Internet Librarian 2015

The Internet Conference and Exhibition for Librarians and Information Managers

OCTOBER 26–28, 2015
Monterey Conference Center
Portola Hotel & Spa | Monterey Marriott
Monterey, California

MORPH!
EXPLORING NEW ROLES & DIRECTIONS FOR THE INFO SERVICE BIZ

CONNECT WITH ATTENDEES!
#InternetLibrarian

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Information Today, Inc.

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CONFERENCE OVERVIEW

INTERACTIVE NETWORKING EVENTS!

SUNDAY, OCTOBER 25 ● 5:30 p.m. – 7:30 p.m. ● DeAnza I (Portola)
Games, Gadgets, & MakerSpaces: Conference Opening Networking Event
Join our gamers and gadget lovers for an evening of fun, playing, making, learning, and networking. See how you can transform your thinking, your programs, and your spaces with the latest games, gadgets, and ideas! Share with a poster about what your library is doing with creative making and makerspaces in your library. Led by Brian Pichman, Joshua Zimmerman, & Tod Colegrove, this event will start your conference experience with lots of learning and laughing! Refreshments included.

Opening Reception
Information Today, Inc. invites all conference registrants and exhibitors to a special Exhibit Hall opening reception on Monday, October 26th from 5:00 p.m. to 6:30 p.m. This is a great time to gather with fellow Internet Librarians and suppliers, renew acquaintances, meet new colleagues, sample tasty goodies, and check out the latest products and services in a relaxed atmosphere.

Informal Dine Arounds
Plan to meet your colleagues for dinner. Find more information and online registration at il.infotoday.com.

FREE CYBERTOURS!
Our popular information-rich cybertours are featured in the Exhibit Hall on Tuesday and Wednesday! A wide range of topics includes mobile apps, filter bubbles, open data policies, and more. See page 21.

EXHIBIT HOURS
Monday, October 26 .......................................................... 5:00 p.m. – 6:30 p.m.
Tuesday, October 27 ......................................................... 9:45 a.m. – 3:30 p.m.
Wednesday, October 28 ................................................... 9:45 a.m. – 1:30 p.m.

INTERNET CAFÉ
Visit the Internet Cafe in the Exhibit Hall during regular exhibit hours to check your email.

CONFERENCE BLOG & TAGS
Watch for news and updates during the conference in the Internet Librarian Conference Blog at www.libconf.com. Visit the blog for tips, networking opportunities, and information to make your stay in Monterey pleasant and productive. The twitter tag for this year’s event is #InternetLibrarian.

A DAY OF WORKSHOPS!
We have many workshops on a range of topics including resources management, space management & tracking, public library strategies, UX, data visualization, future of libraries, learning with gamification, tech & marketing, negotiation skills, social media & community engagement, and tech trends. See pages 6–7 for details.

TUESDAY EVENING SESSION
European Libraries: Directions & Insights ● 7:30 p.m. – 9:00 p.m. ● DeAnza I & II (Portola)
Erik Boekesteijn, Founder & Director, DOKLAB, & Shanachie Media
As our libraries and information services are morphing with changing roles and directions, how much do you know about the innovation, transformation, and practices of other libraries? Especially those libraries in different countries? Join our world traveler and storyteller for a look at some exciting spaces, programs and practices in European libraries. Test your knowledge at the challenging audience-interactive quiz included with this event! Join us for this fun learning experience filled with tips and tricks to apply in your library.

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# CONFERENCE AT-A-GLANCE

## OPENING KEYNOTE PANEL
9:45 a.m. – 10:15 a.m.
- **TRACK A** • DeAnza I & II (Portola)
  - **DISCOVERY, NAVIGATION, & SEARCH**
  - Super Searcher Tips & Tools
  - Open Web Searching Tips
- **TRACK B** • San Carlos Ballroom (Marriott)
  - **UX & WEB PRESENCE**
  - Library Web Site Makeover
  - LibGuides: Learning From Users’ Experiences
- **TRACK C** • Steinbeck Forum (Conference Center)
  - **MARKETING & ENGAGEMENT STRATEGIES**
  - Tips From a Librarian Turned Ad Man!

## COFFEE BREAK
9:45 a.m. – 10:30 a.m.

## GRAND OPENING RECEPTION
In the Exhibit Hall

## LUNCH BREAK
11:45 a.m. – 12:30 p.m.

## TRACK A
9:45 a.m. – 10:30 a.m.
- Developing a Self-Serve Analytics Culture
- Recipe for IT–Librarians’ Collaboration
- From Librarian to Info-intrapreneur
- Mobile Strategies Best Practices
- Raising the Innovation Bar for Services & Librarians

## TRACK B
9:45 a.m. – 10:30 a.m.
- Inspiration Architecture: The Future of Libraries
- Digital Wayfinding
- Writing for the Web
- Maximizing Google Analytics
- Creating Your Web Content Work Group

## TRACK C
9:45 a.m. – 10:30 a.m.
- Knowledge Stewardship & Healthy Info Management
- Digital Library Services & Preservation
- Building the Research Carrot: Tools, Service, & Practices
- Creating Research Deliverables With User Data Analysis

## TUESDAY EVENING SESSION
12:30 p.m. – 1:30 p.m.
- **INFO SERVICE BIZ**
  - Fitting New Service Models Into Small Libraries
  - Analytics & Big Data for the Info Service Biz
  - New Services Drive New Workflows: Infoblitz

## KEYNOTE
9:45 a.m. – 10:30 a.m.
- **LIBRARIES & THE NEW EDUCATION ECOSYSTEM**
  - Lee Rainie

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## TRACK B
9:45 a.m. – 10:30 a.m.
- Library Tech Update
- Tech Tools InfoBlitz
- Grabbin’ ‘Em With Tech!

## TRACK C
9:45 a.m. – 10:30 a.m.
- Innovation in Libraries
- Libraries as Awesome Incubators
- Mobile Makerspaces: Tips & Tricks

## LUNCH BREAK
1:45 p.m. – 2:30 p.m.

## COFFEE BREAK
3:45 p.m. – 4:30 p.m.

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## COFFEE BREAK
3:45 p.m. – 4:30 p.m.
MONDAY, OCTOBER 26

COFFEE BREAK

TRACK D ● DeAnza III (Portola)

CONTENT MANAGEMENT

- Community-Curated Collections
- Taxonomy, Curation, & Digital Products

LUNCH BREAK

- Metadata for Digital Assets & Repositories
- Digital Content Curation
- Success Strategies for Working With Vendor Partners
- New Content Display Options

GRAND OPENING RECEPTION ● In the Exhibit Hall

TRACK E ● Ferrante (Conference Center)

INTERNET@SCHOOLS

- Making a Makerspace—One Year In
- Libraries, Achievement, Evidence, Funding: Connecting the Dots

TUESDAY, OCTOBER 27

COFFEE BREAK

TRACK D ● DeAnza III (Portola)

DEALING WITH DIGITAL

- Engaging With Partners to Open Data

LUNCH BREAK

- Digital Asset Management Systems
- New Paradigms of Learning: Experiments in Digital Making
- Mighty Morphin’ Map Rangers

COFFEE BREAK

- Getting a Makerspace Started in Your School Library
- Shifting Your Paradigm: 3 Strategies for Library Innovation on a 1:1 Campus

TUESDAY EVENING SESSION ● DeAnza I & II (Portola) ● European Libraries: Directions & Insights

WEDNESDAY, OCTOBER 28

COFFEE BREAK

TRACK D ● DeAnza III (Portola)

LEARNING, GROWING, LEADING

- Project Management Thinking
- Peer Coaching Across Organizations

LUNCH BREAK

- Gamification & Learning
- Leadership Lessons & Strategies

CLOSING KEYNOTE ● Steinbeck Forum (Conference Center) ● The Future of Libraries ● Ken Haycock

SUNDAY, OCTOBER 25

PRECONFERENCE WORKSHOPS

9:00 a.m. – 4:30 p.m.

W1 ● Searchers Academy: Hacking Search
W3 ● Creative Making Day: Makerspaces, Idea Labs & Hackerspaces

SUNDAY EVENING SESSION

COFFEE BREAK

COFFEE BREAK

COFFEE BREAK

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SUNDAY, OCTOBER 25

Full-Day Workshops ● 9:00 a.m. – 4:30 p.m.

W1 ● Searchers Academy: Hacking Search
Mary Ellen Bates, Principal, Bates Information Services, Inc.
Greg Notess, Faculty & Graduate Services Librarian, Montana State University
Grace Simms, Information Technology Librarian, Beeson Law Library
Bob Berkman, Co-Editor, The Information Advisor’s Guide to Internet Research

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

Rebecca Raven, CEO, Brampton Public Library
Scott Hargrove, Chief Executive Officer, Fraser Valley Regional Library
Rebecca Jones, Partner, Dyard & Jones Associates
Moe Hosseini-Ara, Director, Culture, City of Markham

This workshop brings together the strengths and expertise of practitioners, provides hands-on participation, and shares a number of models libraries are borrowing from service businesses.

Morning Workshops ● 9:00 a.m. – 12:00 p.m.

W5 ● Resource Management: Strategies, Tech, & Practices
Marshall Breeding, Independent Consultant, Founder of Library Technology Guides

Library collections today have become more complex than ever, with proportions of electronic and digital resources increasing relative to print and other physical materials. To manage these complex, multiformat collections, libraries need to consider many different options, both in the technology tools used and in their operational workflows. Many different types of technical options are available for libraries to manage their collections and operations, including traditional integrated library systems and a new generation of library services platforms, with open source and commercially licensed options and locally installed or cloud-based deployment possibilities. This half-day workshop explores the realm of library resource management technologies, helping attendees understand the relative strengths of each of the many alternatives and which automation scenarios may be most appropriate to pursue for their library. Filled with real-world examples, this workshop presents many possible strategies, technologies, and possibilities for managing library collections.

W6 ● User Experience (UX) in the Discovery Ecosystem
Athena Hoepnner, Electronic Resources Librarian, University of Central Florida
Rebecca Blakiston, UX Librarian, University of Arizona
Kristian Serrano, Lead Web Developer, Emory University

Discovery systems offer the current best hope of a single search across disparate library sources and seamless delivery of content. As such, they have become a nearly ubiquitous feature of library homepages. The simple search form presented on our pages exist in a complicated environment. Discovery systems must smoothly interact with the library and organizational websites, OPACs, patron accounts, OpenURL resolvers, and learning management systems, and work well on a slew of devices, browsers, and operating systems. The complexity of discovery ecosystems creates significant UX challenges. This workshop examines user experience across all of these systems, considering where libraries may fall short of creating a quality discovery UX. It introduces UX methods and guides participants through applying the techniques to discovery ecosystems. It covers the state of the discovery ecosystem, ecosystem mapping, assessing usability of local discovery ecosystem by applying a variety of usability tests, and more. While this workshop focuses on UX techniques and applying them to the discovery ecosystem, it is complementary with the afternoon workshop, Hacking Discovery for Better UX, which delves into discovery tool back-end systems, implementing changes, and applying hacks to improve discovery UX.

W7 ● 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 stand-alone 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.

W8 ● Tech Trends for Libraries in 2016
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library and Publisher, daveilleeking.com

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

W11 ● Getting Started With User Experience (UX) Design
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh
Darlene Fichter, GovInfo Librarian, University of Saskatchewan Library

You want to create great online and offline experiences that delight your users, but don't know where to begin? This workshop provides a practical introduction to user experience (UX) design: the process of understanding users’ behaviors, needs, and motivations in order to meet their needs with a simplicity and elegance that makes libraries a joy to use. Learn why UX matters, and the various methods used to understand user behaviors, including usability, IA, UI, IxD, visual design, and customer journey mapping. Learn how to apply UX principles and techniques to move from insight to action to create a positive user experience for the people who use your library.
**Afternoon Workshops** • 1:30 p.m. – 4:30 p.m.

**W12**: Tech & Marketing: Promoting the Library in the Digital Age  
Ben Bizzle, Director, Technology, Craighead County Jonesboro Public Library, Founder of LibraryMarket.com, and Author, Start a Revolution: Stop Acting Like a Library

Compelled to change the perception of the library as an antiquated and boring institution, Bizzle and the team at Craighead County Jonesboro Public Library developed an aggressive technology and marketing strategy in order to better serve their community and increase public awareness of the library. Join Bizzle as he shares their award-winning marketing approach and learn how you too can engage your community and increase awareness of your local library.

**W14**: Hacking Discovery for Better UX  
Athena Hoeppner, Electronic Resources Librarian, University of Central Florida  
Kristian Serrano, Lead Web Developer, Emory University  
Eric Frierson, Discovery Services Engineer, EBSCO

Discovery systems offer the current best hope of a single search across disparate library sources and seamless delivery of content. They must smoothly interact with the library and organizational websites, OPACs, patron accounts, OpenURL resolvers, and learning management systems and work well on a slew of devices, browsers, and operating systems. This workshop examines user experience across all of these systems, considering where libraries may fall short of creating a quality discovery UX. It delves into tools and hacks to improve discovery UX, highlights real world implementations, discusses partnerships for UX success, looks at how backend system options affect UX, shares options for CSS and hacks in discovery systems, and more. This complements the morning workshop, UX in Discovery, which focuses on UX techniques and applying them to the discovery ecosystem.

**W15**: Staff Development: 5 Steps to Creating a Learning Culture  
Crystal Schimpf, Co-Founder, Kiva, LLC

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

**W16**: Tennant’s Tech Tenets & Trends  
Roy Tennant, Senior Program Officer, OCLC

Our rapidly changing society requires libraries to review the technologies we use as well as reconsider the services we offer our users. This workshop highlights major technology trends in libraries as well as broader changes in society and the business environment that can affect libraries. New methods of information discovery, new collaboration opportunities, new services, and new tools are introduced and explained. This workshop is filled with tips and tricks for monitoring these new opportunities as well as anything that turns up in the future.

**W17**: Social Media & Community Engagement  
Alexandra Radocchia Zealain, Web Editor, New Media Developer, & Video Producer, Web Team, Arlington Public Library  
Rudy Leon, Associate Director, Research Services & Learning Spaces, Randall Library, UNC–Wilmington  
Kevin Smith, Senior Library Manager for Technology and Community Engagement, Wake County Public Libraries, Raleigh NC

A strong online community can help strengthen a library’s in-person community and contribute to community resilience in times of stress. But how do you develop this? The answer is as varied as there are kinds of libraries. This interactive workshop, filled with experienced social media folks from a variety of academic and public libraries, shares how they develop, run, and troubleshoot their libraries’ online communities. Bring your current programs, share, and gather intel for strengthening your social media and community engagement strategies!

**W18**: The Future of Libraries: Challenges & Strategies  
Ken Haycock, Research Professor of Management & Organization, Marshall School of Business, University of Southern California

Based on a number of information gathering events and discussions, this workshop focuses on the challenges ahead for all types of libraries. It provides a forum for discussion and looks at possible strategies that libraries are using to meet the challenges. The workshop leader is one of the foremost gatherers of library research in the world and shares that knowledge with workshop attendees.

**W19**: Harvesting Information From Social Media  
Mary Ellen Bates, Principal, Bates Information Services, Inc.

Twitter, Facebook, Instagram, LinkedIn, Google Plus, Pinterest, ello ... Social media platforms are becoming “the Internet” of 2015, and info pros are finding that social networks are gold mines of useful intelligence. In fact, for many info pros, to not include social media in their search portfolio amounts to information malpractice. Our long-time social media denizen and searcher Bates gives you the skills you need to effectively mine social media—both text and images—while protecting your confidentiality. Even if you never intend to tweet, like, or tag, this workshop offers tools and techniques to gather insight through social networks.
Today, Inc. offers a variety of ways to visualize your literature search, explore author and paper networks, and in a major overhaul of its user interface. In addition to streamlining the search functions, ADS is adding as independent and unbiased reports. All impact the results of your search. And Google too has influence in ways you may not realize, as it applies lesser-known but potent algorithms that are leaders in the field of education and collaboration and their personal stories are a true inspiration.

**COFFEE BREAK**  9:45 a.m. – 10:15 a.m.

**TRACK A**  **DeAnza I & II (Portola)**

Discovery, Navigation, & Search

Information overload, tons of tools, and a variety of content quality—how do we cope and find new strategies, techniques and tips for getting the most out of web research. The host of Searchers Academy (where even more secrets are shared) provides an up-to-the-minute and jam-packed-with-valuable-tools-and-tips talk that’s always a hit! Take advantage of her knowledge, put these tips and tools into practice, and share them with others!

**A101**  **Super Searcher Tips & Tools**  
10:15 a.m. – 11:00 a.m.  
Mary Ellen Bates, Principal, Bates Information Services, Inc.

This popular annual favorite features our super searcher who continues to surprise and impress with new strategies, techniques and tips for getting the most out of web research. The host of Searchers Academy (where even more secrets are shared) provides an up-to-the-minute and jam-packed-with-valuable-tools-and-tips talk that’s always a hit! Take advantage of her knowledge, put these tips and tools into practice, and share them with others!

**A102**  **Open Web Searching Tips**  
11:15 a.m. – 12:00 p.m.  

Today, a whole host of hidden entities are jockeying for your attention and working overtime to control what you view when searching the open web. Although most of us have come to accept Google’s Page Rank and its other page signal analyses as a legitimate way to rank results, today’s searchers are being manipulated in new and powerful ways. Among the most influential of these forces are the sometimes shady practices of SEO optimizers, creators of clickbait headlines, self-promoters who focus only on building followers, and sponsored content masquerading as independent and unbiased reports. All impact the results of your search. And Google too has influence in ways you may not realize, as it applies lesser-known but potent algorithms that prioritize local, past search histories, and other personalized factors that influence what you do and do not see. This talk identifies and describes these hidden forces and provides strategies on how to take back control of your open web searching.

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

**A103**  **Visualize Search Results**  
1:15 p.m. – 2:00 p.m.  
Donna Thompson, Technical Information Specialist, ADS/Smithsonian Astrophysical Observatory

The Astrophysics Data System, an online database used daily by astronomers worldwide, is launching a major overhaul of its user interface. In addition to streamlining the search functions, ADS is offering a variety of ways to visualize your literature search, explore author and paper networks, and drill down or expand your search visually using its interactive word clouds. Check out this demo.

**A104**  **Future of Resource Discovery**  
2:15 p.m. – 3:00 p.m.  

Based on a white paper commissioned by the National Information Standards Organization, Breeding’s talk discusses the current realities and the future trends for library resource discovery. He provides an overview of the current research discovery environment and highlights possibilities for the exploration of technologies and practices that may present growth opportunities to support and improve user experience.

**A105**  **Data Designed for Discovery**  
3:15 p.m. – 4:00 p.m.  
Roy Tennant, Senior Program Officer, OCLC

Hear about exciting and cutting edge metadata work to create linked data entities that can be exposed on the web to search engines and can enhance discovery systems. Using real world examples, Tennant shares the current state and future possibilities for this unique service.

**A106**  **Resources Discovery: Exposing Collections on Wikipedia**  
4:15 p.m. – 5:00 p.m.  
Jake Orlowitz, Head, Wikipedia Library, Wikimedia Foundation

You know the incredible usage of Wikipedia: the fifth-most-visited website on the entire internet, with more than 500 million visitors each month who collectively view it 8000 times every second. Wikipedia has the viewership libraries crave to bring people to do deeper research. By connecting knowledge institutions and Wikipedia, we can complete a virtuous circle of research and dissemination. This session highlights how libraries can leverage and collaborate with Wikipedia, OCLC is working with the Wikipedia Library to develop a tool based on its WorldCat KnowledgeBase API which will allow institutionally affiliated readers to click directly from Wikipedia article references to full text at their own university’s holdings. A successful 2014 pilot included Rutgers, Montana State, George Washington, and the University of California–Riverside. Other tools being developed include Training for Library Interns and Librarians, Wikipedia Guide for Archivists, University Library Portal, and Wikipedia Education program efforts to bring Wikipedia into the classroom through coursework that builds digital literacy while contributing to the encyclopedia. This session explores how effective Wikipedia is for library users, as well as “thinking big” opportunities for libraries and the research collaborations with Wikipedia. What if every publisher donated 1000 accounts to the top Wikipedia editors in that subject? What if every library or research institution had an affiliated Wikipeian on staff? What if every reference on Wikipedia had a link to the full-text source next to it? What if libraries made their collections more visible on the world’s largest free encyclopedia? That’s the goal, with Wikipedia as the starting point for deeper research adventures in the library’s resources.

**EXHIBIT HALL GRAND OPENING RECEPTION**  5:00 p.m. – 6:30 p.m.

**TRACK B**  **San Carlos Ballroom (Marriott)**

UX & Web Presence

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

**B101**  **Library Web Site Makeover**  
10:15 a.m. – 11:00 a.m.  
Anton Chuppin, IT Interfaces, & Gabrielle Doyle, Children’s Services Librarian, Calgary Public Library (CPL)

At the end of 2014, CPL undertook a major transformation of its web presence. The old website based on a custom-built content management system and a web catalogue provided by the ILS vendor was replaced by a third-party platform integrating the website and online catalogue into a single product (BiblioCMS/BiblioCommons). Comparing the old and new models of the library web interfaces, this talk shows how different approaches to the information architecture influence the patrons’ online behavior, physical and electronic circulation, and patrons’ online engagement. It analyzes, using Google Analytics, circulation reports, feedback from the library patrons, and
interviews with the staff members, how design decisions affect the structure and work of the staff members responsible for the maintenance of the website and content creation.

B102 ● LibGuides: Learning From Users’ Experiences
11:15 a.m. – 12:00 p.m.
Denise Quintel, Web Applications Librarian, University of Alabama Libraries
This session looks at how one web services team approached their usability studies on Springshare’s LibGuides. Wanting to hear directly from users about what would be most useful for them, the team did a series of surveys and focus groups, resulting in excellent feedback that allowed them to revisit the design of the guides for more meaningful interactions.

LUNCH BREAK ● 12:00 p.m. – 1:15 p.m.

B103 ● User Expectations & Search Results
1:15 p.m. – 2:00 p.m.
Deirdre Costello, Senior UX Researcher, EBSCO Information Services
Search results have evolved from a portal to a destination unto themselves. Users are porting expectations from Google, Amazon, and other open web searches to their library experience, including the expectation that they may learn just as much from the search results list as from the resources listed there. Images, snippets and bolded search terms all serve important roles in making search results an important learning opportunity for users. EBSCO’s user research team has been conducting ethnographic research on how users interpret search results on both the open web and library resources. They talk about how user expectations are formed on the open web, what users look for to make decisions about library resources, and why we all need to think about our search results as one of the most important user experiences we can craft for our users.

B104 ● Service Design for Better UX
2:15 p.m. – 3:00 p.m.
Joe Marquez, Web Services Librarian, &
Annie Downey, Research Services, Reed College Library
Service design is a holistic, co-creative methodology that puts the user at the center of the service delivery model in order to create user-centered services that deliver as intended. Service design looks at the physical services, all touchpoints (physical and virtual), and the physical environment to assess, create or refine services, and deliver a more holistic user experience. This session explores the service design methodology as a relevant method for service assessment and creation in a library environment and discusses the various tools libraries and librarians can use to implement a service design approach to assessment. It illustrates this service design approach with a case study.

B105 ● Aligning Digital & Print Content: Editorial Content Calendars
3:15 p.m. – 4:00 p.m.
David Lee King, Digital Services Director, &
Diana Friend, Communications & Marketing Director, Topeka & Shawnee County Public Library
Topeka & Shawnee County Public Library had a problem. Content was created and published in four different places: blog posts on the website, social media, an online e-newsletter, and in a print newsletter mailed to customers. This created a lot of duplication, and extra work for staff. It decided to improve this by merging the management of these four areas into one editorial content calendar that works for both online and print-based content. This presentation describes the problem and explains how an editorial content calendar can work to streamline both content creation and publishing, while streamlining staff time as well.

B106 ● Variations on Embedding Discovery
4:15 p.m. – 5:00 p.m.
Athena Hoepchner, Electronic Resources Librarian, University of Central Florida Libraries (UCF)
How does the presentation of discovery search on the library homepage impact user behavior and usage? UCF recently moved from having a single search box for our EDS to having tabs for all of EDS, articles only, books, and media. Hear about their web stats, satisfaction surveys and conduct usability studies which measured how their users responded.

EXHIBIT HALL GRAND OPENING RECEPTION ● 5:00 p.m. – 6:30 p.m.

MONDAY, OCTOBER 26

CONNECT WITH ATTENDEES!

#InternetLibrarian
C105 ● Social Media Analytics & Management
3:15 p.m. – 4:00 p.m.
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library
Adina Lerner, Emerging Technologies/Instructional Librarian, Glendale Community College
Jeff Kaplan, Librarian, Santa Monica Public Library
Libraries use social media channels to connect with customers, to answer questions, and to just “be there” for their community. Do you know if your social media channel is successful, and you are meeting your library’s goals? Most social media channels have analytics or insights that help figure this out. King explores analytics for different social media channels and explains what you should track and why. The second presentation looks at what it takes to create a strong and sustainable social media presence, including successes and bumps. Speakers discuss staff management and participation, community participation, and moving beyond event promotion.

C106 ● Marketing to Makers
4:15 p.m. – 5:00 p.m.
Uyen Tran, Emerging Technology Librarian, San Diego Public Library
Are you teaching a Sketchup class or a 3D modeling class for 3D printing? In this interactive session, learn how to use certain keywords and phrases to promote your maker programs to makers. For example, we’re making a card that lights up with an LED, how would you describe that program? Is it a card making workshop? Is it paper circuit? Or is it an intro to electronics workshop?

EXHIBIT HALL GRAND OPENING RECEPTION ● 5:00 p.m. – 6:30 p.m.

TRACK D ● DeAnza III (Portola)
Content Management
Curation, taxonomies, metadata—all are important for libraries as well as other types of organizations. There are lots of roles and opportunities for practitioners in these areas. Our speakers share some of the interesting and exciting projects happening in these areas. Join us to learn more and get tips for acquiring and managing your digital products and resources!
Moderated by Richard Hulser, Natural History Museum of Los Angeles County

D101 ● Community-Curated Collections
10:15 a.m. – 11:00 a.m.
Alexis Rossi, Director, Web Services, Internet Archive
The internet gives us powerful tools to build collections collaboratively, and all of us can benefit. This session addresses the opportunities we have to build collections beyond our organizational budgets, benefit from the subject matter expertise of people outside our fields, crowdsource the work of digitization, and explore the semantic relationships between media items, facilitate large-scale data mining and research projects. Our speaker from the Internet Archive, a nonprofit library founded to preserve and make accessible all the works of humankind, discusses how it has built large collections of books, music, movies, images, software, and webpages which are viewed by more than 2 million visitors every day. She talks about the tools the Internet Archive is building that allow anyone to create collections within a library, whether individuals or institutions. Hear how these tools might benefit your organization.

D102 ● Taxonomy, Curation, & Digital Products
11:15 a.m. – 12:00 p.m.
Amy Affelt, Director, Database Research, COMPASS LEXECON
Monica Fulvio, Senior Taxonomist, National Geographic Society
The metadata that is lost when Internet of Things and mobile app data go unindexed is a real problem for search engine companies trying to harness sensor and app-created content. However, this loss is our gain! Affelt discusses deep linking, sensor data, and app indexing initiatives by Google and others and explores opportunities for info pros to morph into roles as curators and taxonomists of hidden and potentially lost data. Fulvio looks at breaking down silos, shifting toward a service-oriented architecture, and building a foundation for digital product innovation. She discusses leveraging taxonomy, ontology, and text analytics to organize 128 years of National Geographic content.

LUNCH BREAK ● 12:00 p.m. – 1:15 p.m.

D103 ● Metadata for Digital Assets & Repositories
1:15 p.m. – 2:00 p.m.
Ken Bicknell, Digital Resources Librarian, Los Angeles County Metro Transportation Authority
Mary Wahl, Digital Services Librarian, &
Lauren Magnuson, Systems and Emerging Technologies Librarian, CSU Northridge
Bicknell provides an overview of how libraries, archives, and museums are engaging users in content creation to supplement digital resources, as well as increasingly relying on public participation in the description and access points for their digitized assets. He touches on other issues that arise from crowdsourced participation, including metadata creation, quality control, online sharing, and preservation and also how these topics are scalable to smaller collections or user groups to inspire local communities. The second presentation discusses tools and strategies for migration of metadata from digital repositories such as CONTENTdm to open-source repositories such as Hydra or Islandora which have linked data capabilities. It looks at how the structure of the data needs to be prepared in order to take advantage of future semantic and linked data interoperability in these systems. It covers typical issues encountered while exploring metadata migration, including mapping and normalizing data, understanding various metadata schema, identifying and describing relationships among objects, and presents a case study describing how an existing digital collection was mapped for ingestion into an open-source Hydra repository.

D104 ● Digital Content Curation
2:15 p.m. – 3:00 p.m.
Stephen Kutay, Digital Services Librarian, &
Elizabeth Altman, Web Services Coordinator, CSU Northridge
Crystal Rentro, Graduate Engineering Librarian, Kennesaw State University
Libraries are uniquely positioned to establish the asset curation and management routines necessary to support robust teaching and research collections with online information sources as well as those held by instructors (e.g., slides, artifacts, observational recordings, oral histories) that are not always easily transitioned online. This case study discusses the assessment of faculty needs regarding the digital curation of teaching and research assets, explores issues relating to the diversity of faculty content, preferences for use, interest in searchable repositories, copyright and fair use, workflows, and Digital Asset Management System (DAMS) design associated with the production, management and access of teaching and research asset collections. It also looks at the broader implications regarding digital preservation and archival acquisition. Rentro, the author of the popular website Personal Knowledge Management for Academia & Librarians, presents techniques and applications offering new avenues of scholarship and community building for research faculty, and outlines ways in which liaison librarians can capitalize on the emerging outreach opportunities offered by the content curation movement.

D105 ● Success Strategies for Working With Vendor Partners
3:15 p.m. – 4:00 p.m.
Mike Gruenberg, President, Gruenberg Consulting, LLC & Author, Buying and Selling Information: A Guide for Information Professionals and Salespeople to Build Mutual Success
Richard Hulser, Chief Librarian, Research Library & Archives, Natural History Museum of Los Angeles County
Jaye Lapachet, Senior Consultant, JL Consulting
Setting clear goals and expectations is important for info pros and vendors so that they can have productive meetings and develop mutually beneficial relationships. Get strategies, tips, and techniques from a longtime sales executive, supporter of libraries, and recent author as well as two practitioners. Filled with real-life situations and real solutions, practical tips and discussions about contract negotiations, new technology, features, or interfaces, this experienced and lively panel provides insights for achieving contract and relationship goals positively.

D106 ● New Content Display Options
4:15 p.m. – 5:00 p.m.
Jason Michel, User Experience Librarian, &
Marcus Ladd, Special Collections Digital Librarian, Miami University Libraries
Paul Pipitone, Corporate Events Manager, JLoE
This session looks at two new formats for displaying content. Upon seeing Snow Fall, a Pulitzer Prize-winning, digital storytelling project, and other similar projects, our first speakers started to...
make the connection between this form of storytelling and special collections, which are full of interesting, rich, and unique stories. They developed a Snow Fall-like application for the exhibit Cradle of Coaches: A Legacy of Excellence and several others. Hear more about this new and exciting medium to tell the stories within special collections and from the technical details of the application to future possibilities. Research indicates that in the text-only format of traditional journals, 70-90% of scientific journals results are not reproducible. In contrast, Pipitone illustrates how video-based journals allow for systematic, step-by-step visualized demonstrations of research experiments and how video articles produce a more efficient transfer of knowledge between laboratories and therefore offer a viable solution to the issue of reproducibility. He shares the results of case studies among academic laboratories using the peer-reviewed video journal, JoVE which show savings of $40K in a bioengineering lab, elimination of 6 months of experimentation by learning a new complex stem cell injection technique from the video journal, and a shortened time to learn a surgical technique from 1 year to 2 weeks. Together, these studies indicate that video publication significantly enhances the reproducibility and productivity of scientific research.

EXHIBIT HALL GRAND OPENING RECEPTION ● 5:00 p.m. – 6:30 p.m.

TRACK E ● Ferrante (Conference Center)

Internet@Schools

For Day 1 of the 2-day, K–12-focused Internet@Schools track, we’re into makerspaces, embedded professional development, visual note-taking (sketchnoting!), the ebook challenge, and gamification. Organized and moderated by David Hoffman, Internet@Schools magazine, & Carolyn Foote, Westlake High School, Austin, Texas

E101 ● Making a Makerspace—One Year In

10:15 a.m. – 11:00 a.m.
Jessica Simons, Librarian, Moreau Catholic High School, Hayward, California

How can school libraries introduce maker-centered education to support student learning? In a hands-on session, Moreau Catholic High School librarian Jessica Simones showcases how the Library and Learning Commons team researched, strategized, purchased and deployed equipment, and promoted the integration of the Maker Lab into the school’s curriculum. The session also covers challenges faced during the implementation, lessons learned in Year 1 and plans for the future. This project has been another chapter in the evolution of the school library from a traditional space to a multidimensional support center for curriculum and student engagement.

E102 ● Libraries, Achievement, Evidence, Funding: Connecting the Dots

11:15 a.m. – 12:00 p.m.
Ken Haycock, Research Professor of Management and Organization, Marshall School of Business, University of Southern California; Senior Partner, Ken Haycock & Associates Inc.

Face the facts. School libraries do not affect student achievement, teacher-librarians do. Oh, wait, teacher-librarians alone do not affect student achievement, specific behaviors do. But then what? How do you influence support? It is not rocket science! The predictors of effect and of support have been there for 50 years, and Haycock will unearth the evidence for you.

LUNCH BREAK ● 12:00 p.m. – 1:15 p.m.

E103 ● Stretch Kids’ Imaginations With Sketchnotes!

1:15 p.m. – 2:00 p.m.
Mary Ann Bell, Professor, Sam Houston State University, Huntsville, Texas

Sketchnoting is a great way to take notes, share information, and deliver instruction. Also known as visual note-taking, it is also an activity that K–12 students can fall into effortlessly. Unlike adults, they have fewer fears about trying to draw and then sharing their creations. Humans are born with a desire to create, and too often this side of students’ development is given short shrift in today’s intense testing environment. After a brief introduction explaining sketchnoting, Mary Ann Bell shares successful projects and ideas for using it with PK–12 students. She also shares recent work done by kids that demonstrates ways to use sketchnoting in school for teachers and librarians. Come and gain an understanding of what sketchnoting entails, along with some good ideas for using it with your students.
The research places special emphasis on workforce development issues and how libraries can serve their needs within the context of formal and informal learning. The Pew Research Center is doing a national survey of American adults to explore the lifelong learning needs of Americans and their sense of how different kinds of educational organizations and informal DIY learning can serve their needs. The research places special emphasis on workforce development issues and how libraries are viewed as part of community learning systems.

COFFEE BREAK ● A Chance to Visit the Exhibits
9:45 a.m. – 10:30 a.m.

TRACK A ● DeAnza I & II (Portola)
Info Service Biz: New Models & Roles
Libraries and information services have entered a new era that demands new strategies, service models, operations, measures, roles and mindsets. Join us to look at how to balance what’s already been valued with what’s now expected and critical for the new biz we’re in.
Moderated by Donna Scheeder, Library Strategies International

A201 ● Developing a Self-Serve Analytics Culture
10:30 a.m. – 11:15 a.m.
Jamal Daniel, Senior Business Systems Analyst, Qualcomm
The ability to surface actionable usage data on demand for decision making is an unequivocal necessity—but there are a seemingly endless set of requirements. Some need website traffic data; others, a list of most popular resources; still others, raw data for trend analysis. Serving each request individually is a workflow sinkhole. The Qualcomm Library analytics team gives an in-depth look into its Self-Serve analytics model that empowers users to pull and analyze their usage data through a customized business intelligence dashboard, enabling libraries and information professionals to leverage organizational data for optimal use. See how the team designed the interactive Self-Serve data dashboard, trained teams in data retrieval, and built the culture.

A202 ● Recipe for IT—Librarians’ Collaboration
11:30 a.m. – 12:15 p.m.
Scott Hargrove, CEO, Fraser Valley Regional Library
Deb Hunt, Library Director, Mechanics’ Institute
Having entered libraries as an IT professional, Hargrove viewed librarians through an IT lens, and Hunt viewed IT through a librarian’s lens. Together, they share challenges, wins, and strategies to bring complementary strengths from both views that result in moving libraries forward faster and stronger.

LUNCH BREAK ● A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

A203 ● From Librarian to Info-Intrapreneur
1:30 p.m. – 2:30 p.m.
Mary Ellen Bates, Principal, Bates Information Services, Inc.
Fedja Kulenovic, Freelance Librarian
Lynn Strand, Principal, Outside Knowledge
Librarians and managers of information centers don’t always see themselves as (mini) business owners. Two information consultants re-define info services as an intrapreneur and provide tools for information professionals to think like a strategic internal entrepreneur, communicate value effectively, stay customer-driven, and still have fun in today’s interconnected world. Our third consultant discusses using training as a librarian for new opportunities, transforming your education into a corporate asset!

BREAK ● A Chance to Visit the Exhibits
2:30 p.m. – 3:15 p.m.

A204 ● Mobile Strategies Best Practices
3:15 p.m. – 4:00 p.m.
Tony Medrano, CEO, Boopsie
With 69% of library patrons using mobile apps to access information, a mobile strategy has never been more important for libraries. But if not done correctly, going mobile can take an enormous toll on library staff, budgets, and the user experience. Come to discuss the best mobile library practices and lessons learned from Boopsie’s 4,000-plus library locations around the globe. Using case studies such as Washington State, which found that 85.5% of patrons in libraries throughout the state access their library through the new Library Now mobile app, the session provides trends and insights useful for libraries of all sizes as they develop, refine, and implement mobile strategies.

A205 ● Raising the Innovation Bar for Services & Librarians
4:15 p.m. – 5:00 p.m.
Terry Beck, Information Services Manager, & Christa Werle, Public Services Project Manager, Sno-Ile Libraries
Sno-Ile Libraries’ habit of pushing boundaries and raising the bar needed to be managed and has resulted in many shifts to its services. Werle begins by looking at its implementation of an idea management system in 2014 as part of a cultural change encouraging innovation. Beck then looks at how the library rebuilt information services to have community-level impact with librarians off the desk and into the community. After extensive surveying of its customer base and consulting with human resources and other departments, the library mapped out areas of information service and levels of staff required to service customers in 21 locations, transforming librarians’ roles.

TRACK B ● San Carlos Ballroom (Marriott)
UX & Web Presence
In the second day of this track, grab the latest trends, tips and tricks, insights, and ideas from experienced practitioners who talk about information architecture, wayfinding, using analytics, writing for the web, and more.

B201 ● Inspiration Architecture: The Future of Libraries
10:30 a.m. – 11:15 a.m.
Peter Morville, President, Semantic Studios
To understand the future of the library, we must look beyond its walls to the tools and contexts—both physical and digital—where learning takes place. In school, where the disruptive innovations of open access and online courses are changing the architecture of education, the “embedded librarian” and the “single search box” aren’t just nice ideas: They’re mission-critical. And, in a society where citizens don’t know how to search, who to trust, or what to believe, our failure to advance information literacy threatens the very fabric of civilization. Morville connects the dots from ebooks to ecosystems, framing the library as both a cultural keystone and a courageous act of inspiration architecture. This is a story that’s colorful—both kaleidoscopic and contrarian—with an argument that just may change the way you think.

B202 ● Digital Wayfinding
11:30 a.m. – 12:15 p.m.
M. Ryan Hess, Digital Services Coordinator, DePaul University
This session shares one library’s study of an interactive, touch-based wayfinding screen in order to determine what specific content needs users desire in digital wayfinding services and, if those content needs are broad, whether a more full-feature experience with access to all library web content would be preferred. The three-phase study included analysis of click analytics data, observations of user interactions, and questionnaires targeting user experiences and expectations. It built on research at other libraries around point-of-need wayfinding signage and usability of digital information. Phase 1 involved capturing anonymous click analytics of user interactions, during a 30-day period. Phase 2 measured wayfinding usage against door counts. Phase 3 involved user interviews. Results from this study found that user expectations and needs are varied, and that...
the current content was too limited. It also demonstrated that these needs and expectations are not so broad as to warrant a full-feature experience of all library web content.

LUNCH BREAK ● A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

B203 ● Writing for the Web
1:30 p.m. – 2:30 p.m.
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library
Rebecca Blakiston, User Experience Librarian, University of Arizona Libraries
Elaine Meyer, User Experience Librarian, MCLS (Midwest Collaborative for Library Services)

Do you know how to write for the modern, mobile, and interactive web? Our expert, King, discusses how to create a content strategy, how to write for the mobile web, and how to write content that makes customers respond. Blakiston talks about how to write more effectively for the digital user experience without jargon, overcomplicated instructions, and walls of unnecessary text. She highlights why good web writing matters, how users read online, how to define your audience and primary messages, and how to create good web writing by focusing on essential messages, creating a logical structure and format, using active voice, and cutting out what's not necessary. Meyer discusses strategies to help make your library's website content easier for patrons to get the information they need faster, and easier for library staff to manage.

BREAK ● A Chance to Visit the Exhibits
2:30 p.m. – 3:15 p.m.

B204 ● Maximizing Google Analytics
3:15 p.m. – 4:00 p.m.
Malissa Anderson-Strait, Business Librarian, Emory University

A complete redesign of Emory University's business library website incorporated virtually all of the enhancements that student and alumni usability tests indicated were necessary for a successful user experience. The business library team was thrilled with the new interface, but were the users? They had indicated what they wanted to find to get the "seek and find" process more successful? Google Analytics has been key to providing the library with ongoing insights as to precisely what its users look for and how they translate their information need into a search or browse action. An analysis of more than 15,000 unique keyword searches, conducted during the first 12 months of the new site, provided detailed insight for what the users expect to find on the library's website. Closely analyzing the specific words they searched for reveals valuable insights as to their assumptions on a more granular level than the usability studies and enabled the library to enhance the metadata to facilitate successful searches. Two key issues quickly rose to the surface: close-enough searches for database names and common journal titles held within databases needed to return successful searches. Hear more about the insights this analysis is yielding.

B205 ● Creating Your Web Content Work Group
4:15 p.m. – 5:00 p.m.
Alexandra Zealand, New Media, Web Editor, and Video Producer, Arlington Public Library

A strong online community can help strengthen a library's in-person community, and contribute to community resilience in times of stress. But how do you develop this? And how can you coordinate with other library staff members in doing so? Includes a personal case study, lessons learned, and audience participation.

EXHIBIT HOURS

Monday, October 26 ................................................................................................................................. 5:00 p.m. – 6:30 p.m.
Tuesday, October 27 ........................................................................................................................ ...... 9:45 a.m. – 3:30 p.m.
Wednesday, October 28 .......................................................................................................................... 9:45 a.m. – 1:30 p.m.

TUESDAY, OCTOBER 27

TRACK C ● Steinbeck Forum (Conference Center)

Evolving Enterprises

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

Moderated by Dee Magnoni, Los Alamos National Laboratory

C201 ● Pushing the Boundaries: Healthcare Library Transformation
10:30 a.m. – 11:15 a.m.
Eve Melton, Regional Director, Library Services, Northern California, & Marina Aiello, Manager, Library Services, Kaiser Permanente

In the past few years, the Kaiser Permanente Libraries (kpLibraries) have responded to the changing healthcare landscape by re-envisioning and updating services, resources, and roles, as well as fostering an online platform for virtual collaboration among the kpLibrarians and library users. The librarians have pushed the boundaries of their services to meet users' information needs, as well as enhanced information sharing with one another and the users. Selected changes in work format and process include using a shared knowledgebase and chat service to provide virtual reference services across multiple regions; performing cross-departmental collaboration by acting as library liaisons and creating an online resource guides with input from organizational stakeholders; developing multiple online points of contact for users in different physical locations and virtual spaces; and contributing to the launching of new organizational initiatives through research and collocation of online tools. Speakers describe the strategies for updating the kpLibrarians' roles and services and offer recommendations for other organizations.

C202 ● Knowledge Stewardship & Healthy Info Management
11:30 a.m. – 12:15 p.m.
Deanna West Martin, Associate Department Head, Information Services, MITRE Corporation

The MITRE Corporation is a private, not-for-profit corporation that operates federally funded research and development centers (FFRDCs). FFRDCs serve as long-term strategic partners to the U.S. government, providing objective guidance in an environment free of conflicts of interest. MITRE works in the fields of aerospace, defense, health and human services, federal agency modernization, homeland security, cybersecurity and more. Knowledge Stewardship (KS) Service was established to provide a planned approach to maintaining content across multiple platforms so that it is findable, actionable, and maintains a high value throughout the information life cycle. The KS Service has a combined staff with expertise in taxonomy creation and maintenance; content organization; information life cycle management; and forming and maintaining strong partnerships across all of MITRE's work programs. Hear how the KS Team fills a significant information gap, how its stewardship fulfills the goal of maintaining healthy information, and ensures that "gold source" information is accessible. Also get tips and techniques for replicating its processes and practices within your organization.

LUNCH BREAK ● A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

C203 ● Digital Library Services & Preservation
1:30 p.m. – 2:30 p.m.
Richard Huber, Natural History Museum of Los Angeles County
Kenn Bicknell, Digital Resources Librarian, Los Angeles County Metropolitan Transportation Authority
Milagros Santos-Ong, Director, Supreme Court of the Philippines Library

This panel provides real-life examples of how they digitized materials to reinvent and expand library and archives services and heightened their perceived value to their constituents. Bicknell talks about how digitized content has been integrated into information services at the Los Angeles County Metropolitan Transportation Authority. Santos-Ong discusses the advantages of digital library services for the Philippine legal system which is a unique combination of civil (Roman), common (Anglo-American), Muslim (Islamic), and indigenous peoples' law. Digitization of this information has facilitated legal research and has improved library services by providing easy and accurate access to the information at the exact time it is needed. He also talks about the available open source and commercial Philippine legal databases and touches on preservation of both digital and hard copy of all of this for future applications.
The library has evolved greatly during the last few years from the traditional reference-based service to an embedded librarian model, most recently it is adding a large producer of knowledge. The library is working with IDB specialists and researchers to upload its data into our Open Data catalog, which not only centralizes all of this valuable knowledge, but allows for use, reuse, and visualization by everyone. Get tips and best practices for engaging with researchers to share data.

**LUNCH BREAK**  
A Chance to Visit the Exhibits  
12:15 p.m. – 1:30 p.m.

**D204**  
**New Paradigms of Learning: Experiments in Digital Making**  
3:15 p.m. – 4:00 p.m.  
Erik Boekestijn, Founder & Director, Doklab, Doklab ShanachieTour  
Katie Pekacar, Library Innovator  
This interview highlights digital making in UK and European Libraries. Our interviewee, Katie Pekacar, works in library innovation in England, focusing on new technologies and new literacies and is currently working with the Society of Chief Librarians in England to develop their Universal Learning Offer, which will launch on the 5th November 2015. Join us to hear more!

**D205**  
**Mighty Morphin’ Map Rangers**  
4:15 p.m. – 5:00 p.m.  
Patrick Newell, AUL, Digital Services Division, & Carol Doyle, Maps & Government Information Librarian, Hery Madden Library, Fresno State  
In April of 2015, the California State Library and Fresno State convened a meeting of major map collections in the state to discuss map and aerial photography collections overlap, digitization efforts, discovery tool development, rights management, online hosting, and digital preservation efforts occurring at public and academic libraries and state agencies. Our speakers summarize survey data of major map collections in the state, discuss the impetus for changing the way maps are found, preview different map discovery systems, highlight important tools, look at new directions for map collections, state library funding of map visualization, and share projects in California.

**TRACK E**  
**Ferrante (Conference Center)**  
Internet@Schools  
Day 2 of the 2-day, K-12-focused Internet@Schools track features sessions on library space design, storytelling, developing students’ research skills, makerspaces (again!), and strategies for innovation. Organized and moderated by David Hoffman, Internet@Schools, magazine, & Carolyn Foote, Westlake High School, Austin,Texas

**E201**  
**Design with Intention: Redesigning Library Spaces**  
10:30 a.m. – 11:15 a.m.  
Carolyn Foote, Librarian, Westlake High School/Eanes ISD, Austin, Texas  
Explore methods for rethinkign and redesigning a library space to better meet the needs of patrons. Learn strategies for gathering input, see examples of library design, and find out inspiring resources for rethinkign your library space.
European Libraries: Directions & Insights
7:30 p.m. – 9:00 p.m.
DeAnza I & II (Portola)
Erik Boekesteijn, Founder & Director, DOKLAB, & Shanachie Media

As our libraries and information services are morphing with changing roles and directions, how much do you know about the innovation, transformation, and practices of other libraries? Especially those libraries in different countries? Join our world traveler and storyteller for a look at some exciting spaces, programs and practices in European libraries. Test your knowledge at the challenging audience-interactive quiz included with this event! Join us for this fun learning experience filled with tips and tricks to apply in your library.

TUESDAY EVENING SESSION

European Libraries: Directions & Insights
7:30 p.m. – 9:00 p.m.  DeAnza I & II (Portola)
Erik Boekesteijn, Founder & Director, DOKLAB, & Shanachie Media

As our libraries and information services are morphing with changing roles and directions, how much do you know about the innovation, transformation, and practices of other libraries? Especially those libraries in different countries? Join our world traveler and storyteller for a look at some exciting spaces, programs and practices in European libraries. Test your knowledge at the challenging audience-interactive quiz included with this event! Join us for this fun learning experience filled with tips and tricks to apply in your library.

Meet Your Favorite Information Today, Inc. Authors at Internet Librarian 2015!

On Monday, October 26 from 5:00 p.m. – 6:00 p.m. during the Grand Opening Reception in the exhibit hall, the following authors will be signing at the Information Today, Inc., booth:

- Robert I. Berkman
- Amy Affelt
- Michael L. Gruenberg
- Donald T. Hawkins
- David Lee King

Information Today, Inc.’s most popular authors will be at Internet Librarian 2015. For attendees, it’s the place to meet the industry’s top authors and purchase signed copies of their books at a special 40% discount. Stop by the ITI booth to get your signed copy!
KEYNOTE

Trends In Tech & Biz
8:45 a.m. – 9:45 a.m. • San Carlos Ballroom (Marriott)
Jean-Claude Monney, Global KM Lead, Microsoft
As we explore new roles and directions for libraries and the information services, what can we learn from technology and business? Hear from a long-time knowledge manager and thought leader who works in the world of technology but understands the information service business. Be inspired by this speaker and pick up new ideas for morphing your roles and directions for the future.

COFFEE BREAK • A Chance to Visit the Exhibits
9:45 a.m. – 10:30 a.m.

TRACK A • DeAnza I & II (Portola)
Info Service Biz: New Models & Roles
Libraries and information services have entered a new era that demands new strategies, service models, operations, measures, roles, and mindsets. Join us for Day 2 of looking at how to balance what’s always been valued with what’s now expected and critical for the new biz we’re in. Moderated by Moe Hosseini-Ara, City of Markham

A301 • Fitting New Service Models Into Small Libraries
10:30 a.m. – 11:15 a.m.
Ken Roberts, Consultant
Library reports repeatedly outline new, emerging roles for public libraries that stress library as place and a creative collaboration community hub. These new service models fit more easily in larger library buildings in urban communities. How, though, do rural library systems, with small physical buildings, adapt new service models to fit their more limited physical space? The Canadian provinces and territories have launched a national initiative to look at best practices and potential service models that translate trends into reality for small library systems that have sometimes inadequate library facilities. Roberts heads the project and shares what inspired this project and the major findings.

A302 • Analytics & Big Data for the Info Service Biz
11:30 a.m. – 12:15 p.m.
Frank Cervone, Director, Information Technology, School of Public Health, University of Illinois
With the collection of large-scale datasets, the tools and methods related to large-scale data are changing as well. While older technologies can be adapted for some purposes, new tools such as NoSQL databases, the Hadoop processing environment, and programming languages such as Pig are becoming important tools for the data and information analyst. Learn what all the terminology means and what tools to use to begin to develop your Big Data and analytics environment.

LUNCH BREAK • A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

A303 • New Services Drive New Workflows: InfoBlitz
1:30 p.m. – 2:30 p.m.
Frances Devlin, Faculty Services Librarian, & Betsaida Reyes, Librarian, University of Kansas Libraries
Danielle Kane, Research Librarian, & Jeff Schneidewind, Emerging Technologies Research Specialist, UC Irvine Libraries
Audrey Welber, E-Services Librarian, Princeton University
Lightning talks from three university libraries on how each is transforming services and, as a result, work processes and roles. University of Kansas Libraries opened a Collaborative Learning Community (CLC) in June 2014, with library faculty and staff using tablets in their daily work; hear its findings of innovative uses and best practices of tablets in different library units. UC Irvine Libraries describe the implementation of its own library conversation agent, ANTSwears, its analysis of the type of information to be gained from reviewing the conversation logs, and the impact of a chatbot on various library staff roles. Princeton University Library describes its use of a chat client/widget in combination with Skype’s voice and screenshare, including pitfalls and successes of various staffing models.

A304 • Pick the Targets: Services & Measures
2:45 p.m. – 3:30 p.m.
Rebecca Jones, Partner, Dybart & Jones Associates
Mohammad Hosseini-Ara, Director, Culture, City of Markham
So many services and programs, so little time and resources. Libraries need to target their efforts. Jones and Hosseini-Ara explain how libraries can used tools from the nonprofit and corporate sectors to determine which services are critical and which, no matter how loved they were at one time, need to be divested. They then work with the audience to identify the measures most useful for ensuring the operations underpinning the services are productive, and that the services are realizing impacts important for the library and stakeholders.

TRACK B • San Carlos Ballroom (Marriott)
Tech Tools
New technology and tools are always appearing on the library landscape, but what ones deserve our attention and testing? Get a library tech update and hear practitioners talk about what’s new, how these tools and technologies are being utilized, and how they have engaged their staffs and communities! Moderated by Tracy Z. Malefeff, Duane Morris LLP

B301 • Library Tech Update
10:30 a.m. – 11:15 a.m.
The success of libraries depends to a large extent on the technology tools that it has in place to manage and provide access to collections and to automate operations. Breeding discusses the current library technology industry, highlighting the major trends in systems and the companies that develop and support these tools.

B302 • Tech Tools InfoBlitz
11:30 a.m. – 12:15 p.m.
Gretchen Rings, University of Chicago
Emily Clasper, System Operations & Training Manager, Suffolk Cooperative Library System
Michelle Zaffino, Founder & Chief Digital Librarian, In the Stacks
Philip Gunderson, Integrated Library System Coordinator, San Diego Public Library
This fast-moving session shares the tech tools that libraries have used successfully and how you can use them in your environment. New York Public Library and Chicago Public Library are getting a lot of attention for lending out mobile hot spots to their communities. Rings shares how smaller libraries can create a similar program on a manageable scale, provides tips on developing your own program, where to purchase devices, and how to package and brand them. Clasper looks at a number of online tools designed to make collaboration more efficient and rewarding. Zaffino discusses a book recommendation app currently in beta testing, shares what the first users are saying, and more. Gunderson illustrates how to apply Extensible Stylesheet Language Transformations to XML data to restructure data so that it instantly appears the way you want it to in Excel.

LUNCH BREAK • A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

B303 • Grabbin’ ‘Em With Tech!
1:30 p.m. – 2:30 p.m.
Rebecca Raven, CEO, Brampton Public Library
Stephen Lee, Library Jedi, San Francisco Public Library
Kenn Bicknell, Digital Resources Librarian, Los Angeles County Metro Transportation Authority
Hear about three innovative programs to engage staff and customers with technology. Raven discusses keeping staff, especially volunteers, engaged and their IT skills current and shares her library’s program to move both staff and public computing functions to a browser-based cloud solution while increasing staff technical acumen. Lee talks about how SFPL deployed a pilot project of six mounted iPads called the eNewsCenter as a service for a better user experience and as
collaboration with private companies. He shares the tech tools they used, how the success of the pilot has resulted in expansion at three locations with more to come and secrets to setting up one or 100 interactive iPad stations like the eNewsCenter for your customers. Bicknell provides an overview of successful deployment of a free, web-based timeline tool on interactive digital kiosks outside the library environment. He explains how the kiosk environment is scalable and well-suited to all types of libraries and content, how various digital assets create an engaging experience for the public outside the library, highlights three different chronologies to educate the public about an historic train station, a notable light rail project, and the infrastructure of regional highways.

B304 ● Privacy Frameworks & Tools
2:45 p.m. – 3:30 p.m.
Todd Carpenter, Executive Director, NISO
Kate Roberts, Senior Librarian/Web Team Manager, &
Erin Berman, Community Programs Administrator, Technology & Innovation, San Jose Public Library

Libraries have a long history of supporting the privacy of patron data. Despite this history, the nature of patron privacy in a digital environment is evolving in ways that are outside of the direct control of libraries. For example, many library systems are cloud-based and managed by vendors, and much of the digital content is web-based and controlled by publishers. In both cases, the library does not direct control interaction data. NISO has launched a project to develop a consensus framework around patron privacy in these systems, bringing together libraries, publishers and vendors. Carpenter describes the developing framework. The SJPL won a grant from the Knight News Foundation to prototype an online privacy footprint mapping tool for the public. The goal is to provide a neutral source of online privacy information that could be tailored to an individual's privacy needs. The main challenge is creating a responsive web tool that is fun and engaging while educating people about online privacy. SJPL partnered with San Jose State University Game Development undergraduates to help design and code the tool. Learn about gamification principles employed to make the tool engaging, team member roles that make the project possible, and the tech behind the project that includes HTML5 and JavaScript.

TRACK C ● Steinbeck Forum (Conference Center)
Innovation & the Future
At Internet Librarian, we are always looking for the next big thing and try to highlight exciting new projects featured in libraries. Hear about virtual reality, libraries as incubators, mobile makerspaces, and building apps.

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

C301 ● Innovation in Libraries
10:30 a.m. – 11:15 a.m.
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library and Publisher
Brian Pichman, Director of Strategic Innovation, Evolve Project
Rudy Leon, Associate Director, Research Services & Learning Spaces, UNC Wilmington
Alexandra Zeald, Web Editor, New Media Developer and Video Producer, Web Team, Arlington Public Library

This panel shares the most innovative practices, services, and strategies they have seen that could be replicated in your library! Get lots of ideas and insights from this experienced panel of Internet Librarians!

C302 ● Libraries as Awesome Incubators
11:30 a.m. – 12:15 p.m.
Uyen Tran, Emerging Technology Librarian, San Diego Public Library

If STEAM is the education of youth, and maker is the creativity of adolescence, then entrepreneur is the resulting adult. Did you know libraries make awesome “incubators” for startups? Libraries offer information, resources, and training on how to start a business, provide “co-working spaces,” and tools for entrepreneurs. This session shows the result of one library’s first Startup Weekend event, how it was organized, its impact on the library, and how you can organize one at your library. Learn how the library turned the inter-generational Maker Lab into a space that promotes entrepreneurship and innovation by connecting users with traditional library services. Hear about some of the projects and companies that were founded/created using the tools and services provided at the library.

LUNCH BREAK ● A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

C303 ● Mobile Makerspaces: Tips & Tricks
1:30 p.m. – 2:30 p.m.
Susan Bannwart, Branch & Outreach Services Manager, La Porte County Public Library

Learn how the La Porte Library collaborated with the community to create Spark Labs, the La Porte County Public Library makerspaces. The library developed a curriculum as well as mobile makerspaces to take to library branches, schools, and other community centers. From recruiting donors and volunteers to creating a makerspace advisory board with community leaders, this session gives you tips and tricks for creating successful makerspaces in your community.

C304 ● Hack the Library: App Building Competition
2:45 p.m. – 3:30 p.m.
Stanislaw Bogdanow, Instructional Multimedia Librarian, & Rachel Isaac-Menard, Reference/Web Services Librarian, Adelphi University

Libraries are constantly evolving, for example, incorporating creative spaces within learning commons and makerspaces. This involves engaging audiences in new ways and advocating for innovative learning and literacy technologies. Hackathons are programming or design competitions to create new apps or tools. The Hack the Library 2015 App Hackathon at Adelphi University will help in this transformative period by providing different perspectives from the library’s primary users. The goal for the competition is to generate ideas (rather than completed apps) for any utility applications or mobile or desktop games that can be used in the library. This presentation details the process of organizing an academic library hackathon, including recommendations for implementation, getting university support, and legal considerations. Apps pitched at the hackathon are also presented, as are suggestions for creating a successful event.

TRACK D ● DeAnza III (Portola)
Learning, Growing, Leading
This track looks at ways to learn, grow, and become leaders in your organizations and communities. It looks at peer coaching, project management thinking (one of the 21st-century must-have skills), re-envisioning, and makeovers for academic libraries.

Moderated by Matt Hamilton, Denver Public Library

D301 ● Project Management Thinking
10:30 a.m. – 11:15 a.m.
Emily Clasper, Manager, System Operations & Training, Suffolk Cooperative

As library jobs become increasingly project-oriented, how can librarians incorporate the theories, practices, tools, and methodologies associated with project management to increase the efficiency
and success of the projects we undertake, as well as add value to our professional skill set and become more effective leaders? Join our certified project manager and librarian for an overview of the basic principles of project management and the ways applying them in a library setting can benefit everyone.

**D302 ● Peer Coaching Across Organizations**
11:30 a.m. – 12:15 p.m.
Max King, IT Librarian, Illinois Institute of Technology, &
Dee Winn, Head, Information Services, Concordia University

A common complaint among librarians in management positions is the lack of support and training for them to rely upon as they navigate their way through unfamiliar waters. Although formal or informal mentoring programs have helped some institutions facilitate the transition from employee to manager, the speakers began a peer coaching model of co-mentorship based on Marshall Goldsmith’s peer coaching model, which encourages a cost-effective way to provide quality coaching to mid-level, high-potential, and emerging leaders. They reflect on their experiences conducting a peer coaching model across institutions, utilizing technology such as Skype and Trello to facilitate cross-institution peer coaching, participants’ feedback, support structures for emerging managers, and potential stumbling blocks for those interested in seeking out a similar support network.

**LUNCH BREAK ● A Chance to Visit the Exhibits**
12:15 p.m. – 1:30 p.m.

**D303 ● Gamification & Learning**
1:30 p.m. – 2:30 p.m.
Raymond Pun, First Year Student Success Librarian, California State University Fresno
Stanislav Bogdanov, Instructional Multimedia Specialist, Adelphi University

What is gamification and how can it be used to enhance the learning experience? Gamification “involves applying game design to non-game applications to make them more fun and engaging.” The challenge is that in the context of the library, people often do not associate it as being “fun” or “engaging.” Adding gaming elements may increase attention, interest and overall library experience. Learn more about gamification in libraries and get lots of ideas from the real-world examples shared.

**D304 ● Leadership Lessons & Strategies**
2:45 p.m. – 3:30 p.m.
Rebecca Raven, CEO, Brampton Public Library
Frank Cervone, Director, IT, School of Public Health, University of Illinois
Rudy Leon, Associate Director, Research Services & Learning Spaces, UNC Wilmington
Ben Bizzle, Director, IT, Craighead County Jonesboro Public Library

This panel of practitioners shares their personal leadership lessons. They discuss strategies and techniques for helping staff grow into leadership positions and engage in interactive conversation with the audience.

**TRACK E ● Ferrante (Conference Center)**

**Engagement Strategies & Practices**
Capturing attention, building awareness, and engaging customers are challenging to all types of libraries. Hear from our experienced practitioners about the strategies and practices that have worked (or not) in their environments. Get lots of ideas and insights!
Moderated by Patrick Sweeney, EveryLibrary

**E301 ● Doklab Innovation in Storytelling**
10:30 a.m. – 11:15 a.m.
Erik Boekesteijn, Co-Founder & Director, Doklab & Shanachie Media
Lora Balico, Online Services & Archives Librarian, Westmount Public Library

Our popular world-travelling speaker gives the latest update and news from Doklab, the famous Library Innovation Lab in the Netherlands. He discusses new tools to help you and your users keep, share, and make stories. Balico shares details of the userXperience of the local stories interactive application at a public library in Montreal.

**E302 ● Successful Academic Library Makeover!**
11:30 a.m. – 12:15 p.m.
Ted Colegrave, Head, DelMarne Science & Engineering Library, &
Tara Radniecki, Engineering Librarian, University of Nevada, Reno

For thousands of years libraries have been connecting people and technology; makerspace in libraries offers seemingly unlimited potential for springboarding learning, discovery, innovation, and entrepreneurship. How much is real, and how much is hype? From 3D printers and laser cutters to microprocessors and robotics toolkits, hear examples of everything that’s gone wrong—and the things that have gone right that make it all worthwhile.

**E303 ● Social Media Strategies for Advocacy**
1:30 p.m. – 2:30 p.m.
Patrick Sweeney, Political Strategist & John Chrastka, Founder, EveryLibrary

Want to activate voters, advocates, and their neighbors? Wondering how to get the word out about a library ballot measure or the library? Learn how a simple coordinated web and social media can build awareness and engagement with your community. Through liking, sharing, and commenting, you can crowdsource an awareness campaign that will raise engagement exponentially across your community. Hear about how to use Facebook, email, Twitter, and Tumblr to successfully reach the community. Learn the best ways to maximize your advertising budget through micro-targeting. These presenters review techniques for each platform, and provide insights into how to monitor success using reports. If you need to convince someone about the value of using social media for a campaign, this session is for you.

**E304 ● Circulating Kindles & Living to Tell About It**
2:45 p.m. – 3:30 p.m.
Susan Broman, Adult and Digital Services Coordinator, &
Mary Yogi, Internet Services Librarian, County of Los Angeles Public Library

Imagine circulating e-readers at 85 libraries! Hear how one library started with a pilot of 18 libraries and now has 920 Kindles deployed across 29 libraries. Speakers detail the planning process, including the decision to use Kindle Paperwhites and work with Amazon Whispercast, procurement issues, technical services issues and solutions, questions of content, staff training and deployment, customer survey results, and lessons learned. This highly successful pilot program has brought a new way to read to many residents of a widely diverse county. Join our presenters as they share their story and talk about maintaining a low loss rate, creating 34 different genres of content, and getting feedback from the 62% of customers who used e-readers for the first time.

**CLOSING KEYNOTE PANEL**

**The Future of Libraries: Challenges & Strategies**
3:45 p.m. – 4:30 p.m.
MODERATOR: Ken Haycock, Research Professor of Management and Organization, Marshall School of Business, University of Southern California Senior Partner, Ken Haycock & Associates Inc.

Kim Bui-Burton, Community Services Director, City of Monterey
Greg Lucas, State Librarian, California State Library
Susan Hildreth, Executive Director, Peninsula Library System

Haycock summarizes the challenges facing libraries today. Our panel of industry leaders reacts and discusses the challenges, addresses strategies for creating a positive future for libraries, and shares their insights!
Listen and learn at a series of free cybertours and information sessions for all Internet Librarian 2015 Exhibit Hall visitors. Taking place at the CyberCorner in the Exhibit Hall, these cybertours cover a range of topics & subject areas. They are open to all and add value to your visit. Space is limited so it’s first-come, first-served. Join our Net savvy Web experts for a look at their favorite sites and topics! There is no need to register, simply pick the cybertour of interest to you and arrive at our CyberCorner within the IL 2015 Exhibit Hall at the appropriate time.

TUESDAY, OCTOBER 27

Coaching to Tech Success
10:30 a.m. – 10:45 a.m.
Stacy Wittmann, Library Director, Eisenhower Public Library District
Pretty much every public library is expected to offer technology classes to the public, typically beginning with the basics. What happens when you’ve reached a saturation point and your patrons want more? What do you do when staff members become bored with the material and want to branch out and try new things? Wittmann discusses how to read the signs and what to do to strike the balance between teaching the basics and introducing patrons to what’s on the horizon.

Successful Webinars 101
11:30 a.m. – 11:45 a.m.
Mary Ellen Bates, Bates Information Services
You don’t have to be a tech genius or a professional speaker to create successful webinars… just a good checklist and a backstage buddy. Bates offers her best tips for ensuring your webinars rock.

New Methods of Representing Library Value
12:30 p.m. – 12:45 p.m.
Stephen Abram, Executive Director, Federation of Ontario Public Libraries (FOPL)
Learnings from the FOPL 2015 Statistics and Polls on using new metrics for libraries to seek funding, attract users and build strategies. Includes a look at where we should focus our strategies in 2016.

Empowering Tech in Your Community
1:00 p.m. – 1:15 p.m.
Rachel Collier, Adult Services Librarian, Sunnyvale Public Library
How do you manage patrons that have varying technical needs? Create an almost staff-free computer comfort class by empowering your volunteers to get hands-on with computer/tablet tutoring. Hear about one library’s ongoing one-on-one tutoring experience which allows attendees the opportunity to meet their individual needs without the pressure of performing in a larger group. Get some new ways to bridge the digital gap in your community and receive a toolkit that will help you get started.

Ebooks
2:00 p.m. – 2:15 p.m.
Jennifer Zhao, Liaison Librarian, Schulich Library of Science & Engineering, McGill University
Ebooks have been flooding into library collections for years. They are valuable for teaching and learning. However, finding ebooks has never been as straightforward as their print counterparts due to the multitude of ways of managing their catalog records, and using ebooks from many different vendors in various formats. Hear how one library took a multidimensional approach to enable their users to discover, access, and use ebooks.

Creating Research Impact Reports
3:00 p.m. – 3:15 p.m.
Diane Clark, Staff Development & Training Librarian/ Agricultural, Food & Nutritional Science Librarian, University of Alberta Libraries
Learn how to create a research impact report including the role of scholarly identities, and the importance of using ResearcherID/AuthorIDs and ORCID to claim researcher output. Get a template for creating an impact report with h-index and citation figures and hear how to integrate altmetrics (or alternative metrics) into an impact report to show evidence of research impact outside of scholarly publishing.
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Enjoy the ambiance of Monterey in the company of colleagues. Network and meet new people and have some good conversation over dinner. Sign up for an information dine around at il.infotoday.com.
Watch for news and updates during the conference in the Internet Librarian Conference Blog at www.libconf.com. Visit the blog for tips, networking opportunities, and information to make your stay in Monterey pleasant and productive. The twitter tag for this year’s event is #InternetLibrarian.
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**Exhibit Hours**

- **Monday, October 26** | 5:00 p.m. - 6:30 p.m.
- **Tuesday, October 27** | 9:45 a.m. - 3:30 p.m.
- **Wednesday, October 28** | 9:45 a.m. - 1:30 p.m.

Visit the Internet Cafe in the Exhibit Hall during regular exhibit hours to check your email.