Taking Libraries to New Heights With Technology

UPPING OUR GAME

March 28–30
Preconference workshops
Monday, March 27

Hyatt Regency Crystal City
Arlington, VA

FEATURED EVENT
LIBRARY LEADERS SUMMIT
MARCH 28–29

ADVANCE PROGRAM

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INTERNET & SCHOOLS Track

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#CILDC
There are many excellent libraries as well as a myriad of innovative and engaging services in the information world these days. What strategies, learning, training, partnering, out-of-the-box thinking, and borrowing from other industries will enable all libraries to be excellent in their communities? Whether it’s building creative spaces with learning commons and makerspaces, engaging audiences in different ways with community managers and embedded librarians; advocating for learning and literacy in new and exciting ways; using new technologies to provide engaging services and apps, or utilizing new partnerships and strategies to enable learning, Computers in Libraries 2017 is all about Upping Our Game.

Hear from exceptional and groundbreaking libraries, network and learn from leaders in the field, and definitely be an active participant in the 32nd Computers in Libraries—the most comprehensive North American conference and exhibition concentrating all aspects of library technology. The conference offers a multifaceted program designed to meet the needs of librarians, community and information managers, systems professionals, e-resource managers, researchers, webmasters and web managers, content evaluators, digital strategists, and information specialists. The focus of the conference is on leading-edge technology that allows us to engage with, and bring strategic value to, our user communities. It provides the latest information and practices for you to make informed choices for your community—whether it is an academic, corporate, nonprofit, public, or school library community. Computers in Libraries caters to all interests and all levels of knowledge, offering five simultaneous tracks including Internet@Schools plus networking opportunities, and an extensive exhibit hall. Speakers are knowledgeable, authoritative and focus on practical applications, “how to” solutions, and case studies as well as technical and managerial issues. Join us for an intensive learning experience interspersed with fun and valuable networking.
PRECONFERENCE WORKSHOPS
This year, WebSearch University presents Searchers Academy, a full-day workshop that looks at what is innovative, creative, and unexpected in advanced web search, research, and analysis. In addition, we have a wide range of half-day workshops, including such topics as Change Models & Strategies, Make a Makerspace, Tech Trends, Grant-Seeking, Outcome Measures, Getting Media Coverage, Hands-On Video, Engaging Teens, Fundraising, Innovation, Media Monitoring Tools & Dashboards, UX, IT Security, and more. See pages 6–8.

INTERNET@SCHOOLS TRACK
Track E of Computers in Libraries on Tuesday, March 28 and Wednesday, March 29 features K-12 focused programming for educator librarians. Included with the full-conference pass option OR register separately for just $199.

MONDAY EVENING WELCOME & NETWORKING EVENT
Games, Gadgets, & Makerspaces
5:30 p.m. – 7:30 p.m.
Join our gamers and gadget lovers for an evening of fun, playing, learning, and networking. See how you can transform your thinking, your programs, and your spaces with the latest games, gadgets, and ideas! Share with a poster about what your library is doing with creative making and makerspaces in your library. Led by Brian Pichman & Tod Colegrove this event will start your conference experience with lots of learning and laughing! Take the opportunity to chat with library winners of the 2016 Knight News Challenge. Refreshments included.

WEDNESDAY EVENING SESSION
ReImaging Libraries: Open Ecosystems
7:30 p.m. – 9:00 p.m.
Marshall Breeding, Library Technology Guides
Erik Boekesteijn, This Week in Libraries
Michael Winkler, Open Library Environment
Jack Ammerman, Boston University
Frank Cervone, Director, Information Technology, School of Public Health, University of Illinois
Jane Burpee, Coordinator, Data Curation & Scholarly Communications, McGill University
Join us for interesting and thought-provoking conversations about open environments, from sharing access to collections to using open source software, from building more open and flexible spaces to technology that can up our game and reimagine more open library ecosystems.

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

CONFERENCE CONVERSATIONS & DINE AROUNDS
Computers in Libraries is all about conversations. In addition to the ones you’ll find in the session rooms, hallways, and exhibit hall; remember to check out the conference blog at libconf.com and the announcement of dine arounds in February! Follow and participate in digital conversations on Twitter #CILDC, Facebook, LinkedIn, and more. Closer to the show visit cil.infotoday.com/dinearounds for a listing of available Dine Around groups.

CYBERTOURS
Plan to pick up some quick tips, take a sneak peek at new products, and learn new skills at short, free Cybertours in the Computers in Libraries 2017 Exhibit Hall. For more details and updates about topics and speakers for this Computers in Libraries feature, visit cil.infotoday.com.

EXHIBIT HALL GRAND OPENING RECEPTION
Tuesday, March 28 ......................... 4:00 p.m. – 6:00 p.m.
Join us for tasty bites and drinks as we celebrate the grand opening of the 2017 Computers in Libraries Exhibition. Featuring leading-edge companies, the exhibition offers visitors a choice of products in all aspects of library technology, including web-based products and services, integrated library and information systems, online services, document delivery services, and more.

EXHIBIT HOURS
Tuesday, March 28 ........................... Grand Opening Reception ........ 4:00 p.m. – 6:00 p.m.
Wednesday, March 29 ...................... 9:45 a.m. – 4:00 p.m.
Thursday, March 30 ......................... 9:45 a.m. – 1:45 p.m.
See the registration form (page 31) to sign up for your free Exhibit Hall pass.

CONNECT WITH US:
#CILDC 32 YEARS STRONG!
Computers in Libraries conference continues the tradition of highlighting innovative technology and library practices and sharing leading-edge information services and community engagement strategies, as well as looking at the impact these services and practices have on their communities.
WELCOME & OPENING KEYNOTE  •  Becoming Library Journal Library of the Year  •  Gina Millsap

8:45 a.m. – 9:45 a.m.

TRACK A  •  DISCOVERY, NAVIGATION, & SEARCH

10:15 a.m. – 11:00 a.m.
Super Searcher Strategies
A102

11:15 a.m. – 12:00 p.m.
Apps, Sites & Tools
A101

12:00 p.m. – 1:15 p.m.
Students & Faculty Research Differently
A105

2:15 p.m. – 3:00 p.m.
Taking Search to New Heights
A103

LUNCH BREAK

TRACK B  •  UX & DIGITAL PRESENCE

10:45 a.m. – 11:30 a.m.
UX Toolbox: Customer Journey Mapping
B101

11:45 a.m. – 12:30 p.m.
UX Research leads to Richer Library Websites
B102

1:15 p.m. – 2:00 p.m.
Website Redesign: Techniques & Tools
B103

2:15 p.m. – 3:00 p.m.
Maximizing New Tools
B104

3:15 p.m. – 4:00 p.m.
Active Tutorials With “Guide on the Side”
B105

LUNCH BREAK

TRACK C  •  COMMUNITY ENGAGEMENT

10:45 a.m. – 11:30 a.m.
Dallas Teens in Action
C101

11:45 a.m. – 12:30 p.m.
Digital Literacy & Coding Program Models
C102

1:15 p.m. – 2:00 p.m.
Online Community Building: Create, Connect, Collaborate
C103

2:15 p.m. – 3:00 p.m.
Attracting New Library Users: With SEO
C104

3:15 p.m. – 4:00 p.m.
Community Relationships With Collaborative Apps
C105

EXHIBIT HALL OPENING RECEPTION  sponsored by Knight Foundation

11:45 a.m. – 12:30 p.m.

KEYNOTE  •  Upping Our Game  •  Patricia Martin

8:45 a.m. – 9:45 a.m.

COFFEE BREAK  •  In the Exhibit Hall  sponsored by Knight Foundation

9:45 a.m. – 10:45 a.m.

TRACK A  •  CONTENT MANAGEMENT

10:45 a.m. – 11:30 a.m.
Analyzing Collections
A201

11:45 a.m. – 12:30 p.m.
LC Linked Authority Data
A202

12:30 p.m. – 1:45 p.m.
Copyright & Licensing
A203

LUNCH BREAK

TRACK B  •  MANAGEMENT & METRICS

10:45 a.m. – 11:30 a.m.
Enabling Libraries to Use Their Smarts!
B201

11:45 a.m. – 12:30 p.m.
Managing Tech & Innovation
B202

12:30 p.m. – 1:45 p.m.
Finding Your Social Media Voice
B203

LUNCH BREAK

TRACK C  •  ENTERPRISES: TOOLS, TECH, & SPECIAL COLLECTIONS

10:45 a.m. – 11:30 a.m.
Pokémon GO Changed Our Library!
C201

11:45 a.m. – 12:30 p.m.
KM Toolkit
C202

12:30 p.m. – 1:45 p.m.
Migrating & Developing With Drupal
C203

WEDNESDAY EVENING SESSION  •  Reimaging Libraries: Open Ecosystems

8:45 a.m. – 9:45 a.m.

KEYNOTE  •  Where Technology Fits With Library Customers’ Needs  •  Lee Rainie

9:45 a.m. – 10:45 a.m.

COFFEE BREAK  •  In the Exhibit Hall  sponsored by Knight Foundation

9:45 a.m. – 10:45 a.m.

TRACK A  •  LEARNING & VIDEO FOR LIBRARIES

10:45 a.m. – 11:30 a.m.
Augmented Reality & Learning
A301

11:45 a.m. – 12:30 p.m.
Learning Management Systems & Librarians
A302

12:30 p.m. – 1:45 p.m.
Rocking the Small Screen: Video & Libraries
A303

LUNCH BREAK  •  Last Chance to Visit the Exhibits  (Exhibits close at 1:45 p.m.)

TRACK B  •  TECH TOOLS

10:45 a.m. – 11:30 a.m.
Library Services Platforms: State of the Art
B301

11:45 a.m. – 12:30 p.m.
25 Top PR/Marketing Tools in 40 Minutes
B302

12:30 p.m. – 1:45 p.m.
30 for 3D: Services, Programs, Tips
B303

LUNCH BREAK

TRACK C  •  INNOVATION & TRANSFORMATION

10:45 a.m. – 11:30 a.m.
Do Space: Tech for Everyone
C301

11:45 a.m. – 12:30 p.m.
Build, Measure, Learn: Innovation on a Budget
C302
### Conference At-a-Glance

**Monday, March 27**

**Workshops**

#### Track C

- Upping Our Game With Customer Experience
- Partnering With Clients for Info Discovery

#### Track D

- Dealing With Continuous Change
- From Textbook to Activism
- Three Secondary Librarians Discuss Libraries as Sources of Inspiration

#### Track E

- Reinvigorating Your Practice of Librarianship
- Game Design as a Catalyst for Learning
- Getting Your Hands on History

#### Exhibit Hall Opening Reception** sponsored by Knight Foundation

**Tuesday, March 28**

#### Track D

- Upping Our Game With Customer Experience
- Partnering With Clients for Info Discovery

#### Track E

- Reinvigorating Your Practice of Librarianship
- Think Inside the Box: Smithsonian Libraries in the Classroom

#### Lunch Break

- Tracking Technology in the Midst of Busy Schedules
- From Textbook to Activism

**Wednesday, March 29**

#### Track D

- Finding Funds for Libraries: Visualizing
- Funding Opps for Digital Library Initiatives

#### Track E

- Game Design as a Catalyst for Learning
- Getting Your Hands on History

#### Lunch Break

- Growing Philanthropic Dollars for Libraries
- The Social Studies & Library Digital Curriculum Project

#### Coffee Break • In the Exhibit Hall sponsored by Knight Foundation

- Crowdfunding Tips & Tools
- The Role of the Library in Fostering Research Skills

**Thursday, March 30**

#### Track D

- Upping Our Game With Customer Experience
- Partnering With Clients for Info Discovery

#### Track E

- Transformation & Community Engagement
- From Consumers to Creators: Connected Learning

#### Lunch Break • Last Chance to Visit the Exhibits (Exhibits close at 1:45 p.m.)

**Networking Event**

- Games, Gadgets & Makerspaces
  - Monday, March 27 • 5:30 p.m. – 7:30 p.m.
  - Join our gamers and gadget lovers for an evening of fun, playing, learning, and networking.
  - See how you can transform your thinking, your programs, and your spaces with the latest games, gadgets, and ideas! Share with a poster about what your library is doing with creative making and makerspaces in your library.
  - Led by Brian Pichman & Tod Colegrove this event will start your conference experience with lots of learning and laughing! Refreshments included.
FULL-DAY WORKSHOP • 9:00 a.m. – 4:00 p.m.

W1 • Searchers Academy: Upping Our Game

Marcy Phelps, President, Phelps Research Inc., & Author, Research on Main Street: Using the Web to Find Local Business and Market Information
Greg Notess, Faculty & Graduate Services Librarian, Montana State University
Gary Price, Co-Founder, INFOdocket & FullTextReports
Robert Berkman, Co-Editor, The Information Advisor’s Guide to Internet Research; Editor, Best of the Business Web; Author, Find It Fast: Extracting Expert Information From Social Networks, Big Data, Tweets and More
Mary Ellen Bates, Principal, Bates Information Services, Inc., & Author, The Reluctant Entrepreneur

Now that our smartphones can not only search the web for us but also predict the fastest route to work, how do info pros set themselves apart from anyone with access to Google? This full-day workshop, presented by WebSearch University, looks at what is innovative, creative, and unexpected in advanced web search, research, and analysis. Searchers Academy allows you to interact with a series of web search 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. Expect to have your assumptions challenged about effective search techniques, strategies, and approaches. Academy topics include:

- Getting More From Web Search: Learn about today’s search engine features and techniques that enable you to out-Google anyone … even your clients!
- Digging Deeper: Find out how and where to look for rich content within the deep web and open access content
- Savvier Search Strategies: Forget the tricks from a year ago and learn new search approaches that work today
- Upping the Value: What you can do with your search results to make your deliverables decision-ready
- Power Searching With the Pros: Take your search skills to the next level and keep up with the changing web world

MORNING WORKSHOPS

9:00 a.m. – 12:00 p.m.

W2 • Change Models & Strategies

Michael Edson, Associate Director & Head, Digital, United Nations Live Museum for Humanity, & former Director of Web and New Media Strategy, Smithsonian Institution

Change is hard—how can we do it better? Learn from a longtime practitioner in the museum and tech industries who shares models, strategies, and recommendations for creating dynamic organizations that can deal with, and master, change. Be inspired and take home solid ideas for moving your organization forward and engaging its community.

W3 • Grant-Seeking for Libraries: Finding Your Match & Making Your Case

Kate Tkacik, Manager, Funding Information Network; Knight Foundation Grant Recipient
Jennifer Beggans, Head, Regional Foundation Center, Free Library of Philadelphia

Private, family, corporate, and place-based foundations are a key part of today’s library funding ecosystem. Foundation funding is an opportunity for libraries to diversify their income and to fund unique, innovative programs. However, as foundation fundraising isn’t something typically taught in library school, many library professionals often wonder, “How can we get a grant?” This workshop introduces the tools critical to successfully identifying grant opportunities (including a first look at the Visualizing Funding for Libraries portal), explores what it means to find the “right fit” in grant-seeking, and begins building a library’s unique case for support to present to funders. It an opportunity for participants to learn essential guiding principles and take away practical strategies for approaching grant-makers and successfully applying for grants. Whether your organization operates from a single branch or is large enough to have its own fundraising division, this workshop is for you.

W4 • Outcome Measures: Evaluate & Do

Rebecca Jones, Director, Services, Brampton Library, & Dysart & Jones Associates
Moe Hosseini-Ara, Director, Branch Operations & Customer Experience, Toronto Public Library

Libraries, like all public sector, academic, and not-for-profit organizations, need three types of measures: operational statistics, satisfaction indicators, and outcome measures. These performance measures are as much about operational effectiveness within the library as they are about demonstrating value to external shareholders. This hands-on, practical workshop allows you to develop meaningful outcomes to evaluate your library’s programs and initiatives and to align these with operational statistics to manage improvements, processes, staffing, customer engagement, and communication to board, city, or campus influencers.
Library marketers crave media attention and coverage, but most don’t know how to get it. The first step is having a Press Room as part of your library’s website. This workshop, led by a member of the media who’s also a library marketing expert, shows you how to build a Press Room that works. It includes how your library benefits from having an online Press Room, even if you don’t have a marketing department; where it belongs in your website hierarchy; what content members of the press expect to find there; SEO basics and PR tactics to lead reporters to your online Press Room; why building relationships with the media is vital; how press coverage affects your library’s funding, brand recognition, and position in the community. Help ensure positive coverage by adding this strategic tool to your website.

Author of the "International Library Technology Perceptions Survey," workshop leader Breeding gives an update on the current state of the library technology industry and highlights recent developments, providing an early look at the findings of the 2017 Library Systems Report. Get a jump on planning the technology your library will need in the future by getting a thorough grounding by an industry expert!

Since identifying making as a core part of its mission more than 5 years ago, FFL is happy to share its experiences and strategies. If you are in the process of starting a makerspace, building a STEM learning or entrepreneur ship program, or exploring possibilities around making at your library, this workshop is a must-attend for you! Full of practical tips and tricks, this workshop provides you with a road map for building a makerspace for your community.

In this half-day workshop, a former advertising executive and trainer of strategic storytelling in marketing shares secrets on how to create video that has an impact on the community. Help ensure positive coverage by adding this strategic tool to your website.

Authors share the potential and challenges of IoT applications, including the footprint of IoT applications, i.e., a high volume of sensory data, the tools and methods for data analytics. As a case study, they focus on location-aware applications using iBeacons and smartphone sensors to show how all the IoT elements work together. Gain a better understanding of the usefulness of IoT in libraries, learn the main elements and underlying technologies of IoT applications, and understand the difference between a wide range of IoT devices, protocols and technologies to choose the right ones for your IoT application. Get budget and resource estimates and more. Come with a basic understanding of JavaScript/HTML5/CSS and your laptop for hands-on development practice. An instruction document will be provided for the attendees to prepare their system before the workshop.

Want Media Coverage? Add Press Room to Your Website
Kathy Dempsey, Marketing Consultant & Founder, Libraries Are Essential

Want to Make a Makerspace? Practical Tips, Tricks, & Strategies
Susan Considine, Executive Director, The Fayetteville Free Library (FFL)

Want Media Coverage? Add Press Room to Your Website
Kathy Dempsey, Marketing Consultant & Founder, Libraries Are Essential

Library Tech Industry Update
Marshall Breeding, Consultant & Author, ALA’s Library Systems Report

W5 • Want Media Coverage? Add Press Room to Your Website
W6 • Library Tech Industry Update

Video: Hands-On Learning & Practice
Jennifer E. Burke, President, IntelliiCraft Research, LLC

W7 • Want to Make a Makerspace? Practical Tips, Tricks, & Strategies

W8 • Video: Hands-On Learning & Practice

W9 • Engaging Teens & Communities
Jo Giudice, Director, Libraries, City of Dallas, & Thomas Huang, Journalist, Dallas Morning News; Knight Foundation Grant Recipients

W10 • Implementing an Internet of Things Infrastructure & Apps
May Chang, Associate Dean for Libraries IT & Mehdi Mohammadi, Graduate Assistant, Western Michigan University

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W11 • Innovation for Significant Results
Mary Lee Kennedy, former Chief Library Officer, New York Public Library (NYPL)
Bruce A. Strong, Consultant & Author, Strategic Conversations

W12 • Fundraising for Academic Libraries
Kathryn Dillworth, Director, Advancement for Libraries & Press, & Laura Sloep Henzi, Director, Foundation Relations, Purdue Research Foundation, & Authors; Fundraising for the Academic Library: Philanthropy in Higher Education

Fundraising for Academic Libraries
Kathryn Dillworth, Director, Advancement for Libraries & Press, & Laura Sloep Henzi, Director, Foundation Relations, Purdue Research Foundation, & Authors; Fundraising for the Academic Library: Philanthropy in Higher Education

W9 • Engaging Teens & Communities

W10 • Implementing an Internet of Things Infrastructure & Apps

W11 • Innovation for Significant Results

W12 • Fundraising for Academic Libraries

AFTERNOON WORKSHOPS
1:00 p.m. – 4:00 p.m.

W5 • Want Media Coverage? Add Press Room to Your Website
W6 • Library Tech Industry Update

W7 • Want to Make a Makerspace? Practical Tips, Tricks, & Strategies

W8 • Video: Hands-On Learning & Practice

W9 • Engaging Teens & Communities

W10 • Implementing an Internet of Things Infrastructure & Apps

W11 • Innovation for Significant Results

W12 • Fundraising for Academic Libraries

MONDAY, MARCH 27
how relevant they are to the community of users and potential donors. Get strategies, tips, and techniques to increase giving to the academic library. Get insights and ideas on how the library can be positioned through the traditional mechanisms that development officers know well. Find out how to make sure your library gets funds from academic fundraising!

**W13 • Practical Research to Measure Impact in Your Library**

Kim Silk, Special Projects Officer, Canadian Research Knowledge Network
Bill Irwin, Assistant Professor, Huron University College

Measurement and evaluation are key activities required to design effective programs and services and to demonstrate library value to stakeholders. This workshop teaches you how to design a research program for your library—or any information environment—to provide insight on library activities and to prepare for the future. Specific topics include the importance of measuring and the danger of doing nothing; understanding ways of doing research and creating a plan; putting the Logic Model to work; deciding what to measure; looking beyond economic impact to approaches that measure cultural, social, and educational impacts; presenting your findings; and more. Get strategies and plans for initiating the research of impact in your library. Geared to the non-academic library researcher!

**W14 • Media: Monitoring Tools & Dashboards**

Ken Watson, President, Watson Knowledge Services, LLC

How do you track what people are saying about your organization or community? Or the industries you are following? Or the new technology you are thinking about implementing? Whether it’s for you or your clients, learn about monitoring the web for mentions or conversations that are of interest, as well as the advantage of joining in. Stay current, up-to-date, and on the pulse of what’s important to you and/or your clients by using free or inexpensive tools and dashboards. Our experienced librarian shares secrets that all PR & communications firms use!

**W15 • Tech Trends for Libraries in 2017 & Beyond**

David Lee King, Digital Services Director, Topeka & Shawnee County Public Library, & Publisher, davidleeking.com

Technology has changed the face of libraries and is continuing to change how we work and how we deliver services to customers. This workshop introduces emerging technology trends and shows how those trends are reshaping library services. Examples are provided of how to incorporate these evolving 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 technology as it emerges.

**W16 • UX Design for Broader Discovery**

Stephanie Rosso, Principal Web Developer, & Amy Luedtke, Senior Librarian, Information Programs & Services, Hennepin County Library
Iain Lowe, Director, Product, BiblioCommons

While patrons have embraced using online technology to access their public library, most of these interactions are limited to borrowing transactions. If libraries are to be truly relevant in the digital world, we need to nudge patrons out of the well-worn pattern of log-in/transact/log-out and find ways to get them to linger long enough to discover the richness the library has to offer beyond borrowing items, while offering them opportunities to add their own voice to the library’s online community. This workshop explores design patterns and techniques for introducing content to patrons at appropriate moments in their learned workflows. It considers how to encourage patrons to add their voice to the library community and overcome concerns about privacy and security. It shares research and experience from BiblioCommons and Hennepin County Public Library’s efforts and looks at analogs from other domains. Workshop participants will be asked to participate actively in a hands-on session to solve a specific design challenge in teams.

**W17 • IT Security 101**

Tracy Z. Maleeff, Principal, Sharpe Intelligence LLC
Blake Carver, Senior Systems Administrator, LYRASIS

We all know we should use good passwords, keep everything updated, and follow other basic precautions online. Understanding the reasons behind these rules is critical to help us convince ourselves and others that the extra work is indeed worth it. Who are the bad guys? What tools are they using? What are they after? Where are they working? How are they doing it? Why are we all targets? Experienced workshop leaders discuss how to stay safe at the library and at home. They discuss ways to keep precious data safe inside the library and out—securing your network, website, and PCs—and tools you can teach to patrons in computer classes. They tackle security myths, passwords, tracking, malware, and more. They share a range of tools and techniques, making this session ideal for any library staff. Become more security savvy so you can be the expert in your community!

**W18 • Intro to Google’s Material Design With Materialize CSS**

Roy Degler, Digital Services Librarian, Oklahoma State University Libraries

Interested in applying Google’s Material Design to your next web project? This hands-on workshop offers an introduction to Materialize CSS, a modern responsive front-end framework based on Material Design. Learn to control layout using a responsive grid system, add components to display content and navigation, and incorporate select custom jQuery plug-ins. Participants should come with a basic understanding of HTML/CSS, a laptop, and an opinion (or two). Topics include comparing Materialize to other frameworks, downloading the framework and incorporating it into an HTML document, designing pages utilizing Material Design’s layout tools, adding basic page elements using CSS and customizing the CSS, creating navigational elements, and enhancing interaction through JavaScript plug-ins.

**W19 • Wikipedia Literacy for Libraries**

Merrilee Profitt, Senior Program Officer, OCLC Research

Have you ever wondered how Wikipedia works? In this half-day workshop you get a tour behind the scenes of the world’s largest encyclopedia that anyone can edit and learn a few basic skills in order to contribute to this resource. Bring your laptop, your questions, and your can-do spirit.

**CONNECT WITH US:**

[CIL.INFO.TODAY.COM](http://CIL.INFO.TODAY.COM)
TUESDAY, MARCH 28

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

8:45 a.m. – 9:45 a.m.

JOINT KEYNOTE
Upping Our Game: Becoming Library Journal Library of the Year
Gina Millsap, Chief Executive Officer, Topeka & Shawnee County Public Library

This innovative and forward-thinking library CEO shares her secrets to becoming a role model for libraries around the world. She discusses how the roles of librarians and libraries are changing to be community leaders and change agents. Librarians are the new superheroes—developing new toolkits, skills, and relationships to facilitate positive change in their communities. We can change the world by working with our communities and helping make them better places to live, work, learn, and play.

9:45 a.m. – 10:15 a.m.
COFFEE with Summit Colleagues

10:15 a.m. – 10:30 a.m.
Welcome & Introductions

10:30 a.m. – 11:00 a.m.
The Future: Key Issues, Trends, & Actions
Donna Scheeder, President, International Federation of Library Associations

Our discussions begin with the big-picture global perspective, move to the local community view, and are followed by table interactive discussions.

11:00 a.m. – 12:30 p.m.
Practitioners Panel: Strategies & Practices

This panel of leaders shares how they are dealing with changes in the world as well as their strategies, practices, and plans for the future. Lots of time is set aside for audience interaction and discussion.

Gina Millsap, CEO, Topeka & Shawnee County Public Library & Library Journal Library of the Year
Dan Jones, CEO, NewsBank
Mary Ann Mavrinac, Dean, River Campus Libraries, University of Rochester
Mary Lee Kennedy, former Chief Library Officer, New York Public Library, & Director, Knowledge Network, Microsoft

12:30 p.m. – 1:30 p.m.
LUNCH with Summit Colleagues

1:30 p.m. – 2:45 p.m.
Collections: A Key Asset
Several City, University, & Special Librarians
Christina de Castell, former Manager, Policy & Advocacy, International Federation of Library Associations & Institutions (IFLA), & Manager, Online Information & News, Vancouver Public Library
Jamie LaRue, Office for Intellectual Freedom, ALA, & Freedom to Read Foundation

Collections are a critical asset of libraries and are in continually changing formats. Join the discussion around e-resources vs. print, multimedia, open access, intellectual property, self-publishing, repositories, curating, pricing and financing, and more. A longtime champion for ebooks in libraries, de Castell talks about the ebook journey and her visions for the future. She looks at what has been accomplished; what we’re seeing now; emphasizes the need to focus in the future; for instance, on self-published ebooks: balancing access and a healthy creative industry, and re-establishing our role as curators and trusted sources for recommendations. And, of course, easy technology.

2:45 p.m. – 3:00 p.m.
COFFEE with Summit Colleagues

3:00 p.m. – 4:00 p.m.
Human Resources

Dee Magnoni, Director, Research Library, Los Alamos National Laboratory
Janice Lachance, Better Business Bureau Institute for Marketplace Trust

This panel addresses another key asset of libraries—staff! It covers continuous learning, customer service, hiring skills, outsourcing processes, succession planning, and more. Make sure your future is sustainable with the right expertise for your community.

4:00 p.m. – 6:00 p.m.
EXHIBIT HALL OPENING RECEPTION
Information Today, Inc. invites all Summit registrants to the Computers in Libraries Grand Opening Reception in the Exhibit Hall.

MONDAY, MARCH 27

5:30 p.m. – 7:30 p.m.
Games, Gadgets, & MakerSpaces: Conference Opening Networking Event
Led by Brian Pichman & Tod Colegrove this event will start your conference experience with lots of learning and laughing! Refreshments included.
Future-Proofing Libraries: Strategies & Practices

The future is a concern for any organization, but many spend very little time considering it. The flames of the day-to-day fires are too strong to step away and think about the big picture and libraries’ roles and positioning in an ever-changing technical and social world where the sheer volume of information inundates us every day. Take time, listen to industry leaders, discuss the big issues with colleagues, and leave with some new ideas and insights for future proofing your library.

Hosted and facilitated by Rebecca Jones, Partner, Dysart & Jones Associates
(Participants will be contacted with preparatory work to ensure everyone is ready to fully engage.)

Organized & Produced by Information Today, Inc.
Produced in Association with Dysart & Jones Associates

COST: $699
(Rates go up after February 24th!)
Includes access to all 3 days of Computers in Libraries

WEDNESDAY, MARCH 29

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

8:45 a.m. – 9:45 a.m.
JOINT KEYNOTE
Upping Our Game

In her research on the digital culture, author Patricia Martin defines the top priorities essential to a successful transformation for libraries looking to thrive in the 21st century. Surprising and sometimes seismic, she explores the shifts that are about to rock the culture and how libraries can emerge even stronger.

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

10:00 a.m. – 11:00 a.m.
Technology & the Future
Leif Pedersen, EVP, Product, Innovative Interfaces Inc.
The panel shares their insights about the future and discusses the key areas for libraries to focus their attention. They also participate in an interactive discussion with the audience. Bring your tech concerns and discuss them with colleagues and experts.

11:15 a.m. – 12:30 p.m.
Prickly Topics
This session looks at the elephants on the table and other prickly topics that we like to avoid facing, and therefore solving. Be ready to have an honest conversation and feel uncomfortable, but also to get some insights for addressing tough issues and decisions.

12:30 p.m. – 1:30 p.m.
LUNCH & Communications Roundtable
Go one-on-one with morning keynote, Patricia Martin, CEO, LitLamp Communications.

1:30 p.m. – 3:00 p.m.
Change Management
Michael Edson, Associate Director & Head of Digital, UN Live Museum for Humanity & former Director of Web and New Media Strategy, Smithsonian Institution
Change is hard—how can we do it better? Learn from a long-time practitioner in the museum and tech industries who shares models, strategies and recommendations for creating dynamic organizations that can deal with, and master, change. Be inspired and take home solid ideas for moving your organization forward and engaging its community.

3:00 p.m. – 3:30 p.m.
COFFEE with Summit Colleagues

3:30 p.m. – 4:30 p.m.
Distinctive Positioning for the Future
This session looks at how libraries can distinguish themselves from other community activities and services, how they can partner with some of those other community groups and still keep their distinctiveness, and more. Think about where the learning commons ends and the library starts and how they interact; where the museum ends and the library starts; how public libraries can share programs with the zoo; how academic libraries can draw their non-academic communities in for support; and more.

4:30 p.m. – 5:15 p.m.
Wrap-Up

7:30 p.m. – 9:00 p.m.
WEDNESDAY EVENING SESSION
Reloading Libraries: Open Ecosystems
Marshall Breeding, Library Technology Guides
Erik Boekesteijn, This Week in Libraries
Michael Winkler, Open Library Environment
Jack Ammerman, Boston University
Frank Cervone, Director, Information Technology, School of Public Health, University of Illinois
Jane Burpee, Coordinator, Data Curation & Scholarly Communications, McGill University
Join us for interesting and thought-provoking conversations about open environments, from sharing access to collections to using open source software, from building more open and flexible spaces to technology that can up our game and reimagine more open library ecosystems.
8:45 a.m. – 9:45 a.m.

**Upping Our Game: Becoming Library Journal Library of the Year**

**Gina Millsap**, Chief Executive Officer, Topeka & Shawnee County Public Library

This innovative and forward-thinking library CEO shares her secrets to becoming a role model for libraries around the world. She discusses how the roles of librarians and libraries are changing to be community leaders and change agents. Librarians are the new superheroes—developing new toolkits, skills, and relationships to facilitate positive change in their communities. We can change the world by working with our communities and helping make them better places to live, work, learn, and play.

**TRACK A • DISCOVERY & SEARCH**

Information overload, tons of tools, and a variety of content quality—how do we cope and find techniques for our research and that of our customers? Our experts and practitioners share the latest tips and tricks for discovering, navigating, and searching for the information you and your customers need and want!

**Moderated by Marydee Ojala, Online Searcher**

**A101 • Super Searcher Strategies**

10:15 a.m. – 11:00 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, so take advantage of her knowledge and techniques for an engaging digital presence.

**A102 • Apps, Sites, & Tools**

11:15 a.m. – 12:00 p.m.

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

Our eagle-eyed industry watcher talks about how to find good apps and shares a number of apps that library customers, info pros, and newbies will want to check out. He also shares the top sites and tools that info pros and searchers will want to use. Come and benefit from his vast knowledge and gather tips and tools to share with others.

**A103 • Students & Faculty Research Differently**

1:15 p.m. – 2:00 p.m.

**Deidre Costello**, Principal UX Researcher, EBSCO Information Services

Faculty have immense influence over the way students conduct research: They assign it, recommend resources, and are the gatekeepers of libraries’ access to the classroom. They’re also researchers in their own right, and both libraries and vendors work to understand how they can support advanced, subject-specific faculty research workflows as well as those of novice undergraduates. Hear the results of EBSCO’s User Research team, who spent the fall conducting a large-scale, ethnographic project on the way faculty conduct research and use library resources. Results are compared to earlier findings about students’ research habits.

**A104 • Resource Management & Discovery Products & Vendors**

2:15 p.m. – 3:00 p.m.

**Marshall Breeding**, Independent Consultant, Author, & Editor, Library Technology Guides

Get the results of the 10th annual International Survey of Library Automation, which probes the impressions of the strategic resource management systems implemented by libraries and the vendors which provide them. Breeding discusses the trends revealed by the survey results, especially focusing on the strengths and weaknesses of each product as used by libraries of each size and grouping type.

**A105 • Taking Search to New Heights**

3:15 p.m. – 4:00 p.m.

**Marydee Ojala**, Editor-in-Chief, Online Searcher

Search constantly evolves. Learn how changes in search affect your working life, taking you to new professional heights without bringing you down with nostalgic remembrances of abandoned search features.

**EXHIBIT HALL OPENING RECEPTION**

4:00 p.m. – 6:00 p.m.

**Sponsored by Knight Foundation**

**TRACK B • UX & DIGITAL PRESENCE**

From customer journey mapping and user experience (UX) research to website redesign, and using new tools, our experienced speakers provide lots of tips and techniques for an engaging digital presence.

**Moderated by Darlene Fichter, University of Saskatchewan**

**B101 • UX Toolbox: Customer Journey Mapping**

10:15 a.m. – 11:00 a.m.

**Darlene Fichter**, Head, Murray Library, University of Saskatchewan

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

Think your UX toolbox is full already? Make room for customer/library user journey mapping. Find out what this method is all about and why it’s so effective in bringing together administrators, stakeholders, and team members to determine priority actions. Customer journey
maps show all the touchpoints that a user interacts with to meet a particular need. By mapping the same need by different user segments, you create a compelling visual representation of the issues that need to be addressed. Journey mapping can also be used over time to illustrate what progress is being made toward improving services. Learn how to create a customer journey map that can make a difference in your community.

**B102 • UX Research Leads to Richer Library Websites**

11:15 a.m. – 12:00 p.m.

Iain Lowe, Director, Product, BiblioCommons
Stephanie Rosso, Principal Web Developer, &
Amy Luethke, Senior Librarian, Information Programs & Services, Hennepin County Library

Nathan Carlson, Librarian, Metropolitan State University

UX research helps fuel the design of new services for tomorrow’s library by offering insights into the “wants” and “needs” of the library’s users and non-users. It also reveals “how” and “why” people use your website. The first presentation shares research results that have helped spark new approaches and design decisions as well as promote deeper engagement and participation by users on the website. Learn how content is introduced to patrons at appropriate moments in their website visit so that it encourages deeper exploration of the library’s collections and services. Find out how they encourage visitors to participate online, leading to a richer experience for everyone. When Metropolitan State University was redesigning its website, some unexpected user behaviors were uncovered which led the team to broaden their vision of the library web experience to include spaces such as a newly developed Google Business Page and a Wikipedia entry. The team also employed some new content and approaches based on their findings to ensure visitors could use the library and find the homepage in the ways that worked best for them.

**LUNCH BREAK •**

12:00 p.m. – 1:15 p.m.

**B103 • Website Redesign: Techniques & Tools**

1:15 p.m. – 2:00 p.m.

Dana Haugh, Web Services Librarian, Stony Brook University
Roy Degler, Digital Services Librarian, Oklahoma State University Libraries
Emily Mitchell, Webmaster Librarian, SUNY Oswego

Join three web experts to learn about tips, tools, and techniques for taking the pain out of website redesigns. Haugh provides advice on the visual design of your next site and shows some examples of library web redesigns. Degler takes a look at why many libraries are using popular, free, CSS-based frameworks such as Bootstrap; explains how the grid layout works; and shows how the built-in responsive design layouts can deliver a site that works on desktop, smartphones, and tablets. Often the biggest challenge in redesign isn’t the visual design, content management system or coding. It’s the people and politics. Everyone thinks they know what the library website should look like, but no two people—let alone groups—can ever agree. How do you move ahead with a library redesign when you’re facing conflicting demands from the administration, co-workers, users, and stakeholders? Mitchell tackles this challenge head on and points out the weapons that we have at hand—from data to documentation; and discusses how to wield those weapons effectively to win (almost) any fight in order to build a great website. Grab lots of insights and ideas from this experienced panel.

**B104 • Maximizing New Tools**

2:15 p.m. – 3:00 p.m.

Sarah Arnold, Instructional Technology Librarian, University of North Carolina—Chapel Hill

UNC Libraries’ User Experience department migrated the library’s 1,200-plus databases from a 15-year old, custom-developed, in-house system to the LibGuides A–Z Database List. Arnold shares key usability study findings of the database listings before and after the migration, lessons learned during the migration, and best practices for managing a project of this size with multiple stakeholders across the library’s departments. Find out whether or not your website should take users directly to an e-resource when they click on the link to it or show them an intermediary database page providing log in and other user information.

**B105 • Active Tutorials With “Guide on the Side”**

3:15 p.m. – 4:00 p.m.

Katie Bertel, Outreach & Engagement Librarian, SUNY Buffalo State
Trevor Riley, Engineering & Emerging Technologies Librarian, New York State College of Ceramics, Alfred University

Providing help to users at the point of need is critical to easing user frustration and stress, but we can’t be everywhere at once. That’s why the University at Arizona created Guide on the Side (GotS), an easy-to-use online, interactive tutorial application that lives in the user’s web browser. GotS encourages active learning and can also provide support for assessment. Bertel and Riley provide an overview of the Guide on the Side pilot project at SUNY and how it’s being used by content creators and users. Insights gained moving to this new active learning approach are shared along with best practices for use and implementation.

**EXHIBIT HALL OPENING RECEPTION**

4:00 p.m. – 6:00 p.m. sponsored by Knight Foundation

Computers in Libraries is all about conversations. In addition to the ones you’ll find in the session rooms, hallways, and exhibit hall; remember to check out the conference blog at libconf.com and the announcement of dine arounds in February! Follow and participate in digital conversations on Twitter @CILDC, Facebook, LinkedIn, and more.

Closer to the show visit cil.infotoday.com/dinearounds for a listing of available Dine Around groups.
C101 • Dallas Teens in Action  
10:15 a.m. – 11:00 a.m.  
Jo Giudice, Director of Libraries, City of Dallas, & Thomas Huang, Sunday & Enterprise Editor, The Dallas Morning News; Knight Foundation Grant Recipients  
Too often, teens are immersed in their smartphones and other screens. Our speakers are developing strategies to get them to look up and engage with their world—by learning how to interview key community members and explore the history of their neighborhoods. In doing so, they are helping teens develop important professional skills, as well as building bridges across diverse groups of people in their city. The library is a safe and trusted community hub for this learning to take place. Get a road map for your community to engage teens and teach them new skills while building stronger ties and connecting to the community.

C102 • Digital Literacy & Coding Program Models  
11:15 a.m. – 12:00 p.m.  
Karen Walker, E-Services & Digital Access Manager, Jacksonville Public Library  
Brandy McNiel, Education & Training, & Steven Deolus, Tech Training Program Coordinator, New York Public Library (NYPL)  
This session looks at how one library created a technology class and programming model that spans a 21-branch, 844-square-mile library system. It discusses mobile classrooms and how Chromebooks, MacBooks, tablets, and other equipment are used to create “classrooms” throughout the system. It shares how the library is focusing on members and programming for the community, for instance, the development of Spanish language, 50+ and immigrant/refugee programming. It looks at developing new programs and instructors using the 3D model from immigrant/refugee programming. It looks at developing instance, the development of Spanish language, 50+ and other equipment are used to create “classrooms” throughout the system. It shares how the library is focusing on members and programming for the community, for instance, the development of Spanish language, 50+ and immigrant/refugee programming.
which is powered by Quipu Group’s service. In 2016, southern and northern California library systems became united in being able to offer passes to museums, parks, aquariums and many other cultural institutions through their shared Discover & Go service. The partnerships being built through this program are quite powerful. ePASS is currently implemented in close to 50 libraries, including San Francisco Public Library and Multnomah County Library. MacKinnon, part of the Discover & Go development team, discusses the goals and implementation of ePASS and how it continues to create relationships across California libraries and cultural institutions. After seeing the power of cooperation with ePASS, Quipu Group launched its newest collaborative service, Patron Incident Tracking System (PITS) in 2015. PITS allows libraries to cooperate with other county/city/governmental agencies on the reporting of difficult and problematic patrons who repeatedly challenge these institutions and the safety of their other patrons and staff. PITS is currently in use in five large urban library districts. Hear how the Quipu Group developed PITS and ePASS by working closely with library agencies with application needs not currently met through traditional delivery systems.

EXHIBIT HALL OPENING RECEPTION
4:00 p.m. – 6:00 p.m. sponsored by Knight Foundation

TRACK D • LEARNING FROM LEADERS

This track is for those who want to move up into the management of libraries. It features public, academic, and government library leaders who share the secrets to success, including customer service, partnering with clients, dealing with change, empowering staff and more. Moderated by Moe Hosseini-Ara, Toronto Public Library

D101 • Upping Our Game With Customer Experience
10:15 a.m. – 11:00 a.m.
Moe Hosseini-Ara, Director, Branch Operations & Customer Experience, & Heather Mathis, Manager, Learning, Innovation & Resource Planning, Toronto Public Library

Our experienced practitioners from one of the world’s largest public libraries share their strategies and practices for enhancing customer experience in libraries, from customer service, easy-to-use digital resources, creative innovation and making spaces, and a huge range of programs. Get lots of tips and techniques!

D102 • Partnering With Clients for Info Discovery
11:15 a.m. – 12:00 p.m.
James King, Chief, Information Resources & Services Branch, National Institutes of Health (NIH)

The NIH Library has been partnering with government and other health-related clients since 1901. Its staff utilize high-level skills to find custom information solutions. Hear about the NIH staff—informationists, librarians, scientists, and other staff who are highly trained to collaborate and find information solutions and digitize and curate special collections and databases; NIH services; and the supporting technology.

LUNCH BREAK •
12:00 p.m. – 1:15 p.m.

D103 • Dealing With Continuous Change
1:15 p.m. – 2:00 p.m.
Mary Ann Mavrinac, Dean, River Campus Libraries, University of Rochester

Not only does our experienced academic library leader discuss how she and her staff upped their game and implemented change on their campus, she shares secrets of how to continuously deal with change both in a library’s immediate community as well as in an ever-changing world!

D104 • Innovation & Empowering Staff
2:15 p.m. – 3:00 p.m.
Gina Millsap, CEO, Topeka & Shawnee County Public Library & Library Journal Library of the Year

The leader of Library Journal’s Library of the Year discusses innovation. She shares tips and techniques for empowering staff to be innovative and create programs and services that resonate with library communities.

D105 • Directors Speak Out!
3:15 p.m. – 4:00 p.m.
Jessamyn West, Library Technologist, Open Library
Alex Lent, Director, Mills Public Library

This panel of small/medium library directors has some different issues and challenges. Get the secrets to their success as they share lessons learned from their library experiences. Get tips and ideas from this interesting group of practitioners.

EXHIBIT HALL OPENING RECEPTION
4:00 p.m. – 6:00 p.m. sponsored by Knight Foundation

TRACK E • INTERNET@SCHOOLS

Educator-librarians take note! On Day 1 of 2 two-day, K–12-focused Internet@Schools track, we look at how evidence can reinvigorate librarianship, Smithsonian Libraries’ 1 See Wonder resource, tracking technology, engaging students in social issues, and libraries as sources of inspiration. Organized and moderated by David Hoffman, Internet@Schools magazine, & Carolyn Foote, Westlake High School, Austin, Texas

E101 • Evolving With Evidence, Reinvigorating Your Practice of Librarianship
10:15 a.m. – 11:00 a.m.
Joyce Valenza, Assistant Professor, Rutgers University School of Communication & Information, New Brunswick, N.J.
Michelle Luftala, Library Department Chair, New Canaan High School, Westport, Conn.
Shannon Miller, Teacher Librarian & Educational Consultant, Denver, Colo.

Evidence informs the practice of librarianship, helps us plan for program growth, and ensures that learners are learning. Evidence is also about leadership. Careful use of selected emerging tools presents new models for librarians, teachers, and students to leverage technology for their own collaboration and analysis. Joyce, Michelle

CHECK
cil.infotoday.com for conference updates.
and Shannon share a toolkit of innovative approaches for gathering and analyzing evidence, tools that demonstrate vision, accountability, and professional leadership to re-invigorate your practice.

**E102 • Think Inside the Box: Smithsonian Libraries in the Classroom**

11:15 a.m. – 12:00 p.m.
Sara Cardello, Education Specialist, Smithsonian Libraries, Washington, D.C.

The Smithsonian Institution Libraries staff have been working on an ambitious pilot project to put the Libraries’ digital images directly into PK-12 classrooms across the U.S., with London-based company Museum in a Box. The pilot is designed to expand the Smithsonian Libraries’ visual literacy resource, I See Wonder, and connect students with a new object every day for a school year. Museum in a Box is a cutting-edge tool for object-based learning, where museum objects (3D and 2D) are fitted with sensors that connect with a computer in the box, called the “brain.” Touching an item on the brain plays back a story or fact about it, and the students can even record their impression back into the brain. Come try a box and hear about the project so far.

**LUNCH BREAK**
12:00 p.m. – 1:15 p.m.

**E103 • Tracking Technology in the Midst of Busy Schedules**

1:15 p.m. – 2:00 p.m.
Colleen Dearborn, Adult Services Librarian, Alsip-Merrionette Park Library, Alsip, Ill.
Dawn Nelson, School Library Media Specialist, Osseo Area Schools, Wyzata, Minn.

Every year, the CIL Internet@Schools track provides a wealth of information. How can librarians and educators track technology for the remaining 51 weeks of the year? What are practical ways to develop our skills in the midst of our busy schedules? A school librarian and public reference librarian have been researching that question over the past year and share findings from a literature search; from an informal poll of librarians, teachers and technologists; and from their own personal experiences in this area. Take their tips on how to stay on top of tech.

**E104 • From Textbook to Activism: Engaging Students in Social Issues They Care About**

2:15 p.m. – 3:00 p.m.
Janie Pickett, Head Librarian, Eureka High School, Eureka, Mo.
Anna Gray, Social Studies Teacher, Eureka High School, Eureka, Mo.

A recent collaborative effort between a high school social studies teacher and a school librarian transformed a “same-old” unit on social movements in the 20th century into a dynamic study of effective social activism—and how students can become effective activists. Using both primary and secondary resources, students learned to analyze social issues, then to identify the type of activism that proved effective for those issues. Next, students selected social situations important to them, analyzed the changes they sought to effect, and determined a means of activism to effect that change in practical—and often surprising—ways. The project’s design and implementation is straightforward and replicable. This session provides concrete steps to follow, specific patterns for locating learning resources, and reproducible forms that educators can carry back to their own campuses.

**E105 • Good News! Three Secondary Librarians Discuss Libraries as Sources of Inspiration**

3:15 p.m. – 4:00 p.m.
Melissa Techman, Western Albemarle High School, Crozet, Va.
IdaMae Craddock, Burley Middle School, Charlottesville, Va.
Kelly Kroese, Monticello High School, Charlottesville, Va.

There is good news out there in school library land! Albemarle County Public Schools in Virginia is a system where the superintendent supports, fully staffs, and funds school libraries. The result? Libraries as sources of inspiration. Hear from three Albemarle County school librarians as they share maker success, discuss the variety of experiences they promote … and get honest about challenges.

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**EXHIBIT HALL GRAND OPENING RECEPTION**

Sponsored by Knight Foundation

Tuesday, March 28
4:00 p.m. – 6:00 p.m.

Join us for tasty bites and drinks as we celebrate the grand opening of the 2017 Computers in Libraries Exhibition. Featuring leading-edge companies, the exhibition offers visitors a choice of products in all aspects of library technology, including web-based products and services, integrated library and information systems, online services, document delivery services, and more.

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Upping Our Game
8:45 a.m. – 9:45 a.m.

Patricia Martin, Principal, LitLamp Communications, & Author; Renaissance Generation: The Rise of the Cultural Consumer & What it Means to Your Business; and Tipping the Culture: How Engaging Millennials Will Change Things

In her research on the digital culture, author Patricia Martin defines the top priorities essential to a successful transformation for libraries looking to thrive in the 21st century. Surprising and sometimes seismic, she explores the shifts that are about to rock the culture and how libraries can emerge even stronger.

COFFEE BREAK • EXHIBIT HALL OPENS
9:45 a.m. – 10:45 a.m. sponsored by Knight Foundation

TRACK A • CONTENT MANAGEMENT
This track focuses on one of our library's largest assets—collections and how to analyze them, copyright and licensing, linked authority data and open framework, resources, and practices.

Moderated by Amy Affelt, Compass Lexecon

A201 • Analyzing Collections
10:45 a.m. – 11:30 a.m.

Lutgarda Barnachea, Coordinator, Associate Dean's Office for Collection Strategies & Services; Assessment Coordinator, University of Maryland
Diana Plunkett, Director, Customer Experience, & Angie Mirafiori, Manager, Strategic Initiatives, Brooklyn Public Library

The University of Maryland Libraries—College Park is undertaking a massive collection analysis to identify the strengths of its various collections, to comprehensively analyze the use of its print collections with the goal of identifying items that could be moved to an off-site location, and to reduce the footprint of the print collections. Their assessment coordinator discusses using their library system (Aleph) and the OCLC WorldShare Management System's collection analysis capability. She focuses on the kinds of information and data generated to support the collection analysis performed by subject librarians as part of their data-driven decision making. Librarians from the Brooklyn Public Library share their collection analysis experience using Collection HQ and Tableau to generate data to drive decision-making.

A202 • LC Linked Authority Data
11:45 a.m. – 12:30 p.m.
Qi Tong, Linked Authority Data, Library of Congress

Library of Congress Linked Data Service (id.loc.gov) provides access to commonly found standards and vocabularies using semantic web technology. Since its inception in 2009, the LC has published many popular vocabularies in linked data formats such as Subject Headings (LCSH), Name Authority File (NAF), and Demographic Group Terms (LCDGT). New data elements are continuously added to the published vocabularies, such as Real World Object (ROW) elements for Names and Subjects and ISIL code for Cultural Heritage Organizations. This talk gives a brief update on the Linked Data Service and the challenges it faces, including data modeling and technology platform.

LUNCH BREAK • IN THE EXHIBIT HALL
12:30 p.m. – 1:45 p.m.

A203 • Copyright & Licensing
1:45 p.m. – 2:30 p.m.

Stephen Marvin, Campus Copyright & Reference Coordinator, West Chester University
Mike Gruenberg, President/CEO, Gruenberg Consulting, LLC

So often, with the release of special content, after the metadata, web design, and intuitive searching structure has been developed, the question of copyright halts progress. What efforts are needed to acquire permissions, post research to an institutional repository, and access the internet for images for another website? The digital world is bending to accept more exceptions! Explore and share some cases which help and hinder efforts to provide access, unfettered by copyright constraints, by planning in advance. Then hear Gruenberg explore the “process of buying and selling” information. He shares tips for info pros as they prepare for meetings with the vendors; discusses how both sides can come away with a win-win result; and illustrates with real-life examples.

COFFEE BREAK • IN THE EXHIBIT HALL
2:30 p.m. – 3:30 p.m. sponsored by Knight Foundation

A204/205 • Open: Framework, Resources, & Practices
3:30 p.m. – 5:15 p.m.

Robert Loftus, Systems Librarian, Baldwinsville Public Library
David Green, Library Systems Manager, Chapel Hill Public Library
Joyce Valenza, Assistant Professor, Rutgers University, & Michelle Luhata, Library Department Chair, New Canaan High School

Loftus presents a framework for identifying the types of information used in your library and selecting open access digital resources to suit user needs. He discusses the “different meanings of free” and shares how to download instructions to create a children’s computer game using open software. Green discusses using collaborative innovation techniques to create a city’s open data program at the public library. Chapel Hill Open Data increases transparency and facilitates access to information. The library leads the planning, design, and implementation of the service, which advances the town council’s goal of increasing civic understanding. This role in leading innovation is one that other libraries can take. Hear about the benefits and challenges of the collaborative innovation techniques of associating, questioning, observing, networking, and experimenting used to achieve outcome goals. The last presentation looks at what we point to and make discoverable. Open Educational Resources (OER) are teaching and learning materials that may be freely used and reused at no cost. The U.S. Department of Education’s #GoOpen campaign seeks to make a bounty of OER available to all educators. It is critical that librarians...
find a seat at the #GoOpen table. Librarians have always been about selecting, organizing, ensuring access and equity, sense-making, adding value, instructional voice, storytelling, personalizing, and learning. Speakers consider strategies for curating OER, how to select and curate instructional content to add local instructional value, how to ensure valuable existing purchases are utilized along with the free content, how to work with teachers to understand the Creative Commons licensing behind the resources, and more.

**TRACK B • MANAGEMENT & METRICS**

Using business strategies and techniques can really assist libraries in making an impact in their communities. This track looks at the use of content and information management to create targeted products, the Wardley Value Chain Mapping—an innovative IT planning process, finding a social media voice, mining chat, and dealing with changing roles and models.

**B201 • Enabling Libraries to Use Their Smarts!**

10:45 a.m. – 11:30 a.m.

**Melissa Shaffer,** Director, Baker 3.0 Strategy & Infrastructure, Harvard Business School Library

Getting library products in front of our communities in a personalized, flexible ecosystem is the name of the game today. Shaffer shares how the Baker Library uses a content management system (CMS) middle layer with curated, reusable content objects and information management practices to build information products targeted to users, resulting in continually highly curated, frequently updated, dynamically created research and course support guides. In addition, the library uses information management techniques (metadata and taxonomy design, entity management, analytics, and query analysis) and in-house search engineers to inform the search engine configuration and create a search disambiguation dialogue with searchers, resulting in new ways to connect users and their queries to the best content. Get some inspiring insights and ideas from our speaker.

**B202 • Managing Tech & Innovation**

11:45 a.m. – 12:30 p.m.

**Jennifer Baum Sevec,** Head, U.S. Monographs, Library of Congress

**Brett Williams,** Systems & Liaison Librarian, University of Toronto Mississauga

Sevec offers leaders at any level the opportunity to up their game by learning current management strategies for technology and innovation. Library leaders and constituents engage in the nearly constant interplay of enabling technology and innovations to explore a wealth of information and greater depth of data in the Information Age. A framework for managing this interplay is provided as well as an understanding of the dynamic lifecycle inherent in technological innovations and constituent demands. Williams provides an introduction to Wardley Value Chain Mapping, an innovative IT planning processes discussed by Simon Wardley on his blog Bits and Pieces. He shares specific examples of how this tool can be used by systems librarians, library administrators, and library IT decision makers.

**LUNCH BREAK •**

12:30 p.m. – 1:45 p.m.

**B203 • Finding Your Social Media Voice**

1:45 p.m. – 2:30 p.m.

**Meghan Kowalski,** Head, Preservation, The Catholic University of America

**Kristen Mentzer,** Technology Specialist, Northern Virginia Community College’s Medical Education Campus

**Alex Zealond,** Web Editor & New Media Developer, Arlington Public Library

**Leonna Bower,** Virtual Services Program Specialist, Montgomery County, Md., Public Libraries

This session provides an in-depth look at how to speak in social media. Each institution and organization’s social media accounts has a personality. How you say something is just as important as what you say and why you say it. Your voice on social media says a lot to your followers. If done well, your tone will help to attract and keep an audience. The wrong kind of voice will turn people away. Finding the right voice can be difficult and involves a lot of trial and error. Speakers provide tips for finding the right voice and presenting the best personality for your intended followers. Social media is no longer the “new kid on the block,” and the panel highlights the best ways to communicate content, being real, tone, and more. They showcase what kinds of tones can be used and how to find the “real voice” for your accounts, why those voices are (or are not) successful for those accounts; and how to make your chosen voice sustainable and consistent across your accounts.

**COFFEE BREAK • IN THE EXHIBIT HALL**

2:30 p.m. – 3:30 p.m. **sponsored by Knight Foundation**

**B204 • Changing Models/Roles: Competencies & PD**

3:30 p.m. – 4:15 p.m.

**Kim Huntley,** Manager, North York Central Library, & **Heather Mathis,** Manager, Learning, Innovation & Resource Planning, Toronto Public Library (TPL)

Based on work done over the last 3 years, TPL tackles the evolving nature of librarianship in a changing service environment. Libraries everywhere are responding to users’ changing interests and new ways of sharing information. The Role of the Librarian initiative creates opportunities for librarians to maximize the use of their professional skills. Get the details about new models for service delivery, learn about capacity building through a mandatory professional development program, and hear the top competencies for 21st-century librarians.

**B205 • Mining Chat & Learning New Skills for Management**

4:30 p.m. – 5:15 p.m.

**John Kimbrough,** Electronic Resources Librarian, & **Mark Winke,** Head, Electronic Resources & Serials, Georgetown University Library

**Nancy Howe,** Public Relations/Outreach Librarian, Baldwinsville Public Library

What do your patrons find frustrating about navigating your library databases? Transcripts from online chat services can be a rich lode of data about patron “pain points” when using electronic resources. Hear how one library mined this data for better communication with resource providers, improved processing workflows of electronic resources, and targeted collaboration with public services staff. Howe discusses how, in 2015, the Baldwinsville Public Library was approached by village and town officials to help with the creation of a community calendar. The library became the lead agency on the project. The librarian quickly acquired many new skills including how...
to collaborate with agencies (all with somewhat different priorities); how to write a Request for Proposal for a multi-agency project; and how to get an inter-agency cooperative agreement for payment of the project (and on-going maintenance). Howe shares tips for spearheading a project that goes beyond the four walls of the library.

**TRACK C**

**ENTERPRISES: TOOLS, TECH, & SPECIAL COLLECTIONS**

This track emphasizes exciting ways to engage clients within government and other types of enterprises, including using Pokémon GO, knowledge management, special collections, and technology.

*Moderated by Kim Silk*, Canadian Research Knowledge Network

**C201 • Pokémon GO Changed Our Library!**

10:45 a.m. – 11:30 a.m.

*Amnda Costigan*, Library Director; *Brittany Ham*, Librarian; & *Rachel Seissler*, Catalog Librarian; Federal Communications Commission (FCC)

How can a special or government library promote its role in the organization, have fun, and still maintain an essential sense of professionalism? This session shows how embracing a sense of fun can yield both short- and long-term benefits both for the library and the community that it serves. When the Pokémon GO game was launched in July 2016, the FCC Library quickly discovered that a near-by PokéStop, where players can stop and collect in-game items, was named for the FCC Library itself. Rather than ignoring this as a fad just for kids, the library embraced its PokéStop status and created an interactive marketing campaign based around the game. Not only was there an increase in library traffic, but several other teams approached the library for future collaboration. Since then, the FCC Library has planned and implemented several successful marketing campaigns, including a relaxation area in the library with rotating activities. The success of these campaigns have stemmed from eye-catching imagery, enthusiastic and knowledgeable staff, consistent branding, and a sense of fun. While some public libraries have long had enthusiastic and knowledgeable staff, consistent branding, and a sense of fun. While some public libraries have long had a sense of professionalism. This session shows how embracing a sense of fun can yield both short- and long-term benefits both for the library and the community that it serves.

**C202 • KM Toolkit**

11:45 a.m. – 12:30 p.m.

*Valeria Hunter*, Principal Consultant, Hunter Knowledge & Insights, LLC

This session shares a KM toolkit focusing on tools and processes considered best practice based on the assessed knowledge capability gap. Tools and processes for explicit and tacit knowledge sharing and transfer are included. Hunter discusses how these tools are applicable to the library environment and emphasizes processes that result in innovative products and services through harnessing the value from a networked community of practice. She shows current examples and screenshots of services and products used by both libraries and non-profit organizations. Attendees interested in innovative practices, partnerships, and collaboration are sure to receive value from this session.

**LUNCH BREAK**

12:30 p.m. – 1:45 p.m.

**C203 • Migrating & Developing With Drupal**

1:45 p.m. – 2:30 p.m.

*June Yang*, Senior Librarian, & *Linda Venable*, Systems Librarian, International Monetary Fund

*Migrating to a new ILS system is not easy, and it is even more challenging when faced with a very tight deadline. Presenters share the recent experience of migrating from SirsiDynix Symphony to Alma within 5 months: what worked, what didn’t, lessons learned, and what to prepare in advance of the migration. They also share some insight about post migration work related to data cleanup, workflows review, etc. Zoby and Mathews share their development of the NIC micro-sites using Drupal, an open-source content management software, to create dynamic websites that make accessing material easy and user-friendly. Instead of having to download and shift through large PDF documents, users can access the content on easily searchable websites which can be edited by authorized users. See how the NIC Information Center is using these sites to help customers and the public access information in innovative ways.

**WEDNESDAY EVENING SESSION**

**ReImaging Libraries: Open Ecosystems**

7:30 p.m. - 9:00 p.m.

*Marshall Breeding*, Library Technology Guides

*Erik Boekesteijn*, This Week in Libraries

*Michael Winkler*, Open Library Environment

*Jack Ammerman*, Boston University

To best support diverse challenges, the core technology infrastructure of libraries must be open and flexible. Libraries no longer tolerate closed systems unable to foster innovation. No system can be expected to function ideally for all types of libraries. Instead, the core systems must be open in ways that allow libraries to connect them with a diverse set of other applications, extract and work with the underlying data, or customize or develop new services. Open ecosystems have become an expected characteristic of modern technology. Google Apps enables companies and open source developers to offer apps which plug into Google’s offerings. Other examples include Salesforce, WordPress, or Drupal. Within the library sphere, the advent of the new genre of service platforms allows libraries to break away from legacy architectures to provide an open ecosystem of APIs for interoperability and extensibility. Libraries want to embrace open ecosystems to enable innovative new approaches to managing and providing access to collections, discovery, and services. Open environments can bring about radical change by harnessing the power of global participation, knowledge and talent. Libraries are opening and sharing access to collections and building more open and flexible spaces, but how can technology help us up our game and reimagine more open library ecosystems perhaps globally? Join us for thought-provoking conversations moderated by Marshall Breeding!
C204/205 • Rev Your Engines: Digitization & Social Media of Specialized Collections
3:30 p.m. – 5:15 p.m.
Mark Vargas, Director, Library & Archives, Lesleyanne Drake, Special Collections Assistant, & Jessica Bright, Digital Library Coordinator, Revs Institute for Automotive Research
Camille Salas, Product Owner/Digital Archivist; Will Boyd, Full Stack Developer; & Sarah Knight, Taxonomist, National Public Radio (NPR)
Ashley Augustyniak, Reference Librarian & Victoria Orzechowski, Librarian, The Donald F. & Mildred Topp Othmer Library of Chemical History, Chemical Heritage Foundation

One of the largest online photograph collections in the world is available through the Revs Institute for Automotive Research. Revs is the premier destination to study and explore one of the most comprehensive archives of automotive history ever preserved for scholars and connoisseurs alike. Hear how, in collaboration with Pixel Acuity and Stanford University, Revs digitizes and makes available more than 15,000 images per month (420,000 currently available with 600,000 more to go). The second presentation features NPR’s Research, Archives and Data Strategy team (NPR RAD) who overhauled and relaunched Artemis, NPR’s digital archive for broadcast and born-digital content. Working with limited resources and time, they built a new internally-facing app emphasizing speed and versatility with a sleek interface and user-centered features. The result is an innovative archival platform with extensible architecture and enhanced UX.

Speakers discuss where they are now, the challenges faced and envisioned and share lessons learned. Our third presentation addresses how to enhance the discoverability, accessibility, and use of special collection materials in an increasingly digital world. It shares how special collections can be “unlocked” and promoted in such a way that the interest and enthusiasm of not only scholars, but a broad audience of users is piqued. Enter social media. Learn about the efforts of a small research library in Philadelphia to utilize social media to promote its special collections and increase user engagement/support for the library’s materials and services. Hear about the development, maintenance, and evaluation of its Tumblr and Pinterest accounts as well as the use of their parent organization’s Twitter and Facebook accounts.

D201 • Finding Funds for Libraries: Visualizing
10:45 a.m. – 11:30 a.m.
Kate Tkacik, Manager, Funding Information Network; Knight Foundation Grant Recipient

Visualizing Funding for Libraries, a Knight Foundation News Challenge winning project, enables library professionals and supporters to search for institutional funding for libraries at the national, state, and local levels. Data visualizations such as maps, network constellations, and partnership pathways showcase key networks of funders and recipients as well as individual grants which highlight what library services and programs are winning grants. Tkacik introduces participants to this dynamic and freely available mapping tool, provides pro tips on navigating the tool, and outlines next steps on how to pursue new funding opportunities.

D202 • Funding Opps for Digital Library Initiatives
11:45 a.m. – 12:30 p.m.
Trevor Owens, Senior Program Officer, Institute of Museum and Library Services
Nicole Ferraiolo, Program Officer, Scholarly Resources, Council on Library & Information Resources
Joel Wurl, Senior Program Officer, National Endowment for the Humanities

Discovering and deciphering guidelines for grant programs is a daunting and challenging process. This session provides an opportunity to directly hear from and ask questions about grant opportunities for digital libraries’ initiatives to program officers from different government and private funders. Following brief overviews of the relevant funding opportunities at their organizations, panelists discuss the kinds of projects that best fit their specific programs. Get suggestions on how to develop a competitive proposal and insights on the application and review process. Panelists consider themes and trends from the digital library projects that have received funding, such as digitization, open educational resources, linked data, crowdsourcing, open access publishing, emulation and virtualization, and data visualization. By bringing together representatives from different funders, this session offers a unique opportunity to connect directly with program officers and identify new opportunities and approaches for funding.

D203 • Growing Philanthropic Dollars for Libraries
1:45 p.m. – 2:30 p.m.
Kathryn Dillworth, Director, Advancement for Libraries and Press, & Laura Sloop Henzl, Director, Foundation Relations, Purdue Research Foundation, & Authors, Fundraising for the Academic Library

This session discusses the importance of collaborating with colleagues across campus and communities and how to work closely with fundraising professionals to leverage the work of library professionals to increase philanthropic dollars. It shares a variety of cases and also reviews the standard mechanisms for giving. Library professionals can and should take a lead role in the task of fundraising, not only to further disseminate their research and increase knowledge of the library, but also should create collaborative projects with greater expertise and impact that reach beyond the library. Speakers look at the potential for the library to be the environment in the community, campus, or sector that is best positioned to nurture, celebrate, and promote philanthropy.
WEDNESDAY, MARCH 29

D204 • Crowdfunding Tips & Tools
3:30 p.m. – 4:15 p.m.

Nancy Herther, Librarian, University of Minnesota

This session provides an overview of how libraries and researchers are using crowdfunding to fundraise in new and exciting ways. It looks at the tools and platforms used by colleges, shares details and library practices with Kickstarter, and illustrates how to grab the attention and funds from your local community. Herther provides the steps you need to enter the new era of fundraising in your community, especially within higher education.

D205 • Crowdfunding a Library Makerspace
4:30 p.m. – 5:15 p.m.

Jonathan Amey, Youth Services Librarian, Gloucester County Library System–Glassboro Branch Library, & Ralph Bingham, Head, Reference & Digital Services, Gloucester County Library System–Mullica Hill Branch

In March 2016, the Friends of the Gloucester County Library System in Gloucester County, N.J., launched a crowdfunding campaign to raise money for the creation of a public makerspace at the Glassboro Branch Library. The small, walking community of Glassboro responded by donating more than $5,000 toward the campaign, making it possible to purchase 3D printers, virtual reality headsets, and some amazing STEM tools and toys. Speakers and campaign coordinators, share secrets for utilizing this innovative means to raise money and develop community partnerships, proper budgeting and planning for similar projects, and some tips and tricks on how to save time and money on technology.

E201 • Game Design as a Catalyst for Learning
10:45 a.m. – 11:30 a.m.

Tracey Wong, School Library Media Specialist, Highview School, Hartsdale, N.Y.

Stony Evans, Library Media Specialist, Lakeside High School, Hot Springs, Ark.

By offering game design as a catalyst for learning, educators can take learning to the next level. Students explore their interests, passions, and curiosities as they become creative, innovative, and practice thinking outside of the box. Come learn to use game design to create transdisciplinary learning opportunities that give students a voice.

E202 • Getting Your Hands on History: How Teachers & Students Are Unlocking Records of the National Archives
11:45 a.m. – 12:30 p.m.

Meredith Stewart, Innovation Hub Director, National Archives and Records Administration, College Park, Md.

Get an overview and demonstrations of crowdsourcing projects that teachers and students can get involved with to increase online access to the National Archive’s historical records. The presenter covers the Innovation Hub citizen scanning efforts, along with online activities in tagging, transcription, and on Wikipedia projects. The session also highlights some of the student projects that have been accomplished as part of these efforts.

LUNCH BREAK
12:30 p.m. – 1:45 p.m.

E203 • The Social Studies & Library Digital Curriculum Project
1:45 p.m. – 2:30 p.m.

Emily Strong, Head Librarian, South County High School, Fairfax County Public Schools, Lorton, Va.

Michael Cieslak, Education Specialist–24/7 Learning, Fairfax County Public Schools, Fairfax, Va.

Mary Catherine Keating, World History and Geography Teacher, Chantilly High School, Chantilly, Va.

In this session, presenters share and discuss a long-term curriculum project developing blended learning unit plans for high school social studies curriculum that leverages library and web resources. The goal of the Social Studies & Library Digital Curriculum Project is to expand the teaching and learning ecosystem for the 21st-century learner. The project entails implementing a blended learning environment in the classroom and utilizing learner-centered teaching strategies to enhance the time, place, path, and pace of student learning. This is a joint collaborative project between social studies teachers and librarians.

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

E204 • Collective Intelligence: Crowd-Sourcing, Annotated Bibliographies, & the Internet
3:30 p.m. – 4:15 p.m.

Robert Nelson, School Media Specialist/G Suite Coordinator, & Randy Kaminsky, Social Studies Teacher, Fort Hamilton High School, Brooklyn, N.Y.

This session seeks to assist education professionals in developing a plan to use Google’s G Suite or similar tools to create assignments around the principle of a “crowd-sourced annotated bibliography.” A crowdsourced annotated bibliography is an online tool created by students for use in research projects. Groups of students conduct searches of the available online databases and post their annotations. Those annotations are then added to by other students who utilize the articles in their own research. The end result is a living annotated bibliography that is constantly expanding and evolving. This session provides fun and practical assistance on how to begin, assess, and grow similar resources using free tools available online.

E205 • The Role of the Library in Fostering Research Skills
4:30 p.m. – 5:15 p.m.

Margaux DelGuidice-Calemmo, Teacher-Librarian, Garden City High School, Garden City, N.Y.

Learn how school librarians can use their information literacy training to help implement a mandate for research across all curriculum areas and grade levels. The end goal is not only to make students “college and career ready,” but to make research an innate process that engages students, helping them to take ownership of their learning. The basic tenants and principals are discussed and expanded upon with Margaux providing hands-on tips and tools for attendees looking to implement, or expand, a research program.
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settings and discover how to create playlists that can be annotated, edited, and shared across teams.

**A305 • Students & Credibility of Digital Resources**
3:45 p.m. – 4:30 p.m.
Joyce Valenza, Assistant Professor, Rutgers School of Communication & Information (SC&I)
Amy Bahler, Associate Chair & Engineering Librarian, Marston Science Library, University of Florida

How do learners across grade levels consider authority of online information? An IMLS-funded study asks whether STEM students are format agnostic. Working with late primary, secondary, community college, undergraduate, and graduate students, the survey seeks to determine how and if students identify containers when making judgments relating to the academic use of digital resources. Hear preliminary findings from search simulations across grade levels. Engage in a conversation about the implications. Participate in the research! Join us for a lively, face-to-face and back-channeled conversation.

**TRACK B • TECH TOOLS**
We are always looking for newer, faster, better tools to enhance our products and services. This track begins with a look at library services platforms and 3D services, then focuses on PR/marketing tools, Raspberry Pi, robots, and biometric systems. Get lots of ideas and insights from our speakers!

Moderated by Tracy Maleeff, Sherpa Intelligence LLC

**B301 • Library Services Platforms: State of the Art**
10:45 a.m. – 11:30 a.m.
Marshall Breeding, Independent Consultant, Author, & Editor, Library Technology Guides

Breeding coined the term “Library Services Platforms” to describe the new genre of products for the management of library collections and operations which differs substantially from the long-standing category of integrated library systems. This session includes an updated view of the characteristics of library services platforms, how they differ from ILS, as well as status of the current products and projects. Those that follow a hybrid model or which partially incorporate the characteristics are also discussed. Breeding shares his insights as to whether library services platforms have lived up to their promises.

**B302 • 25 Top PR/Marketing Tools in 40 Minutes**
11:45 a.m. – 12:30 p.m.
Jennifer E. Burke, President, IntelliCraft Research, LLC

From the Tools You Can Use columnist in Information Today, Inc.’s Marketing Library Services newsletter, comes a quick-fire round of the tools you need to make marketing and promoting your library easier. Burke highlights at least 25 different tools (free or low-cost preference given) that you should be aware of for social media, metrics/analytics, design, research, production, and/or planning and how your library can use them to make your marketing jobs easier and better. Timing of the session allows interactive discussion among attendees over whether they are currently using a tool, their success stories, and some crowdsourced recommendations. Screenshots, summaries, and live URLs are shared for all tools in the roundup.

**B303 • 30 for 3D: Services, Programs, Tips**
1:45 p.m. – 2:30 p.m.
Nicholas Tanz, Head, Digital Services, Mastics-Moriches-Shirley Community Library
Our speaker, a librarian and 3D printing enthusiast, shares 3D ideas for programs and services, as well as some useful tricks that can save you time and money. Whether you’re looking to bring 3D printing to your library or build on an existing service, you’re sure to find inspiration!

**B304 • Raspberry Pi**
2:45 p.m. – 3:30 p.m.
David Bennett, Systems Librarian, Robert Morris University

Raspberry Pi is an inexpensive computing tool that is ideal for new projects within libraries. It’s a powerful single board computer that plays high-definition video, yet it’s only the size of a credit card. The Raspberry Pi 3 was released in February of 2016, and the built-in networking options make it an exciting fit for library applications. Learn how Raspberry Pi can be used as a people counter, a dedicated OPAC, a social media tool, and more.

**B305 • AI, Robots, & Biometric Systems**
3:45 p.m. – 4:30 p.m.
Jaddal Sabree, Chairperson; Scott Harkless, Librarian; Angela Forest, Archival & Records Consultant; Emerging Technologies Committee of District of Columbia Library Association (CLA)
Ernie Dixon, Web/Technologies Librarian, & Rob McCoy, IT Manager, Paul Sawyer Public Library

In the 2002 film adaptation of H. G. Well’s classic novel The Time Machine, the protagonist travels to the public library of the future. However, instead of encountering a human librarian, he is assisted by an artificial intelligence (AI) system able to access a vast amount of information within seconds. Seemingly more emotionally intelligent than a search engine, the system conducts a reference interview and attempts to predict the patron’s next query. Current research suggests this technology may be closer than we think. At Aberystwyth University in Wales, U.K., a group of students from various disciplines created a robot (Hugh) that assists patrons with finding books in the library. Students simply tell the robot the name of the book and author, and the robot escorts the student to the shelf where the book is located. As information professionals and technology enthusiasts, the Emerging Technologies committee of the DCLA is conducting a case study on how Hugh and other projects such as Hugh were conceived, how they work, and how future iterations will impact library services. Speaking with the inventors, librarians, and patrons that come into contact with Hugh and evaluating these AI library reference projects, they seek to understand how this emerging technology is impacting libraries today and what predictions can be made about the future of AI in libraries. Get some insights from their research! Then hear about the biometric system in use at the Paul Sawyer Public Library. The system is used for logging on to public computers as well as checking out items from inside the library from the mediabox disc-vending system. The pros and cons of using biometrics as well as the trials and tribulations of introducing the system are discussed.
C301 • Do Space: Tech for Everyone
10:45 a.m. – 11:30 a.m.
Rebecca Stavick, Executive Director, Do Space
This session provides an overview of Do Space in Omaha, Neb., a new kind of community technology library which was recently featured on NPR and the American Libraries Design Showcase. It discusses the vision behind the project, lessons learned during its first year of operations, as well as how the community response to this experimental space helps to better understand the future of all public libraries.

C302 • Build, Measure, Learn: Innovation on a Budget
11:45 a.m. – 12:30 p.m.
Ayyoub Ajmi, Digital Communications & Learning Initiatives Librarian, University of Missouri–Kansas City (UMKC) School of Law
The question of whether libraries are still needed always comes up when faced with growing and changing demands. Thirty-seven years ago, the idea of a “paperless” society or being able to search the library files “electronically” was perceived as “extreme and painful.” Today, we think the same way of the Internet of Things and virtual reality in libraries. Unless librarians engage in new opportunities to advance teaching, learning service, and research, libraries are vulnerable to “becoming just another campus utility like parking, dining services, and IT rather than the intellectual soul of the community.” UMKC School of Law initiated a new experiment and hired graduate students from the Engineering and Computing schools to help work on innovative projects that can benefit not just the law library but also the law school and the entire university. The students work on various projects designed to solve existing problems such as a library mobile application and a room schedule display system; the students also get to work on experimental projects such as the short story dispenser and close proximity notification system. Hear about their experience leveraging existing, new, proven, and unproven tools to improve services and solve persistent problems, and get tips for initiating similar programs.

C303 • Tech in the Street & Fostering a Film Community
1:45 p.m. – 2:30 p.m.
San Jose Public Library
Wesley Johnson, Library Associate/IT Assistant/Adult Programmer, Daviess County Public Library
Having technology in your building is old-school; taking it outside is the new norm. Librarians from San Jose Public Library upped their game by outfitting laptops with 4G cards in order to have full ILS access across the city. They took tech to the streets, issuing library cards, recording video with GoPro cameras and laptops at skate parks, and making pop-up makerspaces magically appear. They harnessed the cameras onto the skaters and let them record their rides, then helped them with on-site video editing so the young people could share their tricks and rides. Using grant money, they created a pop-up makerspace where people could work on ideas about how to make the downtown area more vibrant. They share how you too can get out of the building and into the game. Hear how another public library hosts an 8-week showcase for regional filmmakers called Unscripted: An Indie Film Experience. The format of the program is simple: A director shows a short film, conducts a Q&A, and then performs a live commentary while the film screens again. This event has been very successful in fostering an independent film community in and around the Owensboro, Ky., area. It has expanded to include a film school portion, leading to two short films and a feature being produced inside the library using a crew comprised of experienced filmmakers and patrons interested in learning how movies are made. This talk covers the trials and tribulations of connecting with filmmakers and organizing Unscripted, shares films shot, and more.

C304 • Public/Private Free Academic Library
2:45 p.m. – 3:30 p.m.
Kerry MacNeal, President, New York English Language Proficiency Center
Ivanna Cablao, Student, Class President, Las Pinas City National Science High School
Katie Maier-O’Shea, Dean, Institutional & Academic Technology, North Park University
MacNeal provides a template for sustainable development and good governance through the planning and installation of a 5,000 volume digital library using open source software. A public-private partnership was established between New York English Language Proficiency Center and the Municipality of Rosario, Cavite Province, Philippines. The New York English Special Library provides 950 e textbooks, published by the Department of Education, for grades 11–12 from the Commission on Higher Education. Municipal IT students maintain the 4,000 Filipino and American general education books cataloged by Calibre eBook Library Management software; and the Koha Library Management System software catalogs and downloads 40,000 additional historical books, which are OPAC accessible. On-site servers provide ebook search and download without reliance on internet connections. A parallel MOOC uses Moodle to organize ebooks and teacher classroom references into grade-specific course content. Cablao, a scholar-athlete, shares the community impact of digital library access for high school and out-of-school youth. Also hear from a pri-
vate college in Chicago which restructured the institution into a partnership of IT, online learning and the library. Get tips from North Park University for working collaboratively to advance shared technology goals through well-attend ed training, embedded librarianship, and innovative university committees, and find out how the library leverages this successful partnership to improve its profile and services despite limited resources.

**C305 ● Innovation on a Shoestring**
3:45 p.m. – 4:30 p.m.  
Dominique China, Information Services Librarian, Brampton Library  
Donna Bachowski, Reference Central Manager, Orange County Library System

Brampton Library is committed to enhancing its technological resources, but it’s difficult to keep up with the newest resources when faced with obstacles such as budget constraints and the need for coaching. However, the library is providing the community with innovative programs and resources and succeeding on a shoestring budget. Offering an exciting makerspace, computer classes, an extensive list of e-resources, and staff who are committed to creating new and innovative programs, it is also working on a culture shift to empower a system of more than 150 staff to enhance their skills and spark curiosity in new resources. Get lots of ideas for establishing your library as a hub of innovation. Orange County Library System has three innovative resources, all built on open source platforms, that enable the library to connect with a wide range of community members. Right Service at the Right Time connects in-need users statewide with egovernment and social services in an easy-to-use manner; Orlando Memory is a community-based local history project documenting the history, past and present, of the greater Orlando area; EPOCH (Electronically Preserving Obituaries as Cultural Heritage), a free site where anyone can post an extensive tribute to deceased loved ones, has been expanded to four states (Florida, Oklahoma, Utah, and New York). The development and impact of the projects, as well as potential for replication, is shared.

**TRACK D ● UPPING OUR MARKETING GAME**

To keep libraries well-funded and well-used, we have to play the marketing game. This track’s experts explain how to do it effectively with actual games, videos, Big Data, email, and marketing plans. These how-to sessions combine marketing and technology so you can play to win! Organized and moderated by Kathy Dempsey, Marketing Library Services

**D301 ● Marketing Plans for Success!**
10:45 a.m. – 11:30 a.m.  
Linda Hazzan, Director, Communications, Programming, & Customer Engagement, Toronto Public Library

All libraries do promotion and marketing, but how many use a strategic marketing approach to develop integrated marketing programs that meet the needs of both external and internal clients? This session begins with an overview of a strategic marketing plan and its many areas of focus. It shares strategies for engaging with internal clients, including branch staff, who sometimes have a confrontational relationship (trying to get branches to “follow the rules” or get public service to stop asking for flyers and bookmarks, etc.), rather than a collaborative “value-add” approach to marketing. It provides tips and techniques on how to change that dynamic and collaboratively develop an integrated program and marketing plans that meet the strategic marketing needs of the organization.

**D302 ● Upping Our “Gamification”: Speaking Millennials’ Language**
11:45 a.m. – 12:30 p.m.  
David Folmar, Author, Game It Up! Using Gamification to Incentivize Your Library

Be tech-smart and culture-savvy by using game-design thinking and gaming activities to connect with current users in a fun way and draw in new ones. Hear from a library communicator who literally wrote the book on this topic. Online games are incredibly popular; libraries, book apps, and learning institutions are leveraging this to bring in new audiences and engage with existing ones in new ways. Why are they doing this, what is the benefit, and how do you make it work to promote your library? Get the answers here!

**LUNCH BREAK ● LAST CHANCE TO VISIT EXHIBITS**
12:30 p.m. – 1:45 p.m.

**D303 ● Library Story in Video**
1:45 p.m. – 2:30 p.m.  
Jennifer E. Burke, President, Intellicraft Research, LLC

Video is a powerful, emotional storytelling medium that plays well in social media, and its use is still fast-growing. Video can spread your library’s story, and you can do it without hiring an expensive pro. A tech-savvy info pro shares basic video facts, along with her favorite tools, tips, and techniques that almost anyone can use for creating short, compelling videos to promote library services, staffers, and resources.

**D304 ● Employing Big Data to Understand & Reach Users**
2:45 p.m. – 3:30 p.m.  
Marc Futtermen, President & CEO, CIVICTechnologies  
Danielle Milam, Director, Development & Strategy, Las Vegas Clark County Library District

Big data isn’t just for big business. Libraries can and should get into the game, and the 2016 Core Customer Intelligence report from CIVICTechnologies, done with 10 leading national public libraries, was meant to kick-start that discussion. Having a deep understanding of users—and non-users—enables librarians to develop better experiences, more-popular services and programs, and better strategic plans. Plotting data onto GIS-enabled maps for market segmentation makes the info even more insightful. Hear from a librarian who participated in this first-ever Big Data analysis of library usage and learn how the results can increase an organization’s reach, relevance, and resilience.

**D305 ● Target Emails for Better Customer Connections**
3:45 p.m. – 4:30 p.m.  
Clark Swanson, Founder & CEO, OrangeBoy, Inc.  
Librarian TBD

If you’re emailing the same messages to all of your customers and wondering why the emails aren’t being opened, then segmentation could be your key to success. Learn about using data to segment groups of like-minded patrons so you can send emails that are customized for them. Get tips and tricks and hear one librarian and her vendor partner explain the data-driven technology in detail.
MAKERSPACES: DEVELOPMENT & PRACTICES

Makerspaces are rising in popularity in all types of libraries and organizations. These spaces focus on discovery, working through challenging problems and embracing failure as part of the learning process. Get ideas and tips for creating and further developing innovation in your community.

Moderated by Tod Colegrove, University of Nevada–Reno

E301 • Transformation & Community Engagement
10:45 a.m. – 11:30 a.m.
Sue Considine, Executive Director, Fayetteville Free Library

There is a library platform in virtually every community. It’s ready and we need to leverage our platforms, our resources, our partners and collaborators, our skills, and our talents to engage with our communities in deeply meaningful and transformative ways. Libraries can contribute to the building and strengthening of communities by creating the conditions that support and are catalysts for conversations, knowledge creation, entrepreneurship, invention, and discovery, as well as relationship building for a lifetime through making and informal STEM learning. Panelists and audience discuss the possibilities and how we can all have and accelerate our impact—today.

E302 • Zero to Maker: Invention Literacy & Mobile Memory Lab
11:45 a.m. – 12:30 p.m.
Dominique China, Branch Librarian, Brampton Public Library
Colleen Dearborn, Adult Services Librarian, Alsip-Merrionette Park Library

Invention literacy is not just about understanding how a thing is made or how it works; it is also the ability to use that knowledge to bring one’s own ideas into reality. China gives examples of how one public library is empowering children, teens, and adults to become “invention-literate” through its maker programming. Find out how a combination of high- and low-tech equipment, safe and accessible learning environments, and a unique community partnership is nurturing invention, creative confidence, innovation, and entrepreneurship. Sparked by the CIL 2016 Hawkins and Mears talk about personal digital archiving and the DCPL Memory Lab, Dearborn shares her library’s inexpensive journey to create a mobile memory lab program. She discusses the acquisition of equipment and technology, the demo classes, lesson plans about personal archiving, outreach to other community organizations, and providing classes on related topics, such as saving and uploading images, backing up files and using cloud storage, writing and self-publishing memoirs, conducting oral interviews with veterans and other family memories, coding and saving memories on a website, etc. Future plans include digitizing local history documents, a community website with links to these documents, as well as to our patrons’ digitized images, videos, interviews and memoirs.

LUNCH BREAK • LAST CHANCE TO VISIT EXHIBITS
12:30 p.m. – 1:45 p.m.

E303/304 • Sparking Innovation & Entrepreneurship With Makerspaces
1:45 p.m. – 3:30 p.m.
Anthony Paganelli, Faculty Librarian, & Andrea Paganelli, Assistant Professor, Western Kentucky University
Amy Jiang, Library Technology Coordinator, University of La Verne
Michael Vaughn, Instructional Technologist, Elon University

This session talks about the development of library makerspaces from three different perspectives. The first presentation discusses how the makerspace concept is an excellent vehicle to promote critical thinking in the library environment. Jiang focuses on makerspace collaboration with the business school and college of art and science to serve as an incubator and entrepreneurship center for students. She talks about how the library started the maker program without even having a makerspace, how to get administration support and receive funding. She also discusses cultivating maker culture on campus with faculty, students, and staff through different activities such as mini makerfaire, pop up activities, and curriculum integration. Vaughn tells how the library gives students real-world innovative projects and bridges science students’ innovation with business school students who would like to pursue entrepreneurship. Finally, she shares her vision on why every library should have a makerspace program serving their core mission and have direct impact on the university’s core value, admission and retention. Vaughn discusses the creation of Elon’s makerspace, which wasn’t the result of an administrative initiative, or an attempt to jump on a trend, but rather the result of a 2-year grassroots campaign, led by a motley consortium of staff, faculty, and students who wanted to pursue and promote maker culture on campus. During this campaign, the group seized the opportunity to reinvent an unused study room as a makerspace, named the Maker Hub. In collaboration with instructional & campus technologies, the room was renovated, expanded, and made available to the entire campus community. Students, faculty, and staff now have free access to tools, materials, and supplies for 3D design and printing, mobile app development, microcomputing, electronics, e-textiles, and LEGOs (how can you not have LEGOs?).

E305 • From Consumers to Creators: Connected Learning
3:45 p.m. – 4:30 p.m.
Faith Burns & Desiree Peterson, Teen Librarians, & Bryan Angelico, Technology Support Analyst, Durham County Library

Libraries are crucial in bridging the digital divide. Two teen librarians and a library IT specialist share their experiences over the last year piloting the MakerLab®, a space that embodies connected learning and allows library customers to transform from consumers of technology to creators and innovators. While the MakerLab®@Main serves the whole community, many of the programs offered have been primarily attended by youth from historically underserved and underrepresented communities. Through MakerLab® programming, these students have gained skills, mentors, and awareness of career paths previously unknown to them. This session is a case study to show how the application of the principles of connected learning through maker programming can help successfully bridge the digital divide to an underserved audience.
Delegates to COMPUTERS IN LIBRARIES 2017 may register for any number of days, each of which are comprised of five tracks. The fee includes:

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

EXHIBIT HOURS
The exhibits will be located on the Independence Level of the Hyatt Regency Crystal City.

Tuesday, March 28
Grand Opening Reception..............4:00 p.m. – 6:00 p.m.
Wednesday, March 29...............9:45 a.m. – 4:00 p.m.
Thursday, March 30..................9:45 a.m. – 1:45 p.m.

REGISTRATION DESK HOURS
Registration will take place on the Independence Level of the Hyatt Regency Crystal City.

Monday, March 27.......................8:00 a.m. – 4:30 p.m.
Tuesday, March 28......................7:30 a.m. – 6:00 p.m.
Wednesday, March 29.................8:00 a.m. – 5:00 p.m.
Thursday, March 30....................8:00 a.m. – 4:00 p.m.

CANCELLATIONS AND SUBSTITUTIONS
Cancellations will be accepted if received in writing no later than February 24, 2017. Full refunds minus a $50 processing fee will be issued. No refunds will be given after this date. Substitutions for the same amount of fees may be made through February 24, 2017. Please indicate the name and the title of the person who will be replacing the original registrant. After this date, changes must be made at the conference.

DISCOUNTS
Organizations sending more than one registrant can benefit greatly from the following rates for full conference registrations only: first person @ $499; second person and all additional registrants @ $325. After February 24, 2017, add $20 to each level. All registrations for group discounts must be sent to Information Today, Inc. under one cover. Many networks and regional library cooperatives are offering special discount rates. Contact your network director for further details. Discounts are not available for preconference workshops.

HOTEL INFORMATION
Hyatt Regency Crystal City
2799 Jefferson Davis Highway, Arlington, VA 22202
Discounted guest room rates of $269 for a single or $279 for a double room at the Hyatt Regency Crystal City have been arranged for attendees who book through Meeting & Travel Consultants, Inc. (MTC) the official housing bureau for Computers in Libraries 2017. Rates are exclusive through MTC only and will not be extended by the hotel directly. Rates will remain in effect until March 6, 2017, subject to availability and not guaranteed. Early booking is suggested so that you can secure your preferred room type! Credit card information is required to confirm all reservations. AS A SPECIAL CONSIDERATION FOR ATTENDEES WHO BOOK WITHIN THE OFFICIAL GROUP BLOCK, complimentary wireless Internet is included in the discounted rate!

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PLEASE NOTE: In the event you are contacted by another hotel/housing bureau soliciting hotel reservations for this show and/or asking for an advance deposit paid directly to the agency, please know that they are unauthorized agents and unable to provide the discounted hotel rates that are offered by MTC.

CODE OF CONDUCT
Information Today, Inc. is dedicated to providing an enjoyable conference experience for all conference participants. Please review our Code of Conduct prior to the event. (infotoday.com/CodeOfConduct)

NOTE: The sponsors and management of Computers in Libraries 2017 reserve the right to make necessary changes in this program. Every effort will be made to keep presentations and speakers as represented. However, unforeseen circumstances may result in substitution of a presentation topic and/or speaker. Information Today, Inc. assumes no liability for the acts of their suppliers nor for the safety of any Computer in Libraries 2017 participant while in transit to or from this event. The total liability during the precise hours of the meeting will be limited to a refund of the delegate fee.

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REGISTRATION FEES

Preconference Workshops • MONDAY, MARCH 27
(Lunch is included when you register for a Full-Day or AM & PM workshops.)

FULL ☐ 1 WebSearch University presents Searchers Academy ....................................................... $299 $310

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PM ☐ 11 ☐ 12 ☐ 13 ☐ 14 ☐ 15 ☐ 16 ☐ 17 ☐ 18 ☐ 19 .............................................................................. $179 $199

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☐ THURSDAY, MARCH 30 ....................................................................................................... $289 $309

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Includes Internet@Schools Track only (Track E)

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Includes 2-day Summit PLUS access to all 3 days of Computers in Libraries. Does NOT include workshops.

$699 $749

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FREE $25

TOTAL

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Taking Libraries to New Heights With Technology

UPPING OUR GAME

Hyatt Regency Crystal City
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March 28–30
Preconference workshops
Monday, March 27

• Over 150 Speakers
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• Library Leaders Summit
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