computers in libraries 2016

North America’s Largest Technology Conference & Exhibition for Librarians and Information Managers

LIBRARY LABS: RESEARCH, INNOVATION, & IMAGINATION

MARCH 8 - 10, 2016
Workshops Monday, March 7

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Incorporating INTERNET@SCHOOLS TRACK
MARCH 8 - 9

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We are pleased to present the 31st annual Computers in Libraries—the most comprehensive North American conference and exhibition on all aspects of library and information delivery technology. Although the tools and technology available to libraries and information services have changed over the years, the excellent quality and range of both topics and speakers at Computers in Libraries 2016 remain the same.

INTERACTIVE NETWORKING EVENTS

MONDAY EVENING SESSION
Games, Gadgets & Makerspaces
5:30 p.m. – 7:30 p.m. • Jefferson, Concourse Level
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.

Continental Breakfast & Breaks
A light continental breakfast will be served in International Ballroom Center starting at 8:00 a.m. each morning before the keynote. Check your program for additional break times and locations.

Exhibit Hall Breaks & Receptions
Join us for coffee each morning or stop in during the afternoon break for a special treat on Tuesday and Wednesday. And, don’t forget about our Networking Reception on Tuesday from 5:15 p.m. – 6:00 p.m. Mix and mingle with other attendees and speakers in a relaxed atmosphere while visiting with our extensive hall of exhibitors. Check your program for times and details.

Informal Dine Arounmds
See the message board in the registration area for more information on how you can dine with colleagues at some of the best local restaurants.

FREE CYBERTOURS
Pick up some quick tips, take a sneak peak at new products, and learn new skills at the series of short, free Cybertours. Located in the Cyber Corner Theater in the Exhibit Hall. See pages 20-21 for details.

WIFI
Complimentary WIFI will be available in meeting rooms and foyer areas on the Concourse Level during conference hours.

Network: hhonors-meeting • Access Code: infotoday

CONFERECE PRESENTATIONS
Many speakers have made their presentations available for download at: cil.infotoday.com/2016/presentations.aspx Username/Password: CIL2016

INTERNET STATIONS & POWER LOUNGE
Check your email or power up your laptop or other mobile device at this special area located in the Exhibit Hall. (Device chargers not provided.)
8:45 a.m. – 9:45 a.m.  
**WELCOME & OPENING KEYNOTE**  
International Ballroom Center  
Innovation & the Knowledge Ecosystem  
Dave Snowden

10:00 a.m. – 10:45 a.m.  
**TRACK A**  
International Ballroom Center  
**DISCOVERY & SEARCH**
- **A101**  
  Super Searcher Tips & Tools
- **A102**  
  Adventures in Advanced Search

10:45 a.m. – 11:30 a.m.  
**A103**  
Deciphering Discovery

11:45 a.m. – 12:30 p.m.  
**A104**  
30 Mobile Apps for Librarians in 40 Minutes

12:30 p.m. – 1:30 p.m.  
**A105**  
Advanced Twitter: Research Tips for Power Users

1:30 p.m. – 2:15 p.m.  
**A106**  
UX Practices & Patterns

2:15 p.m. – 3:00 p.m.  
**A107**  
Improving LibGuides With User Research

3:00 p.m. – 3:45 p.m.  
**A108**  
UX Practices & Strategies

3:45 p.m. – 4:30 p.m.  
**A109**  
Big Data Meets Algorithmic Accountability

**LUNCH BREAK**  
In the Exhibit Hall

3:45 p.m. – 5:15 p.m.  
**A101**  
Start Doing UX Research for Little or No Cost

3:45 p.m. – 5:15 p.m.  
**A102**  
Writing for the Web

5:15 p.m. – 6:00 p.m.  
**A103**  
Digital Signage InfoBlitz

**NETWORKING RECEPTION**  
In the Exhibit Hall
**TUESDAY, MARCH 8**

**TRACK D • Jefferson**

- Creative Communities: 3D Printer Services at the Library
- Transformations & Community Engagement

**COFFEE BREAK** • In the Exhibit Hall

**LUNCH BREAK**

- Making a Successful Hack-A-Thon
- Building Community & Global Partnerships

**COFFEE BREAK** • In the Exhibit Hall

**NETWORKING RECEPTION** • In the Exhibit Hall

**WEDNESDAY, MARCH 9**

**TRACK D • Jefferson**

- Transformation & Community Engagement
- From Zero to Makerspace

**COFFEE BREAK** • In the Exhibit Hall

**LUNCH BREAK**

- Making & Innovating: Year One at Two Universities
- Collaborating to Create a Community of Coders

**COFFEE BREAK** • In the Exhibit Hall

**THURSDAY, MARCH 10**

**TRACK D • Jefferson**

- Successful Social Strategy
- Tumblr, or Snapchat? Instagram?

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

**MONDAY NETWORKING EVENT**

Games, Gadgets & Makerspaces
5:30 p.m. – 7:30 p.m. • Jefferson, Concourse Level
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

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.

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.

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.

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.

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.

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!
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.

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
Moe Hosseini-Ara, Director, Culture, City of Markham
Rebecca Jones, Director of Services, Brampton Library

Performance measures are as much about operational effectiveness within the library as they are about demonstrating value to external stakeholders. 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
Edward Corrado, Associate Dean, Library Technology Planning & Policy, University of Alabama Library

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, UX 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, & Leah Kraus, Director of Community Relations & Experience, 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 entrepreneurship 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, Founder & CEO, Kiad, 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 do this, we must first develop a learning culture within our libraries. What kind of learning culture do you wish to create in your library? Join us in this session to learn five practical steps to create a learning culture that will encourage your staff and volunteers to be more open to learning opportunities. Come dressed in your most comfortable clothes and ready to learn.

W18 • Essential SharePoint: Real-World Tips & Strategies for Nontechnical Users
Susan Hanley, President, Susan Hanley LLC, & 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.

Games, Gadgets & Makerspaces
5:30 p.m. – 7:30 p.m. • Jefferson, Concourse Level

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 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.
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.

**A101 • Super Searcher Tools & Tips**
10:00 a.m. – 10:45 a.m.
Mary Ellen Bates, Principal, Bates Information Services, Inc.
This popular annual favorite features our super searcher who continues to surprise and impress with new strategies, techniques, and tips for getting the most out of web research. The host of Searchers Academy (where even more secrets are shared) provides an up-to-the minute and jam-packed-with-valuable-tools-and-tips talk that’s always a hit! Bates tells us she takes 2 days to research this session—take advantage of her knowledge and gather tips and tools to share with others!

**A102 • Adventures in Advanced Search**
11:45 a.m. – 12:30 p.m.
Greg Notess, Faculty & Graduate Librarian, Montana State University, & Publisher, Search Engine Showdown
Google and other search engines continue to innovate and adapt to the ever-changing online public. With these changes, advanced searching tools and techniques often disappear or get hidden behind the big news headlines. Take a fast-paced trip through 50 advanced researching tips in 40 minutes.

**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.

**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.

**A105 • Advanced Twitter: Research Tips for Power Users**
4:30 p.m. – 5:15 p.m.
Tracy Z. Maleeff, Library Sherpa, Sherpa Intelligence LLC
Are you already proficient at Twitter, but want to take your usage to the next level? Do you know how to use Twitter as a resource for doing research? In this session, @LibrarySherpa takes you through the best practices for being an advanced Twitter user and tweet management. Techniques and tips on how to harness the rushing river of information that is Twitter are demonstrated so that you can use it for a research tool. For newbies who would like some help getting started; NO previous GIS experience or strong math skills expected!

**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 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.

**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.
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 Library

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.

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

**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**  ●  IN THE EXHIBIT HALL
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, Millis 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 usage 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, work surfaces are at a premium. To address all of these issues, the Millis 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**  ●  IN THE 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 their applications. In their second presentation, they present 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, with a staff member and volunteers, 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.

LUNCH BREAK • 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. Speakers share their experiences on why and how we can get started, as well as challenges and solutions. They also share strategic vision for the future on the development of the makerspace as incubator for young entrepreneurs and how this could fundamentally change how higher education provides a new context for students gaining real-life experience, job skills, and connect what they are passionate about to what they are learning.

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
Tod Colegrove, Head of DeLaMare Science & Engineering Library, University of Nevada–Reno
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. Colegrove shares his insights and experience with hackathons in an academic library environment. Get lots of tips from our speakers!

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 worldwide. 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.

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 Treese, 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 darn 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.

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

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 present 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 artist in residence programs, and how to tie art-making and creative programs to the library’s existing collection.

RECEPTION • IN THE EXHIBIT HALL
5:15 p.m. – 6:00 p.m.
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 • IN THE EXHIBIT HALL
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 • 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.
Joqutetta 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. • International Ballroom Center

Marshall Breeding, Independent Consultant, Library Tech Guides
Sam Brooks, EVP, Marketing, Sales, Publisher Relations, & Strategic Partnerships, EBSCO
Bill Davison, CEO, SirsiDynix
Nate Curulla, Chief Revenue Officer, ByWater Solutions
Beth Jefferson, President, Bibliocommons
Leif Pedersen, 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.

TRACK A • LIBRARY LABS & RESEARCH

International Ballroom Center

Libraries have lots of data but don’t always mine it for information, learning & developing. This track highlights library research that translates into useful strategies and practices for libraries, shares new and exciting projects from information industry labs, and more.

Moderated by Donna Scheeder, IFLA President & Library Strategies International

A201 • Using Research for Strategic Priorities & Innovation

10:00 a.m. – 10:45 a.m.

Lynn Silipigni Connaway, Senior Research Scientist, OCLC Research
Robin Kear, Liaison Librarian, University Library System (ULS), University of Pittsburgh

The academic community has many ways to engage in the information environment, making academic resources in both physical and digital formats only one option among many. Institutionally provided resources, such as those provided by libraries, often are not the academic community’s first choices. They often choose the more convenient, easier-to-use, open access sources. In order to create a library environment centered on user needs and habits, and to provide services and systems of value, it is necessary to identify how, why, and under what circumstances individuals use the various available systems and services. Get the results of some great research and learn how it was used for brainstorming, discussion, prioritization, and planning.

COFFEE BREAK • EXHIBIT HALL OPENS

10:45 a.m. – 11:30 a.m.

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.

LUNCH BREAK • 12:15 p.m. – 1:15 p.m.

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 assessment 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 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)

International Ballroom East

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

Moderated by Jeff Wiesiewski, University of Pittsburgh

B201 • Electronic Resources UX & Accessibility

10:00 a.m. – 10:45 a.m.

Ranti 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 assess the interaction between a blind user with 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, 3–5 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 • 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, & Aileen 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.
PC 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

International Ballroom West

C201 • Engineers & KM
10:00 a.m. – 10:45 a.m.
David McBee, Command Librarian, U.S. Army Corps of Engineers
Hear from an organization 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 • IN EXHIBIT HALL
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 Libraries, 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 • 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 Spitalnik & 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. Learn how CEB’s IRC transitioned its training offerings to meet an increasingly globally dispersed staff. Find out 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, and future ideas. Finally, hear how the IRC’s communication strategy regularly keeps CEB employees aware of information resources and services.

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.
Cindy Sheffield, AlzPED Project Manager, Zimmerman Associates, Inc., National Institutes of Health (NIH) Library
Sanjay Patel, Principal, WebFirst, Inc.
Bridget Burns, 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 relationships among these studies; how MeSH terms used within a Drupal faceted search fit nicely into this interface’s overall strategy; and more.

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
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 relationships among these studies; how MeSH terms used within a Drupal faceted search fit nicely into this interface’s overall strategy; and more.

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

LUNCH BREAK • 12:15 p.m. – 1:15 p.m.
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 hack-a-thon 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 give tips on how you can grow a community of coders at your own library through hack-a-thons, coding classes, and more.

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

D205 • Coding is Where It’s At!
4:00 p.m. – 5:00 p.m.
Brandy McNeil, Associate Director, Technology Education & Training, & Steven Deouls, Technology Training Program 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, and best practices when launching series based courses, and more.

TRACK E • INTERNET@SCHOOLS

Lincoln

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 • EXHIBIT HALL OPENS
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, Makers 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! Transformative learning!

The Internet of Things & Libraries
7:30 p.m. - 9:00 p.m. • International Ballroom East
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 up sides 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!”
KEYNOTE

Libraries & Perpetual Learning
8:45 a.m. – 9:45 a.m. ● International Ballroom Center

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

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 ● EXHIBIT HALL OPENS
9:45 a.m. – 10:45 a.m.

TRACK A ● INNOVATION & INNOVATIVE PRACTICES

International Ballroom Center

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

Nearbels, 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 brainstorm will be documented and posted online for the larger CIL community.

LUNCH BREAK ● LAST CHANCE TO VISIT EXHIBITS (Exhibit Hall closes at 12:45 p.m.)
12:30 p.m. – 1:30 p.m.

A303 ● Library as Podcaster/Digital Media Studio/Makerspace
1:30 p.m. – 2:15 p.m.
Forrest Foster, Head, Information Commons/Access Services, Winston-Salem State University, & Maurice Coleman, Technical Training, Hartford County Public Library

As a creative space, libraries are frequently producers of content. Come hear from Foster (Let’s Talk Learning Spaces) and Coleman (T is for Training), who have used their academic and public libraries as a launchpad for creating podcasts. They discuss the buy-in needed for such an endeavor, the technology concerns, how to turn an idea into an ongoing effort, and what the impact has been on them and their institutions.

A304 ● New Audiences & Services for Science Libraries
2:30 p.m. – 3:30 p.m.
Alvin Hutchinson, Information Services Librarian, Smithsonian Libraries

In recent years the Internet has moved many traditional library services to a self-service model. Many services that once required a librarian are now available directly to the user via licensed content and other web-based tools. This means that librarians must reinvent themselves and begin to offer new services if they expect to remain relevant. Hear about new services that science librarians are beginning to offer including scholarly communication services.

A305 ● Engaging Communities
3:45 p.m. – 4:30 p.m.
Amy Luendidke, Senior Librarian, Hennepin County Library (HCL), & Lee-Ann Breuch, Associate Professor, University of Minnesota (U of MN)

HCL communicates proactively with its users via channels, including online reference and feedback forms, social media, and usability testing. With an ongoing partnership with the U of MN to conduct usability testing, HCL’s understanding of its users and the process of user engagement has increased. Hear what an involved online audience means 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

International Ballroom East

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 self-publishing and provides a practical demonstration of the steps to publish an ebook through Amazon’s Createspace. Tryon’s initiative replaces the old notion of the bibliography. Librarians can now collect citations about a particular topic, encode the related texts using the Text Encoding Initiative Consortium’s guidelines and freely curate materials online. Hear how Tryon is using the XML editor <oXygen/> to text-code articles, books, and other materials to create a searchable database for the genus Rosa.

LUNCH BREAK ● LAST CHANCE TO VISIT EXHIBITS (Exhibit Hall closes at 12:45 p.m.)
12:30 p.m. – 1:30 p.m.

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 & eLearning Coordinator, Babson Library Springfield College, & Kim Colangelo, Associate Director for Technology Services, Springfield College

University of Maryland University College is replacing traditional textbooks 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  
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.

**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.

**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 pickaxe-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 datasets. 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 of 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.

**Mobile Program—Check Out Our New Look!**  
The Computers in Libraries program is available in a mobile version and is an easy way to access everything you need during the event at any time.

**LUNCH BREAK • LAST CHANCE TO VISIT EXHIBITS**  
(Exhibit Hall closes at 12:45 p.m.)  
12:30 p.m. – 1:30 p.m.
C305 • Journalism Tools for Library Engagement
3:45 p.m. – 4:30 p.m.
Keren Bicknell, Keri Fricknell, Digital Resources Librarian, Los Angeles County Metropolitan Transportation Authority

Get an overview of journalistic tools that the library can use to create new and strengthen existing audiences. Complex information and interdisciplinary subject matter can be easily aggregated and disseminated via emerging technology with an engaging customer experience. The topics covered include new uses for Twitter, digital newspaper platforms, interactive timelines, and other resources.

TRACK D • PRACTICAL SOCIAL MEDIA STRATEGIES

Jefferson

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 Zealand, 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 & Kt Zawadny, Librarian, Anne Arundel County Public Library
Katie Etson Anderson, Reference & Instruction Librarian, Rutgers University-Camden

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 (Exhibit Hall closes at 12:45 p.m.)
12:30 p.m. – 1:30 p.m.

D303 • Who Are You Online?
1:30 p.m. – 2:15 p.m.
Alex Zealand, Web Editor & New Media Developer, Arlington Public Library & Lennea Bower, Program Specialist, Virtual Services, Montgomery County Public Libraries
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? Zealand & 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 Zealand, Web Editor & New Media Developer, Arlington Public Library & Lennea Bower, Program Specialist, Virtual Services, Montgomery County Public Libraries
Tracy Kallassy, Adult Services 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

Lincoln

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. Malelief, 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 can use this framework for rethinking and repositioning this work, one that relies not on functional areas, but benefits, positive results, and outcomes.

Continental Breakfast & Breaks
A light continental breakfast will be served in International Ballroom Center starting at 8:00 a.m. each morning before the keynote. Check your program for additional break times and locations.

Exhibit Hall Breaks & Receptions
Join us for coffee each morning or stop in during the afternoon break for a special treat on Tuesday and Wednesday. And, don’t forget about our Networking Reception on Tuesday from 5:15 p.m. – 6:00 p.m. Mix and mingle with other attendees and speakers in a relaxed atmosphere while visiting with our extensive hall of exhibitors. Check your program for times and details.

Informal Dine Aroungs
See the message board in the registration area for more information on how you can dine with colleagues at some of the best local restaurants.
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 (Exhibit Hall closes at 12:45 p.m.)
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, LCCS. This talk discusses how the LCCS 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 Hust 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.

Go Beyond Google to Mine Big Data and Social Media

“In this era of Big Data, social media, and floods of unreliable information, ‘Googling it’ is not enough. … Today, for those who want to go deeper, to find and validate reliable information, to tap the power of big data and social networks, you can take advantage of Berkman’s expertise through this powerful, updated sixth edition of Find It Fast.”
—Howard Rheingold

In Find It Fast, business research guru Robert Berkman offers authoritative advice on how to locate the best information sources, connect with the experts behind those sources, and combine expert techniques to do fast and effective research on any subject. This fully updated sixth edition goes beyond Google, detailing the use of Big Data and social networks for research. You’ll find a wealth of practical guidance on evaluating information, using precision search strategies, and making the most of traditional research sources and techniques. Whether you are looking for consumer information, data for a job or project, facts for starting a new business, or an answer to an obscure question, Find It Fast will help you find it. Fast!

Robert I. Berkman
ISBN 978-1-937290-04-7
336 pages • $24.95

Look for Find It Fast wherever books and ebooks are sold, or order direct from the publisher: infotoday.com
Listen and learn at a series of free cybertours and information sessions for all Computers in Libraries 2016 Exhibit Hall visitors. Taking place at the CyberCorner in the Exhibit Hall, these cybertours cover a range of topics and subject areas. They are open to all and add value to your visit. Space is limited so it’s first-come, first-served. Join our net-savvy web experts for a look at their favorite sites and topics! There is no need to register; simply pick the cybertour of interest to you and arrive at our CyberCorner within the Computers in Libraries 2016 Exhibit Hall at the appropriate time.

TUESDAY, MARCH 8

Managing Content: Citation Tools
11:00 a.m. – 11:15 a.m.
Greg Notess, Faculty & Graduate Services Librarian, Montana State University
This cybertour takes citation tools and managers into the LibraryLabs for a stress test on how well they work with standard and unusual citations. Compare and contrast tools such as EndNote, Zotero, Mendeley, and Papers to our databases and citation helpers such as EasyBib, BibMe, and even Word. Discover innovative ways to help researchers, students, and writers be more productive in managing their content.

Learned From Our First Drupal 8 Site
11:30 a.m. – 11:45 a.m.
Brian Smith, Applications & Web Developer, Reaching Across Illinois Library System
The Reaching Across Illinois Library System decided to upgrade its simple website for the SHARE Illinois cooperative project to Drupal 8 when it was released in November. Hear about and see what we really like—and don’t like so much—about the latest version of the popular content management system.

Dashboard & Mining Operational Library Data
12:00 p.m. – 12:15 p.m.
Jill Konieczko, Library Relations Director, RedLink
Making decisions in libraries in tight economic times is always a challenge, and we don’t always use all the data we have to inform those decisions. This experienced librarian shares tips on getting data analytics from your library data to help with making decisions.

Contracts, RFPs & Working With Suppliers
12:30 p.m. – 12:45 p.m.
David Lee King, Digital Services Director, Topeka and Shawnee County Public Library
Have you ever had to write an RFP from scratch, work with vendors on a complex project, or even complain to a vendor about problems with their product? King shares the process his library goes through when choosing new technology and managing the project during installation. He also discusses effective ways to “get your voice heard” when something needs to change.

Open Web Searching Tips
1:00 p.m. – 1:15 p.m.
Robert Berkman, Co-Editor, The Information Advisor’s Guide to Internet Research
Although most of us have come to accept Google’s Page Rank and its other page signal analyses as legitimate ways to rank results, today’s searchers are being manipulated in new and powerful ways. Among the most influential of these behind-the-scene forces are the SEO optimizers—hear the good and the bad about these as well as other influences that impact your search. Get strategies for taking back control of your open web searching.

Negotiating Successfully With Vendors
1:30 p.m. – 1:45 p.m.
Michael Gruenberg, President, Gruenberg Consulting LLC, & author, Buying & Selling Information
According to Otsell, the information industry generates more than $700B in revenue to the vendors servicing the library community. Academic libraries spend $7 billion per year. $4 billion of this on acquisition of products and technology to serve users. Libraries deal with hundreds, even thousands, of unique vendors every year. And budgets are generally flat or constricting. Gruenberg examines the economic value components and motivations from the vendor side of the negotiation process and how those drivers impact negotiations with libraries. Be better prepared for your next negotiation.

Open Library Ebooks
2:00 p.m. – 2:15 p.m.
Jessamyn West, Librarian & Technologist, OpenLibrary
Open Library lends ebooks worldwide for free. It’s an online project intended to create “one web page for every book ever published.” This cybertour explains how this project of the Internet Archive mostly works and sometimes doesn’t.

Crowdsourced Metadata
3:00 p.m. – 3:15 p.m.
Kenn Bicknell, Digital Resources Librarian, Los Angeles County Metropolitan Transportation Authority
Get an overview of how libraries, archives, and museums in Europe and the United States are engaging users in content creation to supplement digital resources. Memory organizations are increasingly relying on both “passion” and “expertise” from public participation for description and access points for digitized assets. This talk compares public transcription projects to crowdsourced identification work for digital resources and reviews crowdsourced mapping endeavors. It provides tips for smaller collections or user groups to inspire local communities, build and strengthen a userbase, raise awareness, and create conversation.

Adapting to Changes in Content Accessibility
4:00 p.m. – 4:15 p.m.
Faye Kramer, Major Accounts Manager, Wolters Kluwer
Finding critical content is as important as ever these days, with the various formats and sheer volume, but it is definitely a challenge. Using customer research, Wolter Kluwer found out what clients wanted. Hear how that research informed Wolters Kluwer and drove product changes.

The Exhibit Hall is located on the Terrace Level.

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<td>Tuesday</td>
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Check your email or power up your laptop or other mobile device at this special area located in the Exhibit Hall. (Device chargers not provided.)

Complimentary WIFI will be available in meeting rooms and foyer areas on the Concourse Level during conference hours.

Network: hhonors-meeting Access Code: infotoday
Turn Your Web Traffic Into Foot Traffic
11:00 a.m. – 11:15 a.m.
Trey Gordner, Librarian & CEO, Koios
As library offerings go digital, members and nonmembers rely on the library website for information and access. How do we encourage these digital visitors to walk through our physical doors? Get some tips and tricks for applying strategies and metrics from digital advertising, including user engagement, conversion, and reach, to turn web traffic into foot traffic.

From Dewey to Hackers to Entrepreneurs
11:30 a.m. – 11:45 a.m.
Terence O’Neill, Entrepreneurship Librarian, Michigan State University
Makerspaces in academic libraries pull from a range of influences, including Design Thinking, Hackerspaces, entrepreneurially motivated TechShops, and a heavy dose of Papert’s constructionism. In their synthesis and expression of this range of influences, makerspaces contain multitudes of possibilities. Hear how academic library makerspaces have aligned themselves with various influences while creating new models, seeking to better define not only what is meant by the term makerspaces but also to provide more nuanced understanding of the shapes that makerspaces take.

Introducing 3D Printing
12:00 p.m. – 12:15 p.m.
Dominique Pierce, Systems Specialist, George Washington University (GWU)
Hear how the GWU Gelman Library started an on-demand 3D printing program with two Makerbot Replicator 2X’s and one MakerBot Digitizer. Get insights from GWU’s learning experiences and challenges associated with implementing the program, and tips on explaining how 3D printing works, dealing with printing requests, and Makerware (the software that powers our machines).

Incremental Experimentation = Runaway Success
12:30 p.m. – 12:45 p.m.
Brian Smith, Applications & Web Developer, Reaching Across Illinois Library System
The Reaching Across Illinois Library System’s Library Jobs Board began as a tentative, “easy to set up, so what the heck, let’s try it” addition to the RAILS website. If it didn’t take off, it’d be fairly painless to shut down. However, with very little development and maintenance required of RAILS staff, the Jobs Board quickly became the most visited area of the site by far. A look at the Jobs Board serves as a starting point for discussing key features of no-pain experiments.

Collaborative Learning With a MOOC
1:00 p.m. – 1:15 p.m.
Rebecca Hyman, Educational Programs & Outreach Librarian, North Carolina Government & Heritage Library
In order to teach a large audience the basics of genealogy research, a university and state library entered into a yearlong partnership to develop RootsMOOC, a massive open online course (MOOC) for beginning genealogy researchers. This IMLS grant-funded project enrolled more than 4,000 learners. Get tips for developing, marketing & managing an easy, free, high-quality genealogy instruction in a highly interactive and social learning environment. Gain insights about fostering lifelong learning through MOOCs with partners, external organizations and an online community of learners.

Students & Startups: Learning Partnerships
2:00 p.m. – 2:15 p.m.
Sandy Hirsh, Director, School of Information, San Jose State University
Hear how students partnered with an information industry startup and what each partner learned!

Digital Literacy for Staff & Customers
3:00 p.m. – 3:15 p.m.
Tracy Maleeff, Library Resource Manager, Duane Morris LLP
This cybertour shares some tools and tips for keeping up with social media and using the results for other projects.

Building a Social Media Dashboard
3:30 p.m. – 3:45 p.m.
Angel Truesdale, Adult Services Specialist, & Eric Hartman, Adult Services Librarian, Charlotte Mecklenburg Library
How do you keep the public knowledgeable on new devices and technology, let alone staff? Hear how one public library trained a combined staff of 485 at 21 branch locations with six devices that were purchased for each branch through public funds and a grant. From the library’s Digital Strategy guidelines, core competencies were developed which required all staff to become knowledgeable about these new devices and technologies. Additionally, staff were encouraged to learn how to use the new devices in their daily work routines and facilitate mobile technology classes to the public. Learn about the “Digital Point Person” role created to help facilitate learning and growth at each branch in an effort to spearhead this initiative and to encourage programming around the new devices.

Fostering Collaboration in Research
10:00 a.m. – 10:15 a.m.
James King, Information Architect, NIH Library
Team science and globalization have dramatically changed research and research collaboration. Learn more about an effort to dynamically create researcher profiles (or CVs) using pulls from LDAP, PubMed, and other sources. These profiles are loaded into a networking tool based upon Harvard Profiles to foster collaboration across the entire Department of Health and Human Services.

Tech Trends
10:30 a.m. – 10:45 a.m.
Stephen Abram, Principal, Lighthouse Consulting Inc., & Executive Director, Federation of Ontario Public Libraries (FOPL)
Our industry watcher gives you his top tech trends to be watching for in 2016!

Branching Out: Libraries Growing STEMs
11:00 a.m. – 11:15 a.m.
Angela Brade, Chief Operating Officer, Howard County Library System
Michele Farrell, Senior Program Officer, Institute of Museum and Library Services (IMLS)
Come learn how IMLS National Leadership Grant Awardee, Howard County Library System, is incorporating research into the development of STEM programming for its library branches. With more than 325 STEM classes (e.g., 3D animation, nanotechnology, music/video production, game apps, cybersecurity, green energy, robotics, infectious diseases) completed, get an idea of the framework for project development and delivery. Farrell includes other examples of STEM programming, resources, and ideas.

Digital Comics & Maker Labs
11:30 a.m. – 11:45 a.m.
Curt Tagtmeier, Digital Collections Librarian/Independent, Highland Park Public Library
Tagtmeier discusses the recent surge in popularity of digital comics on the library scene. Companies such as hoopla, iVerse, and Overdrive have helped to usher in a new era of ebooks for libraries with digital comics, but there are also self-published and crowd-funded projects that have pushed digital comics into a DIY type of phase. Hear about trends within the context of the library as being a place for users to act as both creators and collaborators (i.e., maker labs).
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