April 28–30
Featuring
Track
North America’s Largest Technology Conference & Exhibition for Librarians and Information Managers
Hyatt Regency Crystal City
Arlington, VA
We are pleased to present the 32nd annual Computers in Libraries—the most comprehensive North American conference and exhibition on all aspects of library and information delivery technology. Although the tools and technology available to libraries and information services have changed over the years, the excellent quality and range of both topics and speakers at Computers in Libraries 2017 remain the same.

INTERACTIVE NETWORKING EVENTS

MONDAY EVENING WELCOME & NETWORKING EVENT

Games, Gadgets, & Makerspaces
5:30 p.m. – 7:30 p.m. • Tidewater Room, 2nd Floor
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.

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

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 “Spring” into the 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.

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

WIFI
Complimentary WIFI is available in all meeting rooms during conference hours. Select Wi-Fi Internet Access: @Hyatt_Meeting then enter the Access Code: cil2017 on the splash page when prompted.

CONFERENCE PRESENTATIONS
Many speakers have made their presentations available for download at: cil.infotoday.com/2017/presentations.aspx Username/Password: CIL2017

FREE CYBERTOURS IN THE EXHIBIT HALL
Pick up some quick tips, take a sneak peek at new products, and learn new skills at the series of short, free Cybertours. Located in the Cyber Corner Theater in the Exhibit Hall. See page 20 for details.

EXHIBIT HOURS
The Exhibit Hall is located on the Independence Level.

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.

INTERNET STATIONS & POWER LOUNGE
Check your email or power up your laptop or other mobile device at this special area located in the Exhibit Hall. (Device chargers not provided.)

LUNCH CONCESSIONS
Concessions will be available in the Ballroom Foyer on Tuesday during the lunch hour. On Wednesday and Thursday concessions will be in the Exhibit Hall. Stop in for a bite to eat then visit with our exhibitors! Offerings include a selection of freshly made sandwiches, salads, side items, and cold drinks. Cash or credit accepted.

WEDNESDAY EVENING SESSION
ReImagining Libraries: Open Ecosystems
7:30 p.m. - 9:00 p.m. • Regency Ballroom E/F
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.

PROGRAM DIRECTOR
Jane I. Dysart, Dysart & Jones Associates

ORGANIZING/REVIEW COMMITTEE

Helene Blowers
OCLC
Marshall Breeding
Library Technology Guides
Kathy Dempsey
Marketing Library Services
Darlene Fichter
University of Saskatchewan
Nate Hill
Metropolitan New York Library Council
Richard Huizer
Natural History Museum of LA
Donna Scheeder
Library Strategies International
Hannah Sommers
George Washington University
Dick Kaser
Executive Editor, Computers in Libraries

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CONFERENCE OVERVIEW
### Tuesday, March 28

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**LUNCH BREAK**

- Concessions will be available for purchase in the Ballroom Foyer

**EXHIBIT HALL OPENING RECEPTION**

**Track D**

- Funding Strategies & Practices for Libraries
- Funding Opportunities for Digital Library Initiatives

- Crowdfunding Tips & Tools
- Growing Philanthropic Dollars for Libraries

- Collective Intelligence
- The Role of the Library in Fostering Research Skills

**WEDNESDAY EVENING SESSION**

- Crowdfunding a Library Makerspace
- Game Design as a Catalyst for Learning

- The Social Studies & Library Digital Curriculum Project

### Wednesday, March 29

| COFFEE BREAK | In the Exhibit Hall (Independence Level)
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**LUNCH BREAK**

- Concessions will be available for purchase in the Exhibit Hall

**Track E**

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

- The Role of the Library in Fostering Research Skills

**WEDNESDAY EVENING SESSION**

- Relinking Libraries
- Regency Ballroom E/F

### Thursday, March 30

| COFFEE BREAK | In the Exhibit Hall (Independence Level)
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**LUNCH BREAK**

- Concessions will be available for purchase in the Exhibit Hall (Exhibits close at 1:45 p.m.)
workshops

presents Searchers Academy

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, Business Outreach Librarian, University of Rochester; 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 WebSearchUniversity, 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, Branch & Neighborhood Services, Brampton Library, & Dysart & Jones Associates

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.

W5 • Want Media Coverage? Add Press Room to Your Website
Kathy Dempsey, Marketing Consultant & Founder, Libraries Are Essential

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 usage, funding, brand recognition, and position in the community. Help ensure positive coverage by adding this strategic tool to your website.

W6 • Library Tech Industry Update
Marshall Breeding, Consultant, & Author, ALA’s Library Systems Report

Author of the “International Library Technology Perceptions Survey,” workshop leader Marshall Breeding gives an update on the current state of the library technology industry and what we need to watch for in the future to factor into our technology decisions today. He includes an overview of 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!

W7 • Want to Make a Makerspace? Practical Tips, Tricks, & Strategies
Mike Cimino, Technology Integration Specialist, The Fayetteville Free Library (FFL)

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 maker’s club, applying for a making grant, developing a makerspace, building a STEM learning or entrepreneurship program, or exploring possibilities around making at your library, this workshop is a must-attend for you! Full of practical tips and tricks, this workshop provides you with a road map for building a makerspace for your community.

W8 • Video: Hands-On Learning & Practice
Jennifer E. Burke, President, InteliCraft Research, LLC

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 your community. Join her to shoot, edit, and polish a video while gathering tips,
techniques, and strategies to create your own video—a medium which grabs communities in exciting new ways!

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

Connecting teens with new skills, enhancing community storytelling, providing library and journalist coaching are awesome ways to engage your community. Learn about the strategies, techniques, tools—digital and otherwise—and more from an experienced public librarian and journalist who have had positive experience within their communities.

W10 • Implementing an Internet of Things Infrastructure & Apps
Mehdi Mohammadi, Graduate Assistant, Western Michigan University

The Internet of Things (IoT) is becoming widespread in academia as well as industry. It refers to connecting smart objects with built-in unique identifiers and sensors to communicate with each other autonomously. This enables actionable insights and ultimately makes the environment around us smarter. This workshop looks at how libraries can incorporate the IoT and reviews different aspects of developing an IoT infrastructure and creating your own application. It is based on four layers of IoT application architecture: the physical layer, the communications layer, application and services layer, and data analytics. Our speaker discusses the potentials 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, the focus is 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.

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

W11 • Innovation for Significant Results
Mary Lee Kennedy, Former, Chief Library Officer, NYPL & Director, Knowledge Network, Microsoft
Bruce A. Strong, Consultant & Author, Strategic Conversations

Imagine leading one of the largest public libraries in world, with 18 million visitors yearly, more than 2,000 staff, and 100-plus years of history. You serve an immensely diverse population—from famous novelists doing research to new immigrant populations and school-aged children in the poorest neighborhoods in the U.S. How do you do innovation successfully? NYPL and others were able to accomplish significant results and, no matter how large or small, your institution you can too. This workshop shows you how—through alignment of a strategy with structured conversations with staff, a process that embraces an agile mentality, and a socially networked mindset—to achieve deep, scalable, innovation. Special attention is given to how to draw in staff and the community to actively and passionately participate, providing the necessary support for success, and the real service results that can be achieved.

W12 • Fundraising for Academic Libraries
Kathryn Dilworth, Director, Advancement for Libraries & Press, Purdue Research Foundation, & Author, Fundraising for the Academic Library: Philanthropy in Higher Education

Academic fundraisers know little about the libraries. And libraries do not always do a great job of communicating 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. Workshop participants will be asked to participate actively in a hands-on session to solve a specific design challenge in teams.

W13 • Practical Research to Measure Impact in Your Library
Kim Silk, Principal Consultant, 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!
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
Regency Ballroom C/D

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 Rossa, Principal Web Developer, & Amy Luedtke, 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  
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 integrated library and information systems, online services, document delivery services, and more.

**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**

**TRACK C • COMMUNITY ENGAGEMENT**

**Potomac Room**

This diverse range of community engagement techniques—from teen interviewing skills, coding, Wikipedia, search engine optimization, and more—provides innovative ideas to new parts of your community.  
Moderated by **Helene Blowers**, OCLC

**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 McNeil, 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 printer to pens, from tablets to coding, from core expertise to everyone. NYPL speakers discuss how coding is the new black! They discuss how to launch a coding program at your library, how to expand the age range of current coding programs, how to promote events related to your program to gain participants, how to get staff buy-in, how to educate staff, and how to create partnerships with some of the biggest names in the game. The NYPL TechConnect program will help you plan out all your needs to take your existing or non-existing coding programs further.

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

**C103 • Online Community Building: Create, Connect, Collaborate**
1:15 p.m. – 2:00 p.m.  
Merilee Profft, Senior Program Officer, OCLC Research; Knight Foundation Grant Recipient  
Helene Blowers, Community Program Manager, OCLC

Technology may provide the tools, but if your community building program isn’t aligned properly to your customers’ needs and your organization’s mission, you’ll encounter problems. Profft discusses the value of librarians involvement in Wikipedia, how
their participation can lead to positive promotion and impact in the global community. Blowers, shares her insights and tips in building and creating online communities to successfully support learning, customer engagement, and information sharing.

C104 • Attracting New Library Users: With SEO  
2:15 p.m. – 3:00 p.m.  
Trey Gordon, Founder & CEO, Koios, & Corinne Hill, Director, Chattanooga Public Library  
In the fall of 2016, Koios launched an experiment with a small group of innovative public libraries to attract new patrons online. The goal was to promote physical and digital collections, databases, and services by associating them with likely search terms, such as “lord of the rings audiobook” and “learn spanish free online.” Hear the results of the search engine optimization (SEO) experiment and its impacts on circulation and service utilization at participating libraries.

C105 • Community Relationships With Collaborative Apps  
3:15 p.m. – 4:00 p.m.  
Paula MacKinnon, Interim Director, Califa Group  
Melissa Stockton, Partner/Consulting Services, Quipu Group  
In 2012, Contra Costa County Library won the IMLS Medal of Honor for its Discover and Go culture pass program, 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
Regency Ballroom A/B  
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 Stephen Abram, Federation of Ontario Public Libraries

D101 • Upping Our Game With Customer Experience  
10:15 a.m. – 11:00 a.m.  
Heather Mathis, Manager, Learning, Innovation & Resource Planning, Toronto Public Library  
Our experienced practitioner from one of the world’s largest public library shares her 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 Mavrincic, 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, Librarian & Technologist, Glorious Librarian Resistance  
Alex Lent, Director, Millis Public Library  
Katherine Kent Weadley, Director of the Lyons Regional Library District  
Brian Adams, Director of Digital Outreach Services Half Hollow Hills Community Library  
Talia Holacker, Adult Services Director, Charleston 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
Washington Room  
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’ I 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 Luhata, 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 and Shannon share a toolkit of innovative approaches for gathering and analyzing evidence, tools that demonstrate vision, accountability, and professional leadership to reinvigorate your practice.
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.

Tracking Technology in the Midst of Busy Schedules

1:15 p.m. – 2:00 p.m.

Colleen Dearborn, Adult Services Librarian, Alsip-Merriamette 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.

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

2:15 p.m. – 3:00 p.m.

Jamie 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.

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

3:15 p.m. – 4:00 p.m.

Melissa Techin, 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.

Continental Breakfast & Breaks

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

Exhibit Hall Breaks & Receptions

Join us for tasty bites and drinks as we “Spring” into the opening of the 2017 Computers in Libraries Exhibition on Tuesday from 4:00 p.m. to 6:00 p.m. Check your program for additional morning and afternoon breaks.

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Interactive Networking Events

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Interactive Networking Events

Go Beyond Google to Mine Big Data and Social Media

In Find It Fast, business research guru Robert Berkman offers authoritative advice on how to locate the best information sources, connect with the experts behind those sources, and combine expert techniques to do fast and effective research on any subject.

This fully updated sixth edition goes beyond Google, detailing the use of Big Data and social networks for research. You’ll find a wealth of practical guidance on evaluating information, using precision search strategies, and making the most of traditional research sources and techniques. Whether you are looking for consumer information, data for a job or project, facts for starting a new business, or an answer to an obscure question, Find It Fast will help you find it. Fast!

By Robert I. Berkman

Ocean Age Books • ISBN 978-1-937290-04-7 • 336 pages • $24.95

Look for Find It Fast wherever books and ebooks are sold, or order direct from the publisher: infotoday.com
Upping Our Game
8:45 a.m. – 9:45 a.m. • Regency Ballroom

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. • Regency Ballroom

TRACK A • CONTENT MANAGEMENT

Regency Ballroom A/B

This track focuses on one of our library’s largest assets—collections and how to analyze, copyright and licensing, linked authority data and open framework, resources, and practices.

Moderated by Amy Affelt, Compass Lextra

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, Manager, Strategic Initiatives, & Angie Miriflor, Director, Customer Experience, 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 (LCGDT). 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 • 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 sack 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. • Regency Ballroom

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 Luhtala, 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

Regency Ballroom C/D

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.

Moderated by Jeff Wisniewski, University of Pittsburgh

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. – 1:45 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*
*Kirsten Mentzer, Technology Specialist, Northern Virginia Community College’s Medical Education Campus*
*Alex Zeeland, Web Editor & New Media Developer, Arlington Public Library*
*Lennea Bower, Manager Virtual Services, 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.

**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 Winek, Head, Electronic Resources & Serials, Georgetown University Library*
*Nancy Howe, Public Relations/Outreach Librarian, Baldwinville 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 Baldwinville 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**

**Potomac Ballroom**

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.

*Amanda 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 nearby 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 embraced these techniques, they are still unusual to see in special or government libraries. Hear about the FCC Library marketing successes, pitfalls, and how libraries can loosen up to attract users without losing sight of their goals.

**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 nonprofit organizations. Attendees interested in innovative practices, partnerships, and collaboration are sure to receive value from this session.

**EXHIBIT HOURS & INTERNET STATIONS**

<table>
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<tr>
<th>Activity</th>
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<tr>
<td>Tuesday, March 28</td>
<td>Grand Opening Reception</td>
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<tr>
<td>Wednesday, March 29</td>
<td>9:45 a.m. – 4:00 p.m.</td>
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<tr>
<td>Thursday, March 30</td>
<td>9:45 a.m. – 1:45 p.m.</td>
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Check your email or power up your laptop or other mobile device at this special area located in the Exhibit Hall. (Device chargers not provided.)

Complimentary Wi-Fi is available in all meeting rooms during conference hours. Select Wi-Fi Internet Access: @HyattMeeting then enter the Access Code: cll2017 on the splash page when prompted.
CIL.INFOTODAY.COM

**LUNCH BREAK** ● 12:30 p.m. – 1:45 p.m.

**C203 ● ILS Migration & Developing With Drupal**
1:45 p.m. – 2:30 p.m.

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

Elizabeth Zoby, Information Specialist, & *Billy Mathews*, Web Developer, PAE, National Institute of Corrections (NIC)

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.

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

**C204/205 ● Rev Your Engines: Digitization & Social Media of Specialized Collections**
3:30 p.m. – 5:15 p.m.

*Mark Vargas*, Director, Library & Archives, & *Jessica Bright*, Digital Library Coordinator, Revs Institute for Automotive Research


*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. 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 should also create collaborative projects with greater expertise and impact that reach beyond the library. The speaker looks 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.

**LUNCH BREAK** ● 12:30 p.m. – 1:45 p.m.

**D203 ● Growing Philanthropic Dollars for Libraries**
1:45 p.m. – 2:30 p.m.

*Kathryn Dilworth*, Director, Advancement for Libraries and Press, Purdue Research Foundation, & *Author, 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 should also create collaborative projects with greater expertise and impact that reach beyond the library. The speaker looks 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.

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

**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 raise funds in new and exciting ways. It looks at the tools and platforms 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.

**TRACK D ● FUNDING STRATEGIES & PRACTICES FOR LIBRARIANS**
Regency Ballroom E/F

With budgets shrinking, libraries are looking for other funding sources. This is our first day-long look at finding funds, understanding what funding and grant agencies are looking for in successful recipients, crowdfunding tips and practices, as well as tips for academic libraries in philanthropic circles.

*Moderated by Lisa Anderson*, Virginia Commonwealth University

**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 resources.
used by colleges, shares details and library practices with Kickstarter, and illustrates how to grab the attention and funds from your local community. Herter 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.

**TRACK E • INTERNET@SCHOOLS**
Washington Room

For Day 2, K–12-focused Internet@Schools track, the focus is on game design, National Archives resources, a collaborative digital curriculum project, crowd-sourcing bibliographies, and fostering research skills.

**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.
Suzanne Issacs, Community Manager, National Archives Catalog, & Meredith Doviak, Community Manager, 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 presenters cover 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.

**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 environ-
KEYNOTE

Where Technology Fits With Library Customers’ Needs
8:45 a.m. – 9:45 a.m. • Regency Ballroom
Lee Rainie, Director, Internet, Science & Technology Research, Pew Research Center

Our popular speaker presents new findings about how people have shifted to the mindset of lifelong learners and the implications for libraries and librarians. He discusses how people’s disposition toward information and knowledge—are they engaged or are they wary?—shapes how they use library resources. He also shares the Center’s research about future technology trends and how we all will have to adjust to them.

COFFEE BREAK • EXHIBIT HALL OPENS
9:45 a.m. – 10:45 a.m.]

TRACK A • LEARNING & VIDEO FOR LIBRARIES
Washington Room

A301 • Augmented Reality & Learning
10:45 a.m. – 11:30 a.m.
Ashley Todd-Diaz, Head, Collections & University Archives, Towson University; Earl Givens, Director, Systems & Technology Catawba College; Art Gutierrez, Head, Technical Services, & Bethanie O’Dell, Virtual Learning Librarian, Emporia State University

Just when you thought the battle of augmented reality (AR) was over with Pokémon GO, libraries across the nation have been exploring additional AR options in order to meet the needs of the mobile learners walking through their doors. With the use of free AR software, four individuals team up to become the ultimate masters of AR. Hear from a panel of closely networked professionals, each with a unique story of embedding AR into specific library services directed for higher education. These stories range from embedding AR with liaison departments to incorporating AR into specific library services directed for higher education. Moderated by David Lee King, Topeka & Shawnee Public Library

A302 • Learning Management Systems & Librarians
11:45 a.m. – 12:30 p.m.
Ceora Brown, Director, Library Services, Los Angeles Film School; Matthew Stevens, Director of Library Services, Kaplan University

Increases in the use of learning management systems (LMSs) at academic institutions for both online and face-to-face courses have made the accessibility of library resources more feasible and more important for librarians. The LMS gives librarians direct access to students and faculty courses (including the course syllabi). Hear how some for-profit academic institutions embed their library’s resources within a LMS system to support teaching and learning. Topics include useful digital tools, library marketing, instructional design, accessibility, and copyright. Moderated by Ben Bizzle, Library Market

A303 • Rocking the Small Screen: Video & Libraries
1:45 p.m. – 2:30 p.m.
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library; Ustadza Ely, Manager, Technical Services & Technology, & James Rider, Library Technology Technician, Yavapai College Library

Video on the web is one of today’s hottest social networking trends. But what can online videos do for your library? Why use video on your library’s website and social media channels? King explores the reasons behind making videos to promote your library, to engage with your customers, for outreach and learning through a variety of case studies. Get tips on what types of content works best, and learn what to consider when planning for and implementing a video presence at your library. Yavapai College Library’s videos are used in libraries and institutions around the world. Creative videos can be the hook needed to grab users’ attentions. Whether your goal is to promote collections, engage students during instruction, or disseminate information quickly to online students in a way that will stick, you’ll get to see examples of successful video techniques as well as a framework that reviews goal setting, management, the storyboard process, and video and audio tools. Walk away with tips and tricks for creating entertaining videos that can be used in the classroom, on digital signage, through social media, and more.

A304 • Multimodal Learning: From Textbooks to Playlists
2:45 p.m. – 3:30 p.m.
Laurie Burruss, Professor Emeritus, Design Media Arts & Communication, Pasadena City College & Lynda.com

Colleges, universities, and libraries are considering adding video making, or visual literacy, as a core skill. Preparing individuals for a highly visual communication landscape requires critical thinking to offset consumerism as well as multimodal learning and cognitive skills. Researching, creating, and sharing video playlists are important ways to create personalized learning pathways and promote continuous learning. Explore a number of case studies that demonstrate the positive learning outcomes of multimodal learning in academic and corporate 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 Buhrer, 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-channelled conversation.

TRACK B • TECH TOOLS
Regency Ballroom C/D

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 David Lee King, Topeka & Shawnee Public Library

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.
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 robot escorts the student to the shelf where the book is located. As information technology, and encourage problem-solving, collaboration, and discovery. They share how they too can get out of the building and deliver exciting and innovative programs and services. As a librarian and 3D printing enthusiast, shares 30 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! 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. From the Tools You Can Use columnist in Information Today, Inc.'s Marketing Library Services newsletter, comes a quick-fire roundup 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. LUNCH BREAK • LAST CHANCE TO VISIT EXHIBITS 12:30 p.m. – 1:45 p.m. 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 roundup 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. B302 • Tech in the Street & Fostering a Film Community 1:45 p.m. – 2:30 p.m. Trina Richbourg, Manager, Instruction & Programming Services, & Casey McCoy, STEAM Librarian, San José 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 launching a 39 foot vehicle called the Maker(Ship)Ship. The vehicle is an innovative mobile workshop which overcomes access barriers in San José to foster creative ideas, connect people with technology, and encourage problem-solving, collaboration, and discovery. They share how you too can get out of the building and deliver exciting and innovative programming in the community. Hear about the biometric system in use at the Paul Sawyier Public Library. The system is used for logging on to public computers as well as checking out items from inside the library from the medibloc disc-vending system. The pros and cons of using biometrics as well as the trials and tribulations of introducing the system are discussed. TRACK C • INNOVATION & TRANSFORMATION Potomac Room Libraries are extending their roots, applying different strategies, and definitely having an impact on their communities. Hear from practitioners in the trenches as they share their road maps for "do space," taking tech beyond library walls, fostering a film community, and building private/public partnerships and then get tips on creating innovation on a shoestring budget! Moderated by Christa Werle, Sno-Isle Librarian 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. LUNCH BREAK • LAST CHANCE TO VISIT EXHIBITS 12:30 p.m. – 1:45 p.m. B303 • 30 for 3D: Services, Programs, Tips 1:45 p.m. – 2:30 p.m. Nicholas Tanzi, Head, Digital Services, Mastics-Moriches-Shirley Community Library Our speaker, a librarian and 3D printing enthusiast, shares 30 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! 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. B304 • AI, Robots, & Biometric Systems 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. Qaaddafi Sabree, Chairperson & Scott Harkless, Librarian Associate, Emerging Technologies Committee of District of Columbia Library Association (DCLA) Ernie Dixon, Web/Technologies Librarian, & Rob McCoy, IT Manager, Paul Sawyier 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 came 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 Sawyier Public Library. The system is used for logging on to public computers as well as checking out items from inside the library from the medibloc disc-vending system. The pros and cons of using biometrics as well as the trials and tribulations of introducing the system are discussed.
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 • Innovation Report & Academic Library Partnership**

2:45 p.m. – 3:30 p.m.

**Chris Barr, Director, Technology Innovation, Knight Foundation**

**Meaghan O’Connor, Assistant Director, Programs & Partnerships, DC Public Library**

**Katie Maier-O’Shea, Dean, Institutional & Academic Technology, North Park University**

The first presentation shares the results of 25 interviews of leaders from library systems, Knight News Challenge winners, key programming partners, and others to understand better how innovation is being discussed in the field. A sneak peek at some of the points of their report: challenging, requiring clear communication & technology, lack of processes &/or commitment. For more insights and details, join us! Also hear from a private 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-attended 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, Learning 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**

**Regency Ballroom E/F**

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 Hazan, 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 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
Libraries, as intrinsically neutral hubs of diverse communities, are uniquely positioned to be able to foster transformation and community engagement. Deliberately building on the diversity within the library, the adoption of makerspace is enabling libraries to embrace that role more deeply, catalyzing lifelong learning, innovation, and success. From strategic placement and support of library staff and volunteers, to a design thinking framework that underpins and virtually guarantees success, explore how libraries today are leveraging popular interest in makerspace activity to build on traditional roles of the library.

**E301 • Transformation & Community Engagement**
10:45 a.m. – 11:30 a.m.
_Tod Colgrove, Head, DeLaMare Library, University of Nevada, Reno_

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@Main, 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.

**E302 • Zero to Maker: Invention Literacy & Mobile Memory Lab**
11:45 a.m. – 12:30 p.m.
_Dominique China, Branch Librarian, & Erin Walker, Community Engagement Librarian, Brampton Library_
_Colleen Dearborn, Adult Services Librarian, & Susan Navabi, Adult Services Librarian, Aisg-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 CIL 2016 Hawkins & Mears talk about personal digital archiving and the DCPL Memory Lab, Dearborn and Navabi share their library’s inexpensive journey to create a Mobile Memory Lab program. They discuss the acquisition and setup of digital conversion equipment and software: videocassette and audiotape converters, a slide/film/picture scanner, and recording equipment for oral histories. Their Memory Lab program includes related training for patrons: personal digital archiving, working with images, writing memoirs, conducting oral interviews, and creating a website to share local history and patron memories.

**CONNECT WITH US:**

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Track E • Makerspaces: Development & Practices

Regency Ballroom A/B

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.

**E305 • Target Services for Better Customer Connections**
3:45 p.m. – 4:30 p.m.
_Clarck Swanson, Founder & CEO, OrangeBoy, Inc._
_Christine Feldmann, Marketing & Communications Manager, Anne Arundel County Public Library_
_Donna Scott-Martin, Public relations & Marketing, Prince George’s County Memorial Library System_
_John Walden, Executive Director, Queen Anne’s County Library_

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 customer insights and data to segment your customers so you can send emails and deliver services that are customized for them. Get tips and tricks and hear three librarians and their library analytics partner explain data-driven technology in detail.

**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_

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. Jiang 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.

**Track E • From Consumers to Creators: Connected Learning**
3:45 p.m. – 4:30 p.m.
_Faith Burns, Interim Manager, & Desiree Peterson, Teen Librarian, & 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@Main, 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.
Free Cybertours

WEDNESDAY, MARCH 29

Cybersecurity & White Hat Hacking
11:30 a.m. – 11:45 a.m.
Tracy Z. Maleeff, Sherpa Intelligence LLC

Cybersecurity is at the forefront of challenges these days. Get a glimpse of just some of the resources hackers use to break in with a legal and safe demonstration using “white hat” (aka, “the good guys”) penetration testing techniques. See how secure your digital world really is … or isn’t.

Library Stories for Impact
12:00 p.m. – 12:15 p.m.
Ben Bizzle, CEO, Library Market & former, Director, Technology, Craighed County Jonesboro Public Library

From programming to purchasing, from the website to the reference desk, every library, in every action, is telling a story to its community. What story is your library telling? Join library advocate, marketer, author, and entrepreneur, Bizzle as he discusses the stories libraries tell, how we tell those stories, and ways to enhance the stories we are telling to our communities.

Fake News 101
12:30 p.m. – 12:45 p.m.
Robert Berkman, Business Outreach Librarian, University of Rochester & Co-editor, The Information Advisor’s Guide to Internet Research

Our experienced researcher discusses the issues surrounding fake news, provides some tips, strategies and techniques for dealing with our communities views and understanding, and points to resources for more.

Innovation in Federal Libraries
1:00 p.m. – 1:15 p.m.
Lissa Snyders, Presidential Management Fellow/Information Architect, National Institutes of Health Library

Are you a federal agency wanting to hire the best candidates with less red tape? Are you a recent graduate interested in public service and a rapid promotion plan? Come learn how the Presidential Management Fellows (PMF) Program can be leveraged to bring problem solvers, strategic thinkers, and future leaders into the federal government to tackle the information challenges of the future. Recent graduates learn how to leverage their skills as information professionals to stand out from other applicants and how to use this fellowship to jump start their careers in federal service. Federal agencies learn how to take advantage of this program to hire for the skills they need and gain the opportunity to train future leaders in the federal government who are eager to bring innovative ideas and deliver valuable information services to the American people.

Linux for Libraries
1:30 p.m. – 1:45 p.m.
Alex Lent, Library Director, Mills Public Library

Learn how one small public library launched a fleet of affordable, secure, and flexible Linux laptops to rapidly and drastically improve their public computing infrastructure. Get lots of tips and tricks!

Helping the Underserved: Picture Yourself Online!
2:00 p.m. – 2:15 p.m.
Arieh Ross, Senior Librarian, Adult Services, The New York Public Library

Many NYPL patrons are homeless, many more lack access to digital cameras and those who have them often don’t know how to use them. Our library ordered a pop-up backdrop and I printed a stack of forms for our patrons to fill out. Throughout the hour patrons come into the room and I shoot digital head-shots of them and send them via email. I have a background in photography and retouching, so I am able to provide them with a professional image of themselves to use online. Everything from social media to email and even resumes go farther with such an image. This program fills a need and provides teaching opportunities for those patrons who are underserved in this increasingly digital age.

Calling Out Fake News
3:00 p.m. – 3:15 p.m.
Amy Affelt, Compass Lexecon & Author, The Accidental Data Scientist

Librarians often approach information with a “healthy skepticism,” so it was not surprising when IFLA’s eight point checklist to spotting fake news became an overnight social media sensation! Our experienced speaker talks about this infographic and discusses other red flags that signal rumors, scams, and outright falsehoods. From patrons at a public library to partners at a law firm, EVERYONE needs to know how to make these determinations. Come to this cybertour and learn how to help them do it.

THURSDAY, MARCH 30

Turn Your Web Traffic into Foot Traffic
11:00 a.m. – 11:15 a.m.
Trey Gordaner, Librarian & CEO, Koios

As library offerings go digital, members and non-members rely on the library website for information and access. How do we encourage these digital visitors to walk through our physical doors? Get some tips and tricks for applying strategies and metrics from digital advertising, including user engagement, conversion, and reach, to turn web traffic into foot traffic.

Integrating Web Based Technologies
11:30 a.m. – 11:45 a.m.
Enrique Longton, CEO & Library Engineer, Laurax Development Studios, City of Richmond

This session presents 11 tips for integrating web based tech in your library. From using a content management system (CMS) and taking advantage of free Google apps, to project management tools, get lots of ideas and techniques to take home and apply to your library.

Negotiating Successfully with Vendors
12:00 p.m. – 12:15 p.m.
Michael Gruenberg, President, Gruenberg Consulting LLC & author, Buying & Selling Information

According to Otsell, the Information Industry generates over $700B in revenue to the vendors servicing the library community. Academic Libraries spend $7 billion per year. $4 billion of this on acquisition of products & technology to serve users. Libraries deal with hundreds, even thousands of unique vendors every year. And budgets are generally flat or constricting. Gruenberg examines the economic value components and motivations from the vendor side of the negotiation process and how those drivers impact negotiations with libraries. Be better prepared for your next negotiation.

Tools for Library Newsletters
12:30 p.m. – 12:45 p.m.
Jessamyn West, Librarian & Technologist, Glorious Librarian Resistance

Join this cybertour and learn about a few tools that libraries can use (MailChimp, TinyLetter, Medium). Includes how they work, the pros and cons of each one, as well as further resources.
BREAKFAST, BREAKS & DINE AROUNDS

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

Informal Dine Arounods
See the message board in the registration area for more information on how you can dine with colleagues at some of the best local restaurants.
The following is a list of exhibitors and a map of the Exhibit Hall at Computers in Libraries 2017. The industry’s most important companies are exhibiting at the 2017 conference, giving attendees an extraordinary opportunity to sample the latest in library automation and technology.

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EXHIBITOR LIST & FLOOR PLAN

EXHIBIT HOURS & INTERNET STATIONS
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.

Check your email or power up your laptop or other mobile device at this special area located in the Exhibit Hall. (Device chargers not provided.)
American Psychiatric Association Publishing
1000 Wilson Boulevard, Suite 1825
Arlington, VA 22209
www.appi.org

Booth No. 220
American Psychiatric Association Publishing is the world’s premier publisher of books, journals, and online products on psychiatry, mental health and behavioral science. We offer authoritative, up-to-date and affordable information geared toward psychiatrists, other mental health professionals, psychiatric residents, medical students and the general public. Visit us online.

Association for Computing Machinery (ACM)
2 Penn Plaza
New York, NY 10121
dl.acm.org

Booth No. 213
ACM is the world's largest educational and scientific computing society, and delivers resources that advance computing as a science and a profession. ACM provides the computing field's premier Digital Library and serves its members and the computing profession with leading-edge publications, conferences, and career resources.

Basch Subscriptions/ Prenax US
10 Ferry Street, Suite 429
Concord, ON 03301
www.basch.com

Booth No. 215
Prenax, Inc. d/b/a Basch Subscriptions specializes in subscription management solutions for information and corporate procurement professionals. We make it easy: one vendor, one contact, one invoice. The Reference Shelf offers face out display and distribution services for publishers and authors.

BiblioCommons Inc.
119 Spadina Avenue, Suite 1000
Toronto, ON M5V 2L1
www.bibliocommons.com

Booth No. 216
BiblioCommons provides the only digital experience platform for public libraries. BiblioCore is a fully mobile-friendly catalog and works with all major ILSs. BiblioWeb is a complete website solution that integrates collections, services, and events while providing staff-friendly features to change the way your library engages with patrons online.

Boopsie, Inc.
4810 Forest Run Road
Madison, WI 53704
www.boopsie.com

Booth No. 415
Put your library in their pocket. Boopsie is the industry-leading mobile platform-as-a-service (PaaS) provider. We design library-branded mobile apps that are customized to meet your needs, easy to maintain, and enable libraries of all sizes and industries to greatly enhance user engagement while increasing discovery and circulation of library resources.

ByWater Solutions
P.O. Box 1346
Santa Barbara, CA 93102
www.bywatersolutions.com

Booth No. 414
ByWater Solutions is the library world’s premier open source software company, providing implementation, training, support, hosting and development services for the Koha Integrated Library System and the Libbi Kiosk Management System. ByWater provides top-ranked support services to the more than 1,000 libraries currently running Koha with ByWater worldwide. Stop by our booth to see what all the fuss is about!

Communico LLC
700 Canal Street
Stamford, CT 06902
www.comunico.co

Booth No. 419
Communico is an integrated suite of cloud-based applications built just for libraries. 7 enterprise applications 1 amazing platform. Come and visit us in the exhibits hall and find out why libraries such as Cuyahoga County, Queens, Salt Lake County, Toledo-Lucas and Tulsa have all chosen Communico.

Comprise Technologies
1041 Route 36, P.O. Box 425
Navesink, NJ 07752
www.comprisetechologies.com

Booth No. 407
Comprise, known as an innovator, leads the way with PC Access, Print & Copy, plus fine payments in one unified product line that is compatible with every leading ILS. This PCI-compliant solution encompasses point of sale, online payments, kiosks and credit card terminals with a full portfolio of consolidated reports.

D-Tech International USA
5803 New Jersey Avenue, Suite 101
Wildwood Crest, NJ 08260
www.d-techinternational.com

Booth No. 110
Leading the way in advanced IT self-service kiosks, D-Tech allows enhanced customer satisfaction, offering cost saving solutions to the library. Compute-it offers an ideal solution for secure laptop, iPad or Mac self-service that integrates, fully charges and monitors items for loan.

Demco Software
4810 Forest Run Road
Madison, WI 53704
www.demco.com/software

Booth No. 415
Demco Software helps you better engage your community and streamline operations with tools designed for your library and your mission. Our integrated suite of solutions includes mobile apps, online brain fitness exercises, reading program tools, and room and event management tools that help your library and users achieve their goals.

DLSG at Image Access
543 NW 77th Street
Boca Raton, FL 33487
www.dlsg.com

Booth No. 408
DLSG offers the best value 21st-century hybrid-library digitization products: scan, copy, fax, and click to order POD book printing, hardback/paperback in single quantities and up. DLSG also leads in digital archival and ILL/Digital Document Delivery. Learn why over 70% of students at U.S. universities are served by DLSG digitization systems.

EBSCO Information Services
10 Estes Street
Ipswich, MA 01938
www.ebsco.com

Booth No. 106
EBSCO provides ejournal and ebook package and print subscriptions, e-resource management tools, full-text and secondary databases, and related services for all types of libraries, research organizations and corporations.

EnvisionWare
2855 Premiere Parkway, Suite A
Duluth, GA 30097
www.envisionware.com

Booth No. 315
From self-service circulation to public computer and print management, to RFID, and our 24-hour library, EnvisionWare serves more libraries with more self-service and efficiency solutions—with a commitment to libraries that is second to none. To find out why over 10,000 libraries worldwide rely on EnvisionWare, visit our website.

EOS International
2292 Faraday Avenue
Carlsbad, CA 92008
www.eossint.com

Booth No. 318
For 30-plus years, EOS has delivered award-winning library automation solutions for special libraries worldwide. Today, EOS is at the forefront of solutions with the web-based EOS.Web. Deliverable as a local installation or hosted, EOS.Web supports organizations large and small. Robust, flexible, and secure, EOS.Web is the trusted library source solution.

Evolve Project
109 Red Fox Run
Montgomery, IL 60538
www.evolveproject.org

Booth No. TBD
The Evolve Project is dedicated to changing the way people see libraries. Libraries should be creating stories through innovation, collaboration, discovery, inventions, and interaction. The Evolve Project works with startups and libraries, providing workshops and presentations about interactive technology and how those technologies can be incorporated into library spaces.