Our world has been dealing with becoming digital for almost 30 years, but the next frontier, digital transformation, is now upon us. A handful of successful transformations such as Amazon, Airbnb, and Uber have made significant impact on traditional businesses. Governments are struggling to transform, as are our cultural institutions, libraries included! Artificial intelligence, bots, cognitive computing and other leading-edge technologies are allowing the mining and learning from data as never before. What can libraries learn from the vast amounts of data they create and house? How can our models change dramatically so that our impact is not diminished by our institutions and programs? Computers in Libraries 2018 delves deeper into our models, strategies, transformational technologies, creative processes, and innovative programs while looking for new and exciting solutions to engage our communities and have positive impacts on our members.

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Hear from excellent and innovative libraries, network and learn from leaders in the field, and definitely be an active participant in the 33rd Computers in Libraries—the most comprehensive North American conference and exhibition concentrating all aspects of library technology. The conference offers a multifaceted program designed to meet the needs of librarians, community and information managers, systems professionals, resource managers, researchers, webmasters and web managers, content evaluators, digital strategists, and information specialists. The focus of the conference is on emerging and leading-edge technology that allows us to engage with, and bring strategic value to, our user communities. It provides the latest information and practices for you to make informed choices for your community—whether it is an academic, corporate, nonprofit, public, or school library community.

Computers in Libraries caters to all interests and all levels of knowledge, offering five simultaneous tracks, including Internet @ Schools, plus many workshops, networking opportunities, and an extensive exhibit hall.
PRECONFERENCE WORKSHOPS
This year, WebSearch University presents Searchers Academy, a full-day workshop that looks at what is innovative, creative, and unexpected in advanced web search, research, and analysis. In addition, we have a wide range of half-day workshops, including such topics as Cybersecurity for Info Pros, Strategic Technology Planning, Innovative Strategies of Public Libraries, Digital Transformation Through Outcome-Driven Innovation, Strengthening Library Community Relationships, Visual Identity Design, Designing & Maintaining Practical Taxonomies, and more. See pages 6–8.

INTERNET@SCHOOLS TRACK
Track E of Computers in Libraries on Tuesday, April 17 and Wednesday, April 18 features K-12 focused programming for educator librarians. Included with the full-conference pass option OR register separately for just $199 (when purchased by March 16).

MONDAY EVENING WELCOME & NETWORKING EVENT
Games, Gadgets, & Makerspaces
5:30 p.m. – 7:30 p.m.
Join our gamers and gadget lovers for an evening of fun, playing, learning, and networking. See how you can transform your thinking, your programs, and your spaces with the latest games, gadgets, and ideas! Share with a poster about what your library is doing with creative making and makerspaces. 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 Knight News Challenge. Refreshments included.

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

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

WEDNESDAY EVENING SESSION
Facts in the Digital Age: Coping in an Era of Total Noise!
7:30 p.m. - 9:00 p.m.
Lee Rainie, Director, Internet, Science & Technology Research, Pew Research Center
TBD, The Washington Post, member of Santa Clara University’s Trust Project
Peter Raymond, Director, The New Bureau
Over the years, Pew Research has consistently indicated that Americans trust libraries and librarians. In today’s digital environment, high-quality journalism can be difficult to distinguish from promotional content or even fakery. Santa Clara University’s Trust Project explores how journalism can stand out from the chaotic crowd and signal its trustworthiness. The project crafts tangible digital strategies to fulfill journalism’s basic pledge: to serve society with a truthful, intelligent and comprehensive account of ideas and events. New technology, particularly artificial intelligence, is also making it difficult to determine facts and cope in this era of total noise. Our speakers address these areas and definitely give you lots to think about and address!

CYBERTOURS
Plan to pick up some quick tips, take a sneak peek at new products, and learn new skills at short, free Cybertours in the Computers in Libraries 2018 Exhibit Hall. For more details and updates about topics and speakers for this Computers in Libraries feature, visit cil.infotoday.com.

EXHIBIT HALL GRAND OPENING RECEPTION
sponsored by
Tuesday, April 17 .............................. 4:00 p.m. – 6:00 p.m.
Join us for tasty bites and drinks as we celebrate the grand opening of the 2018 Computers in Libraries Exhibition. Featuring leading-edge companies, the exhibition offers visitors a choice of products in all aspects of library technology, including web-based products and services, integrated library and information systems, online services, document delivery services, and more.

EXHIBIT HOURS
Tuesday, April 17 .............................. Grand Opening Reception ….. 4:00 p.m. – 6:00 p.m.
Wednesday, April 18 .................... 9:45 a.m. – 4:00 p.m.
Thursday, April 19 ....................... 9:45 a.m. – 1:45 p.m.
See the registration form (page 27) to sign up for your free Exhibit Hall pass.

CONNECT WITH US:
#CILDC

#CILDC 33 YEARS STRONG!
Computers in Libraries conference continues the tradition of highlighting innovative technology and library practices and sharing leading-edge information services and community engagement strategies, as well as looking at the impact these services and practices have on their communities.
<table>
<thead>
<tr>
<th>Time</th>
<th>TRACK A NAVIGATION &amp; SEARCH</th>
<th>TRACK B UX &amp; DIGITAL PRESENCE</th>
<th>TRACK C COMMUNITY ENGAGEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:15 a.m.</td>
<td>Super Search Tips!</td>
<td>Creating Engaging Content Strategies for Maximum Impact</td>
<td>Connecting Innovatively With Your Community</td>
</tr>
<tr>
<td>12:00 p.m.</td>
<td></td>
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</tr>
<tr>
<td>1:15 p.m.</td>
<td>Next-Gen Searching</td>
<td>Iterative Design: Users in Learning Object Development</td>
<td>Crowdsourcing &amp; Mapping a Tornado Tragedy</td>
</tr>
<tr>
<td>3:15 p.m.</td>
<td>Finding Facts in the Alternative World</td>
<td>Designing Innovative, Accessible, &amp; Elegant Web Spaces</td>
<td>Innovative &amp; Interactive Tech for Community Connection</td>
</tr>
<tr>
<td>4:00 p.m.</td>
<td>(continued)</td>
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</tbody>
</table>

**LUNCH BREAK**

<table>
<thead>
<tr>
<th>Time</th>
<th>TRACK A OPEN ACCESS</th>
<th>TRACK B ENTERPRISE: PROCESSES &amp; PRACTICES</th>
<th>TRACK C MAKERSPACES: TIPS &amp; PRACTICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:45 a.m.</td>
<td>Open Access: State-of-the Global Landscape</td>
<td>Focusing on the Big Picture!</td>
<td>From Makerspace to Solve Space: A Road Map</td>
</tr>
<tr>
<td>11:30 a.m.</td>
<td>Plugged In: Identifying Open &amp; Subscribed Access</td>
<td>ROI Truth to Power: Measuring &amp; Talking About What Matters!</td>
<td>From Makerspace to Solve Space: A Road Map (continued)</td>
</tr>
<tr>
<td>11:45 a.m.</td>
<td>Librarians, Scholars, &amp; Citizens Building Change</td>
<td>Tech Team Library Projects: Efficient &amp; Integrated</td>
<td>Re-Creating the Makerspace &amp; Taking It on the Road</td>
</tr>
<tr>
<td>12:30 p.m.</td>
<td>Tools for Opening Access &amp; UX</td>
<td>Demonstrating Value in Uncertain Times</td>
<td>Makerspace: Military College &amp; Integrating VR</td>
</tr>
<tr>
<td>1:45 p.m.</td>
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<td>2:30 p.m.</td>
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<td>3:15 p.m.</td>
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<td>4:00 p.m.</td>
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**COFFEE BREAK**

**WEDNESDAY EVENING SESSION**

<table>
<thead>
<tr>
<th>Time</th>
<th>TRACK A DISCOVERY: PRACTICES &amp; POSSIBLE FUTURE</th>
<th>TRACK B FUTURE &amp; INNOVATION</th>
<th>TRACK C METRICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:45 a.m.</td>
<td>Innovations in Discovery: Finding Knowledge &amp; Ideas</td>
<td>Gen 2 Tech Disruption?</td>
<td>Outcomes &amp; Impact of Tech Services</td>
</tr>
<tr>
<td>11:30 a.m.</td>
<td>Services, Tools &amp; Techniques for Discovery</td>
<td>Interactive Campus With Bluetooth Beacons</td>
<td>Measuring Research &amp; Maximizing Impact Using Bibliometrics &amp; Altmetrics</td>
</tr>
<tr>
<td>11:45 a.m.</td>
<td>Discovery Services for Local Collections</td>
<td>Blockchain &amp; Possibilities for Libraries</td>
<td>Projects, Data, Outcomes: Support for Strategic Planning</td>
</tr>
<tr>
<td>12:30 p.m.</td>
<td>Empowering Users of Discovery Systems</td>
<td>New Tools: Science Search &amp; Curation for Libraries</td>
<td>Algorithmic Accountability, AI, Transparency, &amp; Text Analysis Assessment</td>
</tr>
<tr>
<td>12:45 p.m.</td>
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<tr>
<td>1:45 p.m.</td>
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<td>2:30 p.m.</td>
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<tr>
<td>3:15 p.m.</td>
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**LUNCH BREAK**

**KEYNOTE**

Digital Transformation & Community Impact • Jeanne Holm
**CONFERENCE AT-A-GLANCE**

### TUESDAY, APRIL 17

**TRACK D • LEARNING FROM LEADERS**

- **D101** Strategy & Future Focus
- **D102** Changing & Evolving as a Community Library

**LUNCH BREAK**

- **D103** The Library’s Role in Toronto’s Smart City Strategy
- **D104** Successful Academic Direction & Influence
- **D105** Website Design Winners & Losers!

**EXHIBIT HALL OPENING RECEPTION** sponsored by Knight Foundation

### WEDNESDAY, APRIL 18

**COFFEE BREAK • In the Exhibit Hall** sponsored by Knight Foundation

**TRACK D • SYSTEMS & OPERATIONS**

- **D201** Library Services Platforms & Automation Perceptions
- **D202** Linked Data Reality Check

**LUNCH BREAK**

- **D203** Privacy, the Dark Web, & Hacker Devices
- **D204** Improving Internet Access in U.S. Libraries
- **D205** Simple E App: Implementing an Intuitive Interface

### THURSDAY, APRIL 19

**COFFEE BREAK • In the Exhibit Hall** sponsored by Knight Foundation

**TRACK D • MANAGEMENT TIPS & PRACTICES**

- **D301** Pecha Kucha: What Our Library Stopped Doing!
- **D302** Ruthless Prioritization

**LUNCH BREAK**

- **D303** Supporting Staff With New Tech Implementation
- **D304** Failing & Making Tough Decisions

### WORKSHOPS

**Monday, April 16**

9:00 a.m. – 4:00 p.m.

- **W1** Searchers Academy: Digitally Transforming Search

9:00 a.m. – 12:00 p.m.

- **W2** Cybersecurity for Info Pros
- **W3** Strategic Technology Planning
- **W4** Innovative Strategies of Public Libraries
- **W5** Digital Transformation Through Outcome-Driven Innovation
- **W6** Building Support, Donations, & Volunteers With Holistic Digital Strategies
- **W7** Strengthening Library Community Relationships
- **W8** Planning for the Near Future: Smart Library Spaces & Buildings
- **W9** Visual Identity Design: Marketing & Branding ‘Look & Feel’
- **W10** Designing & Maintaining Practical Taxonomies

1:00 p.m. – 4:00 p.m.

- **W11** Getting Started in Augmented & Virtual Reality
- **W12** Tech Planning in 90 Minutes
- **W13** Creating the Sustainable Public Library
- **W14** Tech Trends for Libraries in 2018 & Beyond
- **W15** Getting Additional Funds: Grants, Fundraising & More!
- **W16** Metrics Tools: Bibliometrics & Altmetrics Amp Relevance
- **W17** Project Management: Making It Work for You
- **W18** Moving Ahead: Change Models & Strategies
- **W19** Data Visualization: Tools & Techniques

**NETWORKING EVENT**

Games, Gadgets & Makerspaces

Monday, April 16 • 5:30 p.m. – 7:30 p.m.

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

Searchers Academy

Interact with industry experts sharing their ideas and expertise during this full-day workshop. You’ll come away with a new attitude and new resources and tools for more effective and strategic searching.

PROGRAM DIRECTOR: Marydee Ojala, Online Searcher

FULL-DAY WORKSHOP • 9:00 a.m. – 4:00 p.m.

W1 • Searchers Academy: Digitally Transforming Search
Mary Ellen Bates, Principal, Bates Information Services Inc., & Author, The Reluctant Entrepreneur
Daniel Lee, Consultant & Co-Founder, Icebox Logic

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 looks at what is innovative, creative, and digitally transforming in advanced web search, research, and analysis. Searchers Academy allows you to interact with a series of industry experts who share their ideas and expertise in the field of research on the web and in social media. There’s always something new to be learned from these leading-edge info pros. Participants should have basic experience with web searching, but even searchers with an extensive searching background will come away with a new attitude and new resources and tools for more effective and strategic searching. Expect to have your assumptions challenged about effective search techniques, strategies, and approaches. Academy topics include the following:

- 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.
- Increase Value: What can you do with your search results to make your deliverables decision-ready?
- Digital Transformation: How to use artificial intelligence and chatbots to transform search and research and streamline your processes.

W2 • Cybersecurity for Info Pros
Frank Cervone, Executive Director, IT, School of Public Health, University of Illinois–Chicago

Life online presents many risks: to privacy, safety, relationships, reputations, and resources. These risks apply both to us personally as well as our organizations and customers. In this workshop, we explore the most important aspects of cybersecurity that your information organization should have in place. Using the NIST (National Institute of Standards and Technology) Cybersecurity Framework as our reference point, you learn what tools, procedures, standards, and processes you should implement to protect the data of your organization, staff, and customers. At the end of the workshop, you will have a toolkit of resources and information that you can apply immediately to make your organization and people more secure online. Become more cybersecurity savvy so you can be the expert in your community!

W3 • Strategic Technology Planning
Marshall Breeding, Independent Consultant, Library Technologies

Libraries require appropriate technology in order to best fulfill their strategic missions. They invest in many types of tools for managing their collections, enabling discovery for patrons, and to fulfill access in the most efficient way. As the proportions of electronic and digital content continue to increase, libraries need to align their technology infrastructure. In this half day workshop, Breeding outlines some of the types of technology products and services available to help libraries face these challenges. The workshop focuses on the issues raised by the attendees to help guide their development of technology strategies that best serve their organizations.

W4 • Innovative Strategies of Public Libraries
Stephen Abram, Principal, Lighthouse Consulting Inc., & Executive Director, Federation of Ontario Public Libraries (FOPL)

This facilitated workshop by an avid industry watcher and successful public library advocate blends an overview of creative and innovative strategies used by public libraries worldwide; insights into getting intimate knowledge of your community; engaging all parts of your demographic area including teens, makers, etc.; and sharing knowledge with your colleagues about their winning strategies for success. Building relationship-based marketing and influence strategies for the success of your system is shared through exercises and examples.

W5 • Digital Transformation Through Outcome-Driven Innovation
Rebecca Jones, Partner, Dysart & Jones Associates
Christa Werle, Public Services Project Manager, Sno-Isle Libraries

You’ve heard about outcomes, but how do you use them to drive new ways of serving your customers, especially in their increasingly digital environment? This interactive workshop by two practitioners explores the difference between ideas-first and needs-first approaches to innovation, helps you understand how knowing customer needs identifies solid outcome measures, and illustrates how to track community indicators for ruthless prioritization. It also touches on generating and evaluating alternatives, social return on investment (SROI) in...
the decision-making process, and more. Attendees can work from case studies or bring an implementation challenge from their current strategic plan.

**W6 • Building Support, Donations, & Volunteers With Holistic Digital Strategies**

Patrick “PC” Sweeney, Political Director, EveryLibrary, & Co-Author, Winning Elections & Influencing Politicians for Library Funding

It shouldn’t come as a surprise that big data, strong email, and effective Facebook tactics were some of the key tactics to winning the last three presidential elections. However, each tactic can’t exist independently, and in order to effectively win an election, build support, garner donations and volunteers, political campaigns take a holistic approach to digital strategy. So, how can libraries harness digital theory and holistic digital strategies to build effective audiences, reach non-users, and solicit for more donations and volunteers? Sweeney debuts some of the overall digital theory, best big data practices, and most effective digital tactics that are used by major political campaigns. Even small and underfunded libraries can use these strategies and apply them to their digital platforms.

**W7 • Strengthening Library Community Relationships**

Daniel Lee & Brendan Howley, Co-Founders, Icebox Logic

Speakers introduce a library-friendly, purpose-built methodology to deepen the relationships between libraries and the communities they serve by telling more impactful library stories. It is designed as a media lab for marketing, programming, and communications staff and has been tested with library staff from more than 30 library systems. In this open, collaborative learning environment, libraries are discovering a new-found confidence and pride in both their creative and strategic skills. It has changed the culture of the libraries wherever it’s been deployed, blending library brand communications and community insights in a powerful, integrated discipline. Get details about this initiative and toolkit, analyzing and contextualizing real-life library case studies from large and small public libraries, and other types of organizations, which have revolutionized their communications, outreach, marketing and programming. See how it could be used in your types of library—school, college, academic, corporate, medical and more. This is a must-attend learning experience!

**W8 • Planning for the Near Future: Smart Library Spaces & Buildings**

Jeff Winniewski, Web Services Librarian, University of Pittsburgh

Jason Griffey, Founder & Principal Consultant, Evenly Distributed LLC, & former Fellow, Berkman Center for Internet & Society at Harvard University; Knight Foundation Grant Recipient

Meg Backus, Central Library Director, Onondaga County Public Library

How do we design for changing technologies and flexible smart spaces? How do we incorporate new gadgets, apps, and technologies to engage our communities? Get some insights and ideas for planning for the future for successful user library experiences.

**W9 • Visual Identity Design: Marketing & Branding ‘Look & Feel’**

Ithan Payne, CEO, Ithan Payne Creative

To create a lasting impression with target audiences, making smart decisions when it comes to marketing and branding is the key. Commonly, when an organization is not getting the marketing results it wants, research has proven that the problem lies within the “intuitive visual design.” Visual identity design creates the “look and feel” of the marketing and branding campaign. By strengthening the overall marketing and branding strategy, your organization will have a firm foundation to ensure consistency in all branded communication. Ultimate success is much more than the logo, statistics, and benefit analysis; it also involves forming an emotional connection that is both informative and persuasive. Branding consultant and visual artist Payne introduces participants to the world of visual identity design and how to develop a sustainable model for their institutions. In this hands-on workshop, participants learn the following: What is visual identity design and why it should be a crucial part of your marketing strategy; elements that have to be present in excellent design; what the most common visual branding flaws are and how to make practical and quick adjustments; and core elements that are used to create emotional connections with the target audience to increase loyalty, advocates, and support systems for your organization clients.

**W10 • Designing & Maintaining Practical Taxonomies**

Heather Hedden, Senior Vocabulary Editor, Gale/Cengage Learning

Librarians are increasingly finding reasons to create taxonomies or related knowledge organization systems. They may need to classify a special collection or local archives, develop a thesaurus to index a local or institutional periodical, create a controlled vocabulary for tagging pages or posts in a web content management system, or merely categorize a large collection of resource links. This workshop, taught by the author of The Accidental Taxonomist, provides instruction and best practices tips on designing and maintaining taxonomies for practical use. Design considerations include whether to create a taxonomy or thesaurus, whether a taxonomy should be primarily hierarchical or faceted; how large it should be; whether synonyms/variants are needed and if so, how many; what the sources are for the terms; and what the guidelines are for properly creating hierarchical relationships. The outline of the workshop is as follows: introduction, definitions, types, uses, benefits; creation and wording of terms; sources for terms; synonyms, alternative labels, nonpreferred terms; term relationships; structural design; hierarchies and facets; maintenance and governance; and taxonomy management software.

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**MONDAY, APRIL 16**

**AFTERNOON WORKSHOPS**

**W11 • Getting Started in Augmented & Virtual Reality**

Tod Colegrove, Head, DeLaMare Library, University of Nevada–Reno

Chad Mairn, Librarian, Innovation Lab Manager, St. Petersburg College

Brian Pichman, Director, Strategic Innovation, Evolve Project

This half-day workshop, presented by early adopters and library practitioners, shares what it takes to start a community program based around augmented and virtual reality (AR/VR). During the workshop, participants gain an appreciation of the history of this bleeding-edge technology and learn how all the basic hardware/software components work to create engaging experiences in your library and far beyond it. An HTC Vive, Microsoft HoloLens, Google Cardboard, a DIY hologram viewer, and other technologies are present, so participants have an opportunity to play with all the latest and greatest AR/VR technologies as well as to identify opportunities to use these technologies in their communities.

**W12 • Tech Planning in 90 Minutes**

Carson Block, President, Carson Block Consulting Inc. & Author, Managing Library Technology: A LITA Guide

Do you want to get a better handle on taming the technological beast in your library? This lightning-paced interactive session
offers a brief preview of the new book Managing Library Technology: A LITA Guide and offers you a chance to kick-start a technology plan for your library. The book is based on Carson Block’s ALA-APA CPLA class, Management of Technology, and features ideas and practices that have been field-tested for years, offering a solid approach to understanding and managing the things that remain constant in an ever-changing world. While a true technology plan takes more than 90 minutes to create, this session helps you get off the dime. Attendees are given a worksheet to guide table conversations in key areas of technology planning, as well as opportunities to share their ideas with each other.

**W13 • Creating the Sustainable Public Library**
Gary Shaffer, Director, Library & Info Management Program, Marshall School of Business, University of Southern California, & Author, Creating the Sustainable Public Library

Sustainability in the context of ensuring the long-term success of a public library involves more than green initiatives and conserving resources. “Sustainability” for libraries also describes efforts to increase their institutions’ relevance to their communities as well as to make their programs socially equitable and economically feasible—a substantial challenge. In this interactive workshop, get strategies and practices for transforming your library into an environmentally, economically, and socially sustainable organization. Learn from our expert as well as the many case studies and examples he shares.

**W14 • Tech Trends for Libraries in 2018 & Beyond**
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library, & Publisher, davidleeking.com

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

**W15 • Getting Additional Funds: Grants, Fundraising & More!**
Kate Tkacik, Manager, Funding Information Network; Knight Foundation Grant Recipient & Publisher, davidleeking.com

This workshop covers everything you need to get started in finding additional funds for your library. From where to look and whom to approach to winning strategies and tactics, our hand-picked, knowledgeable, and experienced speakers lay out the pathway for finding funds to support your library and its programs. Learn about the tools critical to successfully identifying grant opportunities (including a first look at the Visualizing Funding for Libraries portal), explore what it means to find the “right fit” in grant-seeking, and begin building a library’s unique case for support to present to funders. Dillworth discusses how 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. She shares strategies, tips, and techniques to increase giving to the academic library, position it through the traditional mechanisms that development officers know well, and make sure your library gets funds from academic fundraising! Gather essential guiding principles and take away practical strategies for approaching grant-makers and successfully applying for grants.

**W16 • Metrics Tools: Bibliometrics & Altmetrics Amp Relevance**
Richard Hulser, Chief Librarian & Curator, Natural History Museum of Los Angeles County & Elaine Lasda, Reference Librarian, University at Albany

Amp up your relevance to stakeholders by providing them with actionable insights using scholarly metrics such as citation metrics and altmetrics. Scholarly metrics are an effective tool to demonstrate the effect of your organization’s scholarly research and related activities. Learn how your understanding and ability to apply altmetrics in your organization serves to clarify the reach, influence, and impact of your organization’s research output. This workshop is of value to librarians and information managers who work with researchers in institutions of all types, whether academic, cultural, government, or corporate. After a brief refresher on traditional citation metrics, this hands-on workshop delves into the components of indicators from several popular altmetrics purveyors: PlumX, ImpactStory, and Altmetric.com. Learn the answers to these questions: Where are altmetric indicators starting to appear and what do they tell us? What are the strengths and limitations of various altmetric indicators versus traditional citation metrics and reputation-based indicators? Once the fundamentals are covered, real-life examples demonstrate the application of altmetric indicators to the advantage of various types of enterprises, including academic and nonprofit.

**W17 • Project Management: Making It Work for You**
Christa Werle, Public Services Project Manager, Sno-Isle Libraries

The concept of project management is becoming more widely adopted in libraries and recognized as one of the major skills necessary for the 21st century. Is it working for you, your ideas, your initiatives, your projects? Set yourself up for success by utilizing accessible techniques for initiating a project and bringing it to closure. Attendees share a basic vocabulary, an understanding of project management processes, and how to identify roles in the organization essential for project success. With many libraries beyond the basics, the presenter adjusts workshop content as needed to support the challenges faced by the accidental and intentional project managers in attendance. Pick up lots of tips and tools for, and “plan” to have fun!

**W18 • Moving Ahead: 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? “Think big, start small, move fast!” says our longtime practitioner in the museum and tech industries, Edson. Engaging and knowledgeable, he 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.

**W19 • Data Visualization: Tools & Techniques**
Greg Notess, Faculty & Graduate Services Librarian, Montana State University

With the growing ocean of data, from big data to small data, to analytics, usage statistics, and search logs, we are awash in the data tide. Learn tactics, techniques, and tools for adding meaning to data for your library patrons, community leaders, students, faculty, researchers, and administrators. Visualization tools explored range from standalone apps to spreadsheet plug-ins to data websites. Explore tools and techniques for visualizing a variety of data using infographics, word clouds, simple pie charts, maps, Gantt charts, timelines, and many other charts and diagrams.
TUESDAY, APRIL 17

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

8:45 a.m. – 9:45 a.m.

JOINT KEYNOTE
Innovation & Education: Central Role of Libraries in Our Digital Communities

Rick Huijbregts, VP, Strategy & Innovation, George Brown College, & former VP, Digital Transformation & Innovation, Cisco

Our speaker, an architect by training, has been working over the last number of years to make communities and organizations smarter. He shares some strategies and examples on how libraries can take center stage at their community’s “smart cities” journey, as well as support their own digital transformation.

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

10:15 a.m. – 11:00 a.m.
Welcome & Introductions

10:30 a.m. – 11:00 a.m.
One-on-One With Keynote Rick Huijbregts

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

Vickery Bowles, City Librarian, Toronto Public Library
Jim Mullins, Dean of Libraries Emeritus, Purdue University
Liz White, Head, Strategy Development, The British Library
Cindy Hill, Manager, Research Library, Federal Reserve Bank of San Francisco

This panel of leaders shares how they are dealing with changes in the world: their strategies, practices and plans for the future. There is lots of time for audience interaction and discussion.

12:30 p.m. – 1:30 p.m.
LUNCH with Summit Colleagues & Sponsors: Key Issues, Trends, & Actions

Donna Scheeder, Library Strategies International
Beverly Sutherland, President & CEO, EdTechnologyFunds, Inc.
Representative from Special Libraries Association

1:30 p.m. – 2:45 p.m.
Collections: A Key Asset

Eva D. Poole, Executive Director, Library Administration, Virginia Beach Public Library

Collections are a critical asset of libraries and are in continually changing formats. Join the discussion around e-resources vs. print, multimedia, open access, intellectual property, self-publishing, repositories, curating, pricing and financing, and more.

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

3:00 p.m. – 4:00 p.m.
Human Resources

Janice Lachance, Interim President & CEO, Better Business Bureau Institute for Marketplace Trust
Pilar Martinez, CEO, Edmonton Public Library

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

4:00 p.m. – 6:00 p.m.
EXHIBIT HALL OPENING RECEPTION

sponsored by Information Today, Inc. invites all Summit registrants to the Computers in Libraries Grand Opening Reception in the Exhibit Hall.

MONDAY, APRIL 16

5:30 p.m. – 7:30 p.m.
Games, Gadgets, & MakerSpaces: Conference Opening Networking Event

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. Led by Brian Pichman & Tod Colegrove this event will start your conference experience with lots of learning and laughing! Refreshments included.
Future-Proofing Libraries: Strategies & Practices

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

Hosted and facilitated by Rebecca Jones, Partner, Dysart & Jones Associates

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

Organized & Produced by

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

8:45 a.m. – 9:45 a.m.
JOINT KEYNOTE
Digital Transformation & Community Impact

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

10:00 a.m. – 11:00 a.m.
Technology & the Future
Leif Pedersen, EVP, Product, Innovative Interfaces Inc.
The panel shares their insights about the future and discusses the key areas libraries should be focusing on. The session includes an interactive discussion with the audience. Bring your tech concerns and discuss them with colleagues and experts.

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

12:30 p.m. – 1:30 p.m.
LUNCH & One-on-One With Morning Keynote

1:30 p.m. – 3:00 p.m.
Change Management
Michael Edson, Associate Director & Head of Digital, U.N. Live Museum for Humanity, & former Director of Web & New Media Strategy, Smithsonian Institution
Mary Lee Kennedy, Principal, The Kennedy Group
Change is hard—how can we do it better? Learn from longtime practitioners in museums and libraries as well as the tech industries as they share models, strategies and recommendations for creating dynamic organizations that can deal with, and master, change. Be inspired and take home solid ideas for moving your organization forward and engaging its community.

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

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

4:30 p.m. – 5:15 p.m.
Wrap-Up

7:30 p.m. – 9:00 p.m.
WEDNESDAY EVENING SESSION
Facts in the Digital Age: Coping in an Era of Total Noise!
Lee Rainie, Director, Internet, Science & Technology Research, Pew Research Center
TBD, The Washington Post, member of Santa Clara University’s Trust Project
Peter Raymond, Director, The New Bureau

Over the years, Pew Research has consistently indicated that Americans trust libraries and librarians. In today’s digital environment, high-quality journalism can be difficult to distinguish from promotional content or even fakery. Santa Clara University’s Trust Project explores how journalism can stand out from the chaotic crowd and signal its trustworthiness. The project crafts tangible digital strategies to fulfill journalism’s basic pledge: to serve society with a truthful, intelligent and comprehensive account of ideas and events. New technology, particularly artificial intelligence, is also making it difficult to determine facts and cope in this era of total noise. Our speakers address these areas and definitely give you lots to think about and address!
A103 • Next-Gen Searching
1:15 p.m. – 2:00 p.m.
Marydee Ojala, Editor, Online Searcher
Online searching disrupted the research process decades ago, yet the basic tenets remain. Information professionals still have the phenomenal ability to research any topic and provide accurate, relevant, and timely answers. But as search shifts from simple information retrieval to visualization, prediction, analysis, and cognitive computing, so must our search behaviors. Keep your searching up-to-speed by learning about new and changed search features, innovative websites, and groundbreaking search technologies. Next-gen searching is not about keywords!

A104/105 • Finding Facts in the Alternative World
2:15 p.m. – 4:00 p.m.
Kathleen Lehman, Head, User Services, University of Arkansas
Amy Affelt, Director, Database Research Worldwide, Compass Lexicon
Sara Tompson, Manager, JPL Records & Archives Section, Jet Propulsion Lab
Bobbi Newman, Community Outreach & Engagement Specialist, National Network of Libraries of Medicine
Doris Helfer, Engineering, FCS and Social Sciences Librarian, California State University Northridge

Come learn tips and tricks from librarians on the frontlines who have to verify truth in a factually ambiguous world! Librarians often approach information with a “healthy skepticism,” so it was not surprising when IFLA’s 8-point checklist to spotting fake news became an overnight social media sensation and headline on CNN! Info pro Affelt talks about this infographic and discusses other red flags that signal rumors, scams, and outright falsehoods. Everyone needs to know how to make these determinations. STEM librarian Tompson shares some tools for vetting information sources’ veracity, including a tried-and-true rubric for undergraduates, as well as resources from scientists and skeptics. Academic librarian Helfer talks about the academic librarian’s role in teaching critical thinking in information literacy in the academy designed to combat fake or misleading research. User services librarian Lehman shares the “whys” behind lies and fake news, including why we lie, why we are inclined to believe lies, why it’s so hard to refute lies, and, finally, why the promotion of truth even matters. Newman looks at finding facts in health and medicine and discusses the challenges involved.

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

TRACK B • UX & DIGITAL PRESENCE

From developing content strategies and the value of information architecture to web redesign strategies and making your digital presence accessible, you get lots of tips and techniques from our talented practitioners for developing an engaging digital presence.

B101 • Creating Engaging Content Strategies for Maximum Impact
10:15 a.m. – 11:00 a.m.
Michael Edson, Associate Director & Head, Digital, United Nations Live Museum for Humanity, & former Web & New Media Strategist, Smithsonian Institution

Based on years of experience and recent endeavors, Edson shares the strategy that has taken shape through collabora-
tion, research, and reflection for his nonprofit. The museum works with people around the world to translate their mission into content, programs, and experiences that will bring it to life and have a positive impact on billions of people for years to come. This is definitely a strategy libraries will want to emulate. Get the road map from our popular speaker!

**B102 ● Custom Data Rich Websites Using Information Architecture**

11:15 a.m. – 12:00 p.m.

*James King, Branch Chief & Information Architect, National Institutes of Health (NIH)*

In response to the changing needs at NIH, the NIH Library’s services has been expanded into several nontraditional areas. This session explores the field of information architecture (IA), which blends librarianship, project management, taxonomy, consulting, database architecture, usability, and website design to create a unique service that provides improved service to customers. It provides practical examples of how IA has been applied at the NIH Library to build custom data-rich websites for specific research needs.

**LUNCH BREAK ●**

12:00 p.m. – 1:15 p.m.

**B103 ● Iterative Design: Users in Learning Object Development**

1:15 p.m. – 2:00 p.m.

*Kris Markman, Director, Digital Learning & UX, Harvard Library*

This session illustrates the development process for a series of web-based infographics designed to teach information literacy skills to college students. Markman emphasizes how iterative design and user testing were employed to produce learning objects that are both engaging and pedagogically sound. Hear how the team implemented different user testing methods, including surveys, focus groups, paper and digital prototyping, and accessibility testing, to improve the design and the content of the infographics and save development time. The process can be adapted to the development of a wide range of teaching and learning technologies and learning objects in a variety of library contexts.

**B104 ● Web Redesign: Forever & in Teams**

2:15 p.m. – 3:00 p.m.

*Roy Degler, Digital Services Librarian, Oklahoma State University Libraries*

*Tabitha Samuel, Digital Archivist, Waring Historical Library, Medical University of South Carolina*

Death and taxes are not the only givens in life: Library web redesigns are just as unavoidable. Instead of focusing on how the front end looks, Degler introduces ways to improve how the back end works. Topics include simplifying design, creating reusable content, improving underlying technology, and evaluating silos. Samuel shares how Waring Historical Library’s four employees, with no formal web design training and varying degrees of experience, created and launched a more user-friendly and responsive site in just over 1 year. Using LibGuides CMS, Omeka, and Google Sheets, as well as heavily engaging their users, the staff designed a site that organizes and showcases the varied resources in the rare books and special collection. They also devised ways to connect more with their users through widgets and blog posts that synchronize with their social media accounts. The success of this project could not have occurred without proper project management, tools such as Google Sheets to organize our workflow, and each team member’s enthusiasm to learn something new. Learn from their experience!

**B105 ● Designing Innovative, Accessible, & Elegant Web Spaces**

3:15 p.m. – 4:00 p.m.

*Rachael Montgomery, Director, Accessible Community*

*Maddie Clybourn, Digital Services Librarian III; Vlad Udachin, Web Developer, & Ella Alonso, Library Associate, Prince George’s County Memorial Library System (PGCMLS)*

This session focuses on common accessibility problems with technology in libraries and how to fix these issues to better ensure an inclusive digital environment. Montgomery reviews web accessibility for library sites and catalogs as well as accessibility challenges for kiosks such as electronic book drops. She also shares ideas for using technology to solve physical accessibility challenges. The PGCMLS digital services team shares their journey to transform an anachronistic public website into a beautiful, inclusive and accessible digital space in total compliance with the Americans with Disabilities Act. Udachin discusses challenges and success using modern coding languages within the confines of a content management system. Clybourn addresses website usability and functional design features. Alonso elaborates on her project to embed 360-degree images for greater digital mobility into PGCMLS’s individual branch pages. As all websites are living and breathing organisms, our speakers look at future improvements and trends for accessible, elegant, and ethical web spaces.
LUNCH BREAK • 12:00 p.m. – 1:15 p.m.

C103 • Crowdsourcing & Mapping a Tornado Tragedy
1:15 p.m. – 2:00 p.m.
Melody Dworak, Librarian, Iowa City Public Library (ICPL)
On April 13, 2006, an F2 tornado formed in Southwest Iowa City. Eight minutes and 4.5 miles later, the twister dissipated, leaving more than $12 million in damages. In honor of the 10th anniversary of the tragedy, the ICPL collected images and stories from community members who experienced this historic event. Members of the public submitted more than 2,500 images and video to the library for its digital collections on its Omeka website. ICPL plotted many of these images onto a Neatline map, where users could tour the destruction digitally. This session shares the project’s “lessons learned”: What factors led to successful crowdsourcing? What struggles did crowd-controlled curation invite? It covers the marketing strategies, technology tools, and interactive print and e-sign exhibits that grew from the map. ICPL provides analytics on the map’s use as well as attendance numbers for the library program produced in tandem with the digital tour. Tour the tornado in advance at history.icpl.org/tornado.

C104 • Building Partnerships That Make a Difference
2:15 p.m. – 3:00 p.m.
Brandy McNeil, Associate Director, Tech Education, & Patrice Crooks, Technology Instructor, New York Public Library (NYPL)
Find out how the NYPL was able to partner and collaborate with the MIT Scratch Team, Google CS First, and Shapeways to create three unique programs for youth and adults. Learn how kids were able to learn to code through music and create their own stories and how adults were able to learn 3D printing and take their creations to the next level. This session is filled with successful strategies and tips!

C105 • Innovative & Interactive Tech for Community Connection
3:15 p.m. – 4:00 p.m.
Meghan Kowalski, Head, Preservation, Catholic University of America
Jennifer Bruneau, Director, Boylston Public Library
Instagram is one of the hottest social media tools in use today. It’s a great way to both showcase your library’s story and connect with your patrons who use Instagram through social listening, geotagging, and building relationships with influencers. Bruneau illustrates how the Boylston Public Library increased user engagement with the addition of interactive screens, Apple TVs, and iPads. The library had an eight-screen system installed which incorporates BrightSign, Apple TV, and Blu-Ray technology. Each screen can be used independently, or can be linked together to display one image. The result is an interactive display system that engages patrons and opens up limitless possibilities for library programming, displays, and fun.

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

TRACK D • LEARNING FROM LEADERS

D101 • Strategy & Future Focus
10:15 a.m. – 11:00 a.m.
Liz White, Head, Strategy Development, British Library
White shares her secrets in understanding the landscape, industry, and technology challenges, the needs of the library’s communities, the uncertainties of the future, and developing strategy.

D102 • Changing & Evolving as a Community Library
11:15 a.m. – 12:00 p.m.
Pilar Martinez, CEO, Edmonton Public Library (EPL)
Being a part of the community is critical for all libraries, but there are many facets to that for a public library, including the social side. As one of the first libraries to reach out to different communities in its area, EPL developed a community toolkit, aligned staff with the strategies, developed relationships, and won “Library of the Year” in 2015 from Library Journal. Get strategies and tips to take back to your community!

LUNCH BREAK • 12:00 p.m. – 1:15 p.m.
D103 • Access, Opportunity, Connections: The Library’s Role in Toronto’s Smart City Strategy
1:15 p.m. – 2:00 p.m.
Vickery Bowles, City Librarian, Toronto Public Library (TPL)
Public libraries are catalysts for smart cities. As one of the largest library systems in the world, TPL is undertaking significant transformational changes and innovations, working with private and public sector partners to build a smart city. Hear from its leader about the strategies, practices, and the library’s unique role in providing the necessary active ingredients to build a smart city.

D104 • Successful Academic Direction & Influence
2:15 p.m. – 3:00 p.m.
Jim Mullins, Dean of Libraries Emeritus, Purdue University
The world of higher education, like most other industries and facets of our society, is being challenged by many forces. Our experienced academic library leader addresses those challenges and shares some successful pathways to setting direction and influencing the future of academic libraries.

D105 • Website Design Winners & Losers!
3:15 p.m. – 4:00 p.m.
Jeff Winniewski, Director, Web Services & Communications, University of Pittsburgh
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library
Marshall Breeding, Independent Consultant, Library Technology Guides
We’ve all seen good and bad library websites, but these library leaders from academic and public libraries choose several of each type, critique them, and help you understand what the most important features and functions are for making your library website as successful as it can be!

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

TRACK E • INTERNET@SCHOOLS
This 2-day stream of sessions ranges from “National School Library Program of the Year” to what it takes to be future-ready, independent research, coding, and more. Organized and moderated by Carolyn Foote, Westlake High School, Austin, Texas

E101 • Creating an Award-Winning School Library Program
10:15 a.m. – 11:00 a.m.
Fran Glick, Coordinator, Digital Learning, Baltimore County Public Schools
This presentation explains and explores the journey of Baltimore County Public Schools redefined school library program and its path to National School Library Program of the Year 2017 (AASL). Glick shares goals, strategies, leadership, advocacy, and change management to provide support for other school libraries and school librarians looking to redefine and grow their programs and practices.

E102 • You Have What It Takes to Be a Future-Ready Librarian!
11:15 a.m. – 12:00 p.m.
Shannon Miller, Consultant
What does it mean to be a future-ready librarian? How will being a future-ready librarian affect my library, school, teachers, and especially my students? What can I do to become a future-ready librarian today? These questions are central to the Future Ready Librarians initiative and also what we ask ourselves every day as we embrace our roles within the library and school community. Miller explores the critical role that librarians play in the strategic work of schools and educational systems connected with research and technology leadership empowering students as creators and learners, content curation, innovative instructional practices, collaboration, community connections, and more. She shares stories and inspires us to embrace the change we can bring through our roles as librarians. Leave this presentation knowing you have what it takes to be a future-ready librarian!

E103 • Student Research Gets Personal: Independent Research Seminars
1:15 p.m. – 2:00 p.m.
Joquetta Johnson, Library Media Specialist, Baltimore County, Maryland
Kelly Ray, Library Media Programs, Office of Innovation & Digital Safety, Baltimore County Public Schools
The Independent Research Seminar is a unique, personalized learning experience for high school students who are motivated to engage in a rigorous research process for investigating a topic of their own choice. Facilitated by the library media specialist in collaboration with content teachers, students learn to work independently using resources in an online research framework. Students also have an opportunity to work with an expert mentor in the field of their research and present their research at an annual Student Research Symposium. Educators discover the benefits of this unique course model for a variety of students by hearing their stories and exploring our online research framework, course implementation resources, and Symposium highlights.

E104 • “Dashing” to Code
2:15 p.m. – 3:00 p.m.
Cynthia Cooksey, Librarian, Pablo Perez Elementary, McAllen, Texas
Participants learn the basics of creating a coding culture in their library through the use of Dash and Dot robotics, starting with basic blockly code and moving into intermediate skills where conditional statements and algorithms are utilized. Get tips and techniques to make coding happen in your community.

E105 • Library of Things
3:15 p.m. – 4:00 p.m.
Erica Thorsen Barber & Monica Cabarca, Library Media Specialists, Albemarle High School, Charlottesville, Va.
Intrigued by the trend of public libraries lending “things,” this library adapted the idea for the Albemarle High School community. Learn how the library planned, developed, implemented, and marketed its own “Library of Things.”

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

CHECK cil.infotoday.com for conference updates.
At the cross-section of innovation, open data, and education, our speaker shares her thoughts of the challenges and opportunities for communities in the coming years. She discusses empowering members of our communities and improving services using new tech such as artificial intelligence, machine learning, virtual and augmented reality, Internet of Things, predictive analytics, gamification, and more. Join our knowledgeable speaker and gain insights to build your successful community!

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

TRACK A • OPEN ACCESS
Knowledge flows around the world are moving at a faster and faster pace, but there are still some walls holding us back. This track focuses on opening up pathways by looking at the current practices, new tools, creative communities and possible future.

Moderated by K. Jane Burpee, Centennial College

A201 • Open Access: State-of-the Global Landscape
10:45 a.m. – 11:30 a.m.
This session examines the three types of open access (green, gold, and the newest, platinum), describes the approaches of the movers and shakers, and highlights both exciting new initiatives and thought-provoking issues.

A202 • Plugged In: Identifying Open (& Subscribed) Access
11:45 a.m. – 12:30 p.m.
MODERATOR: Athena Hoepnner, eResources Librarian, University of Central Florida
Ben Kaube, Co-Founder, Kopernio
Aaron TAY Chee Hsien, Library Analytics Manager, Singapore Management University, & Author, Musing About Librarianship
Jason Priem, Co-Founder, Impactstory

Scholars have unprecedented access to subscription and open access (OA) content, yet figuring out how to discover and access legitimate versions of articles remains an aggravating experience for many researchers. They face authentication hoops, myriad vendor platforms with uncertain holdings, and mystifying an obscure OA source. Researchers that start with Google Scholar may bypass library authentication and face paywalls. Conversely, library discovery tools fail to expose and deliver much of the available OA content, and especially under-represent Green OA from repositories. Our panel discusses several approaches to improving access discovery by giving scholars tools to identify accessible content and using open access versions of articles, including oaDOI, and the plugins Unpaywall and Kopernio. The oaDOI system is a free, open-source database that tracks OA for 90 million scholarly articles. Unpaywall is a browser extension that helps readers find OA copies of scholarly articles as they browse. Kopernio is a browser extension that provides one-click access to the best PDF available to a user, either from library holdings or OA. Hear from each developer describing their plugin, how it works, and the underlying philosophy and aims, and future plans. Get additional approaches to revealing access, and explore the impact of increased discoverability on the place of OA in scholarly research. Consider the role of libraries in promoting plugins to researchers, approaches to assessment, and coordinating the tools with existing library technologies.

LUNCH BREAK •
12:30 p.m. – 1:45 p.m.

A203 • Librarians, Scholars, & Citizens Building Change
1:45 p.m. – 2:30 p.m.
Kenn Bicknell, Digital Resources Librarian, Los Angeles County Metropolitan Transportation Authority
Julian Aiken, Assistant Director, Access & Faculty Services, Yale Law Library

Several cities are developing websites that create, promote, and capture scholarship related to their urban areas, with librarians as key players. Bicknell looks at how three U.S. cities have created evolving platforms which foster and showcase new research, with an eye toward librarians’ roles in organizing information and fostering public engagement. Atlanta, Kansas City, and others have taken different paths to success: unplanned alliances of separate projects, a library-managed city research portal, as well as an innovative lab leveraging crowdsourcing and community voices to surface collections and create new information and to share knowledge more broadly. Learn from the experiences of new collaboration models! Aiken discusses an online open access repository containing almost all past and present Yale faculty legal scholarship. Hear how the library engaged use by students with a series of outreach events, exhibitions, and competitions centering on the repository, which culminated in the publication of a series of online and physical books featuring student creative writing, and which has launched the careers of two soon-to-be famous fiction writers.

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

A204/205 • Tools for Opening Access & UX
3:30 p.m. – 5:15 p.m.
Jennifer Heise, Reference Librarian & Coordinator of Digital Services, Drew University Library
Roxanne Lafleur, Library & Audiovisual Support Specialist, University of Ottawa Library
Emily Spangler, Library Services Specialist, & Leah Rufus, Graduate Assistant, Priddy Library, The Universities at Shady Grove

This double session looks at tools and practices for opening access and expanding customer experience. Heise discusses Shared Shelf, a web-based application for cataloging and managing digital collections. She shares how this tool enabled an institutional repository and image management initiative, coordinated through the library, to include student art projects, university PR photographs, art history faculty photos, digitized photos from library collections, realia collection images, and, soon, audio recordings and more. Lafleur discusses facilitating and collaborating on digital humanities projects for the
past 3 years by providing digital tools, publishing platforms, know-how, and specialized training. Shared Shelf (ARTstor’s asset management system) is provided to catalog artifacts and other primary sources when a custom schema and controlled vocabularies are required. Lafleur focuses on three projects, sharing their merits and challenges: embedding library expertise in academic settings; becoming integral to the pedagogical approach of instructors; and being key partners to creating a rich learning environment. The last presentation discusses how creating a profile for your library with a distinct personality can be a challenge, especially in the current digital age, where social media and mobile platforms are patrons’ main sources of interaction and information-gathering. Hear how one university library used Adobe Spark to upgrade its social media to engage with patrons at their level through the platforms they frequent the most, such as Instagram. By having a unique profile with a strong voice that attracts patrons, the library ups their digital marketing and engagement.

**TRACK B ● ENTERPRISE: PROCESSES & PRACTICES**

Engaging enterprise employees is always a challenge. This stream of sessions focuses on processes and practices that provide insights and ideas to try in your organization. Learn from our government and enterprise speakers.

Moderated by Doris Helfer, California State University Northridge

**B201 ● Focusing on the Big Picture!**
10:45 a.m. – 11:30 a.m.

**Cindy Hill,** Federal Reserve Bank of San Francisco

Understanding the ever-changing environment within which your community or organization exists is critical to setting the direction for your library and its staff. Get insights and ideas on how to be aware of the big picture in your environment from this longtime practitioner! Hear how the program and services are evolving as they engage their community.

**B202 ● ROI Truth to Power: Measuring & Talking About What Matters!**
11:45 a.m. – 12:30 p.m.

**Mary Ellen Bates,** Principal, Bates Information

Effectively communicating the true return on investment for information services means more than just counting hours saved or searches conducted. In order to convey the true ROI of your information center, you have to understand what matters most to the people who matter the most. Bates provides new approaches for identifying WHY you are doing what you do and what impact that has on your organization’s most important goals.

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

**B203 ● Tech Team Library Projects: Efficient & Integrated**
1:45 p.m. – 2:30 p.m.

**Yin Zhu & Franz Osorio,** Knowledge Analysts, Federal Reserve Board

The library technology team was created to increase the library’s technology capacity. The team coordinates, brainstorms, and manages technology-related projects for the library. Hear about the idea and origins, goals, benefits, accomplishments, and future planning of the Federal Reserve Board Research library tech team.

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

**B204 ● Demonstrating Value in Uncertain Times**
3:30 p.m. – 4:15 p.m.

**James King,** Branch Chief & Information Architect, National Institutes of Health (NIH)

Participants gain an understanding of how to build a vision and strategy for their organization, create an understanding of their customer segments, and experiment with some of the latest technologies being applied in library settings including, 3D printing, virtual/augmented reality, data sciences, digital scholarship, and custom website development.

**B205 ● Connecting With Clients: Communication Theory & Reference Interviews**
4:30 p.m. – 5:15 p.m.

**Caryn Wesner-Early,** Search Strategy Expert, ASRC-MS; & **Laura Hjerpe,** Search Strategy Expert, CGI Federal, U.S. Patent & Trademark Office

This session looks at different aspects of the reference interview, both in person and in computer-mediated environments. Communication theory is discussed as it relates to reference interviews, including why they are needed. Topics include problems inherent in the interview process, goals, characteristics, how to communicate effectively, different techniques for interviews conducted in person vs. via telephone or computer, and tips for what to do if the patron is unhappy. This session will be useful for anyone who does reference interviews or collaborative research, or for anyone teaching/training library students or assistants.

**TRACK C ● MAKERSPACES: TIPS & PRACTICES**

Makerspaces have developed quickly over the last 5 years in all types of organizations and libraries. If you are just starting on this journey, get a road map from the early pioneers. Get insights from our practitioners in public libraries, schools, colleges, and universities. Share experiences and learn from each other!

Moderated by Chad Mairn, St. Petersburg College

**C201/202 ● From Makerspace to Solve Space: A Road Map**
10:45 a.m. – 12:30 p.m.

**Sue Considine,** Executive Director, Fayetteville Free Library

**Todd Colegrove,** Head, DeLaMare Library, University of Nevada, Reno

**Chad Mairn,** Librarian, Innovation Lab Manager, St. Petersburg College

**Peter Raymond,** Principal, The New Bureau

**Brian Pichman,** Director, Evolve Project

Whether you already have a makerspace or are ready to start developing one, this mini-workshop is filled with ideas and strategies that will help you launch your project from the ground up and build a strong community around your space.

**EXHIBIT HOURS**

See the registration form (page 24) to sign up for your free Exhibit Hall pass.

**Tuesday, April 17**
**Grand Opening Reception**
4:00 p.m. – 6:00 p.m.

**Wednesday, April 18**
9:45 a.m. – 4:00 p.m.

**Thursday, April 19**
9:45 a.m. – 1:45 p.m.
strategies to move forward. Filled with tips and techniques, our experienced speakers give you all you need to get started with a makerspace in your area and to move it into becoming a solve space! They share challenges such as dealing with tech and funding, present real-world examples, and inspire you with the impact of their initiatives.

LUNCH BREAK ● 12:30 p.m. – 1:45 p.m.

C203 ● Re-Creating the Makerspace & Taking It on the Road 1:45 p.m. – 2:30 p.m.
Chris DeCristofaro, Technology Librarian, & Cara Perry, Teen Services Librarian, Salisbury Public Library

Makerspaces have traditionally been located in a single, fixed location in the library that is available for patrons of all ages. Although the model of grouping all makerspace technology in one area has been successful, a fixed space can limit how many patrons can access the materials at any given time and limit programming capabilities. The Sachem Public Library has created The Studio makerspace, which encompasses areas in Adult, Teen and Children’s (Studio A, Studio T and Studio C, respectively). Studio A is located in a central, open area while Studio T and Studio C are located in the Teen and Children’s departments. Studio technology such as the 3D printer, embroidery machine, robotics, digital art, video production with green screen technology, virtual reality systems, and other items are mobile and can be shared between departments or taken outside the building for outreach. This multi-departmental and mobile approach allows for independent development so technologies needed in each “Studio” can be age-specific, allowing for flexibility.

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

C204 ● Makerspace: Military College & Integrating VR 3:30 p.m. – 4:15 p.m.
Christine Elliott, Information Services Librarian, Courtney McAllister, Support & Collection Services Librarian, & Deborah Turkewitz, Information Services Librarian, The Citadel Chris Woodall, Technology Librarian, Salisbury University Libraries

In 2016, The Citadel began initial plans to develop a campus-wide makerspace, where students, faculty, and staff could explore interdisciplinary collaboration and emerging technologies in an accessible, dynamic environment. Rose covers the challenges and creative solutions encountered when establishing the makerspace. Principled leadership is a core focus, and the makerspace was developed with these important pillars in mind: prepare, engage, serve, and lead. Decisions on the location, purpose, and mission of the makerspace emerged from this core focus and guided purchasing choices, service model, workshop plans, and outreach efforts to the campus and the Charleston community. Gain insights and ideas! Woodall discusses how the SU Libraries integrated virtual reality (VR) into its makerspace with an HTC Vive and offers suggestions for those looking to offer this exciting new technology to their patrons. Whether you already have a makerspace or you are just starting to think about creating one, he gives you the tools you need to decide whether VR equipment will work for your space, what policies you should have to ensure your users and equipment stay safe, and how to set everything up so that it works reliably. You also hear about what didn’t work for the SU Libraries MakerLab, so you can avoid the same mistakes!

C205 ● School Library: Platform for Making & Creating 4:30 p.m. – 5:15 p.m.
Mark Roquet, Librarian & History Teacher, Seven Hills School Doug Uhlmann, Head Librarian, John F. Gummmere Library, William Penn Charter School

Many school libraries are interested in making the shift from passively providing reading and research material to actively facilitating in STEM skills development and student creativity. These efforts involve everything from traditional arts and crafts to programming, robotics, and 3D printing. Roquet explains how his K–8 library launched a successful makerspace program that looks beyond buzzy educational toys and acts as a platform to support all kinds of student creativity and production using physical and digital media. This program seeks to support individual student interests while building skill sets that support 21st-century literacies and engaged citizenship—not just skills that lead to jobs in the technology sector. Uhlmann discusses the process of needs assessment, program planning, purchasing equipment, reconfiguring a space, and program rollout and promotion for a digital memory lab makerspace in a school library environment.

TRACK D ● SYSTEMS & OPERATIONS

This track begins with a look at library service platforms and automation trends. It looks at linked data, avoiding getting hacked, improving internet access, and making interfaces more intuitive.
Moderated by Richard Hulser, Natural History Museum of LA County

D201 ● Library Services Platforms & Automation Perceptions 10:45 a.m. – 11:30 a.m.
Marshall Breeding, Independent Consultant, 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 differ 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 the status of the current products and projects. It discusses hybrid models and those that partially incorporate the characteristics. Breeding shares his insights as to whether library services platforms have lived up to their promises. In addition, he shares results of his international survey highlighting library satisfaction with current automation systems and tracks trends such as interest in open source products and interest in moving to competing products.

D202 ● Linked Data Reality Check 11:45 a.m. – 12:30 p.m.
Andrew K. Pace, Executive Director, Technical Research, OCLC

Many libraries have been following Linked Data on the Gartner curve, from “hype” to the “trough of disillusionment.” What comes next? Join our expert as he tries to take things (not strings) up the “slope of enlightenment.” If you’re not familiar with Linked Data, get a quick primer, view of the landscape and ideas for future application. And if you are familiar, then separate myth from reality, hear the latest triumphs and pitfalls faced by research libraries such as the DL4L (Linked Data For Libraries) and OCLC Research.

LUNCH BREAK ● 12:30 p.m. – 1:45 p.m.
Facts in the Digital Age: Coping in an Era of Total Noise!  7:30 p.m. - 9:00 p.m.

Lee Rainie, Director, Internet, Science & Technology Research, Pew Research Center
Peter Raymond, Director, The New Bureau

Over the years, Pew Research has consistently indicated that Americans trust libraries and librarians. In today’s digital environment, high-quality journalism can be difficult to distinguish from promotional content or even fakery. Santa Clara University’s Trust Project explores how journalism can stand out from the chaotic crowd and signal its trustworthiness. The project crafts tangible digital strategies to fulfill journalism’s basic pledge: to serve society with a truthful, intelligent and comprehensive account of ideas and events. New technology, particularly artificial intelligence, is also making it difficult to determine facts and cope in this era of total noise. Our speakers address these areas and definitely give you lots to think about and address!
Ten (Or So) Secret Strategies for Serious Searchers

11:45 a.m. – 12:30 p.m.
Joyce Valenza, Assistant Professor, Library Science, Rutgers University; Brenda Boyer, Librarian, Kutztown (Pa.) Senior High School, Information & Technology Resources Department Leader

Beyond Google tricks, Valenza and Boyer share strategies for transforming students (high school, college, and graduate) into thoughtful, playful, and creative researchers. Abraham Maslow tells us: “If the only tool you have is a hammer, treat everything as if it were a nail.” By promoting skills and naming and visualizing classic strategies, students address threshold concepts and assemble a toolkit—understanding when they need a hammer and when a wrench works best. Incorporating ACRL’s frame “Searching as Strategic Exploration,” and AASL’s Shared Foundation of Inquiry, speakers explore search as creative problem-solving and share strategies for moving novice searchers towards agility and expertise.

LUNCH BREAK
12:30 p.m. – 1:45 p.m.

Personas & Jobs to Be Done

1:45 p.m. – 2:30 p.m.
Deirdre Costello, Director, UX Research, EBSCO

EBSCO’s User Research team often builds tools based on their research to communicate with stakeholders and development teams. Recently, they’ve worked on a set of K–12 personas, as well as a tool getting more and more attention in the field of user experience. Get an in-depth look at the personas and new tools designed for them.

COFFEE BREAK
2:30 p.m. – 3:30 p.m.

Metrics That Matter: Using Infographics to Advocate

3:30 p.m. – 4:15 p.m.
Bobbi Tu & Jennifer Foung, Library Media Specialists, Churchill Junior High, East Brunswick, N.J.

How can media specialists best demonstrate their value to administrators and the community? Even the most supportive administrators may not have the time, inclination, or proper understanding of the many facets of a media center to fully appreciate what a well-functioning school library media center can bring to the school community. Speakers focus on how to effectively advocate for the school library media center by selecting meaningful metrics and chunking that data into palatable bites using infographics. Best practices, tips and tricks for creating successful infographics for advocacy are shared. The effective use of infographics in the classroom are also presented as a means to address visual literacy in a digital world.

Curation Strategies: Behind the Scenes

4:30 p.m. – 5:15 p.m.
Gary Price, Co-Editor, INFOdocket

We most often use the web at the time of need and spend little time building or curating collections from the multitude of open web resources. Building a collection allows us to share potentially useful resources with users. What sources are we missing and how can we find them? Our expert not only shares some of the tools he uses each day to compile INFOdocket but describes the mindset needed to become an open web collector and curator, as well as strategies and tools for keeping track of what you are curating.

E202 • Ten (Or So) Secret Strategies for Serious Searchers

E204 • Metrics That Matter: Using Infographics to Advocate
and library advocacy. Get ideas and insights to use in your more impactful stories which help shape community dialog and the communities they serve by designing and telling methodology to deepen the relationships between libraries while experimenting with a library-friendly, purpose-built gleaned from working with more than 30 library systems actionable intelligence. Our speakers share the insights library—and users don’t just want information, they want a community and its economic development than the li-

public resources are as “switched on” to the heartbeat of prosperity is a nascent area for digital transformation. Few

libraries make great investments in creating collections for
discovery systems to enable the patrons who visit their web-

strategies for discovery and access. Libraries can implement the benefit of their communities. In order to get the most out

services able to make library collections more widely discov-

how discovery services function and could be improved.

how discovery tools on reference and library instruction. No re-

examined including EBSCO Discovery Service, Primo, Summon,

Only web-scale discovery tools with a unified index are being presented to users in interface design and information retrieval.

circulation statistics? This presentation describes a project has been detected, accompanied by a decrease in local print bor-

An increase in the use of journal articles and electronic books

does not earmark an increased use of local collections in spite of a usage pattern change after the implementation of a discovery tool. An increase in the use of journal articles and electronic books has been detected, accompanied by a decrease in local print collections. Can we use discovery services to increase local circulation statistics? This presentation describes a project by two librarians to look into how local collections are pre-

Web-scale discovery tools are the top-notch search engines. Most American academic libraries have deployed one or two web-scale discovery layers by now. Some libraries acquired discovery tools in the hope of boosting dwindling local borrowings. However, evidence from past research did not earmark an increased use of local collections in spite of a usage pattern change after the implementation of a discovery tool. An increase in the use of journal articles and electronic books has been detected, accompanied by a decrease in local print collections. Can we use discovery services to increase local circulation statistics? This presentation describes a project by two librarians to look into how local collections are presented to users in interface design and information retrieval. Only web-scale discovery tools with a unified index are being examined including EBSCO Discovery Service, Primo, Summon, and WorldCat Discovery Services. Up to now, most research on discovery tools focus on usability studies and the impact of discovery tools on reference and library instruction. No research exists on the presentation of local holdings in web-scale discovery tools. So the research discussed in this presentation intends to serve as a starting point to understand more about how discovery services function and could be improved.
A305 • Empowering Users of Discovery Systems
3:45 p.m. – 4:30 p.m.

Minhao Jiang, Software Development Librarian, Wayne State University

One of the important philosophies in information retrieval is to try best not to fail users’ expectations, which were confirmed and reinforced by earlier user online behavior studies. This idea was made substantial as a box in the libraries’ Bento-Box style discovery system and/or interface. Triggering multiple pieces of technologies, the box can be shown as title match, database match, or best bet, just to name a few. Over time, additional features such as partial title match were also built into the system. Come to this presentation to hear the implementation strategies, and how the library let users empower its system and drive searches for themselves.

B301 • Libraries, Archives, & Museums (LAM): Cross-Sector Collaboration
10:45 a.m. – 11:30 a.m.

Kann Bicknell, Digital Resources Librarian, Los Angeles County Metropolitan Transportation Authority
Jacqueline E. Chapman, Digital Collections Librarian, Smithsonian Libraries

Several factors are blurring or sharpening the distinction between libraries, archives, and museums. For example, technological developments such as digitization help us share best practices or lessons learned, but divergent metadata standards pose a challenge for potential cooperation or collaboration. And while LAM institutions all strive to increase accessibility and embrace diversity, their unique composition and relationships to users have them charting different paths. The speakers are librarians who participated in a year-long national research cohort exploring library, archives, and museum cultures. They share the group’s findings with an eye toward increased interdisciplinary collaboration, cross-sector continuing education, and professional development. Some compelling emergent models for cross-sector projects are highlighted, including blended LAM research events, single-focus projects, innovative research portals, super-regional research platforms and affinity networks, and emerging communities of practice.

B302 • Gen Z Tech Disruption?
11:45 a.m. – 12:30 p.m.

Kerry Keegan, Training & Library Solutions Consultant, Atlas Systems

It’s time to meet the new kids in town. While you were busy worrying over Millennials, the next generation has silently moved in. Gen Z (b. 1995–present) has solidified many of the trends initiated by the “Facebook Generation,” but its members should not be simply dismissed as Gen Ys on steroids. Can libraries, notoriously resistant to change, rise to meet the challenges presented by consumers who expect immediacy as the rule, instead of the exception? This session provides an introduction to the first true Digital Natives and an overview of the consumers that our “next gen tools” should actually be targeting.

B303 • Interactive Campus With Bluetooth Beacons
1:45 p.m. – 2:30 p.m.

Laura Kohl, Associate Director, Library Services, & Hugh Hiers, Integration Architect, Bryant University

In recent years, libraries of all types have become incubators and testing grounds for new technologies for their local communities and customers. Due to the changing nature of libraries, staff have honed the ability to identify innovative applications for new technologies, as well as the necessity to collaborate with a diverse group of stakeholders. Academic libraries see that handheld devices and mobile communication rule the day. Outside of the university, people are being exposed to The Internet of Things, near field communication, geolocation, and other types of interactive experiences, especially at specific points of interest. Institutions of higher education, and more specifically, libraries, can take advantage of this developing “new normal” by implementing low-stakes and low-cost initiatives that create mobile interactive experiences for their communities. Bluetooth Beacons are one tool in the litany of mobile technologies with which libraries can easily experiment. At Bryant University, the library has partnered with web and integration services to become the first department on campus to test the application of Bluetooth beacon technology. Learn about the Beacon technology landscape both broadly and relative to libraries and how beacons were implemented in the Bryant library.

B304 • Blockchain & Possibilities for Libraries
2:45 p.m. – 3:30 p.m.

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

Cervone discusses blockchain, a permanent record of transactions that’s transparent to all its users, how it is currently being used in many different ways, and how it might apply to library issues such as copyright and intellectual property.

B305 • New Tools: Science Search & Curation for Libraries
3:45 p.m. – 4:30 p.m.

Sam Molyneux, General Manager, Chan Zuckerberg Meta

Julia Huprich, Director, Content Strategy, & Christopher Baker, Content Curator, Intellum

This session provides an overview of several new free tools. The first is a search tool developed and then purchased by the Chan Zuckerberg Foundation. Get a good look at what Meta 2.0 can do. The second tool comes from Intellum, a technology company that provides learning and collaboration solutions to companies including Google, Facebook, and Pinterest. It found that all of its clients struggle with presenting fresh, modern learning content that keeps up with the expectations of their learners. So it hired a team of librarians and professional content curators to help build a solution for identifying and sharing the best of the free available content on the internet. This curation tool presents a powerful new approach for reference, patron training and staff training. See how librarians and content curators demonstrate features of the tool and share use cases for libraries of all types.
Outcomes, measures and metrics are hot topics these days. Hear from our experienced practitioners about demonstrating value; new tools for measuring, decision-making, and making an impact; Al; assessment; and more. Moderated by Christa Werle, Sno-Isle Libraries

C301  Measure the Future: Next-Gen Metrics for Libraries

10:45 a.m. – 11:30 a.m.
Jason Griffey, Founder & Principal Consultant, Evenly Distributed LLC; & former Fellow, Berkman Center for Internet & Society at Harvard University; Knight Foundation Grant Recipient

Imagine having a Google-Analytics-style dashboard for your library building: number of visits, what patrons browsed, what parts of the library were busy during which parts of the day, and more. Measure the Future, with a Knight Foundation grant, is working to make that happen by using open hardware-based sensors that can collect data about building usage that is now invisible. Making these invisible occurrences explicit will allow librarians to make strategic decisions that create more effective and efficient experiences for their patrons. Hear more from the librarian behind this initiative!

C302  Outcomes & Impact of Tech Services

11:45 a.m. – 12:30 p.m.
Elizabeth Glass, Director, Planning, Policy & Performance Management, & Carmen Ho, Planning Specialist, Toronto Public Library (TPL)

Public libraries play an essential role in advancing digital inclusion and digital literacy. To date, the outcomes achieved by technology services in public libraries for Ontario residents and communities have not been measured. Funded by the government of Ontario, TPL worked with seven partner libraries to develop an Ontario-based technology service assessment toolkit for libraries to identify priorities for technology services based on evidence, benchmark technology service levels with similar-sized libraries, measure the outputs and outcomes achieved by technology services, and advocate for technology services that support provincial and municipal priorities. The session highlights the recent work in developing the toolkit and the findings from the pilot phases, the essential role of public libraries in advancing digital inclusion and digital literacy, and how this work supports and aligns with existing tools that measure outcomes of library services including ALA’s Project Outcome and Edge.

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

C303  Measuring Research & Maximizing Impact Using Bibliometrics & Altmetrics

1:45 p.m. – 2:30 p.m.
Richard Hulser, Chief Librarian & Curator, Natural History Museum of Los Angeles County

Elaine Lasda, Associate Librarian, University at Albany

Identifying the ways to measure scholarly influence and research impact remains a vital skill for those who work with researchers. This session provides an overview of advances in bibliometrics and altmetrics to enhance understanding of research impact including in the online environment. Bibliometrics, based on citations in scholarly, peer-reviewed literature, remain essential to describing the influence of scholarly output from entities ranging from individuals, journals, institutions, even nations. Newer citation metrics tools and altmetrics measure much more than “who cited whom.” These tools allow for more nuanced understanding of scholarly influence and capture of metrics in days or weeks instead of years. Case study examples show how these tools help provide data analysis and value of research to senior executives at institutions, potential funders and the general public. Attendees from many sectors, including academic, cultural, government, and corporate institutions involved with research, should find this of value.

C304  Projects, Data, Outcomes: Support for Strategic Planning

2:45 p.m. – 3:30 p.m.
Grant Halter, Data Analyst, Oak Park Public Library
Christa Werle, Public Services Project Manager, Sno-Isle Libraries

As libraries become increasingly data-driven, the need for usable data that demonstrates outcomes in our strategic planning expands. Learn how Oak Park Public Library and Sno-Isle Libraries are creating and navigating data and project processes to inform decisions and measure organizational and community impact. Attendees will also learn about how our roles in data analysis and project management help service managers to implement and operationalize our strategic plan. Our lessons learned are applicable to libraries of all sizes and geographic distribution. Please join the discussion and help our learning too!

C305  Algorithmic Accountability, AI, Transparency, & Text Analysis

3:45 p.m. – 4:30 p.m.
Laura Gordon-Murnane, Research Tools & Technology Librarian, Bloomberg BNA
Alexander Justice, Reference & Instruction Librarian, & Susan Archambault, Head, Reference & Instruction, Loyola Marymount University

Today’s headlines boldly proclaim both the beneficial and threatening aspects of artificial intelligence (AI). Leaving aside the hype and the fear-mongering, there is an important aspect of AI that is gaining more and more attention. The issue: How can AI tools be made more transparent? Governments, organizations, and corporate entities are all calling for greater transparency, accountability, and a right to an explanation when AI techniques are used in decision making that can determine if you get a mortgage, go to college, get a job, or get out of jail. Our first speaker explores the issue of algorithmic accountability and transparency, discusses whether governments should regulate AI, corporations set their own standards, and more. Then hear about the tools one library used to assess their virtual reference service with text analysis research by using 6 semesters of 10,000 chat transcripts. They used Voyant and Lexos software to extract words and phrases from the chat transcripts and establish word counts and frequencies, then compared the vocabularies of librarians vs. students in chat reference interviews to improve communication between librarians and their user base; findings are being applied to support for strategic planning.

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reference tools and resources. They used the Topic Modeling Tool, adapted from the original Mallet tool, to trace related clusters of words and perform a content analysis on the chat FAQs. Finally, a sentiment analysis using The Subjectivity Lexicon compared student and librarian sentiment. Procedures for all the text analysis techniques are presented, along with key findings and applications.

**TRACK D  MANAGEMENT TIPS & PRACTICES**

Get ideas for giving up “sacred cows” and learning to stop doing things which may not be important to your users! Learn to focus on priorities, support the library’s biggest asset—staff—build strong communities and make tough decisions.

**D301  Pecha Kucha: What Our Library Stopped Doing!**
10:45 a.m. – 11:30 a.m.
Rebecca Jones, Director Branch & Neighbourhood Services, Brampton Library

A series of short presentations focus on what different libraries stopped doing and what they were able achieve because of the changes.

**D302  Ruthless Prioritization**
11:45 a.m. – 12:30 p.m.
Rebecca Jones, Director Branch & Neighbourhood Services, Brampton Library

“Prioritization means doing the things that are most important first. If you build products, it means doing the things that create the most customer value first.” Brandon Chu, product director @ Shopify, caught Jones’ attention with this definition and, most importantly, with his framework for prioritizing projects. Come learn the framework and how to use it to ruthlessly focus your and your library’s attention and resources. If we aren’t ruthless, we’ll be redundant.

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

**D303  Supporting Staff With New Tech Implementation**
1:45 p.m. – 2:30 p.m.
Elizabeth LaRosee, Assistant Director/Emerging Tech Librarian, & Meaghan James, Director, Turner Free Library

Implementing new technology and staying abreast of emerging trends are increasingly important for libraries. The first step in supporting your community through new technology is adequately supporting your lifeline to the community, your staff. This session discusses encouraging staff buy-in, effective communication methods, fostering and legitimizing staff concerns, teaching opportunities, and simple tools to empower staff. The entire staff may never all be on board, but this is the time to identify the leaders of your organization, and they might not all be management. Get tips and communication methods for engaging multigenerational and multicultural staff, from Google Hangouts and web forums to Post-its. Gain insights for developing an environment in which staff feel safe to fail or not understand and are willing to ask for help and learn. Using marketing, analytics, and social media to prove an ROI to staff is one of the best ways to create buy-in when it comes to implementing new technology, so these important tools are highlighted.

**D304/305  Failing & Making Tough Decisions**
2:45 p.m. – 4:30 p.m.
Thomas Hemstock, Electronic Resources Librarian, University of New Hampshire School of Law
Lennea Bower, Digital Strategies Manager, Montgomery County Public Libraries
Colleen Harris, Digital & Data Services Librarian, California State University–Channel Islands

In difficult times, incremental change is often not the answer to challenges facing a library. Sometimes, deep and bold...
changes are needed to innovate and improve the library de-
spite the risks. Hemstock focuses on three bold changes that
his law library recently made: shifting hosting and design of
its independent website to the larger university, rebuilding a
for-credit research course to include focuses on social justice
and other student interests, and moving ebook collection de-
volution in new directions. Each of these changes required
“crossing the Rubicon” moments and had unexpected com-
plications, but resulted in increased student engagement and
satisfaction, a more efficient website, and enhanced usage of
ebooks. Hear how! Bower discusses how one public library with
400 staff members spread across 21 branch and multiple
office locations helped bring together the staff for collaborative
learning and projects. She shares how they used SharePoint
Online to build an interactive intranet, the tools staff built,
lessons learned during the project, and how these lessons can
be applied to intranet or internal communications projects at
your library, regardless of size or the specific platform being
used. Harris focuses on a flexible approach for building a new
data services model, using three pilot projects to illustrate the
process: research that faculty conduct with students de-
veloping digital humanities journals and community-engaged
research repositories and research data management needs
for accreditation. She discusses having clear expectations and
an understanding of what “piloted services” means by all par-
ties, taking a community-building approach to developing new
services and integrating with existing services across campus.

E301 • Internet of Things (IoT) & Libraries: What’s the Big Deal?
10:45 a.m. – 11:30 a.m.
Paulette Hasier, Chief, Geography & Map Division, Library of
Congress
The competition for the hearts and the minds of the informa-
tion user is fierce. Libraries are struggling to keep up with
not only the latest in technology, but the growing amount of
data being collected by these technologies. According to a
recent study by the publisher IHS, 75.4 billion devices will be
connected online by 2025. These devices will create drastic
changes in the way that people and organizations obtain infor-
mation, do business, and transform the use of library space.
As librarians plan for their role in this world, where pervasive
portable electronics and wearable devices converge with Big
Data, how do we create innovative ways to leverage these
devices and provide practical applications and new ways of
engagement to reach creative solutions? The possibilities of
the Internet of Things and for libraries to apply data collected
in the future are many-fold. Mass amount of data (Big Data)
is being collected; the trends and patterns that emerge from
these metrics can help in space planning and determining where and when people are visiting, and as guides to help
shape and push external content about library collections and
services and exhibits. Explore current and future examples
showing how libraries are embracing this convergence, where
you can use a location-based app to explore the library collec-
tions, take a virtual tour of the life of books, and simplify your
public programs by modeling your use of space and engaging
users in exhibits and library programming.

E302 • Free Online Tools You Didn’t Know You Needed!
11:45 a.m. – 12:30 p.m.
Laura Solomon, Library Services Manager, Ohio Public Library
Information Network
Ever wondered if there’s a better way to do something? Chances are that someone else has wondered the same thing
and had a brilliant idea for a freely available online service.
This session is full of tools and services that make you go “AH!” The web is filled with tools vying for your attention,
but some of the best lie waiting under the radar. Learn about
these online gems, which you can use to improve your pro-
ductivity, your work or home life, or share with your friends
and colleagues. Discover a plethora of online tools that you
probably haven’t heard of but will be glad that (now) you have.

E303 • Using Video Tools to Connect With Your Customers
1:45 p.m. – 2:30 p.m.
David Lee King, Digital Services Director, Topeka & Shawnee
County Public Library
You have made video and dumped it to YouTube. But have
you “gone live”? This presentation explores the emerging and
easy-to-use live streaming tools available to today’s librarian.
We examine Facebook Live, YouTube Live, live streaming on
Instagram, and Periscope, which allows you to go live on Twit-
ter. Introductions to each will be given, and suggestions for use
in a library setting will be provided. We might even “go live”!

E304 • Appy Times! Virtual Tours & Tangible Communities
2:45 p.m. – 3:30 p.m.
Jed Phillips, Head of Technology & User Experience, Ames Free
Library
Oleg Boyarsky, CTO, & Val Boyarsky, COO, Library Automation
Technologies Inc.
A simple audio-video tour app, used innovatively, has engaged
a little community in a profound way. Phillips presents the low-
cost and high-impact process by which his community was
granted the power to explore its historic 1883 library through
streaming mobile content. With a single download, digital immi-
grants and natives alike have anytime access to GPS-triggered
guided tours and virtual visits of their library architecture, its
collections, its Italianate gardens and statuary, and greater com-
25
YOUR REGISTRATION INCLUDES:

Delegates to COMPUTERS IN LIBRARIES 2018 may register for any number of days, each of which are comprised of five tracks. The fee includes:

• Access to all keynotes and conference sessions including the Internet@Schools track for each day booked (Attendees may switch between tracks as they choose.)

• Light continental breakfast each morning before the keynote

• Morning and afternoon breaks

• Admission to the Exhibit Hall including access to the CyberCorner Theater

• Exhibit Hall Grand Opening Reception on Tuesday evening

• Monday Evening Networking Event and Wednesday Evening Session

• Access to conference presentations online

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

EXHIBIT HOURS

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

Tuesday, April 17
Grand Opening Reception ....... 4:00 p.m. – 6:00 p.m.
Wednesday, April 18 .......... 9:45 a.m. – 4:00 p.m.
Thursday, April 19 .......... 9:45 a.m. – 1:45 p.m.

REGISTRATION DESK HOURS

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

Monday, April 16 .............. 8:00 a.m. – 4:30 p.m.
Tuesday, April 17 .............. 7:30 a.m. – 6:00 p.m.
Wednesday, April 18 .......... 8:00 a.m. – 5:00 p.m.
Thursday, April 19 .......... 8:00 a.m. – 4:00 p.m.

NOTE: The sponsors and management of Computers in Libraries 2018 reserve the right to make necessary changes in this program. Every effort will be made to keep presentations and speakers as represented. However, unforeseen circumstances may result in substitution of a presentation topic and/or speaker.

CANCELLATIONS AND SUBSTITUTIONS

Cancellations will be accepted if received in writing no later than March 16, 2018. Full refunds minus a $50 processing fee will be issued. No refunds will be given after this date. Substitutions for the same amount of fees may be made through March 16, 2018. Please indicate the name and the title of the person who will be replacing the original registrant.

DISCOUNTS

Organizations sending more than one registrant can benefit greatly from the following rates for full conference registrations only: first person @$499: second person and all additional registrants @$339. After March 16, 2018, add $20 to each level. All registrations for group discounts must be sent to Information Today, Inc. under one cover. Many networks and regional library cooperatives are offering special discount rates. Contact your network director for further details. Discounts are not available for pre-conference workshops.

HOTEL INFORMATION

Hyatt Regency Crystal City
2799 Jefferson Davis Highway, Arlington, VA 22202

Discounted guest room rates of $289 for a single/double room (plus applicable taxes/fees) at the Hyatt Regency Crystal City have been arranged for attendees who book through Meeting & Travel Consultants, Inc. (MTC) the official housing bureau for Computers in Libraries 2018. Rates are exclusive through MTC only and will not be extended by the hotel directly. Rates will remain in effect until April 2, 2018, subject to availability and not guaranteed. Early booking is suggested so that you can confirm your preferred room type! Credit card information is required to confirm all reservations. AS A SPECIAL CONSIDERATION FOR ATTENDEES WHO BOOK WITHIN THE OFFICIAL GROUP BLOCK, complimentary wireless Internet is included in the discounted rate! Make your reservation today with MTC:

ONLINE: www.mtcreservations.com
EMAIL: bookit@mtcreservations.com
PHONE: (866) 549-3985

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

CODE OF CONDUCT

Information Today, Inc. is dedicated to providing an enjoyable conference experience for all conference participants. Please review our Code of Conduct prior to the event. (cil.infotoday.com/2018/CodeOfConduct.aspx)

GO TO • cil.infotoday.com
When registering on the website, please refer to the priority code above your name on your mailing address label.

PHONE • (800) 300-9868 or (609) 654-6266

FAX • registration form with credit card # to: (609) 654-4309

MAIL • registration form with payment to: Information Today, Inc. 143 Old Marlton Pike Medford, NJ 08055
NAME ____________________________________________
Job Title __________________________________________
Organization ______________________________________
Street ____________________________
City ______________________________________
State, Zip ______________________________________
Phone ______________________________________
Fax ______________________________________
Email ______________________________________

Preconference Workshops • MONDAY, APRIL 16
(Lunch is included when you register for a Full-Day or AM & PM workshops.)

FULL  q 1 WebSearch University presents Searchers Academy ................................................................. $319 $339
AM  q 2  q 3  q 4  q 5  q 6  q 7  q 8  q 9  q 10 .............................................................. $179 $199
PM  q 11  q 12  q 13  q 14  q 15  q 16  q 17  q 18  q 19 .............................................................. $179 $199

q Gold Pass • APRIL 16–19
Includes all Computers in Libraries AND Internet@Schools conference sessions PLUS one full-day or two half-day workshops
$789 $809

q Full 3-Day Conference • APRIL 17–19 .......................................................... $499 $549
Includes all Computers in Libraries AND Internet@Schools conference sessions. Does not include workshops.
I select the following day only:
q TUESDAY, APRIL 17 .......................................................... $299 $319
q WEDNESDAY, APRIL 18 .......................................................... $299 $319
q THURSDAY, APRIL 19 .......................................................... $299 $319

q Internet@Schools Track • APRIL 17–18
Includes Internet@Schools Track only (Track 5)
$199 $219

q Library Leaders Summit • APRIL 17–18 .......................................................... $699 $749
Includes 2-day Summit PLUS access to all 3 days of Computers in Libraries. Does NOT include workshops.

q Exhibition Only • APRIL 17–19 .......................................................... FREE $25
Access to Exhibit Hall including the CyberTour Theater (Included with all pass options)

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

TOTAL

Payment must accompany advanced registration.
Check or money order should be made payable to: Information Today, Inc.
q Check or money order enclosed for the amount of $ 
Charge to:  q Visa  q MasterCard  q AMEX  q DISCOVER

Credit Card #
Exp. Card #
Signature

q YES, I want to subscribe to ITI NewsLink, the information and library professional’s FREE email newsletter highlighting the information that both users and producers of information products and services need.

YOUR TYPE OF LIBRARY: (Check One)
1  q College/University  3  q Independent  5  q Government  7  q K–12  9  q Network/Consortia
2  q Law/Medical  4  q Corporate/Business  6  q Public  8  q Other (please specify) 

YOUR JOB FUNCTION: (Check One)
1  q Acquisitions Librarian  4  q Researcher  6  q Serials Librarian  8  q Systems Librarian  10  q EResources/Web Services Librarian
2  q Reference Librarian  5  q IT  7  q Corporate Librarian  9  q Webmaster  11  q Director/Administrator
3  q Other (please specify) ___________________________________________________________________

YOUR NETWORK AFFILIATION: (if applicable) _____________________________________________________
computers in libraries 2018
THE LEADING TECHNOLOGY CONFERENCE AND EXHIBITION FOR LIBRARIANS AND INFORMATION MANAGERS

APRIL 17–19, 2018
HYATT REGENCY CRYSTAL CITY
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