain, and enrich your community with local history photographs and snippets of information by developing mobile tours that connect places and things to collections. This panel shares their QR code secrets for promoting, browsing, and connecting; mobilizing stacks; and more.

LUNCH BREAK 12:00 p.m. – 1:15 p.m.

A103  Next Big Trends: Near Field Communication & Interactive Picture Books
1:15 p.m. – 2:00 p.m.  Gretchen Caserotti, Head, Children & Teen Services, Darien Library
Kristen Yarmey, Digital Services Librarian, & Shellie McHugh, Cataloging & Metadata Librarian, University of Scranton
This session focuses on collections and services, the areas of influence for libraries. Hear about two major technologies that are disrupting collections and services for libraries. Interactive ebooks (books? games? apps?) are going to be the next major wave in mobile content. Near field communication (NFC) will revolutionize how we connect and transfer information.

A104  Mobile Landscape, Cool Tools, & the Future
2:15 p.m. – 3:00 p.m.  Doris Helfer, Science Librarian, & Chair, Technical Services, Mary S. Woodley, Collection Development Coordinator & Elizabeth Altman, Web Services Coordinator, California State University–Northridge
Lisa Carlucci Thomas, Services Librarian, Southern Connecticut State University
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh
This session looks at the mobile landscape, highlights some cool tools for the mobile world, looks at some research about what’s happening and will happen in the future. It is filled with insights and ideas for how you can plan and implement mobile strategies and practices for your environment.

A105  Developing a Mobile Presence: Mobile Web, Usability, and Devices
3:15 p.m. – 4:00 p.m.  Esben Fjord, Head, Development, Gladsaxe Public Libraries, Denmark
Nate Hill, Web Librarian, San Jose Public Library
Joel Shields, Systems Librarian, Washington Research Library Consortium
This session covers developing a presence for mobile websites, considerations for mobile usability, and designing programs for a presence on mobile devices as well as portals. Hear about an experiment using iPads at public libraries in Denmark. Learn about storytelling and scenario prototyping for mastering mobile usability. And explore how designing a mobile website might be a bit simpler than you thought.

A106  E-Collections and E-Devices
4:15 p.m. – 5:00 p.m.  Lisa Kurt, Emerging Technologies Librarian, & Tod Colegrove, Head DeLaMare Science & Engineering Library, University of Nevada–Reno
Elena Maslyukova, Information Officer, The World Bank
Hear how the University of Nevada–Reno library set up an Apple Store-inspired e-reader bar to help patrons explore various handheld devices. Maslyukova addresses the questions of how to manage expectations of clients and provide access to a growing number of mobile products in The World Bank.

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

TRACK B  Steinbeck Forum (Conference Center)

Web Presence

Developing your library’s web presence requires creativity, risk taking, adaptability, and keeping an eye on the analytics 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  20 Steps to Creating Web-Based Library Services
10:15 a.m. – 11:00 a.m.  Sarah Houghton, Assistant Director, San Rafael Public Library
This session is for those libraries struggling to provide innovative technology services with limited resources to devote to staff, software, or hardware. The bright and
shiny tech projects we see sometimes seem impossible to implement in smaller, poorer, and/or 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 with minimal time or expertise. This session highlights 20 easy steps libraries can take to improve their websites with ease. If your library hasn’t yet implemented the newest and greatest technologies on its website but wants to, join us for lots of tips and tricks.

**B102 Improving Your Website With Google Analytics’ Statistics**

11:15 a.m. – 12:00 p.m.

SuHui Ho, Digital Services Librarian, Science & Engineering Library, University of California, San Diego

Jeff Wisniewski, Web Services Librarian, University of Pittsburgh

Web metrics help us improve services by revealing users’ behaviors on the website. Ho shows how to use Google analytics to see the most popular webpages, how people arrive at a page, and where people go after viewing a page. This data can point out pages that are important to update, if the page is working as expected and ways to make sure people find your pages. Wisniewski shows how to segment website traffic to do some deep diving into understanding users’ behaviors. He discusses goals and how they aren’t just for businesses selling a product but can help libraries make better website processes.

**LUNCH BREAK**

12:00 p.m. – 1:15 p.m.

**B103 It’s All About the Customer!**

1:15 p.m. – 2:00 p.m.

Kristine Ferry, Director of Web Services; Cynthia Johnson, Head of Reference; & Cathy Palmer, Head of Education & Outreach, UC Irvine Libraries

Tod Colegrove, Head, DeLaMare Science & Engineering Library, University of Nevada–Reno

UC Irvine Libraries recognize that a library’s website is the busiest service point. Learn how to apply time-tested customer service concepts to an online environment and assess their impact. Explore customer service options from easy to implement to bigger projects that involve more investment. Colegrove discusses the best way to serve users who have a heavy reliance on Google as their first choice for research. Learn from his pioneering work on what’s working and what isn’t as he shares the results of trials utilizing different approaches to marketing library e-resources at the point of need. Find out what he discovered about printed bit.ly links, QR codes on library materials, and using targeted advertising on Google and Facebook. Take a peek at recent changes in Google AdWords API that may be of use to libraries.

**B104 Using the Cloud to Power Library Sites & Services**

2:15 p.m. – 3:00 p.m.

Christina de Castell, Manager, Online Information & News, and Cecily Walker, Web Services Librarian, Vancouver Public Library (VPL)

Andrew Revelle, Social Sciences Librarian; Jason Michael, User Experience Librarian; & Elizabeth Sullivan, Psychology Librarian, Miami University

Learn about the ups and downs of implementing hosted solutions in libraries, the benefits to staff and patrons, and what helps a project succeed. Starting off with a public library case study, find out why VPL turned to hosted and implemented Bibliocommons to add social media features to the catalogue, and rolled out LibGuides. Many academic libraries have adopted the LibGuides platform but how well is it working? The Miami U team decided to find out how usable LibGuides are. They looked at the placement of the guides in the website and organization schemes to discover what is intuitive, comprehensible, learnable, and useful. They report the findings of their comprehensive usability study and share a set of best practices for LibGuide design and layout based on their findings.

**B105 Drupal vs. WordPress vs. Joomla Smackdown**

3:15 p.m. – 4:00 p.m.

Blake Carver, Owner, LISHost.org

Kendra K. Levine, Librarian At Large

Which open source content management system (CMS) is right for you or your library? Learn all about what makes WordPress, Drupal, and Joomla the leaders in the open source CMS space. Speakers cover the present and future of Drupal, WordPress, and Joomla and expose the strengths and weaknesses of the systems. They help you decide which CMS is best for certain types of applications such as personal blogs, library websites, and other applications.

**B106 Tips on Redesigning Library Sites**

4:15 p.m. – 5:00 p.m.

Michael Epstein, Electronic Resources Librarian, University of San Diego

Virginia Franklyn, Web Developer, Pikes Peak Library District

Amanda Foust, Electronic Services Librarian, Anne Johnson, Library Assistant; & Julie Magnus, Head of Reference, Marin County Free Library

Epstein looks at ways librarians who partner with external stakeholders on campus can communicate the unique needs of the library website through conversations, collaborations, and negotiations. Franklyn describes a library website redesign and shares insights into using Drupal as the content management system and the value of usability studies. The Marin County Free Library team discusses taking a website from mess to success in a challenging environment with comments on new leadership, limited time, diverse staff in 10 locations, library brand in flux, and a commitment to incorporating a full-scale social media integration. Our practitioners share tips on redesigns as well as lessons learned on how to work effectively with staff and the public.

**EXHIBIT HALL GRAND OPENING RECEPTION**

5:00 p.m. – 6:30 p.m.

**TRACK C**

DeAnza I & II (Portalia)

Navigating Information Overload

Today’s world is filled with information, but the challenge is sorting through it all and finding what is important to you or your clients — the quality and relevant information. This series of sessions focuses on strategies and practices for doing just that — finding quality and relevant information.

Moderated by Richard Geiger, News & Information Consultant

**C101 Super Searcher Spectacular Secrets!**

10:15 a.m. – 11:00 a.m.

Mary Ellen Bates, Bates Information Services, Inc.

One of our most popular sessions returns to share the latest secrets and strategies for web research. Our well-known super searcher and host of Searchers Academy provides an up-dated-to-the-minute and jam-packed-with-valuable-tips-and-tools talk about searching the web more effectively. You don’t need to be an expert to use these tips and techniques, but even long-time researchers will learn something new.

**C102 Advances in Discovery Engines & Services**

11:15 a.m. – 12:00 p.m.

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

Marshall Breeding, Director for Innovative Technology and Research, Vanderbilt University

Notess reports on current pros and cons of discovery engines and Breeding discusses the new generation of discovery products emerging to replace older-generation library catalogs. The genre of discovery products continues to advance, with ever more powerful capabilities. Many now include the ability to rapidly search not only the content of traditional library catalogs, but to also offer much deeper search capabilities including the individual articles represented in a library’s subscriptions. These products continue to expand indexing and full-text coverage of both articles and books. Come hear the latest news about developments in search and content delivery products.

**LUNCH BREAK**

12:00 p.m. – 1:15 p.m.

**C103 21st Century Book Recommendation Engines**

1:15 p.m. – 2:00 p.m.

MEDITOR: Stephen Abram, VP, Strategic Partnerships & Markets, Gale Cengage Learning

PANEL: Beth Jefferson, CEO, Biblocommons

Tim Spaulding, CEO, LibraryThing

Scott Johnson, President, CEO, ChillFresh.com

Is “readers’ advisory” just so last century? What are the models for reading recommendations that work? Are libraries different than retailers? How do you build reading communities? What are the best practices for building trust in your rec-
ommendations and reviews? What are the dynamics of the local market for public libraries and is there enough to differentiate local library service from the retail model? What tools and resources can be provided in context to readers? Can we add the author and illustrator dimension to reader choice? Hear from three experienced and creative suppliers about new techniques to crowdsource readers’ advisory services and their experience with new models for libraries.

**C104**  ▶  Best Betas for Learning & Navigating

2:15 p.m. – 3:00 p.m.

Gary Price, Co-Founder, INFOdocket & FullTextReports

New beta releases of interest to info pros and library users continuously become available from well-known providers as well as new technology providers. Since it can be very time-consuming to learn about new beta releases, determine how to use them, and evaluate them, Price discusses some of the latest beta releases and shares some of the tools and techniques he uses to locate these resources. This popular speaker never disappoints in highlighting insights and tools anyone can use!

**C105**  ▶  Top Tips for Turning Information Into Insights

3:15 p.m. – 4:00 p.m.

Sarah Bonato, Reference/Collection Development Librarian, Centre for Addiction and Mental Health
Melanie Browne, Manager, Information Services, Maple Leaf Foods Corporate
Marcy Phelps, President, Phelps Research

In the age of Google and information overload, it’s no longer a matter of what or how much information you have — it’s what you do with it. The first presentation demonstrates how to use advanced features of Google to find quality results faster. Phelps provides tips and techniques for creating products and services that make information useful to your clients, while increasing your value.

**C106**  ▶  Browser Battles: Next Generation of Browser Wars

4:15 p.m. – 5:00 p.m.

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

Internet Explorer (IE) beat out Mozilla to win the browser wars of yore, but now IE and Firefox are seeing increased competition from Google’s Chrome, Apple’s Safari, and new browsers for smartphones, tablets, and e-readers. Meanwhile, IE and Firefox have launched new versions with significant changes. Come explore these web browser changes, unique features, search options, privacy issues, and more. Learn the impact for both users and web designers.

**EXHIBIT HALL GRAND OPENING RECEPTION**

5:00 p.m. – 6:30 p.m.

**TRACK D**  ▶  San Carlos Ballroom (Marriott)

Learning, Literacy, & Training
Can anyone ever stop learning? No. And today, there are so many different and fun ways to learn and to teach. This track looks at how we’re engaging each other, our patrons, students, and faculty in learning technologies, course work, and just upgrading skills and awareness.

Moderated by Bobbi Newman, Learning Consultant

**D101**  ▶  Training Is Not Learning?

10:15 a.m. – 11:00 a.m.

Kate Sheehan, Open Source Implementation Coordinator, Bibliomation;
Bobbi Newman, Learning Consultant; & Polly-Alida Farrington, PA Farrington Associates
Emily Clasper, System Operations & Training Manager, Suffolk Cooperative Library System

Library culture is training-focused. We talk about teaching our patrons to fish rather than handing them a fish, but when it comes to our own learning, we want the seafood platter set in front of us. Library “trainers” Newman, Farrington, and Sheehan discuss the need for cultural change in libraries while sharing their own successes and not-so successes. Clasper describes the training program designed to keep the county libraries’ staff current with the technology they use every day. The program incorporated workshops, webinars, multimedia, games, and a web-based online learning center, where staff engaged their colleagues in a professional development community.

**D102**  ▶  From Training to Learning: Strategic Community Conversations

11:15 a.m. – 12:00 p.m.

Nancy MacKenzie, Customer Service Manager, East Sector, and Lisa Hardy, Customer Service Manager, West Sector, Calgary Public Library

Supporting communities that are vastly different in terms of geography, culture, interest, and practice requires that libraries truly learn about these communities. Calgary Public Library is supporting librarians to self-identify their personal learning requirements, develop individual learning plans, and ultimately enhance the organizational ability to be highly visible and active participants in the work of our communities.

**LUNCH BREAK**

12:00 p.m. – 1:15 p.m.

**D103**  ▶  Transliteracy & 21st-Century Skills for Library Users

1:15 p.m. – 2:00 p.m.

Bobbi Newman, Learning Consultant; Jamie Holler, Project Coordinator, Colorado Public Computer Centers; & Matt Hamilton, Tech Manager, Anythink
Jennifer Koerber, Web Services Librarian, Boston Public Library (BPL)

Digital literacy, media literacy, information literacy, 21st-century literacy, and other new literacies are all included in transliteracy. Newman, Holler and Hamilton cover the importance of transliteracy and libraries’ role in supporting patrons’ development of these skills. Koerber looks at BPL’s Learning for Life Online, a free, ongoing online learning community platform that helps users develop a framework for a lifetime of learning and exploration. Based on four powerful tools — a WordPress site, Twitter, Facebook and the library’s social discovery catalog — the program has been a learning experience for the library and patrons, and you’ll come away with a checklist to start online patron training programs at your library.

**D104**  ▶  Librarian: Virtual, iPads & Mobile Devices

2:15 p.m. – 3:00 p.m.

Willie Miller, Assistant Librarian, Indiana University–Purdue University, Indianapolis (IUPUI)
Linda Gordon, Librarian, Kitt Vincent, Director, Central Coast Regional Campus; & Darryl Swarn, Librarian, University of La Verne

Miller shares IUPUI’s experience using iPads and mobile devices to teach undergrads, as well as preliminary findings of a study of student learning and perception of mobile resources for library instruction and access. Applications include Popplet, Brainstorm, GoodReader, Dropbox, and others. The University of La Verne team gives a “how-to” presentation illustrating how regional campus administration collaborated with the university library to design and implement virtual delivery of library research instruction to 5,000 distance learners using Acrobat Connect and Business Skype.

**D105**  ▶  Blackboard Learn: Partnering to Integrate Resources

3:15 p.m. – 4:00 p.m.

Anita R. Dryden, Digital & Web Projects Fellow; Christina H. Gola, Head of Library Instruction, University of Houston (UH) Libraries

New partnerships and collaboration on a campus migration to Blackboard Learn allowed UH Libraries to fully integrate library resources and successfully streamline and manage the content. This presentation discusses the conversations and partnerships between the library and campus instructional designers, lessons learned from being on the Blackboard implementation team, the technical aspects of how UH libraries streamlined the delivery of content, and the future implications for the library team that will manage the content.

**D106**  ▶  Instruction Goes Viral With Videos

4:15 p.m. – 5:00 p.m.

Alison Steinberg, Online Services Librarian, San Diego Mesa College
Amy Thornley, Education Librarian, Miami University

Both of these libraries learned valuable lessons about using video for teaching and tutorials. Steinberg covers the types of tutorials turning heads; software (paid and free) used to create them; scripting and rehearsal techniques for smooth and
General Conference > MONDAY, OCTOBER 17

E102 > Ebooks in Libraries and Schools—How to Increase Access and Improve the User Experience
11:15 a.m. – 12:00 p.m.
Brian Gurewitz, Director of Content Sales, OverDrive, Cleveland, Ohio
Ebook circulation at libraries and schools is taking off, having increased 200% in 2010. Discover from Brian Gurewitz, an ebook industry insider, how you can take advantage of this surge in popularity as he introduces the latest enhancements from OverDrive.

LUNCH BREAK > 12:00 p.m. – 1:15 p.m.

E103 > Implementing Student Eportfolios
1:15 p.m. – 2:00 p.m.
Susan Geiger, Head Librarian, and Anne Arriaga, Librarian, Moreau Catholic High School, Hayward, Calif.
Should your school consider implementing student eportfolios? How can you as a librarian be a part of the process? This session explores different avenues schools have taken to incorporate eportfolios into their curriculum. Geiger and Arriaga outline the essential elements of an eportfolio as well as hosting options such as Google sites. Join them as they share their experiences and lessons learned while implementing eportfolios.

E104 > Critical Thinking About Online Sources—Liven Up Those Lessons!
2:15 p.m. – 3:00 p.m.
Natasha Bergson-Michelson, Search Educator, To The Point Research, San Carlos, Calif.
Jole Seroff, Director of Library and Information Services, Castilleja School, Palo Alto, Calif.
Do your students know the difference between a discussion list and a wiki? How should they regard a newspaper article that is also a blog entry? Getting students to think critically about the range of resources they encounter on the web can be tough! So bring your lesson ideas, because in this actively participatory session, Bergson-Michelson and Seroff take on the challenge to develop more effective and exciting lessons that help teach students to identify what they are accessing online.

E105 > Point-of-Need Library and Research Instruction—Meeting Students “Where They Are”
3:15 p.m. – 4:00 p.m.
Deb Tong, Upper School Librarian, and Diane Daniel, Library Department Chair, Columbus Academy, Gahanna, Ohio
Teaching library and research instruction—essential skills such as basic research, source evaluation, digital citizenship, avoiding plagiarism—is vitally important. Students need to learn and retain these skills now more than ever, but it seems the school schedule gets tighter and tighter. In this session, hear how Tong and Daniel have revamped their program to provide skills instruction at the point of need in the “location” best suited to the situation. Learn from their successes (and mistakes!) as they discovered what skills to teach face-to-face, or as interactive, online modules. They also discuss how the library staff has integrated with the 9th grade history curriculum to provide specific, hands-on research instruction.

E106 > Research Gone Green
4:15 p.m. – 5:00 p.m.
Lisa Detting, Head Librarian, and Toni Gorman, Associate Librarian, Adlai E. Stevenson High School, Lincolnshire, Ill.
Learn from high school librarians Detting and Gorman how to transform the student research paper into a project that utilizes absolutely no paper! With the use of a digital notebook, such as Evernote, teach students to take notes, gather research, and effectively organize their information in a paperless format, all accessible from any computer—a laptop at home, a desktop at school, or a mobile device such as an iPad, iPhone, Android, or BlackBerry. Then learn how to use Turnitin.com to not only collect electronic versions of student work, but also to assess and provide descriptive feedback at both the formative and summative stages. Lisa and Toni show how to use technology to get students enthusiastic about the research process and to support your school’s Green Initiatives.

Meet the Authors!!
The following authors will be signing at the Information Today, Inc. booth on Monday, October 17 from 5:00 p.m. – 6:00 p.m. during the Grand Opening Reception:

MARCY PHELPS
author, Research on Main Street: Using the Web to Find Local Business and Market Information

MICHAEL P. SAUER

KAREN C. KNOX
author, Implementing Technology Solutions in Libraries: Techniques, Tools and Tips From the Trenches

MARY ELLEN BATES

AMANDA J. HOLLISTER
author, Open Source Web Applications for Libraries

LORI BELL
editor, Virtual Worlds, Real Libraries: Librarians and Educators in Second Life and Other Multi-User Virtual Environments

RUTH KNALE
author, You Don’t Look Like a Librarian: Shattering Stereotypes and Creating Positive New Images in the Internet Age

DAVID LEE KING
author, Designing the Digital Experience: How to Use EXPERIENCE DESIGN Tools and Techniques to Build Websites Customers Love

Step by step the 177 books to get your signed copy! Conference attendees will receive a special 40% discount on all 177 books, director's, and periodicals!
General Conference  TUESDAY, OCTOBER 18

Keynote

Libraries and Learning Communities
8:45 a.m. – 9:45 a.m.  San Carlos Ballroom (Marriott)

Rainie discusses the Project’s latest research about how people use the internet, smartphones, and tablet computers to get, create, and share information. The new media environment is a petri dish for community formation as every book, every blog, and every Facebook feed can foster group engagement. Join our popular speaker as he explores how libraries can serve those who are creating new kinds of communities and enriching traditional groups.

Announcement of ALA Technology Award

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

TRACK A  DeAnza III (Portola)

Ebook Evolution & Revolution
Will tomorrow’s libraries be bookless or just paperless? As ebooks become more and more in demand by the reading public, more and more manageable in library collections, and more and more loanable on mobile devices, what will tomorrow’s libraries look like? And how can we get there quick? This 2-day track on ebook proliferation and adoption brings librarians, distributors, and publishers to the same table to discuss technology and trends, issues, and answers.

Organized by Dick Kaser, Information Today
Moderated by Chad Main, St. Petersburg College

A201  Ebook: Putting the Issues on the Table
10:30 a.m. – 11:15 a.m.
Bobbi L. Newman, Learning Consultant
Sarah Houghton, Assistant Director, San Rafael Public Library, & Author, LibrarianNBlack.net
Amy Affelt, Director, Database Research, Compass Lexicon
Faith Ward, Lower Division Librarian, Garrison Forest School

Our knowledgeable panel of experienced practitioners points out the key issues and challenges for all types of libraries as book formats and technologies are changing. Get the lay of the landscape in this interactive and insightful session.

11:30 a.m. – 12:15 p.m.
David Bowers, VP, Business Development, Oxford University Press
Stephen Abram, VP, Strategic Partnerships & Markets, Gale Cengage Learning

Hear from our panel of publishers about their ebook strategies and plans for the future.

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

A203  Talk About: Ebook Preservation
1:30 p.m. – 2:30 p.m.
Sue Polanka, Head, Reference & Instruction, Wright State University Libraries
Ken Breen, Director, eBook Products, EBSCOhost
Rolf Junko, VP/Publisher, SAGE Reference

Hear a publisher, librarian and ebook aggregator look at the issues and challenges around ebook preservation. They share research, explain the concepts, and their perspectives about the issues, responsibilities and open-questions they have.

NETWORKING BREAK  A Chance to Visit the Exhibits
2:30 p.m. – 3:15 p.m.

A204  Talk About: Ebooks, Users, & Library Workflow
3:15 p.m. – 4:00 p.m.
Leslie Lees, VP, Content Development, ebrary
Matt Newman, Baker & Taylor, YBP Library
Lisa Carlucci Thomas, Digital Services Librarian, Southern Connecticut State University

How libraries can acquire ebooks within their existing workflows has sometimes been a barrier to ebook adoption. In 2011, ebrary and YBP announced an integrated solution for selecting titles on the basis of patron demand. This panel addresses user-driven and other ebook models that integrate into the workflow and support loans.

A205  Ebook Research & Experiments
4:15 p.m. – 5:00 p.m.
Pamela Jacobs, Liaison/Collection Assessment Librarian, Brock University, & Wendy Rodgers, Humanities Research Liaison Librarian, Memorial University of Newfoundland
Denise Davis, Deputy Director, & Amy Calhoun, Electronic Resource Librarian, Sacramento Public Library (SPL)

There’s a print copy on the shelf, and an online link in the catalogue. Which do our users choose? Two medium-sized Canadian universities tested this with the Canadian Electronic Library, a collection of 8,000 backlisted Canadian ebooks held by most Canadian research libraries, and acquired through a national site-licensing consortium. Using online access statistics and print circulation data, they compared use of the collection in both formats and examined trends. Hear their interesting results! SPL embarked on an experiment to lend more than 100 preloaded e-readers to the public, thanks to a grant from the state library, along with Friends of the Library funding. Partnering with Barnes & Noble for devices, content and training, a win-win collaborative community project, speakers share their learnings about implementing e-reader circulation including staff and user training, ebook selection, circulation procedures, project assessment, and more.

TRACK B  Steinbeck Forum (Conference Center)

User Experience (UX)
Design and user experience reflect the relevancy and importance of whatever we do. This track is filled with ideas and insights for creating easier-to-use and more interesting user experiences.

Organized by Amanda Etches-Johnson, University of Guelph
Moderated by Amanda Etches-Johnson, University of Guelph

B201  UX Tools of the Trade
10:30 a.m. – 11:15 a.m.
Amanda Etches-Johnson, Head, Discovery & Access, University of Guelph

Join our user experience (UX) expert and hear about UX tools that you can use in your environment to gather information on user perceptions of your websites, to understand how easy they feel your sites are to use, and to see how these perceptions change over time. Our speaker shares tips and techniques for user experience design and more.

B202  Building a Single User Experience
11:30 a.m. – 12:15 p.m.
Jason Battles, Head, Web Services Department, The University of Alabama Libraries
Rachel Vacek, Head, Web Services, The University of Houston Libraries
Nina McHale, Web Librarian, University of Colorado--Denver

The modern library web environment consists of multiple content sources and applications that perform essential functions that often overlap and could potentially create a fractured user experience. For example, content in a library’s Drupal website may be replicated in LibGuides or WordPress blogs. Search functionality in a discovery platform may be replicated in a federated search tool or the ILS OPAC. This presentation provides tips, tackles technical and political challenges to building a single library experience for users, discusses solutions and use of APIs (application programming interfaces), provides concrete examples, and more.

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

**B203**  Tools for Improving UX  
1:30 p.m. – 2:30 p.m.  
Jezzy Mane, Portneuf District Library, & Amy Vecchiene, Boise State University  
Nate Hill, Web Librarian, San Jose Public Library

This panel of experienced practitioners focuses on time saving tools. The first presentation discusses how Google Apps helps resource-rich libraries provide key services such as email, calendaring and shared documentation for workflow without the cost of servers and IT staff as well as an innovative and helpful tool for librarians from larger institutions who need to find quick ways to create wikis and shared documentation, forms and shared spreadsheets, informal surveys, and more. Hill provides tips and techniques for effective user interface design.

**NETWORKING BREAK**  A Chance to Visit the Exhibits  
2:30 p.m. – 3:15 p.m.

**B204**  Community Endorses Online 11:1  
3:15 p.m. – 4:00 p.m.  
Denise Siers, Director; Public Services; Melissa Falgout, Web Services Librarian; & David Waserman, Online Services Coordinator, King County Library System (KCLS)

This session showcases one of the busiest libraries in the nation. While 100-million-plus people walk through KCLS’s doors each year to circulate 22 million items, its catalog and web sites combined total over 115 million visits. Driven by usability testing, KCLS developed a new graphic user interface for the recently implemented Evergreen OPAC. Staff are working cooperatively with other libraries on open source development of its Mobile and Kid’s Catalog. Additionally, KCLS has added Boppie to expand mobile offerings. Its Booktalk blog has over 60 contributing librarians using a decentralized model for maximum staff participation. YouTube holds over 500 instruction and informational videos, including Tell Me a Story featuring songs and rhymes by KCLS children’s librarians. KCLS updates its Facebook page almost daily and “tweets” 20-30 times a week. In an effort to increase ebook circulation, it negotiated distribution of KCLS promotional materials at NOOK kiosks with the seven Barnes & Noble stores in its district. Focusing on internal communications, KCLS launched a new intranet using SharePoint under the themes Search, Share, and Collaborate. KCLS speakers share tips and tricks you can take home and implement in your environment!

**B205**  Architecture & UX: Your Library Facility/User Interface  
4:15 p.m. – 5:00 p.m.  
Nate Hill, Web Librarian, San Jose Public Library  
Chris Noll, Noi & Tam Architects

In this session we’ll look at some emerging library service models and some unusual types of library facilities. As libraries make a shift to collecting and distributing more digital content, library buildings need to change to reflect a new program. Is your library ready to embrace this kind of change?

**TRACK C**  DeAnza I & II (Portola)  
Enterprise Trends & Practices

Hear how organizations are dealing with social media and SharePoint as well as open source and mobile tools. Join the discussions about integrating content for creative products and services, and the latest knowledge management practices.  
Moderated by Cindy Romaine, Romainance Intelligent Research

**C201**  Creating Web 2.0 Apps With SharePoint  
10:30 a.m. – 11:15 a.m.  
Danielle Pollock, Web Content Manager, Technical Library, Sandia National Laboratories

This presentation covers how libraries can use the out-of-the-box features of Microsoft’s SharePoint to create Web 2.0 tools for conversation and collaboration. Using actual examples from the Sandia Technical Library’s internal and customer-facing SharePoint websites, the talk gives a brief demonstration of how librarians can utilize SharePoint to offer library wikis, blogs, social tagging and cataloging, user surveys, newsfeeds, discussion boards, ratings and recommendations, video sharing, and more, all without the need for HTML or other coding skills.

**C202**  Drupal to the Next Level  
11:30 a.m. – 12:15 p.m.  
Ruth Kneale, Systems Librarian, Advanced Technology Solar Eclipse Project, National Solar Observatory (NSO)  
Gary Gordon, The Cherry Hill Company

Based on its CMS review and the successful implementation of Drupal for the Advanced Technology Solar Eclipse project (presented at IL2007), the NSO decided to migrate all its other websites into Drupal as well. This session tracks that migration project, starting with new hardware identification; the realization that outside help was needed and partnered with the Cherry Hill Company; seeing where implementation was different (such as multisite versus single site) and where it was the same; noting configuration and module information; and sharing lessons learned from the project.

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

**C203**  Knowledge Management (KM) & Library Services  
1:30 p.m. – 2:30 p.m.  
Jaye Lapachet, Manager, Library Services, Colibris, Patch, Duffy & Bass LLP; & Camille Reynolds, Director, Knowledge Management, Nossaman LLP  
Eric Bryan, Angela Gillis, & Robert McAllister, Knowledge Sharing Services Librarians, Boeing Company

Learn how librarians are using their expertise to develop connections within their own organizations that deliver value by meeting the needs of internal and external customers. Discover how you can implement KM initiatives in your organization using existing tools and creative problem solving. Internal knowledge sharing, information silos and developing products that integrate internal and external data which vendors can’t duplicate create added value for attorneys, managers, directors, and other professionals. The first talk provides tips on how to start small, market your successes, and build on those successes for larger-scale initiatives, discusses how to define KM in a way that fits your organizational culture and mission, which, in turn, sets realistic expectations of what KM can and cannot achieve. The Boeing team describes their robust KM strategy, which included modifying an existing ILS to be used as an institutional repository for internal Boeing documentation, partnering with internal groups to build communities around pertinent content, and integrating with Boeing Enterprise Search. Learn how the KM box to create a program that brings value to your organization and hear how two organizations faced challenges, had success, and share lessons learned.

**NETWORKING BREAK**  A Chance to Visit the Exhibits  
2:30 p.m. – 3:15 p.m.

**C204**  Integrating Content for Creative Products & Services  
3:15 p.m. – 4:00 p.m.  
Elena Maslyukova, Information Officer, The World Bank  
Christopher Connell, Information Integration Analyst, Institute for Defense Analyses

Many digital publications and databases traditionally licensed by libraries are offering mobile versions of their products, sometimes free and sometimes for an additional price. How do we manage expectations of our clients and provide access to a growing number of mobile products? How do we add iPhone apps to the library catalogs? How does the World Bank library is addressing these questions to satisfy its clients who are highly mobile and demand the latest apps. Citation analysis — once the domain of academic circles — is gaining a foothold in private research organizations, both as an evaluative metric and corporate promotional tool. Hear how one library is developing a suite of features to bring citation analysis into regular use by its customers, how is it implementing value-added features of citation alerting for patrons, RSS feeds of organization-affiliated journal article publishing, citation impact profiles of researchers, and more.

Dine Arounads

Plan dinner with your colleagues. Please check the board in the conference registration area for details.
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C205 ➤ Social Media Lessons From the Ad World & More!
4:15 p.m. – 5:00 p.m.
Melissa Rosales, Information Specialist, Intelligence Dept, TBWA/Chiat/Day; & Andrew Carlos, Electronic Resources Librarian, The Harker School

Jeremy Snell, Electronic Services Librarian, & Matthew Montgomery, Library Technical Assistant, Mechanics’ Institute

Social media is a noisy and crowded place filled with numerous companies blasting their message. How will you make sure your user community hears your voice? Based on successful strategies from the advertising world, the first presentation talks about how storytelling through social media has proven to engage users to contribute, share, and stay involved with the social media brand. It reflects a marketer perspective to showcase innovative social media initiatives that have gone viral and had received the attention of millions of people. What take-aways info pros can utilize from these campaigns to amplify a social media presence and create conversations in their communities are discussed. The second presentation describes building a social network to replace Yahoo! Groups from concept and initial UX research to design and implementation, highlighting likes/dislikes, assessment results, and opportunities for similar development by other libraries.

TRACK D ➤ San Carlos Ballroom (Marriott)

Tools of Engagement
Partnerships and collaboration are the most important strategies for challenging times — better together. These sessions showcase a range of tools and techniques for creating community sandboxes where new and creative products and services delight customers and communities.

Moderated by Jim Tchobanoff, Tchobanoff Research & Consulting

D201 ➤ Playing in the Community Sandbox
10:30 a.m. – 11:15 a.m.
Hutch Tibbette, Electronic Resources Librarian, Douglas County Libraries

This session shares Douglas County Libraries’ experience with several successful collaborations. Together with a major database vendor, it collaborated with the local school system to meet the electronic resource needs of the 55,000 students, increase their database use, and save taxpayers $100,000 in the process. At the same time, the library worked with chambers of commerce and local economic development councils to provide startup and marketing information to small-to-mid-size companies. It has paired with the local election office to provide assistance with election questions. And an innovative program now allows library patrons to check out a pass to local art and wildlife museums. This session describes how its involvement in the community raises library awareness, fosters a sense of community, and adds value beyond the walls of the library. Get lots of tips and tricks to try in your environment.

D202 ➤ Collaborating: Students & Librarians
11:30 a.m. – 12:15 p.m.
Michelle Jacobs, Librarian, Instructional Design, Outreach, & Training, Pepperdine University
Lisa Kurt, Emerging Technologies Librarian, University of Nevada–Reno (NR)

From LibGuides to Facebook, Sakai to Skype, one university library has reinvented the way it reaches out to students — based on what the students want. Following a series of focus groups with undergraduates and a massive assessment of library services, the library has become wired within the campus community. More than just an improvement to its online presence, the goal included getting what its users want within its walls. The first talk covers how staff learned to ask the right questions, gather feedback, get institutional buy-in and adapt a concept of perpetual beta. Kurt discusses how librarians at NR were inspired by Apple Stores’ display and customer service model and collaborated to create the One eReader Bar where users can explore various handheld devices and learn what is possible, including making use of library e-resources via eReaders. The librarians acquired devices; researched, tested, and tracked how each worked and shared their findings with each other; designed an eReader Bar LibGuide; trained additional staff; and created informational materials.

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

D203 ➤ Engaging Communities With Collaboration
1:30 p.m. – 2:30 p.m.
Michael Saurer, Technology Innovation Librarian, Nebraska Library Commission (NLC)
Nalin Mahajan, Medical Library Director & Webmaster, Marianjoy Rehabilitation Hospital

Hear about the implementation of a local installation of WordPress to provide small public libraries throughout the state with free websites, since more than 100 public libraries in Nebraska had no noticeable web presence. Saurer shares lessons learned with the technology and work involved, the reactions of the participating libraries, challenges, and future plans. Mahajan discusses a collaborative effort to create Information Connections, a website for parents of children with developmental disabilities and chronic diseases, with funding from the National Library of Medicine. She highlights how the hospital developed needs assessment tools, designed a navigational architecture, and developed the information portal to resources and websites with a special focus on autism, cerebral palsy, ADHD, Down syndrome, and traumatic brain injury, among others. Having access to reliable, high-quality health information and local resources provides emotional support to families, especially during stressful times, and provides resources for healthcare providers, colleges and universities, schools, libraries, and hospitals at points of care or at home.

NETWORKING BREAK ➤ A Chance to Visit the Exhibits
2:30 p.m. – 3:15 p.m.

D204 ➤ Partnerships & Relationships for Impact
3:15 p.m. – 4:00 p.m.
Anne Price, Public Services Librarian, & Kathy Harden, Electronic Services Librarian, University of Maryland–Baltimore
John Sarowski, Director, The ResCarta Foundation

Today’s academic landscape is constantly shaped by dramatically shrinking resources and an ever growing need to keep pace with the demands of users and changing technologies. Price and Harden discuss a strong partnership between public and electronic services departments that created many successful relationships throughout the campus, including both tangible and intangible returns to all parties, and allowed the library to showcase its sometimes overlooked but valuable services and resources. They illustrate how student internships harnessed a “low-cost” resource with virtually unlimited potential, a tremendous return on their investment — time. As the students grow in knowledge, confidence, and abilities, staff interactions and conversations provide new and innovative ideas that could never have been implemented without them. From video production, to website development, to graphic design, our students do it all! Find out how the library empowers, nurtures, and challenges student interns while harnessing their unlimited potential to help show value and meet the growing demands of users. Sarowski outlines successful “Scan Day” events held at libraries in the Midwest, where local historic photos, collectible souvenir postcards, and other artifacts were digitally captured during library-sponsored community events. He discusses equipment, training materials, and recommendations for staffing and procedures, as well as examples of the scans and the metadata that were produced, as well as a tour of the resulting websites. Generating local digital collections with standardized metadata while hosting a community event can be a great way to engage the public and add value to local and regional archives and library online catalogs and websites.

D205 ➤ Repositioning With Tablets, Social Media, & Outreach
4:15 p.m. – 5:00 p.m.
Tim Donahue, Instruction Librarian, Montana State University Library
Arlene Keller, Web Services Manager, Multnomah County Library
Allen Cho, Program Services Librarian, University of British Columbia

Speakers share how they repositioned their services with various devices and strategies. Donahue looks at the newest tablet designs, their operating systems and browsers, and explores the fresh possibilities they offer for discovery and access of library content. In addition to being one of the first libraries to develop a social media policy, Multnomah County Library was named one of the top libraries in Facebook pages in 2010, and is one of the top five most fanned public libraries in the U.S. Speakers share their secrets of success, challenges, suggestions for developing strategies, campaigns and policy to make your online presence the best it can be! Cho discusses repositioning the academic library through community outreach, specifically the Chinese Canadian Stories: Uncommon Histories from a Common Past project, to expand the engagement between academic
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research and the communities which the university serves. Through the collabora-
tion of community organizations across Canada and the University of British
Columbia Library, this one-of-a-kind project gathers the ignored histories of one
of the "founding peoples" of Canada and uses the latest in new media technolo-
gies to present a new understanding of our common history

TRACK E  Ferrante (Conference Center)
Internet@Schools
For Day 2 of the 2-day, K–12-focused Internet@Schools track, speakers discuss
helping students manage both their technology usage and their digital footprints;
how to leverage iPads, iPods, and e-readers; making the library/tech connection;
plus coping with ... and conquering ... people’s techno-fears.
Organized and moderated by David Hoffman, Internet@Schools magazine, and
Susan Geiger, Moreau Catholic High School

E201 Mindful and Connected—
Teaching Mindfulness at a 1:1 Laptop School
10:30 a.m. – 11:15 a.m.
Rachel Shaw, Librarian, The Bay School, San Francisco
As school librarians and educators, you teach your students tricks and tips for
using online tools effectively for research. But today’s students are digitally con-
ected in all aspects of their lives, and there is reason to be concerned about the
persuasive distraction of technology. As educators, you are in a unique position to
encourage awareness of just how your students are using all that ubiquitous tech-
nology. In this session, find out from Shaw how a 1:1 laptop school—with guidance
from its librarian!—has integrated mindfulness education into its culture.

Tuesday Evening Session

The Great Web 2.0 Face-Off
7:30 p.m. – 9:00 p.m.  DeAnza I & II (Portola)
There are tools, tools, tools, but this event features learn, learn, learn while
having fun! Our panel has ideas, but be sure to bring yours too! If we want to
improve collaborative work, productivity, data representation, and research, what are the best Web 2.0 tools to use?
The Game Plan!
Three periods of play jam-packed with ideas, tips and tricks — and even
penalties and power plays! Team 1 (Blue Jerseys) takes on Team 2 (Red
Jerseys) with captains and players while referees keep the pace going,
and there is additional color commentary and expert analysis between periods.
The game will be fast-paced, so be ready to tweet your cheers.
HOST: Anita Brooks Kirkland, Consultant, Information Technology Services,
K–12 Libraries, Waterloo Region District School Board
EXPERT ANALYST: Darlene Fletcher, University of Saskatchewan
COLOR COMMENTATOR: Stephen Abram, Gale Cengage Learning
RED TEAM CAPTAIN: Amy Buckland, McGill University
BLUE TEAM CAPTAIN: Blake Carver, LISHost.org

E202 Helping Students Understand
and Manage Their Digital Footprint
11:30 a.m. – 12:15 p.m.
Stacy Nockwitz, Middle School Librarian, Columbus Academy, Gahanna, Ohio
Students are savvy about using the internet, but they often don’t understand how
their internet usage today impacts their lives tomorrow. In this session, learn from
school librarian Nockwitz how to help your students create and maintain a pos-
itive digital footprint. She discusses how social networking, content creation, and
social media are shaping students’ online personas and offers specific steps
teachers and librarians can take to guide students in the right direction.

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

E203 iPads, iPods, and E-Readers in the School Library
1:30 p.m. – 2:30 p.m.

Nadine Renazie, Lead Librarian Grades 5–8, &
Tabitha Johnson, Lead Librarian Grades K–4, The School at Columbia University, New York City
Renée Ramig, Director of Technology, Seven Hills School, Walnut Creek, Calif.
Emerging technologies are constantly shifting the ways school libraries function.
Whether making changes in the way content is viewed or allowing the curriculum
to be taught in entirely new ways, school libraries must stay current. In this hour-
long session, Renazie and Johnson, librarians at the School at Columbia Univer-
sity, talk about the practical ways they are using iPads and e-readers in their school
library starting in kindergarten. Here are some of the discussion topics: How can
iPads and iPods be tools for recommending books? What are some of the man-
gement issues of using iPads in the library? How can Twitter increase inter-
reception and conversation in book clubs? Next, technology director Ramig weighs
in with more on iPads in her Seven Hills School program, where she finds them to be
“super-portable, instant-on, $500 devices that are perfect for school libraries.”

NETWORKING BREAK  A Chance to Visit the Exhibits
2:30 p.m. – 3:15 p.m.

E204 The Library/Tech Connection:
Making Collaboration Practical
3:15 p.m. – 4:00 p.m.

Lara Ingham, Librarian, & Debra Bodi-Thomas, Technology Coordinator, Oregon
Episcopal School, Portland, Ore.
As libraries emerge into technologically based spaces, the connection between
the technology department and the library/media center becomes vital. How do
we collaborate and share best practices in both fields in order to make our stu-
dents thoughtful and creative users of information? Thomas, lower school tech-
nology coordinator, and Ingham, lower school librarian, at Oregon Episcopal
School, share stories and ideas about how they make their partnership work in
the face of daily schedules, student and teacher demands, and the challenge of
balancing interests and different personal/professional skill sets.

E205 Down With Techno-Fear! Positive Steps to Counter Negative Times
4:15 p.m. – 5:00 p.m.

Mary Ann Bell, Associate Professor/Department Chair, Sam Houston State
University, Huntsville, Texas
The new millennium has been filled with changes, many of which are downright scary.
Consider the current threat level set by Homeland Security, the latest nat-
ural disaster news trumpeted by the media ... Meanwhile the economy lurches
along. For educators at all levels, things can look bleak. Forget new equipment,
enrichment experiences for students, travel to conferences. Many of us are just
praying to hold on to our jobs. In this closing session of the Internet@Schools
track, Professor and sage Bell speaks to this climate of unease, specifically offer-
ing ways to address the following “techno-fears”: 1. Fear of allowing our young-
sters access to internet information by imposing draconian filters. 2. Fear of com-
munication as well as information—fear that causes many to recoil from any sort
of online “social networking.” 3. Fear of letting our youngsters out of our virtual
supervision for even a minute or two. 4. Fear of allowing students and kids have
and use the devices that they all use so expertly. Mary Ann sends you off feeling
fortified, if not fearless!
Internet 2020: TrendWatch Smackdown
8:45 a.m. – 9:45 a.m.
San Carlos Ballroom
RINGLEADER: Roy Tennant, Senior Program Officer, Research, OCLC Online Computer Library Center, Inc.
James Werle, Director, Internet2 K20 Initiative, Internet2
Liz Lawley, Director, RIT Lab for Social Computing, Rochester Institute of Technology
Stephen Abram, VP, Strategic Partnerships & Markets, Gale Cengage Learning

This interactive, exciting, and free-wheeling discussion of all things tech looks at what’s hot on the internet landscape and what’s ahead. Werle talks about next-gen broadband applications and how Internet2, the U.S. fabric of not-for-profit research and education networks, is helping remove bandwidth constraints so public libraries and other community anchor organizations can make new technologies, learning experiences and community collaborations, rich educational content, and workforce development opportunities a reality for people within their community no matter where they’re located. Social computing expert Lawley shares her insights about the internet in 2020, and internet industry watcher, Abram highlights shifts and sea changes that he sees coming our way. Definitely a session to jump-start your future focus.

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

TRACK A DeAnza III (Portola)
Ebook Evolution & Revolution
Building on the discussion of Day One of the Ebook stream about the major issues, including publishing, preservation, and workflows along with the challenges for different types of libraries, today focuses on the issues around lending, terms of use, the future of print, and more.
Organized by Dick Kaser, Information Today, Inc.
Moderated by Kim Silk, University of Toronto

A301/302 Talk About: Publishers, Distributors & the Future of Ebooks
10:30 a.m. – 12:15 p.m.
Alison Griffin, Account Manager, Ingram’s Coutts Library Service
Michael Porter, Libraryland Watcher
Robert Miller, Director, Books, Internet Archive
Sarah Houghton, Assistant Director, San Rafael Public Library & Author, LibrarianinBlack.net
Andromeda Yeltes, GlueJay
Brian Gurewitz, Director of Content Sales, OverDrive

Although we are calling them ebooks, electronic versions of works are quite unlike their print-based counterparts. To force an electronic resource to behave like a print resource is an exercise in frustration; does each have a role to play now and in the future? The way ebooks are sold by publishers and distributors, and the terms of use of institutions serving the public are getting lots of attention. Join the collaborative conversation around these issues and be a part of this interactive discussion to understand various points of view of publishers, distributors, libraries, and new organizations looking to find creative solutions!

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

A303 Practical Considerations for Public & Academic Libraries
1:30 p.m. – 2:30 p.m.
Chad Maim, Information Services Librarian, St. Petersburg College
Michael Ciccone, Manager, Collection Development, Hamilton Public Library
Sue Polanka, Head, Reference & Instruction, Wright State University Libraries

Ebooks are used differently depending upon the users the library serves. Join our panel of experts from college and public library systems to hear them discuss how they decide if and when to include ebooks in their collections and within their curriculum, as well as current issues and challenges that they face and expect to face into the future.

A304 Ebook Issues & Challenges: Debrief
2:45 p.m. – 3:30 p.m.
Moderated by Dick Kaser, VP, Content, Information Today, Inc.
Matthew Hamilton, Tech Manager, Rangeview Library District
Ken Roberts, CEO, Hamilton Public Library
Joe Murphy, Science Librarian, Coordinator of Instruction & Technology, Yale University

This interactive session with a panel of rapporteurs, wraps up Internet Librarian’s 2-day focus on libraries and ebooks: by reviewing the highlights, pulling future actions to the forefront, noting areas for future research for discussion, and more.

TRACK B Steinbeck Forum (Conference Center)
Future Focus
Though we’re still reeling from impacts of past economic challenges, we are still faced with a turbulent future. Many are predicting incredible innovation over the next number of years. Hear our speakers as they speculate, share their expertise and research, and look into their crystal balls!
Moderated by Stephen Abram, Gale Cengage Learning

B301 Tech Change
10:30 a.m. – 11:15 a.m.
Amy Affelt, Director, Database Research, Compass Lexicon
Amalia Menon, Library Specialist, Stanford University, & Regina Koury, Electronic Resources Librarian, Idaho State University

Affelt speculates what tech changes we will see from 2011 to 2021 and explores current thinking on emerging technologies for finding, accessing, and providing information. Both the Horizon Report 2011 and ARL’s report, “Futures Thinking for Academic Librarians: Higher Education in 2025,” list genre-based computing as a trend to watch and adopt in a few years. Menon and Koury discuss what has been done in a number of U.S. and European libraries, what is coming, and what is on our wish list when it comes to genre-based computing.

B302 FutureReady365: Highlights, Insights, & Advice
11:30 a.m. – 12:15 p.m.
Cindy Romaine, Romainiacs Intelligent Research, & President, Special Libraries Association (SLA)
Meryl Cole, Principal, Masterminds Strategic Research

SLA’s 2011 initiative encourages members to become Future Ready by adopting an attitude of being more adaptable, flexible, and confident in utilizing their skills in the new knowledge economy. An active community blog FutureReady365 is focused on sharing knowledge, ideas, and insights on how we are ready for the future. It includes different perspectives — members, vendors, partners, thought leaders and clients — so that we get a multidimensional view of what Future Ready looks like to inspire one another. Romaine shares the hot-button issues, and insights (appropriate for any information professional) gleaned from the experience of executing a daily, collaborative, distributed social networking project.

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

B303 Imagining a Future for the Library Catalog
1:30 p.m. – 2:30 p.m.
Walton Nelson, Manager, Library Systems, RAND Corp.
Marshall Breeding, Director for Innovative Technology, Vanderbilt University
Andrew Pace, Executive Director, Networked Library Services, OCLC

The current model of the library catalog as a self-contained destination where patrons must go to search for content dooms the catalog to a future of irrelevance and obscurity. We (librarians & ILS vendors) must re-imagine the catalog not as a destination but as a source for the highest-quality data, and then freely share that data with search engines and other applications using a wide range of current and future technologies and techniques. What’s beyond the next-gen catalog? What’s our future?
General Conference

B304  Storytelling Tools on Multitouch Solutions
2:45 p.m. – 3:30 p.m.
Erik Boekesteijn & Jaap van de Geer, Science & Innovation Department, DOK, the Library Concept Center, & Producers, This Week in Libraries

Storytelling tools as designed by DOKLAB, an innovation lab and home of our speakers, also known as The Shanachies, are appealing, mostly digital, products and services that connect users, the providers of all sorts of stories (content). Storytelling tools make it easy and fun to find information, as well as collect and share stories both within and outside the library walls. These tools come in many shapes and forms, so come hear about these exciting new multitouch solutions.

TRACK C  DeAnza I & II (Portola)
Creative & Leading-Edge Practices

Learning from each other is a strong practice within the Internet Librarian community, and this series of presentations shares exciting new practices, strategies, techniques, and more. Join us and take home lots of insights, ideas, and innovations you can replicate.

Moderated by Helene Blowers, Columbus Metropolitan Library

C301  Inno'play'ion in Libraries
10:30 a.m. – 11:15 a.m.
Helene Blowers, Director, Digital Strategy, Columbus Metropolitan Library

Are you seeking inspiration for some new models and practices to ignite your library services and community? Is your organization ready to move beyond implementing best practices to develop your own fresh practices but feel stuck in old paradigm thinking? You are not alone. Join Blowers in exploring the intersection of “innovation” and “play” and discover some new ways to apply technology and think about libraries, services, and knowledge sharing. Create an inno’play’ion spark to jump-start your thinking.

C302  Strengthening Community, Enhancing Library Services
11:30 a.m. – 12:15 p.m.
Linda Garvin, Manager, Mill Woods Branch, Edmonton Public Library (EPL)
Moe Hosseini-Ara, Director, Service Excellence, Markham Public Library

EPL embarked on an ambitious process to implement a community-led service framework reflecting its commitment to meeting customer needs and reducing barriers. It recruited 13 community librarians and transitioned more traditional librarian roles to a community-led focus. Hear stories of how EPL has made a difference within the community. The second presentation illustrates how rearranging a public library to be more like a bookstore grabbed community attention.

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

C303  Building a Think Tank @ Your Library
1:30 p.m. – 2:30 p.m.
Jason Clark, Digital Initiatives Librarian, Montana State University Library
Gretchen Caserotti, Head of Children & Teen Services, Darien Public Library
Nancy MacKenzie, Customer Service Manager, & Lisa Hardy, Customer Service Manager, Calgary Public Library (CPL)

Innovation and new services can come from all levels of your organization. First, learn how a public and academic library create structures of participation ranging from brown bag talks to dedicated working groups to drive new services and create beta projects. Clark talks about the creation of an emerging technologies think tank at Montana State University Library. Caserotti shares her experience running Tech Bites, staff-led technology training lunches at Darien Library. Come see how you might create these structures of participation. The CPL team shares how their Future Action Team (FAT) was established to support the development of organizational change champions and to provide opportunities for emerging leaders to influence the library’s strategic direction.

C304  Web Services: Libraries in the Cloud
2:45 p.m. – 3:30 p.m.
Andrew Pace, Executive Director, Networked Library Services, OCLC
Lori Haight, Director of Libraries, Simpson University
Robin Hartman, Director, Library Services, Hope International University

By moving routine tasks (like acquisitions and circulation) to the web, libraries are able to share infrastructure costs and resources, as well as collaborate in new ways and without the restrictions of local hardware and software. Hear how libraries are using web services and the impact it is having on their libraries.

TRACK D  San Carlos Ballroom (Marriott)
Planning

Organizations are shifting their structures to deal with the changing technology, demographics, and economics. This track focuses on building support, social media strategies, tips for getting things done, and using data for library success.

Moderated by Deb Hunt, Information Edge

D301  Building Support for Change & Customer Relationships
10:30 a.m. – 11:15 a.m.
Christina de Castell, Manager, Online Information & News, Vancouver Public Library (VPL)
Tommy Armstrong, Senior Systems Analyst & Information Architect, & Doug Hahn, Senior Lead Software Application Developer, Texas A&M University Libraries

Hear how VPL is increasing technology training, providing more computers, and supporting effective information resources and ebooks during a difficult budget climate. Their success—a highly collaborative process, public consultation, evaluation, and experimentation to successfully transform a low-use, print-based environment into a technology-focused learning space. Find out the surprises from patrons, what worked and what didn’t, and learn what you can apply to public technology training and support. Then hear how Texas A&M University Libraries replaced its homegrown “help desk” problem tracking system of more than 10 years with SugarCRM, an enterprise class open source customer relationship management platform. As service organizations, libraries are especially sensitive to customer feedback, relationships, and keeping their fingers on the pulse of customer needs. Learn what factors drove the decisions to go with a CRM for the libraries’ internal customers, how buy-in was achieved, experiences so far, and plans for the future.

D302  Social Media Strategy & Goals
11:30 a.m. – 12:15 p.m.
David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library

Organizations are great at starting new online projects...and then letting them quickly die. Do you know how to plan, sustain, and set goals for an online project? This session describes the planning processes used by several different libraries — how they plan, create strategy, get buy-in, and sustain a social media project.

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

D303  Getting Things Done — Tips & Tricks
1:30 p.m. – 2:30 p.m.
Nicole Westbrook, Digital Photographe Technician, University of Houston Libraries
Sarah Houghton, Assistant Director, San Rafael Public Library
Colleen Harris, Head, Access Services, University of Tennessee—Chattanooga

This panel shares tips and techniques for accomplishing many tasks and challenges that libraries face. Westbrook describes how a small staff with ambitious plans tripled their workforce and implemented robust project tracking workflows — all without spending a cent by creating an online management system (OMS) that harnesses freely available Web 2.0 tools to collaboratively manage a rotat-
ing pool of library school interns. Houghton-Jan, an expert in project persuasion, shares useful tricks for getting technology projects past intractable committees, grumpy bosses, anti-technology supervisors, and change-resistant staff, as well as Jedi mind tricks, psychological gambits, and convincing arguments that you too can use to get stuff done. Harris addresses best practices for using the Internet to develop accountability factors for your library — goal setting, project management, and creating an organizational culture of transparency.

**D304** Using Data for Library Success  
2:45 p.m. – 3:30 p.m.  
Greg Sypherd, Systems Administration Manager, & Wendy Turner, IT Business Analyst, Columbus Metropolitan Library

With today’s limited resources and increasing demand for services, it’s more important than ever that libraries think like a business. One of the best ways to do this is using the information already available, in the form of data, whether it’s stored on a computer system, entered into a spreadsheet, or handwritten. Business intelligence (BI) provides the key decision makers in the organization with the data they need, when they need it, and in a format that enables quick decisions. BI utilizes technology and processes to gather, analyze, and present data that can be used to support operational and strategic decision making. BI can tell you how the organization is performing today and provide insight into how it could look in the future. Learn how the Columbus Metropolitan Library (CML) is utilizing BI to control costs, improve service to customers, and better utilize resources. The presenters will discuss the concepts and technologies of BI and show examples of how BI has streamlined its decision making process.

**TASK E** Ferrante (Conference Center)  
Content Management

Content is one of the major assets of libraries and this track focuses on digital content tools, data curation and preservation, as well as rights and licensing. Moderated by Richard Hulser, Natural History Museum of Los Angeles County

**E301** Digital Content Tools: Thesaurus & Folksonomies  
10:30 a.m. – 11:15 a.m.  
Audrey Madler, Information Specialist, Rural Assistance Center (RAC)  
Melissa Rosales, Information Specialist, Intelligence Dept., TBWA/Chiat/Day  
Andrew Carlos, Electronic Resources Librarian, The Hacker School

Are you starting a digital library project? Are you interested in taxonomies and folksonomies? Whether you’re digitizing historical photographs, creating subject guides, or organizing your library’s blog, building a thesaurus is an investment that will help your users find what they need. The first presentation discusses how a well-designed thesaurus can drive browsing and searching, display cross-references, help populate metadata, and highlight popular content. It provides tips for using the words your users prefer by bridging the taxonomy-folksonomy gap. The second presentation showcases bookmarking alternatives, such as Pinboard.in, Zootools, Folkid, Knowledge Plaza, Diigo, etc., and talks about the issues of social tag implementation, taxonomy-based tags, and how to guide users on how to generate better tags. These findings are based on social tag content management experience from an online social network. Join our knowledgeable speakers to learn some tips and tricks for creating a controlled vocabulary that will grow with your project.

**E302** Making a Case for CMS!  
11:30 a.m. – 12:15 p.m.  
Ken Varnum, Web Systems Manager, University of Michigan Library  
Nina McHale, Web Librarian, University of Colorado Denver

Making a convincing case to change from non- or lightly-managed web sites to a content management system (CMS) can seem daunting. However, you can build a strong case that will help convince administration of the benefits of CMSs. In this talk, two librarians who manage large public and internal websites at the University of Michigan and the University of Colorado Denver give you all of the ammo you need! Gain insight on why having a CMS is better than not having one and why an open source CMS tool (such as Drupal and MediaWiki) are viable, functional, and efficient solutions. Audience participation in the form of group therapy will be encouraged.

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

**E303** Data Management, Preservation, Curation, & Repositories  
1:30 p.m. – 2:30 p.m.  
Susan Chesley Perry, Head of Digital Initiatives, UCSC University Library  
William Gunn, Head, Academic Research, Mendeleev Ltd.

The management, preservation, and curation of research data is one of the hottest topics in librarianship today. Peters, Dasler, and Dryden discuss their assessment of current data curation practices and grant-related data management plan preparation on the part of their university researchers, identify the types and volume of data produced by research grants as well as specific technologies, metadata schemas, and archiving practices that are in use on campus. They hope this is a first step towards creating a centralized solution for managing and preserving research data in conjunction with other campus units. Perry discusses digital preservation strategies and curation flows. Gunn contributes to the data curation discussion and talks about embedding institutional data into the researcher’s workflow, and the effect of design and usability work on tool usage.

**E304** Digital Content Frustration: Copyright, Licensing, & DRM  
2:45 p.m. – 3:30 p.m.  
Sarah Houghton, Assistant Director, San Rafael Public Library

Digital content licensing is confusing at best for consumers and for library purchasers. Authors, musicians, and filmmakers create content, and people want to consume that content. In the middle, though, are publishers and content aggregators which add rules of use to digital content that differ from the rules of use for the same content in a physical format. How can libraries successfully navigate this web of difficulty and advocate for our users? This session covers the basics of copyright law as it applies to digital content as well as the impact of licensing/terms and conditions from different content providers and publishers. Find out how all of this legalese affects the implementation of digital rights management technology on both consumer and library licensed digital content. You will also learn a bit about piracy and resources for breaking digital rights management for legal backup copies. Come away with a toolkit to explain complicated rules to coworkers and users.

**Closing Keynote**

Gamification: The Good, the Bad, and the Ugly  
3:45 p.m. – 4:30 p.m.  
Steinbeck Forum  
Liz Lawley, Director, RIT Lab for Social Computing, Rochester Institute of Technology

“Gamification” is a hot new term in business and tech circles these days, and you can find as many people vilifying as praising it. What does it really mean to “gamify” something? What value can this increasing focus on game mechanics in nontraditional contexts bring, and what risks accompany it? Lawley talks about this phenomenon, sharing experiences from past and current game design efforts she’s been involved in.

**Free Cybertours!**

Our popular information-rich cybertours are featured in the Exhibit Hall on Tuesday and Wednesday! A wide range of topics include: cloud computing, Gov 2.0 resources and Google Plus. See pages 22-23 for details.

Follow us on Twitter  
Get the conversation started by using Twitter tags #IL2011 & #InternetLibrarian. Don’t miss a thing!
FREE CYBER TOURS

Tuesday, October 18

QR Codes 101
10:00 a.m. – 10:15 a.m.
Kelly Sattler, Digital Librarian, MSU Libraries
QR codes are little images containing information that transmit the contained information when a person scans 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 cyber tour explores different options for creating and using QR codes and potential uses in libraries.

Warp Speed to the Cloud: ILS Case Study
10:30 a.m. – 10:45 a.m.
Richard Hulsce, Chief Librarian, Natural History Museum of Los Angeles County
This session case study illustrates how a fully manual library operation (closed for more than 2 years) was able to do a fast start into the 21st century of information management and access using a cloud-based ILS as the base. Hear how a solo librarian challenged with a very tight budget and limited IT support is using technology as a catalyst for change and collaboration, turning the perception of the library from a passive warehouse of materials into an active source of information and education.

Researching Customers & Competitors
11:30 a.m. – 11:45 a.m.
Marcy Phelps, Phelps Research
Librarians and info pros are in a position to provide businesses with the information needed to thrive in a tough economy. Learn the key resources for helping companies understand their customers and competitors, including the demographics and economic, political, social, and other issues that make each market unique.

Gov 2.0: Gov Info on the ‘Net
12:00 p.m. – 12:15 p.m.
Gary Price, Co-Founder, INFOdocket & Full Text Reports
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, publication 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.

Building the World’s Largest Crowdsourced Archive of Research
12:30 p.m. – 12:45 p.m.
William Gunn, Head, Academic Research, Mendeley Ltd.
Tim Berners-Lee has often lamented the way so much of the world’s information remains locked away and inaccessible to those who could build great things with it. This cyber tour looks at an effort to assemble a crowdsourced research catalog, collecting “attention metadata” on content usage, then making this data available in a structured manner via Open API. With nearly 1 million researchers and 80 million research documents uploaded, the service is approaching the scale that enables genuinely useful insights to be reached.

Web 2.0 Resources & Tools
1:00 p.m. – 1:15 p.m.
Rudy Leon, Technology Training Librarian, University of Illinois Urbana-Champaign
Hear about one tech librarian’s cool tool picks as she shares her experimentation and thoughts on their possible use in libraries. She has been playing with one tool for easily creating tutorials, with ‘mother blogs’ using Posterious, and getting deep into sharing and bundling features for info dissemination on Google Reader. Hear her tips and opinions!

Productivity Tools & Tips for Internet Librarians
1:30 p.m. – 1:45 p.m.
Bobbi Newman, Learning Consultant
Wish you had more hours in the day? Join our learning expert and hear about new tools and processes that could help you find extra hours in your day and be more productive.

Cloud Computing 101
2:00 p.m. – 2:15 p.m.
Marshall Breeding, Director, Innovative Technologies, Vanderbilt University
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.

Using YouTube Playlists for Collection Development
3:00 p.m. – 3:15 p.m.
Cathy Wolford, Systems Librarian, Detroit Area Library Network (DALNET)
Delivering library services in new formats is becoming the norm. This cyber tour looks at YouTube, the world’s largest and best-known online video brand, which has a convenient way to organize user-created videos into collections. Learn how to create and customize your YouTube channel and playlists, excel at video selection analysis, and understand the various types of YouTube accounts and their benefits. Filled with lots of tips on how to integrate YouTube playlists into other library while dealing with the use of third-party content.

Wednesday, October 19

Streaming Media for Libraries
10:30 a.m. – 10:45 a.m.
Cuys Ford, Special Formats Catalog Librarian, University of Nevada–Las Vegas
This cyber tour illustrates how libraries can provide an online video library to clients with a computer and internet connection and discusses the technical aspects as well as other challenges and considerations.

Google Plus
11:00 a.m. – 11:15 a.m.
Miles Kehoe, President, New Idea Engineering, Inc.
So what’s all the excitement about Google’s new social networking service? What can it do for you that all the other social media can’t? How can you use it to provide better services for your clients or streamline your business? Get an overview from a Google+ user and gain insights and ideas for applying G+ to your environment.

Model for Building Community Collections
11:30 a.m. – 11:45 a.m.
Margaret Heller, Web Services Librarian, Dominican University
Learn about the Chicago Undergraduate Library’s (CUL) replicable model for building community collections using the lens of an archive to examine the creative, political, and intellectual interdependencies of a city, tracing how people have worked together, where ideas first developed, and how they spread from one publication to another through individuals. It utilizes community volunteers and catalogers, search and browse capabilities, and a map to see where each publication came from to discover what’s been published in their neighborhood and to provide their own historical notes and additions to any catalog entry in the Drupal content management system (and others are using Joomla).

Building Team Skills
12:30 p.m. – 12:45 p.m.
Ying Zhang, Acquisitions Librarian, University of Central Florida Libraries
To better respond to e-resource problem reports based on a robust academic program, UCF established a multi-department team, created a workflow and ticketing system, and defined service benchmarks. Building buy-in and improving comfort levels took training, discussions, encouragement, and benchmarks. Get tips and tricks based on the speakers’ experience to build skills for your teams!
Listen and learn at a series of free cybertours and information sessions for all Internet Librarian 2011 Exhibit Hall visitors. Taking place at the CyberCorner in the Exhibit Hall, these cybertours cover a range of topics & 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 Internet Librarian 2011 Exhibit Hall at the appropriate time.

Hosted by Gayle Gossen, Marketing Consultant

Exhibit Hours

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<td>Hours</td>
<td>5:00 p.m. – 6:30 p.m.</td>
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