Library Leaders Digital Strategy Summit
An Event for Library, Archives, and Museum Directors and Executive Management
MARCH 8–9

ORGANIZED AND PRODUCED BY
Information Today, Inc.

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#CILDC 31 YEARS STRONG!

Computers in Libraries conference continues the tradition of highlighting innovative technology and library practices and sharing leading-edge information services and community engagement strategies, as well as looking at the impact these services and practices have on their communities.

PRECONFERENCE WORKSHOPS
In addition to our popular Searchers Academy full day preconference workshop on Monday, March 7th, we are introducing a new full day workshop, Incubating Creativity & Imagination in the Library. We have a wide range of half day workshops, including such topics as Design Thinking, Make a Makerspace, Information Architecture & UX, Using Measurements for Strategic Planning Resource Management, Essential Sharepoint, Tech Trends, Data Visualization Tools, Staff Development, Hacking Discovery, Value with the Logic Model, Responsive Web Design, and more. See pages 6-8.

INTERNET@SCHOOLS TRACK
Track E of Computers in Libraries on Tuesday, March 8 and Wednesday, March 9 features K-12 focused programming for educator librarians. Included with the full-conference pass option OR register separately for just $199.

MONDAY EVENING WELCOME & NETWORKING EVENT
Games, Gadgets, & Makerspaces
5:30 p.m. – 7:30 p.m.
Join our gamers and gadget lovers for an evening of fun, playing, learning, and networking. See how you can transform your thinking, your programs, and your spaces with the latest games, gadgets, and ideas! Share with a poster about what your library is doing with creative making and makerspaces in your library. Led by Brian Pichman & Tod Colegrove this event will start your conference experience with lots of learning and laughing! Refreshments included.

WEDNESDAY EVENING SESSION
The Internet of Things & Libraries
7:30 p.m. - 9:00 p.m.
Lee Rainie, Director, Internet, Science and Technology Research, Pew Research Center, & Author, Networked: The New Social Operating System

In 2014, on the 25th anniversary of the Web, Pew released research on the Internet of Things: “Many experts say the rise of embedded and wearable computing will bring the next revolution in digital technology. They say the upsides are enhanced health, convenience, productivity, safety, and more useful information for people/organizations. The downsides: challenges to personal privacy, over-hyped expectations, and boggling tech complexity. We hear more and more about the Internet of Things these days, and our popular speaker Rainie shares Pew’s research and other insights on libraries and the expanding Internet of Things!

CONFERENCE CONVERSATIONS!
Computers in Libraries is all about conversations. In addition to the ones you’ll find in the session rooms, hallways, and exhibit hall; remember to check out the conference blog at libconf.com and the announcement of dine arounds in February!

LIBRARY LEADERS DIGITAL STRATEGY SUMMIT
This 2-day summit is an intimate forum for library directors, CEOs, and CIOs of academic, public, government, and special libraries to problem-solve, discuss, reflect, and network with colleagues. See pages 10-11 for details.

CYBERTOURS
Plan to pick up some quick tips, take a sneak peek at new products, and learn new skills at short, free Cybertours in the Computers in Libraries 2016 Exhibit Hall. For more details and updates about topics and speakers for this Computers in Libraries feature, visit cil.infotoday.com.

FREE RECEPTION & DINE AROUNDS
Information Today, Inc. invites all registrants and exhibition visitors to a reception on Tuesday in the Exhibit Hall from 5:15 p.m. – 6:00 p.m. Closer to the show visit cil.infotoday.com/dinearounds for a listing of available Dine Around groups.

EXHIBITION
The Computers in Libraries exhibition features leading edge companies offering the visitor a choice of products in all aspects of library technology, including web-based products and services, integrated library and information systems, online services, document delivery services, internet software tools, content suppliers, search services, and more. The exhibits will be located on the Terrace Level of the Washington Hilton. See the registration form (page 31) to sign up for your free Exhibit Hall pass.

CONNECT WITH US:

#CILDC
Many organizations have innovation labs, incubating spaces, and ways to stimulate imagination and support research. Our theme for Computers in Libraries 2016, Library Labs: Research, Innovation, & Imagination, aims to do the following:

• Highlight library research that translates into useful strategies and practices for libraries.
• Share new and exciting projects from information industry labs.
• Feature innovative services and libraries.
• Stretch our imagination with possible areas for further library research and testing.

Libraries are changing,—building creative spaces with a focus on learning and creating; engaging audiences in different ways with community and digital managers; partnering with different community organizations in new and exciting ways. Computers in Libraries has always highlighted and showcased creative and innovative practices in all types of libraries, but this year with our theme, Library Labs: Research, Innovation & Imagination, we plan to feature truly transformative and cutting-edge research, services, and practices along with the strategies and technologies to support them. The conference program is filled with ideas, leading-edge practices, tips, and techniques for creating innovative libraries, and engaging communities, as well as designing and delivering strategic services that are of primary importance to our communities. The emphasis is on doing research, translating it into innovative services and practices, using our imagination and thinking outside of the box, learning from other industries, finding strategic partners, and creating value for our user communities with new tools, techniques, and skills to build innovative and priority services.
**WELCOME & OPENING KEYNOTE**  •  Innovation & the Knowledge Ecosystem  •  Dave Snowden

**TRACK A ✮ DISCOVERY & SEARCH**

10:00 a.m. – 10:45 a.m.
Super Searcher Tips & Tools  
1:15 p.m. – 2:00 p.m.
Adventures in Advanced Search

**TRACK B ✮ UX & WEB PRESENCE**

10:00 a.m. – 10:45 a.m.
Start Doing UX Research for Little or No Cost  
1:15 p.m. – 2:00 p.m.
Writing for the Web

**TRACK C ✮ TECH UNDERPINNING OPERATIONS & SYSTEMS**

10:00 a.m. – 10:45 a.m.
Library Technology Industry Update  
1:15 p.m. – 2:00 p.m.
Affordable, Secure, & Flexible Public Computer Ecosystem

**COFFEE BREAK**  •  In the Exhibit Hall

**LUNCH BREAK**  •  Cash concessions in the Exhibit Hall

**NETWORKING RECEPTION**  •  In the Exhibit Hall

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**KEYNOTE PANEL**  •  Executive Perspectives of the Library Tech Industry

**TRACK A ✮ LIBRARY LABS & RESEARCH**

10:00 a.m. – 10:45 a.m.
Using Research for Strategic Priorities & Innovation  
11:30 a.m. – 12:15 p.m.
Personal Archiving & DCPL's Memory Lab

**TRACK B ✮ USER EXPERIENCE (UX)**

10:00 a.m. – 10:45 a.m.
Electronic Resources UX & Accessibility  
11:30 a.m. – 12:15 p.m.
Evaluating Website Navigation With Usability Tests

**TRACK C ✮ EVOLVING ENTERPRISES**

10:00 a.m. – 10:45 a.m.
Engineers & KM  
11:30 a.m. – 12:15 p.m.
Evolution in Training Services

**COFFEE BREAK**  •  In the Exhibit Hall

**LUNCH BREAK**  •  Cash concessions in the Exhibit Hall

**COFFEE BREAK**  •  In the Exhibit Hall

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**WEDNESDAY EVENING SESSION**  •  The Internet of Things & Libraries

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**KEYNOTE**  •  Libraries & Perpetual Learning  •  Lee Rainie

**TRACK A ✮ INNOVATION & INNOVATIVE PRACTICES**

9:45 a.m. – 10:45 a.m.
Beacons for Libraries  
11:45 a.m. – 12:30 p.m.
Enabling Innovation

**TRACK B ✮ BUILDING DIGITAL COLLECTIONS**

9:45 a.m. – 10:45 a.m.
The Value of Value in a Near Distant Future  
11:45 a.m. – 12:30 p.m.
Not Your Usual Selfie—Or Content!

**TRACK C ✮ TOOLS**

9:45 a.m. – 10:45 a.m.
Raspberry Pi Four Ways: Small Computers in the Library  
11:45 a.m. – 12:30 p.m.
Research Genius: iOS App by Library & Faculty

**COFFEE BREAK**  •  In the Exhibit Hall

**LUNCH BREAK**  •  Last Chance to Visit the Exhibits (Exhibits close at 12:45 p.m.)
CONFERENCE AT-A-GLANCE

TUESDAY, MARCH 8

TRACK D • CREATIVE COMMUNITIES & MAKERSPACES
D101 Creative Communities: 3D Printer Services at the Library

COFFEE BREAK • In the Exhibit Hall

D102 Connect & Create: Artists in the Library

LUNCH BREAK • Cash concessions in the Exhibit Hall

D103 Maker Space & Entrepreneur Incubator

D104 Holding a Successful Hack-A-Thon

D105 Building Community & Global Partnerships

TRACK E • INTERNET@SCHOOLS
E101 Online Security, Privacy, and the Teacher-Librarian

E102 Global Connections, Technology, and School Libraries

E103 Teaching Screenagers in the Land of Click, Slide, and Touchscreen

E104 Tech ALIVE: Embedded Professional Development in Education Technology

E105 How Students Experience Search Results

NETWORKING RECEPTION • In the Exhibit Hall

WEDNESDAY, MARCH 9

TRACK D • CREATIVE COMMUNITIES & MAKERSPACES
D201 Transformation & Community Engagement

D202 From Zero to Makerspace

D203 Making & Innovating: Year One at Two Universities

D204 Collaborating to Create a Community of Coders

D205 Coding is Where It’s At!

COFFEE BREAK • In the Exhibit Hall

LUNCH BREAK • Cash concessions in the Exhibit Hall

D206 How Digital Portfolios Transform Library/Fab Lab Learning

D207 Controlling the Chaos: Using Technology to Become and Stay Organized

D208 If You Must Google, Then Google Well!

D209 Multimedia Learning Stations: Connecting Learners to the World

WEDNESDAY EVENING SESSION • The Internet of Things & Libraries

THURSDAY, MARCH 10

TRACK D • PRACTICAL SOCIAL MEDIA STRATEGIES
D301 Successful Social Strategy

D302 Tumble, or Snapchat? Instagram?

LUNCH BREAK • Last Chance to Visit the Exhibits (Exhibits close at 12:45 p.m.)

D303 Who Are You Online?

D304 Targeted Social Media Strategies

D305 Social Life of Social Media Policies

TRACK E • MANAGEMENT & METRICS
E301 Repositioning Librarians for Success

E302 Service Innovation & Change

E303 Library Collection Analysis System

E304 Embracing Training Failures & Learning From Them

E305 Better Data to Create Better Libraries

COFFEE BREAK • In the Exhibit Hall

WORKSHOPS
Monday, March 7

9:00 a.m. – 4:00 p.m.

W1 • Searchers Academy: Reinventing Search

W2 • Incubating Creativity & Imagination in the Library

9:00 a.m. – 12:00 p.m.

W3 • Information Architecture & UX for Libraries

W4 • Tech Trends for Libraries in 2016 & Beyond

W5 • Using Measurements (Not Stats) for Strategic Planning

W6 • Library Resource Discovery: Strategies, Interfaces, & Options

W7 • Growing a Library Through Tech & Marketing

W8 • Design Thinking for Libraries

W9 • Responsive Web Design

W10 • Practical Research for Actionable Assessment & Evaluation

W11 • Designing a 21st-Century Learning Commons

1:00 p.m. – 4:00 p.m.

W12 • Data Visualization Tools & Techniques

W13 • Determining & Demonstrating Value With the Logic Model

W14 • Hacking Discovery for Better UX

W15 • Information Architecture & the User Experience

W16 • Want to Make a Makerspace? Practical Tips, Tricks & Strategies

W17 • Staff Development: 5 Steps to Creating a Learning Culture

W18 • Essential SharePoint: Real World Tips & Strategies for Non-Technical Users

Games, Gadgets & Makerspaces

Monday, March 7 • 5:30 p.m. – 7:30 p.m.

Join our gamers and gadget lovers for an evening of fun, playing, learning, and networking. See how you can transform your thinking, your programs, and your spaces with the latest games, gadgets, and ideas! Share with a poster about what your library is doing with creative making and makerspaces in your library. Led by Brian Pichman & Tod Colegrove this event will start your conference experience with lots of learning and laughing! Refreshments included.

NETWORKING EVENT
FULL DAY WORKSHOPS
9:00 a.m. – 4:00 p.m.

W1 • Searchers Academy: Reinventing Search
Mary Ellen Bates, Principal, Bates Information Services, Inc.
Greg Notess, Faculty & Graduate Services Librarian, Montana State University
Marydeed Ojala, Editor-in-Chief, Online Searcher
Gary Price, Co-Editor, INFOdocket and FullTextReports

Now that our smartphones can search the web for us, how do info pros set themselves apart from anyone with access to Google? This full-day workshop looks at what is innovative, creative, and unexpected in advanced web research. Searchers Academy allows you to interact with a series of industry experts who share their ideas and expertise in the field of research on the web and in social media. There’s always something new to be learned from these leading-edge info pros. Participants should have basic experience with web searching, but even searchers with an extensive searching background will come away with a new attitude and new resources and tools for more effective and strategic searching. Get the latest tips and tricks from our super searchers! Academy topics include:

• Hacking Google: Learn about the new and little-known search features that enable you to out-Google anyone … even your clients!
• Hacking the Deep Web: Today’s best techniques for identifying and searching the rich content within the deep web
• Hacking the Social Web: How to get the most value from social media—for research and professional development
• Hacking Your Deliverables: What you can do with your search results to make the information even more valuable
• Hacking Subject Searches: Specific tools and resources for searching in a variety of specialized topics

W2 • Incubating Creativity & Imagination in the Library
Holly Storck-Post, Associate Editor, Library as Incubator Project & Youth Services Coordinator, Monroe Public Library
Erinn Batykefer, Co-Founder, Library as Incubator Project, & Programming Coordinator, New Canaan Public Library

This hands-on workshop is a combination of information-sharing on programs that promote creativity and hands-on learning in libraries with actual hands-on explorations and creative practice. Some examples of activities include: Library as Incubator Project/The Artist’s Library; Making your library an incubator for creativity in your community; Hands-on projects: Writing from Memory, Writing from Pictures, Blackout Poetry and Coloring; and The Book to Art Club. Get ideas and inspiration for incubating learning in your library community and hear what programs your colleagues have in place.

MORNING WORKSHOPS
9:00 a.m. – 12:00 p.m.

W3 • Information Architecture & UX for Libraries
Peter Morville, President, Semantic Studios. & Author, Information Architecture for the World Wide Web, Ambient Findability, Search Patterns, & Intertwined

The user experience of a library is increasingly mobile, cross-channel, and multiplatform. A customer journey may bridge myriad physical and digital touchpoints, including the information desk, reference interview, website, catalog, and databases. Consequently, the design of products and services should be informed by a holistic understanding of users, content, and context. This workshop explores the use of modern information architecture principles and practices to map existing ecosystems and make better experiences. It covers digital strategy, governance, culture, service design, design thinking, emerging technology, and place-making. It takes a deep dive into responsive design, search, and the information architecture of websites and library ecosystems. And, our experienced and popular speaker brings these topics to life with a mix of practical, hands-on exercises, in-depth case studies, and colorful stories.

W4 • Tech Trends for Libraries in 2016 & Beyond
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library, and Publisher, davidleeking.com

Technology has changed the face of libraries, and is continuing to change how we work and how we deliver services to customers. This workshop introduces emerging technology trends, and how those trends are reshaping library services. Examples are provided of how to incorporate these emerging trends into libraries. Attendees learn what trends to look for, find out the difference between a technology trend and a fad, and get ideas on how their library can respond to emerging technology.

W5 • Using Measurements (Not Stats) for Strategic Planning
Stephen Abram, Executive Director, Federation of Ontario Public Libraries (FOP), & Lighthouse Consulting

What do we do with data and how do we apply it to visionary and operational decision-making? Hear how one organization is leading a community-driven measurement strategy for an entire province’s 300-plus library systems to drive the whole picture of public library performance in Ontario. Beginning with a strategic marketing planning process in 2013, results include a new 2015 public opinion poll of Ontarians’ attitudes toward public libraries and how they’ve changed from the 2003, 2006, and 2010 polls; a census of public library e-presences (websites, social media, and social networking); a bibliographic review of the research on major public library “value” branding campaigns in Canada and the U.S.; focus group results and interviews with key internal and external stakeholders, including librarians, library staff, library board members, and municipal administrators; and data and analysis of Ontario public library’s performance over time. This workshop shares the processes and techniques used, and illustrates how to apply data in the library context to the big issues—funding, communication, planning, and choosing priorities.

W6 • Library Resource Discovery: Strategies, Interfaces, & Options
Marshall Breeding, Independent Consultant, Library Technology Guides

Libraries face daunting challenges in providing access to library resources in ways that both meet the expectations of library users and librarians. Library users today expect simple, powerful, and intuitive interfaces that provide instant access to information resources. Librarians advocate for precise as well as general search capabilities, to optimally expose users to print as well as electronic resources, to take full advantage
of the investments made in all categories of library materials, and to operate objectively without bias to any given publisher’s content. This half-day workshop explores the realm of library resource discovery services, helping attendees develop or refine strategies that can be applied in libraries as they evaluate, select, and implement these products.

W7 • Growing a Library Through Tech & Marketing
Ben Bizzle, Founder of LibraryMarket.com; Former Director, Technology, Craighead County Jonesboro Public Library; Author, Start a Revolution: Stop Acting Like a Library

Compelled to change the perception of libraries as antiquated and boring institutions, Ben Bizzle has developed an aggressive technology and marketing strategy for libraries, which is guaranteed to increase community awareness and create better patron service. Join Bizzle as he discusses this award winning approach and shows how you too can better engage your patrons and increase community awareness of your library.

W8 • Design Thinking for Libraries
Michelle Frisque, Chief of Technology, Content & Innovation, Chicago Public Library

Using a toolkit for customer-centered design sponsored by the Bill & Melinda Gates Foundation, this workshop focuses on an approach to improving your library through creative problem solving. The toolkit guides you through “design thinking” so you can start coming up with solutions to everyday challenges within the library. Design thinking, or human-centered design, is all about starting with people—the users who visit your library. IDEO, the creator of the library toolkit, has been using similar methods to envision new products, services, spaces, and experiences that bring them to life. Join our guide, and learn to create impact by seeing your work through a fresh perspective: the design thinking lens!

W9 • Responsive Web Design
Roy Degler, Librarian, Digital Library Services Division, Oklahoma State University

Want to learn how to design and build responsive websites with a CSS-based framework? This hands-on workshop focuses on Bootstrap with supplemental information on Foundation. Learn to control layout using a responsive grid system, apply the framework’s CSS to HTML elements, and incorporate select custom jQuery plugins. Participants should come with a basic understanding of HTML/CSS, a laptop, and an opinion (or two). Topics include selecting a framework, downloading the framework and incorporating it into an HTML document, designing page layouts utilizing a responsive grid system, adding basic page elements using CSS and customizing the CSS, creating navigational elements, incorporating jQuery plugins, and integration in third-party tools (i.e., LibGuides).

W10 • Practical Research for Actionable Assessment & Evaluation
Frank Cervone, Director, Information Technology, School of Public Health, University of Illinois

In order to demonstrate value and relevance, libraries and information agencies must have good data to back up their story. The key to gathering good data is understanding what research methods are most effective for speaking to different audiences; one size does not fit all! In this workshop, review the most commonly used methods for doing research in assessment and evaluation projects and look at inexpensive tools you can use for crunching your data. Leave with practical ideas and tools for your own assessment and evaluation efforts.

W11 • Designing a 21st-Century Learning Commons
Alexander Cohen, Library Consultant, Aaron Cohen Associates

This workshop prepares you to design a learning commons that will achieve your program goals. It discusses considerations for implementing learning commons, shares five modes of learning to support space needs, illustrates how to connect programming goals to learning commons design choices, and provides many examples of finished learning commons spaces to aid your own design. Our presenter brings the experiences of multiple projects to the table, and his firsthand knowledge will help answer your learning commons questions and move your project forward.
AFTERNOON WORKSHOPS

1:00 p.m. – 4:00 p.m.

W12  •  Data Visualization Tools & Techniques
Greg Notess, Faculty & Graduate Services Librarian, Montana State University
With the growing ocean of data, from Big Data to Small Data, to analytics, usage statistics, and search logs, we are awash in the data tide. Learn tactics, techniques, and tools for adding meaning to data for your library patrons, community leaders, students, faculty, researchers, and administrators. Visualization tools explored range from standalone apps to spreadsheet plug-ins to data websites. Explore tools and techniques for visualizing a variety of data using infographics, word clouds, simple pie charts, maps, Gantt charts, timelines, and many other charts and diagrams.

W13  •  Determining & Demonstrating Value With the Logic Model
Mohamed Hosseini-Ara, Director, Culture, City of Markham
Rebecca Jones, Managing Partner, Dysart & Jones
Performance measures are as much about operational effectiveness within the library as they are about demonstrating value to external shareholders. Learn how to apply the logic model to review and improve services and to look at how the services are developed, delivered, and managed. Real-world examples and road maps are included.

W14  •  Hacking Discovery for Better UX
Athena Hoeppner, Electronic Resources Librarian, University of Central Florida
Eric Frierson, Discovery Services Engineer, EBSCO
Discovery systems offer the current best hope of a single search across disparate library sources and seamless delivery of content. They must smoothly interact with the library and organizational websites, OPACs, patron accounts, OpenURL resolvers, and learning management systems and at the same time work well on a slew of devices, browsers, and operating systems. This workshop examines user experience across all of these systems, considering where libraries may fall short of creating a quality discovery UX. It delves into tools and hacks to improve discovery UX, highlights real-world implementations, discusses partnerships for UX success, looks at how back-end system options affect UX, shares options for CSS and hacks in discovery systems, and more. This complements the morning workshop, UK in Discovery, which focuses on UX techniques and applying them to the discovery ecosystem.

W15  •  Information Architecture & the User Experience
Shari Thurow, Librarian, Founder, & CEO Director, Omni
Marketing Interactive
More than ever, it’s important not to only understand what people are searching for, but how users are searching—using a computer, tablet, and mobile device. Multiple data sources from information architecture (IA) and usability projects provide important clues as to why users are searching and can affect the experience you offer them. In this interactive session, information architect and findability expert Shari Thurow focuses on the seven Key facets of the user experience and how information architecture directly impacts each facet. Topics covered include: Defining the user experience (UX); Ambient findability and pervasive information architecture; How to measure facets of the user experience; Common myths and misconceptions; Do’s and don’ts of IA and UX; and How to make sure your customers find your library and have a great experience! Get practical tips and tricks to take home and use immediately from our seasoned practitioner.

W16  •  Want to Make a Makerspace? Practical Tips, Tricks, & Strategies
Susan L. Considine, Executive Director, Fayetteville Free Library (FFL)
Since identifying making as a core part of their mission more than 5 years ago, FFL is happy to share its experiences and strategies. If you are in the process of starting a maker’s club, applying for a making grant, developing a makerspace, building a STEM learning or entrepreneur-ship program, or exploring possibilities around making at your library, this workshop is a must-attend for you! Full of practical tips and tricks you leave this workshop with a road map for building a makerspace for your community.

W17  •  Staff Development: 5 Steps to Creating a Learning Culture
Crystal Schimpf, Co-Founder, Kixal, LLC
Do you want to push the boundaries, drive change, and transform your library? Do you wish for staff that is eager to learn new skills and change work behaviors? In order to create and maintain this culture of learning, it is essential that your library provide support for staff and cultivate learning experiences. Learn five practical steps to sustain this culture in your library staff and volunteers, brainstorm ways to encourage staff learning and growth, and more. Join this experienced librarian and trainer in an interactive workshop filled with useful tips and techniques for creating a learning culture in your organization.

W18  •  Essential SharePoint: Real-World Tips & Strategies for Nontechnical Users
Sue Hanley, President, Susan Hanley Inc., & Author, Essential SharePoint 2013: Practical Guidance for Measureable Business Results
This workshop provides a practical overview of the possibilities for creating business solutions using SharePoint. It provides a crash course for beginners as well as people who have some experience with SharePoint and focuses on showcasing what power users can accomplish without IT intervention and without using anything other than “out-of-the-box” capabilities. Learn about how to get started with versatile applications such as Communities of Practice, Activity Tracking, and Team Collaboration. See examples of real SharePoint sites supporting a variety of business functions. Take away an understanding of the “art of the possible” and practical tips that you can apply as soon as you get back to the office.

PRECONFERENCE WORKSHOPS
Monday, March 7

GAMES, GADGETS & MAKERSPACES
Monday, March 7 • 5:30 p.m. – 7:30 p.m.
Join our gamers and gadget lovers for an evening of fun, playing, learning, and networking. Led by Brian Pichman & Tod Colegrove this event will start your conference experience with lots of learning and laughing! Refreshments included.

NETWORKING EVENT
There are three necessary preconditions to innovation: starvation (or scarcity, perhaps need)—a short-age of resources where usually there is abundance), pressure (or urgency—an immediate and relentless demand for resolution of the scarcity—a changing world), and perspective shift (new ways of thinking about the problem). We know that libraries are a part of the knowledge ecosystem but how can they be more innovative? Our popular speaker will challenge your thinking and supply some interesting insights.
Strategic choices and decision-making continue to be a challenge for all library leaders. Options and alternatives abound, so how do we choose what digital solutions best fit our communities, campuses, corporations, and governments? The Library Leaders Digital Strategy Summit is an intimate, interactive, problem-solving experience for leaders to discuss future scenarios and options with colleagues and industry experts. During the sessions, leaders are challenged with various perspectives and viewpoints to clarify their visions and goals of digital strategy in their organizations’ environments.

The Summit is an intimate forum for library directors, CEOs, and CIOs of academic, public, government, and special libraries to problem-solve, discuss, and network with colleagues. It features a mix of high-level presentations, expert panels, and roundtable and facilitated discussions with lots of networking/peer engagement time.

Hosted and facilitated by Michael Edson, Office of the CIO, Smithsonian Institution, and Rebecca Jones, Partner, Dysart & Jones Associates

(Participants will be contacted with preparatory work to ensure everyone is ready to fully engage.)

WEDNESDAY, MARCH 9

8:00 a.m. – 8:45 a.m.
CONTINENTAL BREAKFAST

8:45 a.m. – 9:45 a.m.
JOINT KEYNOTE PANEL
Executive Perspectives of the Library Tech Industry
Marshall Breeding, Consultant, Library Tech Guides
Sam Brooks, EVP, Marketing, Sales, Publisher Relations & Strategic Partnerships, EBSCO
Bill Davidson, CEO, SirsiDynix
Brendan Gallaghah, President, ByWater Solutions
Beth Jefferson, President, BiblioCommons
Leif Pederson, CTO, Innovative Interfaces Inc.

Marshall Breeding leads the discussion among a panel of executives of key companies which provide or support strategic technologies for libraries. These executives represent organizations with a mix of strategic perspectives, including those that develop library management platforms, discovery services, content and technology products, and open source development and support. Following a brief introduction, Breeding facilitates a lively discussion probing the technology and business trends currently in play, including industry consolidation, differing approaches to opening software to library programmers, and the shift toward cloud-based technologies.

9:45 a.m. – 10:00 a.m.
COFFEE with Summit Colleagues

10:00 a.m. – 10:15 a.m.
Approach & Outstanding Issues/Questions

10:15 a.m. – 11:15 a.m.
One-on-One With Tech Industry Leaders
Delve deeper with our morning keynote panel of library tech industry executives and get their ideas around digital strategies!

11:15 a.m. – 12:00 p.m.
Digital Future
Leif Pederson, Chief Technology Officer, Innovative Interfaces, Inc.

Various technologies are and certainly will impact libraries and people’s lives in ways we’ve never imagined. Leif shares technologies shaping the information industry that need to be considered by participants as they define their strategies.

12:00 p.m. – 1:15 p.m.
LUNCH with Summit Colleagues

1:15 p.m. – 2:30 p.m.
Digital Strategy Mapping
Mapping out an organization’s digital strategy ensures that everyone knows where you are starting from and where you want to end up. The visualization and discussions in creating the map allow those involved to factor in the issues and considerations—many of which have been discussed at this Summit.

2:30 p.m. – 2:45 p.m.
BREAK

2:45 p.m. – 4:00 p.m.
Strategy Implementation: People Make It Happen
Donna Scheeder, President, IFLA & Library Strategies International

Developing the digital strategy is just the beginning. The hard work for many libraries is influencing key stakeholders to champion, fund, and support the strategy. Donna leads off this discussion by highlighting the research into why some individuals hold more “influential sway” than others. She also leads participants through an exercise to integrate their stakeholders into their strategy map and determine an approach for engaging them with the strategy.

4:00 p.m. – 4:30 p.m.
Rapid-Fire Talks
Participants identify and share their key insights.

4:30 p.m. – 5:00 p.m.
Next Steps, Wrap-Up, & Close

7:30 p.m. – 9:00 p.m.
WEDNESDAY EVENING SESSION
The Internet of Things & Libraries
Lee Rainie, Director, Internet, Science and Technology Research, Pew Research Center, & Author, Networked: The New Social Operating System

In 2014, on the 25th anniversary of the Web, Pew released research on the Internet of Things: “Many experts say the rise of embedded and wearable computing will bring the next revolution in digital technology. They say the upsides are enhanced health, convenience, productivity, safety, and more useful information for people/organizations. The downsides: challenges to personal privacy, over-hyped expectations, and boggling tech complexity. We hear more and more about the Internet of Things these days, and our popular speaker Rainie shares Pew’s research and other insights on libraries and the expanding Internet of Things!”

LIBRARYSUMMIT.COM/DC

COST: $699
(Rates go up after February 5th!)
Includes access to all 3 days of Computers in Libraries
There are three necessary preconditions to innovation: starvation (or scarcity, perhaps need—a shortage of resources where usually there is abundance), pressure (or urgency—an immediate and relentless demand for resolution of the scarcity—a changing world), and perspective shift (new ways of thinking about the problem). We know that libraries are a part of the knowledge ecosystem but how can they be more innovative so they are recognized as having an impact on that knowledge ecosystem? How can they help others innovate more? And how can libraries gain new perspectives and types of thinking? Our popular speaker will challenge your thinking and supply some interesting insights.

**A103 • Deciphering Discovery**

1:30 p.m. – 2:30 p.m.

**Joseph Deodato**, Digital User Services Librarian, Rutgers University

Selecting a web-scale discovery service is a large and important undertaking that involves a significant investment of time, staff, and resources. Finding the right match begins with a thorough and carefully planned evaluation process. This presentation offers a step-by-step guide for developing a web-scale discovery evaluation plan, including tips for conducting product research, drafting an RFP, setting up trials, and coordinating user testing. Whether your library is new to the discovery marketplace or poised for re-entry, this presentation is intended to help you navigate your way to selecting the best product to meet the needs of your institution.

**COFFEE BREAK • IN THE EXHIBIT HALL**

2:30 p.m. – 3:30 p.m.

**A104 • 30 Mobile Apps for Librarians in 40 Minutes**

3:30 p.m. – 4:15 p.m.

**Gary Price**, Co-Founder, INFOdocket & FullTextReports

With more than a billion apps available, it’s difficult to tell which ones are good. Our eagle-eyed industry watcher shares 30 apps for library customers, info pros, and newbies. For Android and Apple devices, these apps will change the way you search, discover, access, and view information in and beyond the library walls.

**RECEPTION • IN THE EXHIBIT HALL**

5:15 p.m. – 6:00 p.m.

**TRACK B • UX & WEB PRESENCE**

UX (user experience) informs our designs, transformations on the web, and our programs. Grab the latest trends, tips and tricks, insights, and ideas from experienced practitioners who talk about user experience research, writing for the web, showcasing digital assets, redesigns, usability studies, using analytics, and more.

**B101 • Start Doing UX Research for Little or No Cost**

10:00 a.m. – 10:45 a.m.

**Amy Deschenes**, Library User Experience Specialist, Harvard University

Maybe you’ve heard about library user experience (UX), but aren’t sure exactly how to introduce UX into your existing services.
work, especially if you’re already stretched for time. Harvard has been working across all of the libraries to inject user research into all aspects of the services it provides, from LibGuides to searching to physical spaces. It has built a grant-funded User Research Center to make equipment and training available to any staff member who wants to conduct UX research. Deschenes shares how to start doing UX research tomorrow, using equipment you already have or tools that are available for free. Your usability lab can be anywhere as long as you have a laptop and a quiet room. If you can arrange a simple dedicated space for this work, even better! She discusses techniques for recruiting participants, moderating studies, and conducting efficient data analysis.

**COFFEE BREAK → EXHIBIT HALL OPENS**
10:45 a.m. – 11:45 a.m.

**B102 • Writing for the Web**
11:45 a.m. – 12:30 p.m.
Chanitra Bishop, Web & Digital Initiatives Librarian, Hunter College, & Toccara Porter, Graduate Student, Morehead State University

When it comes to online information, we’ve all heard these sayings: People do not read block text. Less is more. The shorter, the better. But, what does that have to do with library websites, online tutorials and learning objects that you design? This talk provides best practices on how to create a user centered website with a focus on crafting concise library messages in the online environment. Speakers share personal tips and tricks, including showcasing examples from websites, LibGuides, library tutorials, and online learning modules, and discuss the advantages and challenges of writing information in small bites, in addition to ensuring that online webpages are accessible for users with visual impairments. The presentation concludes with an open discussion with the audience to further explore strategies for creating webpages with curb appeal for library users. This presentation is suitable for all librarians but especially those individuals who work in the area of web design, distance education, and online instruction.

**LUNCH BREAK • CASH CONCESSIONS IN EXHIBIT HALL**
12:30 p.m. – 1:30 p.m.

**B103 • Showcasing Digital Assets**
1:30 p.m. – 2:30 p.m.
Emily Marsh, Librarian, National Agricultural Library
Kenn Bicknell, Los Angeles County Metropolitan Transportation Authority

Libraries have invested money, staff time, and effort in digitizing collections. But that is just the beginning. To engage users in these collections, some supporting intellectual context is often needed, especially for a public audience. Digital library exhibits organize digital images, articles, books, and ephemera offering visual appeal but, more importantly, tell a coherent story that shows the significance of the content. Several open-source digital platforms are available for exhibits, including Omeka, Scalar, and WordPress via the DH Press toolkit. Whatever software you choose, there are trade-offs. Emily Marsh describes how the National Agricultural Library created three digital exhibits for their library. She shows ways Omeka often helped and sometimes hindered their story-telling efforts. One very useful tool for telling a story is a timeline. Kenn Bicknell shares how his organization used web-based timeline tools on interactive public kiosks to highlight three different chronologies: an historic train station, a notable light rail project, and the infrastructure of regional highways. Bicknell also explains how the Transportation Authority uses collaborative digital sites such as Historypin in conjunction with Google Street View to add historic photographs to maps and create an augmented reality experience. Take home ideas on creating your next digital exhibit that pops open the hood on amazing content and engages your users. Learn how the kiosk environment is scalable, suitable to all types of libraries, and how to start building augmented reality experiences using library assets.

**COFFEE BREAK • IN THE EXHIBIT HALL**
2:30 p.m. – 3:30 p.m.

**B104 • UX Practices & Patterns**
3:30 p.m. – 4:15 p.m.
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh
Darlene Fichter, GovInfo Librarian, University of Saskatchewan Libraries

Find out what research is showing about best practices for web and UX design. In this quick-paced session, get ideas on what to start doing and some things to avoid. Learn about designing for “slippery” rather than sticky experiences. Find out if your hamburger menu icon is a good idea or a “hambungler” of one. Join Wisniewski and Fichter in a wild ride exploring what’s new with usability and UX.

**B105 • Improving LibGuides With User Research**
4:30 p.m. – 5:15 p.m.
Melanie Parlette-Stewart, Blended Learning Librarian, Guelph University
Kris Markman, Online Learning Librarian, Harvard University

As a late adopter to the LibGuide platform, our first speaker’s library was able to learn from earlier successes and failures of others. Hear how it took an evidence-based approach to design its guides based on iterative testing and data from Springshare and Google Analytics. Find out what user data showed and how it led to a consistent look and feel. Our second speaker describes Harvard University’s migration to LibGuides version 2.0, a transition that provided an opportunity to rethink its organization and content. The LibGuide team carried out user research to learn how users navigate through the guides, where they look, and the frequency of their use. They used three different research methods: think-aloud usability testing, eye-tracking testing, and an examination of web analytics. Learn how they analyzed their research data and triangulated the findings to picture how users interact with guides. The results of the research are shared along with how they have informed best practices for both guide design and pedagogy of LibGuides at Harvard.

**RECEPTION • IN THE EXHIBIT HALL**
5:15 p.m. – 6:00 p.m.
Libraries run on technology, and this track highlights what’s new in the library tech industry, how libraries are creatively dealing with digital signage and public computers, how they are using open source systems, and more.

Moderated by Jim Tchobanoff, Tchobanoff Research Consulting

**C101 • Library Technology Industry Update**
10:00 a.m. – 10:45 a.m.

*Marshall Breeding, Independent Consultant, Library Technology Guides*

Libraries worldwide spend almost $2 billion per year on technology products and services and are constantly considering prudent strategic technology investments. Author of the “Library Systems Report” published by American Libraries and the International Library Technology Perceptions Survey, Breeding gives an update on the current state of the industry and what we need to watch for in the future to factor into our technology decisions today.

**COFFEE BREAK • EXHIBIT HALL OPENS**
10:45 a.m. – 11:45 a.m.

**C102 • Affordable, Secure, & Flexible Public Computer Ecosystem**
11:45 a.m. – 12:30 p.m.

*Alex Lent, Director, Millennium Public Library*

Public libraries provide computers for public use that are affordable, easy for patrons to use and staff to maintain, and able to protect patron information while still providing use statistics for reporting purposes. With an increasing number of patrons bringing in their own devices or needing a work surface to use without a computer, computer work surfaces are at a premium. To address all of these issues, the Millennium Public Library recently purchased and configured entry-level laptops running Ubuntu for use in the library. These machines are affordable, easy to use, easy to configure to protect patron information and provide usage statistics, and flexible—they can be used anywhere in the building, allowing the library to make the best possible use of its limited space. Get an overview of the benefits of this program and a guide for trying Ubuntu at your own library.

**LUNCH BREAK • CASH CONCESSIONS IN EXHIBIT HALL**
12:30 p.m. – 1:30 p.m.

**C103 • Digital Signage InfoBlitz**
1:30 p.m. – 2:30 p.m.

*Daniel Messer, Web Content Manager, Maricopa County Library District*

*Chris Woodall, Technology Librarian, Salisbury University*

*Zhimin Chen, Library Systems Manager, St. Joseph’s University, & Andrew Lee, Humanities & Social Sciences Librarian, George Mason University*

Messer discusses using the inexpensive Raspberry Pi, the little computer that could, to design a digital signage system that updates easily, uses repurposed technology, runs on free and open source software, and can be put anywhere there’s power and Wi-Fi! Woodall’s library developed a cheap and effective digital signage system that displays dynamic information using HTML 5 authoring software, a large TV, and freely available APIs from Google, Springshare, and others. Hear how they created a system for displaying dynamic and easily-updatable information, with a little web programming knowledge. Chen and Lee describe designing a clickable library floor plan using SVG, HTML5, JSON, Bootstrap, jQuery, and Adobe creative suite. The new library floor plan helps library users easily get more detail about library features, such as study room information, book code numbers range for each bookshelf, and more.

**COFFEE BREAK • IN THE EXHIBIT HALL**
2:30 p.m. – 3:30 p.m.

**C104 • Digital Resource Management**
3:30 p.m. – 4:15 p.m.

*Li Fu, Systems Librarian, & Bill Murray, Head, Systems Department, Nimitz Library, U.S. Naval Academy*

*Kenneth Roman, Intern, George F. Johnson Memorial Library*

Public computers are popular tools in a library’s inventory. One question deserving of inquiry is, “How can libraries help members find available computers with the snap of a finger and track the usage of the devices and applications effectively?” This session features the implementation of a commercial tool at the U.S. Naval Academy Library that displays computer availability in real time and generates statistics to help track usage of the computers and applications.

In the second presentation, hear about the evolution from Public Computer Center (PCC) to Tech Center at one public library. With this refurbishment, the library offers more open hours which assist patrons in creating job resumes and completing job applications; provides one-on-one assistance with personal computers, phones and tablets; and aids patrons in navigating social media sites. The tech center staff also holds classes on technology topics, including basic computer skills, social media usage, online testing, blogging, and more. The evolution started small, but as the number of web tools and devices are developed, the need for the tech center is even stronger. Get tips and insights for growing your tech center!

**C105 • Migrating to an Open Source ILS**
4:30 p.m. – 5:15 p.m.

*Adam Brooks, Director, Libraries & Community Services, Hernando County Library System*

*Jessie Zairo, Educator, ByWater Solutions*

Is an open source integrated library system right for your library? Find out how this software is working out at some libraries which have made the switch. Speakers share lessons learned, the migration process, and change management for staff and patrons as well as current trends in the open source community. This program addresses the pros and cons of open source software through real-life scenarios.

**RECEPTION • IN THE EXHIBIT HALL**
5:15 p.m. – 6:00 p.m.
This is the first of 2 days showcasing stories, ideas, and practices for using the library as a sandbox for creativity, a productivity-booster for your work, and a source of immense nourishment for the life of the mind. Hear about creative communities, makerspaces, programs to ignite entrepreneurship, and more.

Moderated by Tod Colegrove, University of Nevada, Reno

D101 • Creative Communities: 3D Printer Services at the Library
10:00 a.m. – 10:45 a.m.

Nick Taylor, Supervisor, Tech Experience, & Carrie Jost, Technology Specialist, Arapahoe Libraries & Denver PL
Tracy Treece, Senior Librarian, Community Technology Center

So you purchased a 3D printer for your library. Now what? How do you heighten interest in this disruptive technology for your patrons, how do you train and excite your staff to empower your patrons to create? Do you give away prints, do you allow patrons to touch the printer? How do you troubleshoot this dam thing? How do you elevate questions and excitement beyond basic small trinkets? 3D printing experts from Arapahoe Libraries and the Denver Public Library answer these questions and more on this 3D printing panel.

D102 • Connect & Create: Artists in the Library
11:45 a.m. – 12:30 p.m.

Holly Storck-Post, Associate Editor, Library as Incubator Project & Youth Services Coordinator, Monroe Public Library
Erinn Batykefer, Co-Founder, Library as Incubator Project, & Programming Coordinator, New Canaan Public Library

The Library as Incubator Project team presents stories of artists who use libraries of all types to inspire, showcase, and otherwise “incubate” their creative work. Some examples are from their book, The Artist’s Library, while others are more recent additions to the project’s website. They show examples of people who use the library as a space for doing or sharing their creative work, use the library as an inspiration or starting point for their work, and use the library as a way to do research for a specific creative project. They discuss practical ways to promote the library as a place to get inspired and creative, through programming and other services and resources for artist-patrons. They share specific program ideas to help users get creative in the library, examples of effective partnerships that lead to strong arts, including art in residence programs, and how to tie art-making and creative programs to the library’s existing collection.

LUNCH BREAK • CASH CONCESSIONS IN EXHIBIT HALL
12:30 p.m. – 1:30 p.m.

D103 • Maker Space & Entrepreneur Incubator
1:30 p.m. – 2:30 p.m.

Amy Jiang, Library Technology Coordinator, La Verne
Tod Colegrove, Head of DeLaMare Science & Engineering Library, & Tara Radniecki, Engineering Librarian, University of Nevada–Reno

This session looks at how two university libraries approached creating a makerspace. The first is a private university library that started to bring maker technologies such as 3D printer, 3D scanner, etc., into the library and immediately had faculty from different disciplines come and use them for academic purposes. The faculty started to see the library as a central force to lead a campus wide initiative of the Maker movement, and the library is taking a leadership role in starting a maker club for students and faculty. The second university is a pioneer for makerspaces in academic settings and shares how it is sparking imagination and innovation in many ways from Lego and puzzle kits throughout the library, to 3D printers and laser cutters to design workshops and hack-a-thons. It shares the resources, services, and outreach services that have led students and faculty onto the path of greater innovation and scholarship.

COFFEE BREAK • IN THE EXHIBIT HALL
2:30 p.m. – 3:30 p.m.

D104 • Holding a Successful Hack-A-Thon
3:30 p.m. – 4:15 p.m.

Matthew Lorenzo, Teen Services Librarian, & Gayathri Kanth, Community Librarian, Cupertino Library, Santa Clara County Library District
Jeffrey Stoffer, Librarian, & Cecily Peters, Video Production Assistant, Ak-Chin Indian Community Library

Hear how 143 teenagers took over the Cupertino Library for CU HACKS, the first–ever hack-a-thon for teenagers in a public library setting. Ranging in age from 14 to 19, the teen participants were given a window of 12 hours (7 p.m.–7 a.m.) to collaborate on, design, and code innovative applications directly addressing the CU HACKS prompt to create social, educational, and gaming applications to help teenagers balance responsibilities, recreation, and improve the quality of both education and life. Learn how to host your own in-house hack-a-thon to open doorways to community partnerships, innovative technologies, and ground-breaking platforms for creating new and innovative applications that have the ability to make a direct, positive impact on the lives of others. The Ak-Chin Indian Community Library has been researching, testing, and teaching other libraries about apps for more than 3 years. Last year, it decided to start teaching tweens and teens to create their own apps. Through experimentation and creative lessons, they created both a summer game-making program and a 3-week workshop for tweens. Stoffer and Peters talk about the trials and errors of creating a game-making program with multiple ages and the lesson plans used in the 3-week workshop.

D105 • Building Community & Global Partnerships
4:30 p.m. – 5:15 p.m.

Ellen Druda, Technology & Internet Services Librarian & Margie Hartough, Head, Teen Services, Half Hollow Hills Community Library

Using its Makerbot printer, the Half Hollow Hills Community Library has partnered with the global volunteer organization E-Nable to create kits for assembling prosthetic hands for
needy children. The kits have all the necessary parts, including the 3D printed pieces, for teens to take home and put together for community service. The library then sends the completed hands on to E-Nable to distribute world-wide. This is a worthwhile project for libraries looking to do more with their printers!

**RECEPTION ● IN THE EXHIBIT HALL**
5:15 p.m. – 6:00 p.m.

**TRACK E ● INTERNET@SCHOOLS**

Educator-librarians take note!: On Day 1 of the 2-day, K–12-focused Internet@Schools track, learn about online security and privacy, global connections for students, how to teach “screenagers,” embedded PD, and how today’s student searchers think—about search, that is. Organized and moderated by David Hoffman, Internet@Schools magazine, & Carolyn Foote, Westlake High School, Austin, Texas.

**E101 ● Online Security, Privacy, and the Teacher-Librarian**
10:00 a.m. – 10:45 a.m.
Gary Price, Co-Founder, INFOdocket and FullTextReports, Silver Spring, Maryland

Staying secure and safeguarding privacy in our hyperconnected era are two issues that will never go away, and threats to our security and privacy will never stop changing. So what’s up with the “meh” attitude and lack of concern students seem to exhibit on this subject? Gary Price thinks the library and education communities should be pressing students, and all of us, to remain vigilant and stay informed about this. In this session, he offers up a “presentation in a box”—knowledge and resources you can use in your schools and libraries to make the case to students, patrons, and fellow staffers.

**COFFEE BREAK ● EXHIBIT HALL OPENS**
10:45 a.m. – 11:45 a.m.

**E102 ● Global Connections, Technology, and School Libraries: The Out of Eden Learn Project**
11:45 a.m. – 12:30 p.m.
Mary Catherine Coleman, Lower and Intermediate School Librarian, Francis Parker School, Chicago, Illinois

The Out of Eden Learn online learning community is an engaging project that connects students from around the world as they follow Paul Salopek’s multi-year journey to walk the path of human migration. Mary Catherine Coleman tells how she connected with the project, collaborated with classroom teachers, and leveraged it to introduce students to blogging, social media, and a host of new apps. She also shares how the project demonstrates the value of connecting online and helps students develop digital citizenship skills.

**LUNCH BREAK ● CASH CONCESSIONS IN EXHIBIT HALL**
12:30 p.m. – 1:30 p.m.

**E103 ● Teaching Screenagers in the Land of Click, Slide, and Touchscreen**
1:30 p.m. – 2:30 p.m.
Joquetta Johnson, Library Media Specialist, Randallstown High School, Randallstown, Maryland

If you give a 21st-century school librarian a computer, she is going to apply 21st-century teaching and learning methods and technologies to empower, engage, and connect with screenagers. Come hear the story of how this high school library media specialist utilizes social media, mobile devices, YouTube, digital content, and even Hip Hop to facilitate student success in all content areas.

**COFFEE BREAK ● IN THE EXHIBIT HALL**
2:30 p.m. – 3:30 p.m.

**E104 ● Tech ALIVE: Embedded Professional Development in Education Technology**
3:30 p.m. – 4:15 p.m.
Sarah Elwell, School Librarian, McKinley Technology Education Campus, Washington, D.C.

In this session, learn all about Tech ALIVE!, a professional development program series offered to educators once per month through collaboration between a classroom teacher and librarian. Sarah discusses the importance of using collaboration and technology to leverage leadership in the librarian profession. Then, for a take-away, she helps you design an outline of what technology PD outreach would work well in your own educational setting.

**E105 ● How Students Experience Search Results**
4:30 p.m. – 5:15 p.m.
Deirdre Costello, Senior UX Researcher, and Christi Showman-Farrar, Director, Product Management, Schools and Libraries, EBSCO Information Services

Search results have evolved from a portal to a destination. This is especially true for students, who are now entering school with a command of Google, even if they don’t know how to use a mouse. Deirdre and Christi talk about EBSCO’s user research findings on the topic of search results, including why students are drawn to Google and Wikipedia, how school libraries can use this to their advantage, and how those habits represent a technological and sometimes generational divide.

**RECEPTION ● IN THE EXHIBIT HALL**
5:15 p.m. – 6:00 p.m.
Executive Perspectives of the Library Tech Industry

8:45 a.m. – 9:45 a.m.

Marshall Breeding, Independent Consultant, Library Tech Guides
Sam Brooks, EVP, Marketing, Sales, Publisher Relations, & Strategic Partnerships, EBSCO
Bill Davidson, CEO, SirsiDynix
Brendan Gallagher, President, ByWater Solutions
Beth Jefferson, President, Bibliocommons
Leif Pederson, Chief Technology Officer, Innovative Interfaces

Marshall Breeding leads the discussion among a panel of executives from key companies which provide or support strategic technologies for libraries. These executives represent organizations with a mix of strategic perspectives, including those that develop library management platforms, discovery services, content and technology products, and open source development and support. Following a brief introduction, Breeding facilitates a lively discussion probing the technology and business trends currently in play, including industry consolidation, differing approaches to opening software to library programmers, and the shift toward cloud-based technologies.

A202 • Personal Archiving & DCPL’s Memory Lab

11:30 a.m. – 12:15 p.m.

Donald T. Hawkins, Conference Blogger & Author, Personal Archiving: Preserving Our Digital Heritage
Jaime Mears, National Digital Stewardship Resident, DC Public Libraries

Hawkins shares highlights and insights from his book on personal archiving and preserving our digital heritage. Mears looks inside the 12-month project to make preservation fun, approachable, and relevant to the public. It shares a summary of his research, the Memory lab’s implementation and reception, strategies for sustainability and outreach, and final takeaways. Grab recommendations and resources to begin personal archiving programming in your communities.

A203 • Millennials in Library: Research Insights & Case Study

1:15 p.m. – 2:00 p.m.

Brian C. Gray, Team Leader, Research Services, Case Western Reserve University
Michelle D’Couto, Lead Product Manager, ProQuest

How are students today using the library and performing research? The majority of academic library users now have grown up as Digital Natives, working online and using mobile devices to get the information they want when they need it. What habits and behaviors factor into their use of library resources? Who are the biggest influencers? What are the largest pain points experienced by today’s academic library users? How are libraries responding to this evolution in users? D’Couto shares insights from a study of student and faculty researchers on six college campuses. Gray shares recent changes at his library and shows how Case Western is changing the way it engages students and faculty. Take away insights into user behavior, ideas on how you might survey your user population, and real-life solutions for engaging your community. From access to technology to personalized interactions, explore the needs and solutions to support rapidly changing user perspectives about libraries.

A204 • Publishing Labs in ARL Academic Libraries

2:15 p.m. – 3:00 p.m.

Yu-Hui Chen, Subject Librarian for Education, State University of New York

Institutional repositories (IR) keep emerging at colleges and universities in response to the open access scholarly communication environment. Creating a successful information system requires certain critical elements: a sound infrastructure, stakeholders’ involvement in the stages of design and implementation, assessment of the system throughout its lifecycle, and promotion of system usage. All these factors are essential to developing a successful IR. There are numerous case studies on IR, yet research on issues relating to staffing, usability, user involvement, marketing, and results of some great research and learn how it was used for brainstorming, discussion, prioritization, and planning.

LUNCH BREAK • CASH CONCESSIONS IN EXHIBIT HALL
12:15 p.m. – 1:15 p.m.

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asessment is lacking. Get the results of an ARL survey on IR development and implementation including the leading IR platform adopted among the 80 participating libraries, their operational styles, their scope of IR, the extent of usability testing and needs assessment conducted, availability of staff for overseeing development and implementation of IR, and major marketing methods applied, as well as the most difficult challenges encountered and commonly used approaches to address those issues. Hear current trends and gain insights for those planning to establish IR at their own institutions.

**COFFEE BREAK**  •  IN THE EXHIBIT HALL
3:00 p.m. – 4:00 p.m.

**A205**  •  Big Data Meets Algorithmic Accountability: Understanding the New Activism
4:00 p.m. – 5:00 p.m.
Terence Huwe, Director of Library & Information Resources, Institute for Research on Labor and Employment, University of California–Berkeley

Big Data has made the big time, and data-driven decision-making is the order of the day. By now, all knowledge workers realize that Big Data is changing the rules of their fields—and fast. No one can afford to be complacent during such times, and we are seeing new signs of activism in response to Big Data’s impact. Huwe surveys the highly motivated reactions of professionals who are “pushing-back” against the “meme” of Big Data with one of their own: “Algorithmic Accountability.” Drawing on the experience of journalists, attorneys, humanities scholars, and medical professionals, he describes how experts are reestablishing a healthy balance between human analysis and machine learning. He concludes by challenging info pros to adopt new strategies that interpret Big Data’s potential, and to take leadership with our own data-driven initiatives.

**TRACK B**  •  USER EXPERIENCE (UX)

Positive user experience is critical for libraries. Get tips on getting great accessibility, user and usability testing, and more.

Moderated by Jeff Wisniewski, University of Pittsburgh

**B201**  •  Electronic Resources UX & Accessibility
10:00 a.m. – 10:45 a.m.
Randi Junus, Systems Librarian, Michigan State University (MSU) Libraries

A lot of accessibility tests discussed within the profession usually deal with our web presence, especially our library website. However, our offers to the users are more than just the website. We also offer access to the electronic resources we subscribe to. This presentation discusses the method and tools used to assess the electronic resources as a starting point. MSU Libraries also hired a blind student to help us test the interaction between a blind user and the e-resources, thus allowing us to review from the usability perspective. Junus discusses findings on why certain design decisions impact users with screen readers. A short, 9-5 minute video clip on how MSU Libraries’ blind students access its web presence using a screen reader will be shown so attendees can see her interact with the tool.

**COFFEE BREAK**  •  EXHIBIT HALL OPENS
10:45 a.m. – 11:30 a.m.

**B202**  •  Web-Scale Discovery With User Testing
11:30 a.m. – 12:15 p.m.
Joseph Deodato, Digital User Services Librarian, Rutgers University

Implementing a web-scale discovery service can be a complex and challenging task, but the process doesn’t simply end once your service goes live. In order to ensure that your new service is meeting the needs of its users, your implementation strategy should include a plan for iterative user testing. Different library users have different needs, making it nearly impossible for any discovery product to offer a one-size-fits-all solution. Fortunately, vendors offer a variety of configuration and customization options to help libraries tailor the experience to the needs of their users. This presentation offers practical guidance on how to apply insights from user testing to the customization of your web-scale discovery tool. In particular, it describes the results of a collaborative user study conducted by Rutgers University and EBSCO User Research and offers an instructive model for how libraries and vendors can work together to improve products and develop solutions that become part of future web-scale discovery offerings.

**LUNCH BREAK**  •  CASH CONCESSIONS IN EXHIBIT HALL
12:15 p.m. – 1:15 p.m.

**B203**  •  Evaluating Website Navigation With Usability Tests
1:15 p.m. – 2:00 p.m.
Sarah Hoskins, Digital Scholarship Center Specialist, & Alileen Bachant, Marketing & Outreach Coordinator, Rowan University Libraries

Understanding the importance of providing seamless access to research materials at a budding research institution, the Rowan University Libraries Website Committee has begun working on ways to improve access to online services. The Committee’s current focus is on overall navigation of library resources and engaging all of the university’s researchers. Several studies were completed, including a Google Analytics data review, remote user experience tests run in conjunction with EBSCO, card sorting surveys and focus groups. Each study provided a different shade of insight, allowing Rowan University Libraries to evaluate the accessibility of its online library resources and inform decisions about implementing new features, rearranging content and redesigning the overall structure of the Rowan University Library website. The session covers the structure and process of each study, the different types of data collected, what we learned and the changes implemented.

**B204**  •  Leveling Up Library Web Presence
2:15 p.m. – 3:00 p.m.
P.C. Sweeney, Political Strategist, Board Member, EveryLibrary

Library website designers, library marketers, and librarians have a lot to learn from political campaign CRM and CMS platforms. In the past, libraries have been so focused on content management systems with platforms such as WordPress and Drupal, they have missed a huge opportunity with back-end design and user data integration. The political platforms have filled the gap between CRM and CMS and revolutionized the way organizations integrate marketing tactics, social media, and customer data with front-end design. They drastically eliminate the need for third-party
platforms and have the potential to completely restructure the way library websites are used by both patrons and library staff. After this program you will understand the holistic approach that many National PACs, political parties, candidates, and causes use to further their agendas and how libraries can learn from that approach.

**COFFEE BREAK** • IN THE EXHIBIT HALL
3:00 p.m. – 4:00 p.m.

**B205 • UX Practices & Strategies**

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

Jessamyn C. West, Librarian and Technologist, Open Library

Frank Cervone, Director, Information Technology, School of Public Health, University of Illinois at Chicago

Our panel shares good practices and strategies from small to medium sized public libraries as well as academic libraries.

**TRACK C • EVOLVING ENTERPRISES**

This track looks at creative information management and services, innovative digital practices, and library transformations in enterprise libraries. Hear from our experienced practitioners, and grab nuggets and insights to use in your evolving enterprise.

Moderated by Maurice Coleman, Harford County Public Library

**C201 • Engineers & KM**

10:00 a.m. – 10:45 a.m.

David McBee, Command Librarian, U.S. Army Corps of Engineers

Anne Rogers, Director, Research & Knowledge Services, Cargill

Hear from two organizations, with lots of engineers who use librarians to implement knowledge management activities across their agencies. Learn about the different roles and skill sets that assist in the efficient sharing of knowledge.

**COFFEE BREAK** • EXHIBIT HALL OPENS
10:45 a.m. – 11:30 a.m.

**C202 • Evolution in Training Services**

11:30 a.m. – 12:15 p.m.

Kera Winburn & Mariana Long, Law Librarians, U.S. Department of Justice

This session explores the evolution of training at DOJ Librarians, including the transition from “in-person” to “hands-on” to “long-distance training.” It shares how changes in budget, as well as technological advances, affected what they are able to do, discusses how anticipating the needs of their patrons led to the creation of course offerings such as Bluebooking and the CLE Series, and how a good marketing strategy can impact the effectiveness of training programs.

**LUNCH BREAK** • CASH CONCESSIONS IN EXHIBIT HALL
12:15 p.m. – 1:15 p.m.

**C203 • 21st-Century Library: Building on Customer Relationships**

1:15 p.m. – 2:00 p.m.

Stacy Bruss, Innovation Librarian: Vicky Spitalnak & Katie Rapp, Reference Librarians, National Institute of Standards and Technology (NIST)

Learn how the NIST Research Library’s long-running, customer-facing programs, such as its Lab Liaison program and Research Library Board, instill trust, build community, and help the library plan for the future. Designing a library space doesn’t start when you meet with an architect. Every library effort, past and present, can position your staff to make informed choices for your next library redesign. The NIST Research Library has developed a planning strategy for a major repurposing of its physical space over the course of the next few years. Find out how customer feedback was captured through focus groups and space needs identified through an archival journal study. Learn how the library innovates with temporary and pilot projects, such as an Emerging Technology Bar, that further direct transformation into a 21st-century research library.

**C204 • Global Outreach**

2:15 p.m. – 3:00 p.m.

Anita Feidler, Director, IRC, & Margaret Metcalf & Kerry Martin, Business Information Analysts, CEB

Becky Milton, Business Information Manager, CEB

CEB’s Information Resource Center (IRC) serves 4,500 employees in more than 45 locations around the world. Based in a single location, the six-person IRC staff is challenged with raising awareness of its offerings and training CEB’s employees on the use of the information resources available to them. For training, elearning was clearly the way to go, but it involved a learning curve with technologies on a tight budget and converting in-person training to a format that worked electronically. Hear how CEB selected technology and designed elearning courses, and lessons learned during the process. Our speakers also highlight other ways the IRC reaches out to CEB’s globally dispersed employees, including internal social media, webinars, and other communication channels. Milton shares how the IRC created, developed, and implemented an internal SharePoint site that provides access to a rich archive of CEB content, its evolution, lessons learned, future ideas and a quick demo.

**COFFEE BREAK** • IN THE EXHIBIT HALL
3:00 p.m. – 4:00 p.m.

**C205 • Creating Tools for the Scientific Community**

4:00 p.m. – 5:00 p.m.


Sanjay Patel, Principal, WebFirst, Inc.

James King, Branch Chief/Information Architect, National Institutes of Health Library

Building on the successful creation of a database of public and private research on Alzheimer’s disease, the NIH Library and the National Institute on Aging are working on a second database designed to provide experimental study details from both published and unpublished studies to capitalize on the value of unsuccessful results as well as successful experimentation. This session discusses how information professionals and web designers worked together to create a tool that can be used by the scientific community: how detailed knowledge about clinical and preclinical research, as well as information architecture, adds value to the database design process; how information management skills were used to link data from this repository to other databases, adding value to the researchers’ scope of discoverability and range of knowledge; how Drupal and utilities such as EcitMatch and the ELink can be used to collect and present
Day 2 showcases stories, ideas and practices for using the library as a sandbox for creativity, a productivity-booster for your work, and a source of immense nourishment for the life of the mind. Hear about creative communities, makerspaces, programs for coders, and more. Moderated by Nate Hill, Metropolitan New York Library Council

D201 • Transformation & Community Engagement  
10:00 a.m. – 10:45 a.m.  
Sue Considine, Executive Director, Fayetteville Free Library  
Hear how transformation and community engagement result from creating a platform for entrepreneurship, invention, and discovery, as well as relationship building for a lifetime through making and informal STEM learning. Using the Fayetteville library as an example, which is a pioneer with makerspaces, this talk focuses on key initiatives that create true transformation and engagement within a community.

D202 • From Zero to Makerspace  
11:30 a.m. – 12:15 p.m.  
Angel Truesdale, Adult Services Specialist, & Mike Wozniak, Information Services Manager, Charlotte Mecklenburg Library  
Idea Box, the makerspace of Charlotte Mecklenburg Library, officially opened in February 2015. The space features innovative design, lofty brainstorming, fresh programming events, and specialized staff. Utilizing the Charlotte maker community, staff devised a plan to learn as they taught and to embrace the concept of a public makerspace. From 3D models and 3D prints, to laser cuts and vector graphics software, to the more traditional crafts—all are created in Idea Box. Join library staff as they present the successes, lessons learned, staff challenges, and community building efforts of the Idea Box makerspace.

D203 • Making & Innovating: Year One at Two Universities  
1:15 p.m. – 2:00 p.m.  
Jonathan Smith, Head, Library Information Technology, California State University—San Bernardino  
Jenny Wong-Welch, STEM Librarian, San Diego State University  
The library is the intellectual crossroads of the university, a place where students come to research, explore, and discover. It was in this spirit that two California State University libraries established technology-focused makerspaces during 2015. With each makerspace located in their central library, they are open to all university students regardless of discipline, skill set, or background. They encourage creativity and inquiry, facilitate cross-disciplinary collaboration, and promote innovation. This session presents case studies that examine the experiences of these two projects. Embarking on an innovative new service can be rife with pitfalls and obstacles, and speakers discuss the logistics involved with planning, implementing, and maintaining a makerspace. They share their mistakes as well as triumphs, and address the lessons learned during the first year of operations.

D204 • Collaborating to Create a Community of Coders  
2:15 p.m. – 3:00 p.m.  
Janie Hermann, Public Programming Librarian, & Stephen Millett, Technology Associate, Princeton Public Library  
Claire Ralph, Executive Director, Code for Princeton  
This session highlights a collaboration between the Princeton Public Library and Code for Princeton, the local Code for America brigade, to create a community of coders in Princeton, N.J. The library is working to create this community through initiatives such as partnering with the Municipality of Princeton to host its first ever civic hackathon—then as part of the National Day of Civic Hacking; hosting twice-monthly “hack nights” with Code for Princeton; and creating learning opportunities for beginning and experienced coders at the library. This session offers an overview of Code for America and the National Day of Civic Hacking, covers lessons learned over the past year of the collaboration, and gives tips on how you can grow a community of coders at your own library through hackathons, coding classes, and more.

D205 • Coding is Where It’s At!  
4:00 p.m. – 5:00 p.m.  
Brandy McNeil, Associate Director, Technology Education & Training, & Steven Deolus, Technology Training Coordinator, The New York Public Library  
If you haven’t already heard, coding is where it’s at. However, in New York, many adults are paying thousands of dollars to learn these skills and many of those who can’t afford it are being left behind. So the New York Public Library TechConnect department launched a free coding training program from scratch to deal with the rise of coding mayhem. This session discusses Project Code, which went from 400 people showing up to a nonpublicized open house event to currently having a wait list of more than 4,000 people. It covers how to build a successful coding program: hiring and training staff, creating partnerships for the program, technology needs to run a program like this, and the pitfalls along the way. In addition, it discusses scaling the program to double and quadruple the size, the Teen Coding Program, best practices when launching series based courses, and more.

Computers in Libraries is all about conversations. In addition to the ones you’ll find in the session rooms, hallways, and exhibit hall, remember to check out the conference blog at libconf.com and the announcement of dine arounds in February!
**TRACK E ● INTERNET@SCHOOLS**

For Day 2 of the 2-day, K–12-focused Internet@Schools track, the focus is on student research models, digital portfolios and self-assessment, tech solutions to “control the chaos,” website evaluation, and multimedia learning stations.

Organized and moderated by David Hoffman, Internet@Schools magazine, & Carolyn Foote, Westlake High School, Austin, Texas

**E201 ● Student Research Done Right: BCPS Online Research Models**

10:00 a.m. – 10:45 a.m.  

**Kelly Ray**, Library Media Resource Teacher, & **Amanda Lanza**, Specialist, Baltimore County Public Schools, Towson, Maryland

The Baltimore County Public Schools are using two inquiry-based models to facilitate brief and extended research across the curriculum for students in grades K–12. Their Online Research Models and Slam Dunk lessons scaffold the research process, utilizing digital content and tools to integrate 21st-century skills with content learning in all subjects. The presenters share their process and many examples of students research done right.

**COFFEE BREAK ● IN THE EXHIBIT HALL**  
10:45 a.m. – 11:30 a.m.

**E202 ● How Digital Portfolios Transform Library/Fab Lab Learning**

11:30 a.m. – 12:15 p.m.  

**Susan Faust**, Librarian, **Jenny Howland**, Makery Facilitator, & **Katherine Delmar**, Burke School, San Francisco, California

At Burke School, feedback about student progress in the library and the “Makery” has been directed toward parents through report card comments. Flip the audience and transform learning. How? Burke’s librarian and maker facilitator assess work and write comments directly to students on digital portfolios. There, on Google Sites, third and fourth grade students curate their own projects, reflect on their process and product, and engage in online conversation with teachers. The result: a supportive ecosystem for students to learn about themselves as learners. Metacognition! Transformational learning!

**LUNCH BREAK ● CASH CONCESSIONS IN EXHIBIT HALL**  
12:15 p.m. – 1:15 p.m.

**E203 ● Controlling the Chaos: Using Technology to Become and Stay Organized**

1:15 p.m. – 2:00 p.m.  

**Dawn Nelson**, School Library Media Specialist, Osseo Area Schools, Wayzata, Minnesota

While technology makes many things easier, for students and adults who are “organizationally challenged” it can become yet another distraction, something that pulls them away from what is truly important. But there are many tools available that, if accessed and used well, can help students and adults become successful. This session explores a variety of tools and resources for all platforms that support organizational skills and provides suggestions to make all students (and teachers) more focused and efficient.

**E204 ● If You Must Google, Then Google Well!—Website Evaluation for H.S. and College Researchers**

2:15 p.m. – 3:00 p.m.  

**Cara Berg**, Reference Librarian, Co-Coordinator of User Education, William Paterson University, Wayne, New Jersey

While we would love our students to use library resources all the time, we know they often run to Google. At the Cheng Library at William Paterson University, students are told that Google is fine for some—not all—research, but that part of using Google well is evaluating the websites they find. In this session, Cara Berg covers how they teach and assess website evaluation to first year students at WPU. This same lesson has been successfully used for high school students as well! The assessment, methodology, and history of this assignment are discussed and current results from the past semester are shared.

**COFFEE BREAK ● IN THE EXHIBIT HALL**  
3:30 p.m. – 4:00 p.m.

**E205 ● Multimedia Learning Stations: Connecting Learners to the World of Information**

4:00 p.m. – 5:00 p.m.  

**Jen Spisak**, School Library Information Specialist, Hungary Creek Middle School, Glen Allen, Virginia

How can you empower your students to translate and evaluate complex, globally important concepts into personally relevant information? In this session, Jen Spisak embraces the power of transliteracy by taking you step by step through the creation of fully integrated multimedia learning stations, complete with a perfect mix of content, technology, and multiple formats. Find out how to create multimedia learning stations that employ podcasts, databases, educational apps, videos, and websites to explore content standards and bring out the 21st-century learner within each student. These learning stations will help you facilitate instruction, strengthen student research skills, and build collaborative partnerships in your school.

**The Internet of Things & Libraries**

Wednesday, March 9  ●  7:30 p.m. - 9:00 p.m.  

**Lee Rainie**, Director, Internet, Science and Technology Research, Pew Research Center, & Author, Networked: The New Social Operating System

In 2014, on the 25th anniversary of the Web, Pew released research on the Internet of Things: “Many experts say the rise of embedded and wearable computing will bring the next revolution in digital technology. They say the upsides are enhanced health, convenience, productivity, safety, and more useful information for people/organizations. The downsides: challenges to personal privacy, over-hyped expectations, and boggling tech complexity. We hear more and more about the Internet of Things these days, and our popular speaker Rainie shares Pew’s research and other insights on libraries and the expanding Internet of Things!"
Nearly three-quarters of Americans describe themselves as “lifelong learners.” More than two-thirds learn for personal enrichment and enjoyment. More than half are professional learners who are anxious to upgrade their skills and prepare for the next-wave workforce. Rainie presents new survey findings about the vast numbers of Americans who want and need to learn things and how libraries fit into their experiences and expectations. He discusses how digital resources inside and outside the library are crucial for many people and what that means for the ways librarians should think about serving these knowledge-society citizens.

**COFFEE BREAK**

9:45 a.m. – 10:45 a.m.

**TRACK A**

**INNOVATION & INNOVATIVE PRACTICES**

Innovation is as important for libraries as for businesses and other organizations in the face of our rapidly changing work. Hear from practitioners about new technologies implemented in libraries (beacons), get lots of techniques and tips for brainstorming and getting ideas out from your staff, and learn about developing new services and audiences. Moderated by Hannah Sommers, George Washington University

**A301 • Beacons for Libraries**

10:45 a.m. – 11:30 a.m.

Ellen Druda, Technology & Internet Services Librarian, Half Hollow Hills Community Library

Michael Berse, Lead Software Engineer, Capira Technologies

Richard Loomis, Digital Services Manager, Somerset County Library System of New Jersey

Nearables, sendables, or extendables: Beacon technology is a new way to reach your patrons on their mobile devices inside or outside the library. Get the basics; hear about current and planned uses of the beacons inside the library and “off-site”; and find how the beacons work, how the app interacts with the beacons and ILS, and the legal maze and patron privacy issues that arose during development.

**A302 • Enabling Innovation**

11:45 a.m. – 12:30 p.m.

Jill Hurst Wahl, Director, Library & Information Science, Syracuse University

We brainstorm all the time, but do we do it correctly or well? The answer is, “No.” There are techniques and rules to help us get the most of out the brainstorming that we do. This session begins with a review of seven rules that will instantly improve your brainstorming effort. Speakers share several brainstorming techniques, including mind-storming, the long list, and brand-storming. Participants then use these techniques to brainstorm new innovative services, technology uses, and training tactics for their libraries. The results of the brainstorming will be documented and posted online for the larger CIL community.
for HCL, get lessons learned about user engagement, and insights into how it can increase the value of the services libraries offer.

**TRACK B • BUILDING DIGITAL COLLECTIONS**

Library collections are increasingly a blend of content in all formats, shapes, and sizes. Paper, digital, objects, metadata—the list is endless and complex—and people use it digitally and in-person. Spend the day exploring the building and management of collections that, even though they contain physical items, are digital.

Moderated by David Lee King, Topeka & Shawnee County Public Library

**B301 • The Value of Value in a Near Distant Future**
10:45 a.m. – 11:30 a.m.
Robert Miller, CEO, Lyrasis

Everyone’s end goal is to thrive by serving users effectively and efficiently, but how do you determine the long-term value of short-term and short-lived, discounts, or cheap price tags? How do you design your partnerships with vendors? Open source? Tools? Services? Where to collaborate and when to do it alone? Miller shares proven tactics and strategies pertaining to digitization and beyond on how to decide which opportunities to support, fund, or avoid.

**B302 • Not Your Usual Selfie—Or Content!**
11:45 a.m. – 12:30 p.m.
Curt Tagtmeier, Digital Collections Librarian, Highland Park Public Library
Julia Tryon, Commons Librarian for Research & Education, Providence College

Here are two innovative case studies. Tagtmeier shows how libraries are helping local authors wind their way through the steps to publish an ebook through Amazon’s CreateSpace. Tryon’s initiative replaces the old notion of the literature—a gazetteer. This session shares the “how-to” and toolkit for HCL, get lessons learned about user engagement, and insights into how it can increase the value of the services libraries offer.

**B303 • Beyond Textbooks: Open Education Resources**
1:30 p.m. – 2:15 p.m.
Stephen Miller, Associate Vice Provost, UMUC Library, & Lindley Homol, Reference and Instruction Librarian, University of Maryland University College
Amedeo DeCara, Reference Librarian, Babson Library, & Kim Colangelo, Associate Director for Technology Services, Springfield College

University of Maryland University College is replacing traditional textbook and other student-purchased course materials with online open educational resources (OERs) and other no-cost digital materials for all undergraduate classes. Presenters discuss the library’s role in the technical and organizational infrastructure, issues that arose, and best practices that evolved. These projects cause much stress for all involved. Springfield College School of Professional and Continuing Studies (PCS) also transitioned to OER. The library collaborated with administrators to offer a broad selection of information sessions and support services that eased the transition process for worried faculty while simultaneously educating them about the benefits of OER. As a result, buy-in and success rates increased while stress levels decreased throughout the early stages of a significant cultural shift.

**B304 • Building Collaborative Collections**
2:30 p.m. – 3:30 p.m.
Edward Walton, Dean, University Libraries, Southwest Baptist University
Alexis Rossai, Director, Media and Access, Internet Archive

The MOBIUS Consortia (Missouri) contracted with EBSCO in 2013 for 59 member libraries to access six ebook collections. Walton discusses the pros and cons of this venture. Rossai looks at how Internet Archive’s tools address the opportunities libraries have to build collections beyond organizational budgets, benefit from the subject matter expertise of people outside our fields, crowdsource the work of digitization, explore the semantic relationships between media items, and facilitate large-scale data mining.

**B305 • Thinking Inside the Box to Build a Better Box: NCpedia**
3:45 p.m. – 4:30 p.m.

NCpedia, North Carolina’s encyclopaedia, is into its second decade online, with the past 6 years in Drupal. From 2012 to 2014, NCpedia expanded incredibly, integrating more than 5,000 articles from multiple content partners along with more than 20,000 entries from the North Carolina Gazetteer. This session shares the “how-to” and toolkit from the research and redo process, including using free and open-source technologies; evaluating emerging trends and best practices; conducting needs assessment research and usability studies; employing design strategies and techniques; use of web analytics for determining ROI and impact; listening, learning about, and engaging audiences and users through social media; learning when to make small vs. big changes; and addressing sustainability in updating old content and developing new content and partnerships.

**LUNCH BREAK • LAST CHANCE TO VISIT EXHIBITS**
12:30 p.m. – 1:30 p.m.
This track looks at creative information services and innovative digital practices in enterprise libraries. From collaboration to 3D printing and geek squads and data-driven decision making, this track is filled with nuggets for evolving enterprise information operations!

Moderated by Chanitra Bishop, Hunter College

**C301 • Raspberry Pi Four Ways: Small Computers in the Library**

10:45 a.m. – 11:30 a.m.

Paul Go, Systems Librarian & Library Technology Manager, & Max King, Information Technology Librarian, Illinois Institute of Technology

Raspberry Pis are no longer the new exciting toys they once were. However, at $35, the Pi has morphed into a multipurpose tool that can be used in several situations. At Illinois Tech, the presenters have turned this small investment into very different projects. Combining the Raspberry Pi with basic Python scripting and a monitor, Pis are used as excellent replacements for expensive signage equipment and a great entry tool for librarians who want to learn to code. Raspberry Pis are also being used to run 3D printers and a continuous live stream of the 3D printers in the Galvin Library Exploration Space. A Raspberry Pi and a webcam can show off a working library on social media. And a Raspberry Pi and a touch-screen interface can become an inexpensive kiosk option for libraries. Come out of this session comfortable working with the Raspberry Pi’s hardware, and have several concrete ideas on how to use Raspberry Pis within your library.

**C302 • Research Genius: iOS App by Library & Faculty**

11:45 a.m. – 12:30 p.m.

Ben Rawlins, Director, Library Services, Georgetown College

With more and more students coming to its campus equipped with mobile devices, specifically iOS devices, Georgetown College wanted to develop a research tool that students could access with the tap of an icon. Working in collaboration with teaching faculty from three different departments (English, World Languages, and Graduate Education), an iOS application called Research Genius was developed. Comprised of three modules, Research Genius provides students with an introduction on what it means to do academic research, what is involved in the research process, and how to properly cite source and avoid plagiarism. Each module contains a pre- and post-quiz to help assess what students may know at the outset and what they have learned after completing the module. This presentation explores the different frameworks used to develop this app as well as plans for the app moving forward.

**LUNCH BREAK • LAST CHANCE TO VISIT EXHIBITS**

12:30 p.m. – 1:30 p.m.

**C303 • Kid-Sized Software Development Teams**

1:30 p.m. – 2:15 p.m.

Mary Carrier, Digital Services Trainer, & Angela Strong, Assistant Director–Technology, Clifton Park-Halfmoon Public Library

Scratch, the visual programming tool built to introduce technology to kids, provides a platform for young learners to experience and grow in their ability to think creatively and problem solve as they create computer games, stories, and animations. Stringing scripts of code together, Scratchers are able to build and share their own portfolio of projects. Since 2012, Clifton Park-Halfmoon Public Library has offered several types of Scratch programs for community members ranging from third to eighth graders: week-long summer camps; monthly consecutive day sessions; and, new this year, a 6-week after-school program. Its programs have sparked the creativity and ingenuity of more than 450 students to build projects that entertain, educate, and inspire others. This session discusses expansion to other age groups, curriculum, technology, and logistics required to offer a hands-on, kid-sized software development team experience for your young patrons. Examples of the Code Crew’s software products will inspire you to launch a middle school coding club at your library today!
C304  •  Big Data Exploration for Libraries
2:30 p.m. – 3:30 p.m.
Sarah Bratt, Research Assistant, Syracuse University
Kusturie Moodley, Acquisitions & Electronic Resources Librarian, Durham University of Technology
Chad Harper, Principal, HarperAMH, LLC

Rapid change. Dynamic communities. Real-time results. Drilling, digging, and sifting are no longer reserved for pick-axe-wielding miners; these are the tools at the “lab” of the modern information professional. With more than 9,309 records for U.S. public libraries in 2013 alone, unearthing gold—insight into your library, activities, and patrons—begins with understanding how to do quick-and-dirty data mining by finding, analyzing, and visualizing relevant data-sets. Speakers discuss tools such as the statistical analysis tool R (free, open source), MS Excel, heatmaps, geographic visualization, and more. They also share studies and analysis of the Institute of Museum and Library Services (IMLS) public library survey data from 1992–2013, analyzing U.S. trends from resource acquisition and bookmobiles to staff salaries and number of ALA-M.S.L.I.S. degree-holding librarians. Future research is aimed at integrating census data and creating a toolkit specially tailored to enable the analysis of public library and free open national data so public libraries too can continue transforming business insights into actionable library ethos. Speakers also report findings from analyzing network structures of three 2015 academic conference tweet networks (CIL DC, IFLA, and SAA), combining approaches of information retrieval, text mining, and network analysis. This ensemble of techniques is a methodological step forward in the information science community, understanding internal information-sharing practices as well as a means of arriving at insight with multimodal methods for analysis of Twitter data from academic conferences.

C305  •  Justifying Your Budget: Tools & Tactics
3:45 p.m. – 4:30 p.m.
Katherine Makens, Resources & Finance Officer, Durham County Library

Learn how to use open data, GIS, and various statistics as part of your budget justification and to effectively communicate with your outside stakeholders. Hear about free, readily available tools and statistics that you can use. For newbies who would like some help getting started and have no previous GIS experience, strong math skills are expected!

TRACK D  •  PRACTICAL SOCIAL MEDIA STRATEGIES

These sessions cover advanced topics related to social media in libraries. Hear from practitioners who are exploring new ideas, solving interesting problems, thinking outside the box and reaching new audiences.

Moderated by Alex Zealander, Arlington Public Library

D301  •  Successful Social Strategy
10:45 a.m. – 11:30 a.m.
Phillip Higgins, Manager, Marketing & Digital Strategy, Richland Library

Higgins discusses his approach to the development of a successful social media strategy and how he’s applying his years of for-profit techniques to the not-for-profit world of public libraries. He focuses on content marketing and best practice methods to grow/reach your audience. He covers techniques to overcome the dreaded Facebook algorithm, common missteps in content marketing to avoid, cool (and free) tools that help amplify your message online, and what to measure and why.

D302  •  Tumblr, or Snapchat? Instagram?
11:45 a.m. – 12:30 p.m.
Stephanie L. Petruso, Virtual Services Manager, Anne Arundel County Public Library

Hear about the strengths and weaknesses of some of the less-used (by libraries) social media platforms. Learn about the cool things brands and individuals are doing that might work for libraries. See how different communities use social media differently. Share your ideas and experiences in testing new social media outlets at your library.

LUNCH BREAK  •  LAST CHANCE TO VISIT EXHIBITS
12:30 p.m. – 1:30 p.m.

D303  •  Who Are You Online?
1:30 p.m. – 2:15 p.m.
Alex Zealander, Web Editor & New Media Developer, Arlington Public Library & Lennea Bower, Library Programming Coordinators, American University
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh
Darlene Fichter, GovInfo Librarian, University of Saskatchewan Library

How do you balance between personal and professional social media personas? Which platforms are best for staff members to develop their own voice? And how do you help staff navigate their own professional brands? Zealander & Bower answer these questions while our second speakers share ways libraries are using Twitter to make major announcements, deal with crises in their communities, and more.

D304  •  Targeted Social Media Strategies
2:30 p.m. – 3:30 p.m.
Alex Zealander, Web Editor & New Media Developer, Arlington Public Library & Lennea Bower, Library Programming Coordinators, American University
Tracy Kallassy, Branch Manager, Prince William County Public Library
Mary Ellen Icaza, Virtual Services Manager, & Susan Moritz, Virtual Services Assistant Manager, Montgomery County Public Libraries

Our first speakers look at strategies to use to reach geographically and demographically diverse audiences in your community, share how to determine whether a platform is working for the library and its community, and discuss the kind of analytics that are effective with social media. Our second presentation explains how a library can use Meetup to find like-minded people and create and grow an online community. The last presentation focuses on using social media at library events and explores ways to leverage your social media outlets to create extended community around your events and programs, for instance, having a live tweet with an author. Get lots of ideas and tips to strengthen your social media strategy.

D305  •  Social Life of Social Media Policies
3:45 p.m. – 4:30 p.m.
Lori Mon, Associate Professor, Florida State University

Libraries traditionally have had strong concerns about and protections for user privacy, but social media creates new challenges for managing issues of privacy and free speech.
This session explores how public libraries are writing social media policies to address free speech and privacy issues. A study of 125 public library social media policies is discussed, offering insights into social media policy writing to address employee and user free speech rights and privacy issues, and a model social media policy is provided for use by libraries.

** TRACK E • MANAGEMENT & METRICS **

This stream of sessions focuses on repositioning of librarians, change, data management, metrics and outcome measures, and more. It is filled with strategies, techniques, and tips for successfully managing libraries and using metrics to reach stakeholders and customers.

Moderated by Tracy Z. Maleeff, Duane Morris LLP

** E301 • Repositioning Librarians for Success **

10:45 a.m. – 11:30 a.m.

Bruce Rosenstein, Managing Editor, Leader to Leader, & Author, Create Your Future the Peter Drucker Way

Despite challenges and disruptions, many of the skills, talents, and attributes that librarians possess are prized in the current organizational world. Some indeed have become trendy and fashionable. We need a new way of thinking about and conceptualizing what we do, how we do it, and who benefits from our work. Rosenstein has devised a new framework for rethinking and repositioning this work, one that relies not on functional areas, but benefits, positive results, and outcomes. Librarians and information professionals exemplify and embody the following 10 qualities, attributes and abilities, each of which are valued and prized within today’s organizations: serendipity and “aha” moments; the power of questions; packaging and “selling” relevance; curation of data, information and knowledge; sense-making skills; the power of introverts and “quiet”; servant leadership: the power of service; discovery; architecture; and healing. We must embrace, express, and “own” these attributes and qualities for our future success. Librarians can only be successful if librarians are successful and thriving, so join us as Rosenstein demonstrates how librarians can reposition their work within this framework, and how it can be turned into a future advantage for the profession.

** E302 • Service Innovation & Change **

11:45 a.m. – 12:30 p.m.

Richard Darga, Dean, Library and Instruction Services, Chicago State University

People do not resist change because of a fear of change itself; rather, they resist change from a more personal fear of what an organizational change will do to them personally. Darga presents the change method Chicago State University Library used to expand its operations to include the Center for Teaching and Research Excellence, faculty development, distance learning, and various centers of excellence; campus-wide tutoring and online programming; a campus-wide undergraduate advising center; and instructional technology. Designed as a project, change process starts with analysis for all involved to understand the current operations and ends—if it ever ends—with deployment, celebration, and evaluation.

** LUNCH BREAK • LAST CHANCE TO VISIT EXHIBITS **

12:30 p.m. – 1:30 p.m.

** E303 • Library Collection Analysis System **

1:30 p.m. – 2:15 p.m.

Rose Nelson, Assistant Director, Colorado Alliance of Research Libraries

Hear how a consortium of 14 libraries founded on the principles of resource sharing and collaboration to benefit all libraries created a library collection analysis system. They have a strong history of innovation which began with the development of the CARL integrated library system, Gold Rush one of the first electronic management systems and the latest development a Library Catalog Comparison system, LCCLS. This talk discusses how the LCCLS is used in our consortium for content management and analysis, how libraries outside of the consortium have used it, the underlying cutting edge software that powers the system, the future expansion and growth of the software and the pros and cons of developing your own system versus licensing a commercial product.

** E304 • Embracing Training Failures & Learning From Them **

2:30 p.m. – 3:30 p.m.

Jill Hurst Wahl, Director MS, Syracuse University

Maurice Coleman, Technical Trainer, Harford County Public Library

Topher Lawton, Science Reference Services Librarian, Old Dominion University

Panelists discuss real-world common and unusual training mishaps and pitfalls. They emphasize ways they mitigated those situations and what they implemented to ensure that the same challenges would not happen again in the library, off-site, and online. Get a checklist designed to help any trainer/teacher/learner prepare for and cope with failures that occur in the learning process. Topics include how to stay one step ahead of your learners, what helps to stay calm as things are falling to pieces, and when to call in the cavalry. Bring your questions and examples of times when things didn’t go all that well for you and your learners so you can leave with concrete strategies to implement as you prepare your next learning session.

** E305 • Better Data to Create Better Libraries **

3:45 p.m. – 4:30 p.m.

Emily Plagman, Project Manager, Project Outcome, Public Library Association, a division of the American Library Association

Denise Davis, Deputy Library Director, Sacramento Public Library

Project Outcome offers an innovative and easy-to-use online platform for public libraries to measure the outcomes of their programs and services. Staff are able to view their results in an innovative and interactive data dashboard almost immediately, allowing them to respond quickly to insights gained from member feedback. For the first time, public libraries have free access to an aggregated set of performance measurement data and analysis tools they can use to affect change within their communities and beyond. This session provides an overview of the tools and shares lessons learned from libraries using Project Outcome.

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YOUR REGISTRATION INCLUDES:

Delegates to COMPUTERS IN LIBRARIES 2016 may register for any number of days, each of which are comprised of five tracks. The fee includes:

- Access to all keynotes and conference sessions including the Internet@Schools track for each day booked (Attendees may switch between tracks as they choose.)
- Light continental breakfast each morning before the keynote
- Morning and afternoon breaks
- Admission to the Exhibit Hall including access to the CyberCorner Theater
- Exhibit Hall Networking Reception on Tuesday evening
- Monday Evening Networking Event and Wednesday Evening Session
- Access to conference presentations online

Attendees are responsible for their own travel arrangements and hotel accommodations.

EXHIBIT HOURS

The exhibits will be located on the Terrace Level of the Washington Hilton.

Tuesday, March 8 ..................... 10:45 a.m. – 6:00 p.m.
Networking Reception .................. 5:15 p.m. – 6:00 p.m.
Wednesday, March 9 ............... 10:45 a.m. – 4:00 p.m.
Thursday, March 10 ............... 9:45 a.m. – 12:45 p.m.

REGISTRATION DESK HOURS

Registration will take place on the Concourse Level of the Washington Hilton.

Monday, March 7 ..................... 8:00 a.m. – 4:30 p.m.
Tuesday, March 8 .................... 7:30 a.m. – 6:00 p.m.
Wednesday, March 9 ............... 8:00 a.m. – 5:00 p.m.
Thursday, March 10 ............... 8:00 a.m. – 4:00 p.m.

CANCELLATIONS AND SUBSTITUTIONS

Cancellations will be accepted if received in writing no later than February 5, 2016. Full refunds minus a $50 processing fee will be issued. No refunds will be given after this date. Substitutions for the same amount of fees may be made through March 1, 2016. Please indicate the name and the title of the person who will be replacing the original registrant. After this date, changes must be made at the conference.

DISCOUNTS

Organizations sending more than one registrant can benefit greatly from the following rates for full conference registrations only: first person @ $499; second person and all additional registrants @ $325. After February 5, 2016, add $20 to each level. All registrations for group discounts must be sent to Information Today, Inc. under one cover. Many networks and regional library cooperatives are offering special discount rates. Contact your network director for further details. Discounts are not available for pre-conference workshops.

HOTEL INFORMATION

Washington Hilton
1919 Connecticut Avenue NW, Washington, DC 20009

All official conference activities will take place at the Washington Hilton. Meeting & Travel Consultants, Inc. (MTC) is the official housing bureau for Computers in Libraries 2016. For your convenience, hotel reservations can be made for the Washington Hilton at the discounted group rate of $289 single/$299 double (plus applicable taxes). These rates are exclusive through MTC only and will not be extended by the hotel directly. Rates will remain in effect until February 23, 2016. However, please note that the discounted group block is subject to availability and is not guaranteed. Early booking is suggested to ensure you receive your preferred arrival/ departure dates. Credit card information is required to confirm all reservations. SPECIAL NOTICE: Attendees who book through the official housing bureau (MTC) will receive complimentary guestroom wifi as well as a $25 restaurant voucher for use in hotel outlets!

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NOTE: The sponsors and management of Computers in Libraries 2016 reserve the right to make necessary changes in this program. Every effort will be made to keep presentations and speakers as represented. However, unforeseen circumstances may result in substitution of a presentation topic and/or speaker. Information Today, Inc. assumes no liability for the acts of their suppliers nor for the safety of any Computer in Libraries 2016 participant while in transit to or from this event. The total liability during the precise hours of the meeting will be limited to a refund of the delegate fee.

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9. Webmaster
10. EResources/Web Services Librarian 
11. Director/Administrator

YOUR NETWORK AFFILIATION: (if applicable)
_______________________________________________________

REGISTRATION FEES

Preconference Workshops ☐ MONDAY, MARCH 7
(Lunch is included when you register for a Full-Day or AM & PM workshops.)

FULL ☐ 1 ☐ 2 ................................................................. $289 $299
AM ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ 11 ........................................... $179 $189
PM ☐ 12 ☐ 13 ☐ 14 ☐ 15 ☐ 16 ☐ 17 ☐ 18 ........................................... $179 $189

Full 3-Day Conference
Includes Computers in Libraries AND Internet@Schools conference sessions. Does not include workshops.

☐ Full 3-day ☐ MARCH 8–10 ................................................... $499 $549

I select the following day only:

☐ TUESDAY, MARCH 8 ..................................................... $259 $269
☐ WEDNESDAY, MARCH 9 ............................................... $259 $269
☐ THURSDAY, MARCH 10 ................................................. $259 $269

Internet@Schools Track

☐ Track E—Internet@Schools only ☐ MARCH 8–9 ....................... $199 $209

Library Leaders Summit ☐ MARCH 8–9

☐ 2-day Summit (Also includes access to all 3 days of Computers in Libraries) ................................................... $699 $749

☐ Exhibition Only (March 8-10) ............................................. FREE $25

Email confirmation will be sent automatically. Printed confirmation sent by request.

TOTAL

COMPUTERS IN LIBRARIES 2016 31
computers in libraries 2016

MARCH 8–10, 2016
Workshops • Monday, March 7

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• Over 150 Speakers
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