MONTEREY MARRIOTT
Monterey, California

SUNDAY, OCTOBER 16
Preconference Workshops

BRING IT ON:
Act for Impact!

I L . I N F O T O D A Y . C O M
BRING IT ON: Act for Impact!

CELEBRATING 20 YEARS

The Internet Conference and Exhibition for Librarians and Information Managers

MONTEREY MARRIOTT
Monterey, California

OCTOBER 17–19, 2016

Darlene Fichter
University of Saskatchewan

Deb Hunt
Mechanics’ Institute Library

David Lee King
Topeka & Shawnee County Public Library

Tracy Z. Maleeff
Sherpa Intelligence

Brian Pichman
Evolve Project

Marydee Ojala
Editor, OnlineSearcher

Barbara Quint
Editor-in-Chief, OnlineSearcher

Donna Scheeder
Library Strategies International

Jeff Wisniewski
University of Pittsburgh

ORGANIZING AND REVIEW COMMITTEE

INTERACTIVE NETWORKING EVENTS!

SUNDAY, OCTOBER 16 ● 4:30 p.m. – 5:30 p.m.
Cannery Row Walking Tour

Jen Waterson, Librarian, Middlebury Institute of International Studies at Monterey

Need a stretch after a day of workshops or traveling on airplanes? Want to hear some of the lore of Cannery Row and see some of the sights? Join our native librarian as she leads a walking tour from the Marriott to Cannery Row before our Games & Gadgets evening networking event! Meet in the Marriott hotel lobby at 4:20 p.m.

SUNDAY, OCTOBER 16 ● 5:30 p.m. – 7:30 p.m. ● San Carlos IV
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 STEAM ideas! Share with a poster about what your library is doing with creative making and makerspaces in your library. Led by Brian Pichman, Sue Considine, & 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 2015 Knight News Challenge. Refreshments included.

Networking Reception ● Sponsored by Knight Foundation

Information Today, Inc. invites all conference registrants and sponsors to a special Networking Reception in the Sponsor Showcase on Monday, October 17th from 5:00 p.m. to 6:00 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.

CONNECT WITH ATTENDEES!

#InternetLibrarian

SHOWCASE HOURS

Monday, October 17 ................................................................. 8:00 a.m. – 6:00 p.m.
Tuesday, October 18 .............................................................. 8:00 a.m. – 5:00 p.m.

GET CONNECTED!

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 hashtag for this year’s event is #InternetLibrarian.

A DAY OF WORKSHOPS!

In addition to our popular full-day Searchers Academy, we have 14 half-day workshops on Makerspaces, Tech Trends, Project Management, Social Media Strategies & Storytelling, Security, User Experience (UX), Media Monitoring, Text Analytics, Outcome Measures, Skills for Library Technologists, Adding Value, Responsive Web Design and Planning Roadmap for the Future. See pages 6–7 for details.

TUESDAY EVENING SESSION

Internet Librarian @ 20: Looking Forward Retrospectively

7:30 p.m. – 9:00 p.m. ● San Carlos III
HOST: Richard Hulser, Chief Librarian & Curator, Natural History Museum of Los Angeles County
PARTICIPANTS: Long-term Internet Librarian speakers and newbies include Tom Hogan, Jane Dysart, Roy Tennant, Rebecca Jones, Erik Boekesteijn (via video), Marshall Breeding, Amy Affelt, Frank Cervone, and many more.

Lighthearted and entertaining, but also educational and insightful, this evening is an overview of what was and what was envisioned 20 years ago contrasted with the realities of 2016. It looks at the inaugural 1997 Internet Librarian program topics, speakers, and exhibitors and features comments from original participants; discusses topics and themes that have endured; remembers products and services that no longer exist, and much more! See how you stack up against our teams in the trivia game. Join us for a wonderful evening and also crowd source your photos and memories from Internet Librarian events during the past 20 years.
**CONFERENCE AT-A-GLANCE**

**8:00 a.m. – 8:45 a.m.**
CONTINENTAL BREAKFAST in the Sponsor Showcase

**8:45 a.m. – 9:45 a.m.**

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<tr>
<th>TRACK A ● San Carlos I &amp; II</th>
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<tr>
<td><strong>CONTENT MANAGEMENT</strong></td>
<td><strong>WEB PRESENCE</strong></td>
<td><strong>COMMUNITY ENGAGEMENT</strong></td>
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<td>10:30 a.m. – 11:15 a.m.</td>
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<tr>
<td>Big Data</td>
<td>Lessons Learned From Library Websites</td>
<td>Transforming Our View of Roles &amp; Services</td>
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<td>11:30 a.m. – 12:15 p.m.</td>
<td>Writing Effectively for Web &amp; Mobile</td>
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<td>Environmental Vision</td>
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<td>EPUB Ebooks</td>
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<td>Environmental Scanning &amp; Anticipatory Delivery of Info</td>
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<td>Digitizing</td>
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<td>UX With Design Thinking, Apps &amp; Infographics</td>
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**BREAK in the Sponsor Showcase ● Sponsored by £ Knight Foundation**

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<td><strong>EVENING SESSION</strong></td>
<td><strong>MANAGEMENT TIPS AND TOOLS</strong></td>
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<td>10:30 a.m. – 11:15 a.m.</td>
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<td>10:15 a.m. – 11:00 a.m.</td>
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<tr>
<td>Library Tech Industry Update</td>
<td>Future-Proofing Libraries</td>
<td>Information Infrastructure Investments: ROI?</td>
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<tr>
<td>11:30 a.m. – 12:15 p.m.</td>
<td>Brendan Howley</td>
<td>11:15 a.m. – 12:00 p.m.</td>
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<tr>
<td>Social Media Hacks for the Busy Librarian</td>
<td>Technology That May Impact Our Future</td>
<td>12:15 p.m. – 1:00 p.m.</td>
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<td>12:15 p.m. – 1:30 p.m.</td>
<td>Larry Magid</td>
<td>1:00 p.m. – 1:45 p.m.</td>
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<td>Incubators, Coding, Creative Media Studios</td>
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<td>1:45 p.m. – 2:30 p.m.</td>
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<td>1:30 p.m. – 2:15 p.m.</td>
<td>Evaluating Emerging Tech</td>
<td>2:30 p.m. – 3:15 p.m.</td>
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<td>ILS Migration: Promises, Pitfalls &amp; Prep</td>
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**LUNCH BREAK**

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**CLOSING KEYNOTE ● San Carlos III ● Reshaping Our Relationship With Information ● Dan Rasmus**

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MONDAY, OCTOBER 17

OPENING KEYNOTE ● San Carlos Ballroom ● The Impact of Deep Understanding ● Indi Young

COFFEE BREAK in the Sponsor Showcase ● Sponsored by Knight Foundation

TRACK D ● Ferranties Bayview (10th Floor)
OPEN ACCESS/OPEN EDUCATION

The “Open” Landscape

The “Open” Landscape (continued)

LUNCH BREAK

Break in the Sponsor Showcase ● Sponsored by Knight Foundation

Open Access Initiatives

Serving Special Populations and Making a Difference—Refugees

Open Education Resources

NETWORKING RECEPTION in the Sponsor Showcase ● Sponsored by Knight Foundation

TUESDAY, OCTOBER 18

KEYNOTE ● San Carlos Ballroom ● Future-Proofing Libraries ● Brendan Howley

COFFEE BREAK in the Sponsor Showcase ● Sponsored by Knight Foundation

TRACK E ● Los Angeles
INTERNET@SCHOOLS

Toward the Design of Contemporary Library Spaces

Ebooks for Young Learners—What to Look For and What to Look Out For

LUNCH BREAK

Break in the Sponsor Showcase ● Sponsored by Knight Foundation

Measuring Vendor Cybersecurity

Students on Search Results: Pain Points + Solutions

Copyright & Copywrong: Facts & Tips

What Is Your School Library Story?—Tech Spotting to Keep Your Library on the Cutting Learning Edge!

Copyright & Copywrong: Facts & Tips (continued)

Reimagining a K-8 Library Program (Without All the Hype)

EVENING SESSION ● San Carlos III ● Internet Librarian @ 20

WEDNESDAY, OCTOBER 19

KEYNOTE ● San Carlos Ballroom ● Technology That May Impact Our Future ● Larry Magid

COFFEE BREAK ● Sponsored by Knight Foundation

TRACK D ● Ferranties Bayview (10th Floor)
FUTURE FOCUSED IMPACT

Getting More Out of Trend & Survey Reports

Leveraging Millennial Leadership to Drive Change

Library Discovery & Creation for Stakeholders

Designing Library Spaces

LUNCH BREAK

Break in the Sponsor Showcase ● Sponsored by Knight Foundation

Transforming Tech Training Services

Culture in Transit: Digitizing & Democratizing NYC’s Cultural Heritage

Developing an Internet of Things Platform & Apps

Online Chat

CLOSING KEYNOTE ● San Carlos IV ● Reshaping Our Relationship With Information ● Dan Rasmus
Full-Day Workshop  ●  9:00 a.m. – 4:30 p.m.

W1  ●  Searchers Academy: Reinventing Search
Marcy Phelps, Phelp Research, Inc.
Greg Notess, Faculty & Graduate Services Librarian, Montana State University
Gary Price, Co-Founder, INFOpocket & FullTextReports
Grace Simms, Information Technology Librarian, Beacon Law Library

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

- Hacking Google: Learn about the new and little-known search features that enable you to out-Google anyone … even your clients!
- Hacking the Deep Web: Today’s best techniques for identifying and searching the rich content within the deep web
- Hacking the Social Web: How to get the most value from social media—for research and professional development
- Hacking Your Deliverables: What you can do with your search results to make the information even more valuable
- Hacking Subject Searches: Specific tools and resources for searching in a variety of specialized topics

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

W2  ●  Outcome Measures: Evaluate & Do
Rebecca Jones, Director, Brampton Public Library
Moe Hossein-Ara, Director, Branch Operations & Customer Experience, Toronto Public Library

Libraries, like all public sector, academic, and not-for-profit organizations, need three types of measures: operational statistics, satisfaction indicators, and outcome measures. These performance measures are as much about operational effectiveness within the library as they are about demonstrating value to external stakeholders. This hands-on, practical workshop allows you to develop meaningful outcomes to evaluate your library’s programs and initiatives, and align these with operational statistics to manage improvements, processes, staffing, customer engagement, and communication to board, city, or campus influencers.

W3  ●  Responsive Web Design
Roy Degler, Associate Professor, Oklahoma State University Library

Want to learn how to design and build responsive websites with a CSS-based framework? This hands-on workshop focuses on Bootstrap, with supplemental information on Foundation. Learn to control layout using a responsive grid system, apply the framework’s CSS to HTML elements, and incorporate select custom jQuery plug-ins. Participants should come with a basic understanding of HTML/CSS, a laptop, and an opinion (or two). Topics include selecting a framework, downloading the framework and incorporating it into an HTML document, designing page layouts utilizing a responsive grid system, adding basic page elements using CSS and customizing the CSS, creating navigational elements, incorporating jQuery plug-ins, and integration in third-party tools (i.e., LibGuides).

W4  ●  Top Skills for Library Technologists
Marshall Breeding, Independent Consultant, Library Technology Guides

Involved in library technology for 30 years as a consultant, practitioner, and presenter, Breeding leads this half-day workshop for persons aspiring to launch or advance a career in library technology. In an interactive and discussion-oriented format, Breeding shares information and tips on strategies for professional development, career advancement, and how to deepen technical skills. The workshop is aimed at helping participants get to the next step in their career, whether it is through exploring options for new technologies or tools to master, seeking a leadership or administrative track in library technology, or becoming more involved in the broader profession. It’s definitely worth attending to learn from this longtime industry leader!

W5  ●  Project Management (PM) for Libraries 101
Christa Werle, Public Services Project Manager, Sno-Isle Libraries

We’re all implementing new services, programs, and products. But how do we know we’ve completed something? How do we know—and show—that it’s successful? The growing number of project management positions in libraries indicates the importance of these answers in ensuring organizational and project success. This introductory workshop on implementing PM discusses these points: What it is, the vocabulary that is important to know, how PM principles can be introduced to an organization and sustained, and more. Our presenter has experience introducing PM to her library organization and is ready to help you implement PM in your organization. Get lots of tips and techniques from our practitioners.

W6  ●  Roadmap: Planning for a Successful Library Future
Susan Hildreth, Professor of Practice, University of Washington, Peninsula Library System, former Director, NLS

Based on research from Aspen Institute, this interactive half-day workshop focuses on the strategies and action steps identified by the institute to help libraries align with community goals, provide access to content in all formats, cultivate leadership, and ensure long-term sustainability. Join our experienced and forward-thinking workshop leader who knows how to gain community support, build winning strategies and services, grow strong leadership, and more! Spark your future plans with insights from this workshop leader and fellow attendees.

W7  ●  Social Media Strategies for Library Storytelling
Brendan Howley, Chief Strategy Officer, AnalytUX
Stephen Abram, Executive Director, Federation of Ontario Public Libraries
M’Lisa Story, Project Manager, OpenMediaDesk & Author, HOLDING THE SPACE: coherence, community, and co-creating prosperity

This workshop discusses and illustrates how to use social media and social networking in libraries to engage your communities in telling the library stories, offering testimonials, and providing a platform for advocacy and influence to use for funding, community engagement, and promotion of the library. The focus is primarily on the telling of stories of impact and value as well as service/program promotion. It focuses on which stories engage users to share as well as making this method sustainable in smaller and medium sized libraries. Workshop leaders have been involved in creating and delivering social media campaigns internationally on a statewide, national and system level. More social media teams fail for want of a clear methodology for working together to achieve both brand communications and community-building goals. M’Lisa Story, a systems thinker and ecologist, is a specialist in facilitating agile team collaboration best practices and aligning talents and objectives for media teams via the discipline of coherence. She shares how libraries must build agile teams to win big at social media—and do so sustainably. In this workshop you learn how to get started, how to use the data you create through your campaigns and how to use real-time dashboards; how to engage library members and the community in telling stories about the impact of library services and programs; the essences of going viral and storytelling that creates impact and engagement; how to scale your activities to community and state/provincial levels.

W8  ●  How Text Analytics Enhances Info Access
Ahren Lehnert, Manager, Data Taxonomy & Government, Clorox

Deep text is an approach to text analytics that takes it to the next level. Text analytics is becoming essential to any field that incorporates unstructured text—including search, taxonomy-ontology, KM, social media applications, and a whole range of new applications that add depth and intelligence to our ability to utilize and understand the huge variety of unstructured content. This workshop looks at the entire process of creating a text analytics platform: how to select the right software for your organization, what resources are needed, how to make the business case, how to begin to develop taxonomies and categorization catalogs or adapt existing information structure resources, the iterative development process, and a range of types of applications that can be built on this platform. Multiple case studies of the most exciting new applications and approaches are included. The workshop is based on the recently published book, Deep Text: Using Text Analytics to Overcome Information Overload, Get Real Business Value from Social Media, and Add Bigger) Text to Big Data.
Afternoon Workshops • 1:30 p.m. – 4:30 p.m.

W9 • Action Plan for Adding Value
Joe Matthews, Author, Adding Value to Libraries, Archives, and Museums: Harnessing the Force That Drives Your Organization’s Future
Join this interactive workshop and explore the concept of adding value; learn about library service as a business model and how to create a library service model for your environment; and understand ways to add value and how to create a value proposition map. Take home an action plan for adding value in your community.

W10 • Practical Empathy for Stellar UX
Indi Young, Freelance Researcher; Co-Founder, Adaptive Path; & Author, Mental Models & Practical Empathy
Empathy in business can’t just mean “be more sensitive.” Sensitivity to customers and to fellow employees is valuable, but it’s not a reliable, repeatable thing. There’s a form of empathy that’s more suited to the product development and user experience environment. This workshop introduces this form of empathy and explores how to develop empathy with the people your organization seeks to support. It covers definitions of different types of empathy and uses in your work; warning signs when you need to spend time gathering deep understanding; listening sessions and how these are different than user interviews; setting a scope of research for a study; ways to practice and adapt this mindset to your own work; demonstrations and exercises. Join our UX expert and learn new ways to connect with your community.

W11 • Tech Trends for Libraries in 2017 & Beyond
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library, and Publisher, davidleeking.com
Technology has changed the face of libraries, and is continuing to change how we work and how we deliver services to customers. This workshop introduces emerging technology trends and shows how those trends are reshaping library services. Examples are provided of how to incorporate these evolving trends into libraries. Attendees learn what trends to look for, find out the difference between a technology trend and a fad, and get ideas on how their library can respond to technology as it emerges.

W12 • Advanced Project Management: Practitioner Pointers & Insights
Christa Werle, Public Services Project Manager, Sno-Isle Libraries
Rebecca Jones, Director, Brampton Public Library
At the current rate of change, we have to continually add new and improve existing products and services to support our customers in 21st-century needs. Projects are the means by which these innovations are effected, and meaningful, measurable change requires collaboration within any library. This advanced workshop is for project managers who want to get pointers and insights from other project managers. Get tips from our workshop leaders as well as your fellow attendees. Learn how a team responsible for the continued support of the standards, practices, and technology that define project management can last beyond the hype of new processes and guide project work toward strategic impact. Gather best practices from others and share your experiences!

W13 • Want to Make a Makerspace? Practical Tips, Tricks, & Strategies
Susan Considine, Executive Director, The Fayetteville Free Library (FFL)
Since identifying making as a core part of its mission more than 5 years ago, FFL is happy to share its experiences and strategies. If you are in the process of starting a maker’s club, applying for a making grant, developing a makerspace, building a STEM learning or entrepreneurship program, or exploring possibilities around making at your library, this workshop is a must-attend for you! Full of practical tips and tricks you leave this workshop with a road map for building a makerspace for your community.

W14 • IT Security 101
Tracy Z. Maleff, Principal, Sherpa Intelligence
Blake Carver, Senior System Administrator, LYRASIS
We all know we should use good passwords, keep everything updated, and follow other basic precautions online. Understanding the reasons behind these rules is critical to help us convince ourselves and others that the extra work is indeed worth it. Who are the bad guys? What tools are they using? What are they after? Where are they working? How are they doing it? Why are we all targets? Experienced workshop leaders discuss how to stay safe at the library and at home. They share ways to keep precious data safe inside the library and out—securing your network, website, and PCs—and tools you can teach to patrons in computer classes. They tackle security myths, passwords, tracking, malware, and more. They share a range of tools and techniques, making this session ideal for any library staff.

W15 • Media: Monitoring Tools & Dashboards
Ken Watson, President, Watson Knowledge Services, LLC
How do you track what people are saying about your organization or community? Or the industries you are following? Or the new technology you are thinking about implementing? Whether it’s for you or your clients, learn about monitoring the web for mentions or conversations that are of interest, as well as the advantage of joining in. Stay current, up-to-date, and on the pulse of what’s important to you and/or your clients by using free or inexpensive tools and dashboards. Our experienced speaker shares secrets that all PR & communications firms use!

SUNDAY EVENING SESSION
Games, Gadgets, & MakerSpaces: Conference Opening Networking Event
5:30 p.m. – 7:30 p.m. • San Carlos IV
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 STEAM ideas! Share with a poster about what your library is doing with creative making and makerspaces in your library. Led by Brian Pichman, Sue Considine, & 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 2015 Knight News Challenge. Refreshments included.

Cannery Row Walking Tour
4:30 p.m. – 5:30 p.m.
Jen Waterson, Librarian, Middlebury Institute of International Studies at Monterey
Need a stretch after a day of workshops or traveling on airplanes? Want to hear some of the lore of Cannery Row and see some of the sights? Join our native librarian as she leads a walking tour from the Marriott to Cannery Row before our Games & Gadgets evening networking event! Meet in the Marriott hotel lobby at 4:20 p.m.
OPENING KEYNOTE

The Impact of Deep Understanding
8:45 a.m. – 9:45 a.m.  San Carlos Ballroom

Indi Young, Co-Founder, Adaptive Path, & Author, Mental Models & Practical Empathy

Understanding people comes in a lot of flavors. An uncommon flavor is understanding people deeper than explanations and opinions. It’s getting inside people’s minds to see how they achieve their larger human intentions and purposes without reference to your organization. The goal is to allow for later inspiration that represents the complicated inner world of people’s approaches, rather than being constrained by existing systems and conventions. You re-frame the way you think about the problem and your organization does not exist. When you come back to reality after this little exploration, your deeper understanding influences the way you think about solutions. Our UX expert and speaker defines this deeper understanding, outlines how to curate the knowledge in a depiction of the reasoning-patterns (mental model diagrams) and the thinking-styles (behavioral audience segments).

COFFEE BREAK in the Sponsor Showcase
9:45 a.m. – 10:30 a.m.  Sponsored by Knight Foundation

TRACK A  San Carlos I & II

Discovery, Navigation, & Search

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

Moderated by Jim Tchobanoff, Tchobanoff Research & Consulting

10:30 a.m. – 11:15 a.m.

Greg Notess, Faculty & Graduate Services Librarian, Montana State University, & Author

Google and other search engines continue to innovate and adapt to the ever-changing online public. Power searching tools and techniques often are buried beneath the big search headlines about new ways to find celebrity or sports information. Take a fast paced trip through several new and unusual research tips for power searchers.

A102  Super Searcher Apps, Sites & Tools
11:30 a.m. – 12:15 p.m.

Gary Price, Co-Founder, INFOdocket & FullTextReports

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

LUNCH BREAK  A Chance to Visit Sponsors
12:15 p.m. – 1:30 p.m.

A103  Discovery Apps & Plug-Ins
1:30 p.m. – 2:30 p.m.

John Andrews, Internet Services Librarian, Washoe County Library System

Trey Gardner, Founder/CEO, Koios

Joseph Sanchez, Director, Mesa County Libraries

Ben Rawlins, Director, Library Services, Georgetown College

Hear about three different approaches to discovery! Washoe County Library System partnered with Koios to launch a novel service: a browser plug-in that adds results from the library to search engines and ecommerce sites. If a patron using Koios (even on a PAC) views an item on Amazon, for example, Koios links to the same item in the library holdings. Speakers discuss their experiences, including the rollout process, marketing and promotion strategies, and user adoption data over the course of the project from both the library and vendor perspective. Sanchez discusses Wild Colorado, a unique state-wide wildlife discovery application developed by Mesa County Public Libraries. It had the highest successful library kickstarter to date and positions libraries to expand their services and patronage in ways never before possible. Learn about the rationale and process behind this revolutionary library endeavor as well as community engagement. With more and more students coming equipped with mobile devices, Rawlins talks about working in collaboration with teaching faculty from three different departments (English, World Languages, and Graduate Education) to develop a research tool so students have access to a mobile app, Research Genius, with the tap of an icon. It provides students with an introduction to what it means to do academic research, what is involved in the research process, and how to properly cite sources and avoid plagiarism. Hear about the different frameworks used to develop this app as well as our plans for the app moving forward.

BREAK in the Sponsor Showcase
2:30 p.m. – 3:15 p.m.  Sponsored by Knight Foundation

A104  Discovery Tools
3:15 p.m. – 4:00 p.m.

Marshall Breeding, Independent Consultant, Library Technology Guides

Libraries face a complex set of choices as they consider the best technologies to assist them in managing and providing access to their collections and services. Breeding provides an overview and analysis of the current environment of discovery tools for libraries.

A105  Enterprise Search & Discovery Tools
4:15 p.m. – 5:00 p.m.

Camille Mathieu, Information Science Specialist, Jet Propulsion Laboratory (JPL)

Sarah Dahlen, Reference and Instruction Librarian, & Kathlene Hanson, Electronic Resources Coordinator, California State University (CSU)-Monterey Bay, Library

For any organization with significant digital content, the ability to search across this content has become an operational necessity. Regardless of the specific search system utilized by an organization, effective enterprise search requires some manual review and editing in order to produce the most relevant results. Mathieu looks at the current trends and issues surrounding enterprise search by presenting a case study of the library’s efforts to manually “curate” search at JPL, a world leader in robotic deep-space planetary missions, advanced observatories for exoplanets and astrophysics, Earth monitoring systems, and associated science and technology. She discusses an open-source search tool, Elasticsearch, recently initiated to improve internal search, which is used to index intranet web content as well as content from a disparate range of internal document, image, and data repositories. Get an overview of search curation efforts, tools and metrics used, some best practices and lessons learned. CSLJ speakers discuss how discovery layers have changed the ways in which students are able to search academic library resources by providing a simplified, customizable user interface. They studied student participants who executed searches in two discovery layer configurations and an indexing and abstracting database. While students reported a preference for discovery layers, the articles selected from the indexing and abstracting database were more authoritative. These results illuminate the relative strengths of these tools, informing decisions about resource allocation and discovery configuration.

NETWORKING RECEPTION in the Sponsor Showcase
5:00 p.m. – 6:00 p.m.  Sponsored by Knight Foundation

TRACK B  San Carlos III

Web Presence

The web presence of libraries is critical to their identity and brand, services and programs, community engagement, and more. Hear what our practitioners have learned and share about redesigning and marketing their websites, how to write for the mobile web, how to keep your website secure, and more. Organized and moderated by Darlene Fichter, University of Saskatchewan

B101  Lessons Learned From Library Websites
10:30 a.m. – 11:15 a.m.

Julie Stam, Marketing Specialist/Webmaster, Eisenhower Public Library District

Redesigning your library website? Get tips to streamline your redesign process as our informative speaker takes you through more than a dozen lessons learned during the redesign and launch of her library’s website. Lessons cover interviewing web developers, outlining expectations, conducting
B102 ● Writing Effectively for Web & Mobile
11:30 a.m. – 12:15 p.m.
Jeff Wisniewski, Web Services Librarian, University Library System, University of Pittsburgh
Darlene Fichter, Head, Murray Library, University of Saskatchewan Library
Great sites have great content that takes into account mobile and web users’ scanning, reading and scrolling behaviors. In today’s world that means writing responsively—creating and designing content that will work on mobile, tablets and desktop. If your library simply transfers your desktop content into a responsive template without a real rethink, your library’s presence will be mediocre at best or a complete train wreck at worst. Get proven techniques for writing for multiple platforms and some do’s and don’ts for creating great user experiences.

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

B103 ● Security: Not Just IT!
1:30 p.m. – 2:30 p.m.
Frank Cervone, Director, Information Technology, School of Public Health, University of Illinois
Jim Peterson, IT Manager & Media Relations, Goodnight Memorial Library
As trusted information resources, libraries have an obligation to provide a safe and secure computing environment for their community. This, however, isn’t just the responsibility of the IT department; it is a shared responsibility across all staff. Cervone provides an overview of the critical issues in security, an outline of what training is required, and what resources are available free from which a library can develop a security training program. Peterson doesn’t think any library is too small for bad guys to worry about, even those using WordPress. He demonstrates the Wordfence security plug-in on his own library’s website—live! He shows how this one plug-in blocks malicious attackers’ attempts to log in to the library’s website via common logins, as well as various other tools and reports this plug-in provides.

BREAK in the Sponsor Showcase
2:30 p.m. – 3:15 p.m. ● Sponsored by Knight Foundation

B104 ● Marketing & Promoting the Library Website
3:15 p.m. – 4:00 p.m.
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library
Not getting people to your library’s website? Not sure how to “sell” your library to the younger generation? This presentation provides some easy ways to tweak your online marketing and promotion efforts for maximum impact. King shows how his library uses digital branch tools to reach out to the community and draw people into the library—both physical and digital.

B105 ● How to COPE: Edit Once, Publish Everywhere
4:15 p.m. – 5:00 p.m.
Roy Degler, Associate Professor, Oklahoma State University
Explore how to adapt NPR’s Create Once Publish Everywhere (COPE) model to a library’s website(s) and resources. This presentation covers coping strategies to alleviate the frustration of editing or correcting out-of-date and conflicting content across a variety of online resources. Example approaches include syncing navigation menus, repurposing content, and abstracted URLs across the library’s websites, resources, LibGuides, and discovery platform. Get lots of tips and tricks to use in your environment!

NETWORKING RECEPTION in the Sponsor Showcase
5:00 p.m. – 6:00 p.m. ● Sponsored by Knight Foundation

C101 ● Engagement Strategies: Different Problems, Similar Approaches
10:30 a.m. – 11:15 a.m.
Julian Aiken, Head, Access Services, Yale Law Library
Deana Brown, Librarian, Boise State University & Crystal Miller, Librarian/Circulation Supervisor, Coeur d’Alene Public Library
LaVentra E. Danquah, Librarian III, Wayne State University
Each panelist has 7 minutes to pitch their strategy and then participate in an open forum. Yale Law Library’s print course reserves continue to be big business, representing roughly 10% of all checkouts for the past 2 years. The problem was engaging faculty. The strategy? Poetic emails. The Idaho Commission for Libraries (ICOI) Special Projects Library Action Team (SPLAT) has peer mentor volunteers from Idaho’s library community. The problem was to strengthen libraries across a vast state ripped by remoteness and technology issues. The strategy? Team travels to secure one conversation at a time. Shiftman Medical Library, a designated Outreach Library for the National Library of Medicine, National Network of Libraries of Medicine, needed to vastly increase attendance at community health programs. The strategy? Leverage social media for outreach events that have enhanced the library’s reputation as a key provider of community programs and forge new partnerships with academic, health, and community institutions.

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

C102 ● Empowering Conversations: Libraries in THATCamp
11:30 a.m. – 12:15 p.m.
Memo Cordova, Librarian, Boise State University
How do you and your library empower the humanities at your institution? Enter THATCamp (The Humanities and Technology Camp)—collaborative, brainstorming, problem-solving events bringing together a diverse and engaging set of individuals, not just academics. Come harness the precepts of the THATCamp ethos by learning how to organize your own grassroots humanities event; avoid the pitfalls and challenges of organizing a THATCamp in your campus; and expand your role from reactive information professional to a proactive champion for your library and the humanities.

C103 ● Partnerships Bring Opportunities to New Audiences
1:30 p.m. – 2:30 p.m.
Lee Bouille, Director, Digital & Library Collections, Country Music Hall of Fame & Museum
Jennifer Eldridge, Youth Services Supervisor, Longview Public Library
This is a session about two libraries that became liked, known, and visible—with incredible results! With funding from a number of organizations and foundations, the Country Music Hall of Fame and Museum in Nashville has digitized, preserved, and made accessible moving images, audio, print, etc. It has implemented digitization workstations, storage, switches, and digital asset management system infrastructure, as well as using online analytics to track user data. Hear how museum staff built momentum for digital collections and created new partnerships with Google and Getty Images online interfaces to reach new audiences. Hear about Longview Public Library’s partnership with Buckner Family Services for its Summer Reading Club. The partnership led to a fulfilling and promising sponsorship of more than $10,000 each year for many years to come.
C104 ● Measuring Engagement
3:15 p.m. – 4:00 p.m.
Jason Griffey, Founder & Consultant, Evenly Distributed & 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, a project supported by the Knight Foundation, is going to make that happen by using simple and inexpensive sensors that can collect data about building usage that is now invisible. The project is building open tools using open hardware and open source software, and will then provide open tutorials so that libraries everywhere can build the tools for themselves. Hear how the project is progressing, how you can get your library involved, and how it could be useful for you needs.

C105 ● Super Community Event: STEM Innovation Bowl!
4:15 p.m. – 5:00 p.m.
John Schlosser, Library Program Coordinator Technology, Santa Clara City Library
Angela Ocana, Librarian I, Northside Branch Library

The Santa Clara City Library hosted a STEM Innovation Bowl 1 week before the city hosted the 2016 Super Bowl. Hosting more than 10,000 people, the library showcased new, cutting-edge technology and STEM stations to excite young minds. Hear how they prepared, marketed, set up, staffed, and created each station to produce the most successful library event ever. Library departments collaborated and worked with city IT and brought in eight companies from Silicon Valley. All the Innovation stations are reusable, supporting programming again and again.

NETWORKING RECEPTION in the Sponsor Showcase
5:00 p.m. – 6:00 p.m. ● Sponsored by Knight Foundation

TRACK D ● Ferrantes Bayview (10th Floor)

Open Access/Open Education: Discussion
Things are speeding up in the worlds of open access and open education. Everywhere you look, it seems, people are talking about it. And yet, the goal of making online scholarly information free to everyone is still causing debate. There are many skeptics and no one model seems to solve all the problems. Let’s face it, the road to Open Access and Open Education takes a lot of work. Join this interactive stream of sessions with round tables that bring people together in order to discuss the complexities and solutions that assist us in adopting Open Access and Open Education for open science everywhere.

D101/102 ● The “Open” Landscape
10:30 a.m. – 12:15 p.m.
Frank Cervone, Director, Information Technology, School of Public Health, University of Illinois
David Green, Library Systems Manager, Town of Chapel Hill, Chapel Hill Public Library
Andrew Therriault, Chief Data Officer, Department of Innovation & Technology, City of Boston & Knight Foundation Grant Recipient
Patrick Danowski, Manager, Library, Institute of Science and Technology Austria

This double session, followed by group discussion, begins with a look at the “open” landscape and then focuses on some activities in the public library and European research library arena. Cervone discusses the open landscape from the library and faculty perspectives. He looks at a number of open initiatives, challenges, and prospects for the future with respect to open access and open education. While the goals are laudable, the practical implementation for both is far from straightforward. The open access movement has been around for years, but is it starting to gain some momentum? Questions related to sustainability and the assurance of quality are just a few of the issues that threaten to slow the adoption of the open education model. Get a good picture of where things are in the “open” landscape. Our two public library practitioners discuss open access to open knowledge. The Town of Chapel Hill had an interest in joining the open data movement and looked to the library to make it happen. Worldwide, libraries are often the community’s most trusted government organization; they have the expertise in providing access to information and, frankly, to get things done. Hear about the Chapel Hill Open Data website as Green shares stories, lessons learned, and expert advice on publishing an open data web portal and providing open data from your local public library. Therriault talks turning open data into open knowledge by turning Boston’s open data collection into an accessible resource by working with Boston Public Library to catalog it and introduce it to the public. Danowski looks at reaching an open access world. In the first half of 2016 the Netherlands took over the EU presidency and open science became a focus topic. The Amsterdam call for action followed the Max Planck Society Berlin Declaration, which started a new international initiative for a transition of the scholarly journals from subscription to open access publishing. In Austria many institutions joined forces and founded Open Access Network Austria; the Austrian Library Consortium (KEMÖ) negotiated the first offsetting deal in the world with the Institute of Physics to avoid double-dipping. Deals with other publishers followed to support open access. The goal is to achieve a full transition to open access by 2025. Danowski discusses how to follow Europe’s call for action on open action and uses the example of Austria, their experiences and plans. With the window of opportunity opening, he encourages an international approach to act and disrupt the traditional system and make open access a reality.

D103 ● Open Access Initiatives
1:30 p.m. – 2:30 p.m.
Sam Molyneux, CEO & Co-founder, Meta
Jason Griffey, Founder & Consultant, Evenly Distributed & Fellow, Berkman Center for Internet & Society at Harvard University

Molyneux discusses the creation of Meta (formerly ScienceScape) which uses machine intelligence to structure the information within scientific papers, and make it discoverable for free. Griffey discusses the Blockchain, a permanent record of transactions that’s transparent to all its users, and how it might apply to library issues like copyright and intellectual property.

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

D104 ● Building a More Open Web
3:15 p.m. – 4:00 p.m.
Gary Price, Co-Founder, INFOdocket & FullTextReports

There are many important and interesting publications, resources, and other materials on the web which are currently not discoverable. From the co-author of the first Invisible Web book published 15 years ago, hear how we could achieve a more open web!

D105 ● Open Education Resources
4:15 p.m. – 5:00 p.m.
Julie Erickson, Learning Specialist, TIE
Susan Archambault, Head, Reference & Instruction, & Lindsey McLean, Instructional Design Librarian, Loyola Marymount University

Open education resources (OER) are increasingly in the news as an option for K–12 schools to “save money on textbooks” and recognize teacher innovation and professionalism. Explore the creation of personalized digital textbooks incorporating free OER and review the impact before launching a large-scale OER project. Erickson provides examples of OER textbooks, copyright, platform and content considerations, and resources to incorporate into your own textbook. Get the info and resources you need to have discussions with your stakeholders before launching your own project. Marymount U speakers introduce CORA (Community of Online Research As- signments), a pilot open access educational resource developed for faculty and librarians in higher education. It created a collection of research assignments designed to be extended and enriched by its users—eventually building a community of faculty and librarians sharing their knowledge of pedagogy, information literacy, research, and writing within the landscape of higher education. Hear about Loyola Marymount’s use of Drupal, an open source content management platform; get a live demo of CORA; and hear how the community is using this resource and the lessons learned in developing it.

NETWORKING RECEPTION in the Sponsor Showcase
5:00 p.m. – 6:00 p.m. ● Sponsored by Knight Foundation
Carolyn Foote,
Westlake High School, Austin, Texas

physical and digital library can work together to provide an always-on, connective experience that

We consider the library as a spatial ecology, giving attendees the opportunity to consider how a

is, what it means for learning, and how this translates into the effective design of library spaces.

As the intellectual heart of a school, how the library supports student learning is simply mis-

sion-critical. With this as a grounding construct, we explore the changing nature of what a library

will resonate with today’s students. Finally, our exploration of “library” presents the design process

as a methodology that librarians can use to continually align and evolve the programs and spaces of

the library to create meaningful capacities for student learners. Join in for an enriching conversation

about the intersection of library, space, and design!

E102 ● Ebooks for Young Learners—What to
Look For and What to Look Out For
11:30 a.m. – 12:15 p.m.

Gail Lovely, Independent Educator & Learner, Suddenly It Clicks!, Friendswood, Texas

Ebooks bring a whole new world of opportunities to children and those who help them. The afford-
dances of today’s ebooks can offer environments and tools to students who may have a variety of

needs, strengths, interests, and challenges at a wide range of reading levels. This session provides

examples of a wide selection of ebooks and discussion of how these can support children at

various stages of reading development. We cover what to look for, what to look out for, and how
to make good decisions in the selection and use of digital, tablet-based books to encourage and

grow young readers.

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

E103 ● Gamifying Database Instruction,
Plus EBSCO Discovery Service in the H.S. Library
1:30 p.m. – 2:30 p.m.

Brenda Boyer, Information and Technology Resources Department Leader, Kutztown School District,
Kutztown, Penn.

Toni Gorman, Librarian, Adlai Stevenson High School, Lincolnshire, Ill., &
Lisa Dettling, Library Director, Convent of the Sacred Heart Schools, New York, NY

Our first presenter in this session notes that sometimes techniques for teaching databases can

become more “tired and boring” than “tired and true!” If so, it’s time to flip instruction into a Search
App Smackdown! This fun, challenging, and competitive gaming approach meets AASL goals,
integrates technology, and puts kids in the driver’s seat for their learning. Learn to “flip instruction”
to transform boring database lessons into a fun and competitive fast-paced game. Then, learn from
our next presenters how you can provide your students with a more “Google-like” search for your
library’s databases and book catalog. They discuss the process of implementing EBSCO Discovery
Service in a large high school library using a personalized authentication for remote access.

BREAK in the Sponsor Showcase
2:30 p.m. – 3:15 p.m. ● Sponsored by Knight Foundation

E104 ● Serving Special Populations and
Making a Difference—Refugees
3:15 p.m. – 4:00 p.m.

Stephen Abram, Principal & Executive Director, Federation of Ontario Public Libraries (FOPL);
Lighthouse Consulting, Inc.

Schools, public, and in fact all stripes of librarians are “programmed” to serve the public, whether
it be their students and faculty, their patrons, or their clients—and to make a difference in their
communities. That’s just who they are. Stephen recounts how librarians in his hometown commu-
nity are reaching out to serve some brand-new patrons: refugees! Come hear his inspiring story!

E105 ● Hidden in the Stacks—School Libraries
Competing in 1:1 Environments
4:15 p.m. – 5:00 p.m.

Pamela Morgan, Librarian, Maine Township High School East, Park Ridge, Ill.

As the librarian, you are at the forefront of change in your school community. Step up by using
solutions to make your library better that are hidden in the stacks! This workshop covers a wide
variety of topics, including assessment, data collection, and instructional design, building up your
online presence through the library webpage, social media and Google analytics. Learn how to
create screencasts, build ads, and create infographics! Work with other librarians to build knowl-
edge, ideas, and tips!

NETWORKING RECEPTION in the Sponsor Showcase
5:00 p.m. – 6:00 p.m. ● Sponsored by Knight Foundation
KEYNOTE

Future-Proofing Libraries
8:45 a.m. – 9:45 a.m. ● San Carlos Ballroom
Brendan Howley, Chief Strategy Officer, AnalytIX
Our speaker, a journalist, screenwriter, and library advocate, shines a light on a number of projects of direct benefit to libraries seeking to “future-proof” themselves against digital disruption and the prospect of diminished funding through increased community engagement/library advocacy. He shares the Library Digital Relevancy Index, which contextualizes the results of the first industry-wide pilot of libraries examining the degree of digital future-proofing. He describes the PXI: Patron Experience Index—a dashboard platform which weighs and displays multiple strategic community key performance indicators involving libraries in community cultural/prosperity/entrepreneurship initiatives—in order to identify programming, partnership, and learning opportunities for library staff and engage library staff in “begin with the end in mind” creative media and programming processes in support of those identified opportunities. Howley discusses the OpenMediaDesk (OMD), which pre-validates media prior to publishing online (Facebook, Twitter, Instagram) in order to maximize engagement with target communities. He also talks about an open app publishing platform to support “cultural destination tourism,” in which the physical experience of exploring the “community icons” within Hamilton’s central Gore Park is digitally reproduced indoors at Hamilton Public Library’s Central Branch in a high-engagement iPhone experience using beacons—Wi-Fi transducers which trigger, via Bluetooth LTE, “proximity storytelling experiences.” This talk is sure to propel your thinking and insights into action with impact!

BREAK in the Sponsor Showcase
9:45 a.m. – 10:30 a.m. ● Sponsored by Knight Foundation

TRACK A ● San Carlos I & II

Content Management
Managing content has long been a key activity of info pros, but never before have there been so many formats, tools, and techniques. Hear from our practitioners about the roles and opportunities with Big Data, ebooks, digitizing, text analysis, and more!

Moderated by Richard Hulser, Natural History Museum of LA County

A201 ● Big Data
10:30 a.m. – 11:15 a.m.
Amy Affelt, Director, Database Research Worldwide, Compass Lexecon
Big Data is still Big, especially as a topic in the media, and data scientist landed the top spot on Glassdoor’s “Best Jobs in America” for 2016. We know that data is being compiled at the speed of light, but it can be hard to see how any of it is actually applicable to organization problem-solving and strategy. Moving past the hype of fitness trackers and smart appliances, Affelt takes a look at data science projects in industries where collection, processing, and presentation of data have had a dramatic impact—pharma, open cities municipal initiatives, education, retail, and of course, libraries. She discusses some user-friendly discovery, analysis, and visualization tools that can be used by info pros to glean real insights from all of this data. The sky is the limit as we channel our inner data scientists to discuss our hopes and dreams in a Big Data world.

A202 ● EPUB Ebooks
11:30 a.m. – 12:15 p.m.
Emily O’Connor, VP, Academic Support, Rasmussen College
Kara Kroes, Director, Product Management, eBooks, EBSCO Information Services
Melissa Fullkerson, Director, Third Party Ebook Sales, Elsevier
This session summarizes how publishers, aggregators, librarians, and end users view the evolving technology, EPUB, an ebook file format with the extension .epub that can be downloaded and read on a variety of devices, and the extent to which they might take an active role in shaping it. It covers: reasons for EPUB’s ascendancy among academic publishers and the benefits to end users, how PDF ebooks present barriers to innovation and problems for accessibility, findings from a fall 2015 case study at Rasmussen College which sought to test the hypothesis that the demand (and usage) for EPUB ebooks would increase in proportion to the level of awareness of its availability and advantages it will also cover the surprising pockets of loyalty the researchers found to the PDF format), findings from EBSCO’s user research regarding full-text linking and e-book formats, promoting EPUB in research instruction, faculty development, and curriculum integration, and more!

A203 ● Digitizing
1:30 p.m. – 2:30 p.m.
Charlotte Spinner, Information Architecture Analyst, & Christine Rasmussen, Manager, Information Assets, AARP Library
Richard Hulser, Chief Librarian & Curator, Natural History Museum of Los Angeles County
After many years of denial and avoidance, the AARP Library embarked on a project to create a staff-use article database for AARP’s flagship publication, AARP The Magazine. They recount the adventure, complete with thorny source material, tales of woe, reaching across the cubicles, XML to the rescue, and ultimately success! They share what they did right, what they wish they’d done differently, the pros/cons of various formatting options, and several unexpected “silver linings” that emerged from the stormy endeavor, shining a spotlight on the library and boosting their engagement and relevance across the enterprise. Hulser discusses making content discoverable through the Biodiversity Heritage Library (BHL), a framework for efforts to provide worldwide access to a variety of biodiversity materials, including those from pre-17th centuries. While scanning items is a great first start, making older items in particular discoverable through OCR has limited success. Hulser provides an overview of projects focused on the crowdsourcing and gaming techniques engaged by staff at the Missouri Botanical Gardens, the Smithsonian Libraries, and other BHL members to heighten success in access to materials with unusual fonts and handwritten text.

BREAK in the Sponsor Showcase
2:30 p.m. – 3:15 p.m. ● Sponsored by Knight Foundation

A204 ● Computational Text Analysis
3:15 p.m. – 4:00 p.m.
Cody Hennesey, E-Learning & Information Studies Librarian, University of California-Berkeley
After a year of attending the Computational Text Analysis Working Group at the UC-Berkeley D-Lab, which serves graduate students working in data intensive social science, our informally “embedded” librarian has created new opportunities for the library support of a burgeoning research community. Hennessey defines and gives examples of computational text analysis (also known as text mining), and illustrates why librarians are particularly well equipped to help with these new modes of research. He shares a few highlights: finding and accessing congressional records for a large-scale text analysis project, reviewing vendor text mining products, connecting with faculty to identify new corpora acquisitions, collaborating on text analysis documentation projects, and defining the legal boundaries around scraping various online text sources.

A205 ● Springshare Mashups: Repurposing Digital Content
4:15 p.m. – 5:00 p.m.
Jeffrey Mortimore, Discovery Services & Data Curation Librarian, & Ruth Baker, Learning Commons Librarian, Georgia Southern University
How many research guides go neglected because we can’t keep up with all the stellar content we create for our patrons? As digital content producers, librarians are always looking for new ways to repurpose content for different audiences while streamlining content management. Fortunately, with the ongoing development of content management tools like Springshare LibGuides 2.0, the dream approaches reality. Presenters offer simple strategies (including naming, description, and chunking) for content creation and management that maximize opportunities for repurposing content across delivery platforms while keeping maintenance to a minimum. While this session focuses on LibGuides and LibAnswers, the content creation techniques discussed are applicable to any content management system that supports dynamic content mapping and/or external widget creation.

SHOWCASE HOURS

Monday, October 17 ................................................. 8:00 a.m. – 6:00 p.m.
Tuesday, October 18 ................................................ 8:00 a.m. – 5:00 p.m.
and co-creating prosperity

Positive user experience is as critical for libraries as it is for any customer-facing enterprise. Get tips, tricks, and techniques on providing excellent customer service, turning web traffic into foot traffic, using ethnography to understand user communities and influence decision-making based on evidence, design thinking, and one app for everything!

Moderated by Jeff Wisniewski, University of Pittsburgh

B201 Give Us a Reason to Come Back
10:30 a.m. – 11:15 a.m.
Moe Hosseini-Ara, Director, Branch Operations & Customer Experience, Toronto Public Library

According to Jenny McKenszie, “The Customer is why we are here. If we take good care of them, they will give us a reason to come back. Join a resort librarian and a director of customer experience for highlights of stellar customer service. From the Waffle House to Walgreens, examine why some delight while others fail. Explore tactics for supporting a strong service culture that include hiring passionate people, supporting deviant thinking, eliminating service barriers, secret shopping (yes, secret shopping), and the power of the little word “yes.”

B202 Building Successful Teams for Positive UX
11:30 a.m. – 12:15 p.m.
M’Lisa Story, Partner, OpenMediaDesk & Author, HOLDING THE SPACE: coherence, community, and co-creating prosperity

Our speaker, a veteran strategic creative/serial entrepreneur and community mobilizer, helps individuals and organizations experiment with new ways of working and being in the workplace. She is an expert at aligning talents and objects as a best practice to facilitate building high performance teams. Get tips and techniques to foster and engage teams of staff, community members and partners to ensure positive user experience for both team and community members.

LUNCH BREAK A Chance to Visit Sponsors
12:15 p.m. – 1:30 p.m.

B203 Turning Web Traffic Into Foot Traffic & Using Ethnography
1:30 p.m. – 2:30 p.m.
Trey Gardner, Founder/CEO, Kolos

As library offerings go digital, members and non-members increasingly rely on the library website for information and access. How do we encourage these digital visitors to walk through our physical doors? Gardner applies frameworks from digital advertising, including the conversion funnel and the customer journey map, to turn web traffic into foot traffic. Benzing discusses ethnographic study, an approach often used in anthropology to examine and describe various communities. It can be useful in library user studies for gaining a more cohesive understanding of user communities. Hear about a study of student users and how their results are being used to plan and drive future renovations of the physical space. Ethnographic studies can have practical impact on your decisions about library resources physical and virtual.

BREAK in the Sponsor Showcase
2:30 p.m. – 3:15 p.m. Sponsored by Knight Foundation

B204/205 UX With Design Thinking, Apps & Infographics
3:15 p.m. – 5:00 p.m.
Kristen Cardoso, User Experience Librarian, Middlebury Institute of Int’l Studies at Monterey (MIIS)
Adriana (Adri) Edwards-Johnson, Virtual Library Coordinator & Lisa Wells, Strategy & Innovation Officer, Pioneer Library System (PLS)
Pamela Morgan, Librarian, Google for Education Certified Trainer

Libraries everywhere are re-envisioning themselves as places, spaces, and services for 21st-century users. Focusing on the user has become central to creating and improving library services, spaces, collections, instruction, and programming. Hear three ways this is happening. MIIS created a new position dedicated to learning about and responding to our users. Hear how a campus course became an opportunity for the new user experience librarian to work alongside a core user group: students. Team Library, working with the librarian, transformed and revitalized the library’s downstairs space using design thinking. PLS, located in Oklahoma, had a dream of delivering its innovative in-person library experience to the library cardholder’s mobile device. Hear about their experience with an app developed by their integrated library system vendor and how they moved to an internally designed app developed in the Android and iOS app stores called Pioneer Library System Connect, but affectionately nicknamed “The One App to Rule Them All.” Infographics continue to be go to tools to help professionals break down content and link vocabulary content and additional information. Marketing companies are already using infographics more and more to help reveal data and get the buyer to connect more with the content. Get tips to become a successful infographic innovator, by understanding the scaffolding necessary to build a successful infographic as well as some cool online tools such as Canva, Google Drawing, Easel.ly, and many more!

TUESDAY, OCTOBER 18

TRACK B San Carlos III

User Experience (UX)

B201 Give Us a Reason to Come Back
10:30 a.m. – 11:15 a.m.
Moe Hosseini-Ara, Director, Branch Operations & Customer Experience, Toronto Public Library
Elizabeth Tracy, Library Director, Whitfield, British Columbia

According to Jenny McKenszie, “The Customer is why we are here. If we take good care of them, they will give us a reason to come back. Join a resort librarian and a director of customer experience for highlights of stellar customer service. From the Waffle House to Walgreens, examine why some delight while others fail. Explore tactics for supporting a strong service culture that include hiring passionate people, supporting deviant thinking, eliminating service barriers, secret shopping (yes, secret shopping), and the power of the little word “yes.”

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BREAK in the Sponsor Showcase
2:30 p.m. – 3:15 p.m. Sponsored by Knight Foundation

B204/205 UX With Design Thinking, Apps & Infographics
3:15 p.m. – 5:00 p.m.
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TRACK C San Carlos IV

Enterprises: Roles, Tools, & Services

This series of sessions reflect roles and services in the enterprise including knowledge management, text analysis, records management, archives, and anticipatory services. It also talks about tools for collaboration and more.

C201/202 Transforming Our View of Roles & Services
10:30 a.m. – 12:15 p.m.
Teresa Powell, Technical Research & Asset Manager, IDS Research Library, Raytheon Company
Minh Le, Information Science Specialist, &
Kelly Minta, Records Management Specialist, NASA Jet Propulsion Laboratory
Ruth Knople, Systems Librarian, National Solar Observatory

This double session looks at the new and exciting roles that librarians in four different organizations are carving out and impacting. In order to stay relevant, to impact employee performance, and, most importantly, to be seen as a positive contributor to the bottom line, enterprise libraries continue to evolve, building upon past successes and learning from current challenges. Transformation is driven by the business need and how successfully libraries anticipate or respond to those needs. Everything from the services offered to the skills for which the library hires directly tie back to helping employees make better business decisions. Powell discusses the expanding role of the embedded information professional in knowledge management. She talks about the archive, which is tasked with making internal information easier to store, discover, and retrieve. Strategies for integrating disparate content, including traditional library materials (e.g., books, technical reports), intellectual property assets (designs, process documentation), controlled documents (specifications, drawings), and manufacturing and product data into the library catalog are addressed along with the challenges of managing physical and digital assets with differing security/access requirements, innovative uses for the thesaurus functionality of integrated library systems, and more about how the library or archive can expand to add value to their organization’s knowledge management strategies. The third presentation focuses on specialized science and technology institutions, specifically their information needs for research and development in the form of both internal and external knowledge. NASA’s Jet Propulsion Laboratory (JPL) spacecraft projects consistently build on work that has already been done, using unique heritage and legacy records as a backbone for new projects and development. Through leveraging the roles of the combined NASA JPL Library, Archive, and Records Management section (LARS), it is able to provide comprehensive research deliverables that capture both internally-generated reports and externally published articles to better inform spacecraft and mission development. This unique approach to embedded librarianship allows for on-demand reference services that utilize the full capacity of the knowledge resources that LARS offers. By using a combination of in-person interfacing with customers and digital collaboration among librarians in various roles, they are able to answer reference questions rapidly and provide an in-depth deliverable that spans both externally published work as well as internally generated data and reports.

LUNCH BREAK A Chance to Visit Sponsors
12:15 p.m. – 1:30 p.m.

C203 Environmental Vision
1:30 p.m. – 2:30 p.m.
Cecilia Knowles, Manager, Federal Bank of San Francisco
Moe Hosseini-Ara, Director, Branch Operations & Customer Experience, Toronto Public Library
Frank Cervone, Director, Information Technology, School of Public Health, University of Illinois

Understanding the ever-changing environment within which your community or organization exists is critical to setting the direction for your library and it’s staff. Get insights and ideas on how to be aware of the big picture in your environment from this panel!
Stephanie Murphy, Custom Group Research Lead, The MITRE Corp.

Delivery of Information.

Timing of delivery. Get tips to use in your organization for environmental scanning and anticipatory delivery of information. By pushing content to staff at just the right time, when they need it to make a decision. They store and share documents. Information Services is taking environmental scanning a step further.

The Environmental Scanning Service was created—a process allowing staff to collect information themselves and/or work with one of the department’s information analysts embedded across the MITRE. The information analysts delivered research and developed SharePoint sites to organize, store and share documents. Information Services is taking environmental scanning a step further by pushing content to staff at just the right time, when they need it to make a decision. They focus on "triggering" events, evaluating alerting mechanisms needed to deliver information, and timing of delivery. Get tips to use in your organization for environmental scanning and anticipatory delivery of information.

C205  Environmental Scanning & Anticipatory Delivery of Info

3:15 p.m. – 4:00 p.m.
Deanna West, Acting Department Head, Information Services, & Stephanie Murphy, Custom Group Research Lead, The MITRE Corp.

In 2012, The MITRE Corp. developed an organizational initiative to optimize its ability to deliver on the unique value of federally funded research and development centers (FFRDCs). With a goal of advancing customer engagement, it needed to create a baseline understanding of client business environments and to adopt a process to build and maintain the information picture or “blueprint.” The Environmental Scanning Service was created—a process allowing staff to collect information themselves and/or work with one of the department’s information analysts embedded across MITRE. The information analysts delivered research and developed SharePoint sites to organize, store and share documents. Information Services is taking environmental scanning a step further by pushing content to staff at just the right time, when they need it to make a decision. They focus on “triggering” events, evaluating alerting mechanisms needed to deliver information, and timing of delivery. Get tips to use in your organization for environmental scanning and anticipatory delivery of information.

C204  Collaborative Tool to Share Better & Learn More

3:30 p.m. – 4:15 p.m.
Ruth Kneale, Systems Librarian, National Solar Observatory

Atlassian JIRA is a collaborative issue and project tracking tool, allowing you to track any unit of work. This enables a surprising flexibility in task management. Heavily used in the software world, JIRA can also track things such as a remodeling project, sorting and reorganization of a collection, and student work efforts, and is a great tool for getting things done. This session shares how the presenter set up a JIRA instance and a simple webpage to take over a complicated and cumbersome in-person and email review process. The entire system was streamlined, maximizing information sharing while minimizing effort, and is now being adopted by partners outside the project.

C205  Environmental Scanning & Anticipatory Delivery of Info

4:15 p.m. – 5:00 p.m.
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D201  Creating Library Privacy Heroes: Scare ‘Em & Save ‘Em

10:30 a.m. – 11:15 a.m.
Gary Price, Co-Founder, INFOdocket & FullTextReports

Tracy Z. Maleeff, Principal, Sherpa Intelligence
Jessy Irwin, Security Empress, 1Password

Do you know what an Oday is? Would you know if you had been “pwned”? This nontechnical approach to learning about information security provides a basic understanding of the major vocabulary, resources, and major vendor players in the rapidly expanding cybersecurity industry. Get a better understanding of encryption and how to protect your own valuable data as well as how to better communicate with IT to help protect your organization against a cyber attack. Get comfortable with information security for both personal and professional use from our knowledgeable practitioners.

D202  Encryption & Information Security

11:30 a.m. – 12:15 p.m.
Gary Price, Co-Founder, INFOdocket & FullTextReports

Tracy Z. Maleeff, Principal, Sherpa Intelligence

Jessy Irwin, Security Empress, 1Password

Privacy is an even bigger issue than it has been in the past, and info pros need to empower themselves before they can assist their customers with knowledge, awareness, and understanding of privacy issues. Hear from one of our popular industry leaders and empower yourself!

D203  Measuring Vendor Cybersecurity

1:30 p.m. – 2:30 p.m.
Chris Markman, Academic Technology Specialist, Clark University

Markman shares the results of an independent cybersecurity risk management audit for a public library system. He stresses that while cybersecurity must include raising public knowledge in regard to information security for both personal and professional use from our knowledgeable practitioners.

LUNCH BREAK  A Chance to Visit Sponsors

12:15 p.m. – 1:30 p.m.

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Go Beyond Google to Mine Big Data and Social Media

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

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

By Robert I. Berkman

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

Look for Find It Fast wherever books and ebooks are sold, or order direct from the publisher: infotoday.com
to issues and resources, and libraries are indeed the perfect place to disseminate this knowledge, librarians are also in a unique position as the gatekeepers of information services provided to the public. Therefore, he believes libraries should conduct internal audits to ensure our content partners and IT vendors take cybersecurity as seriously as we do. One way to do this is through periodic reviews of existing vendor relationships and their policies. He introduces a simple way to measure vendor cybersecurity, a grading system librarians can adopt or modify to help take their first step toward securing libraries and library patrons.

**BREAK** in the Sponsor Showcase
2:30 p.m. – 3:15 p.m. ● Sponsored by Knight Foundation

**D204/205 ● Copyright & Copywrong: Facts & Tips**
3:15 p.m. – 5:00 p.m.
Christopher McElwain, Attorney, LaRiviere, Grobman, P.C.
Andrew Weiss, Digital Services Librarian, California State University, Northridge
Stephen Marvin, Campus Copyright & Reference Coordinator, West Chester University

This double session begins with a lawyer who talks about how intellectual property law continues to struggle to adapt to the changing norms of a digital world. As information service providers and content gatekeepers, librarians are especially sensitive to this shifting legal landscape, and McElwain explores basic tenets of copyright law, including authorship, infringement, fair use, and contributory liability, as well as recent legal developments relevant to information professionals such as the Digital Millennium Copyright Act, the Stored Communications Act, and the Communications Decency Act. Weiss presents easy-to-digest info about dealing with rights and permissions for digital and online documents, lectures, and audio/video presentations; course management systems; YouTube; and even class recordings. Marvin addresses some case studies: Your new content on the institutional repository explores basic tenets of copyright law, including authorship, infringement, fair use, and contributory liability, as well as recent legal developments relevant to information professionals such as the Digital Millennium Copyright Act, the Stored Communications Act, and the Communications Decency Act. Weiss presents easy-to-digest info about dealing with rights and permissions for digital and online documents, lectures, and audio/video presentations; course management systems; YouTube; and even class recordings. Marvin addresses some case studies: Your new content on the institutional repository has launched. To make your yearbooks and course catalogs more easily accessible, the details and images were placed online. Students were asked to use a free website to post their art assignments using ArtStor. The student German Club posted images it found on the internet of popular places in Germany. Innocent intent or not, these are examples of when copyright was an afterthought. Faculty who are authors ask to have their items removed from the IR because the publisher disallows this. A student is upset that not only is her current address available in the yearbook, other companies are also offering access to this information for a fee. A librarian contacted the institution’s copyright compliance officer to demand content be removed. The German Club gets a post from an attorney to pay $250 immediately. Get tips on how to avoid these kind of copyright challenges!

**E201 ● Trend Spotting to Keep Your Library on the Cutting Learning Edge!**
10:30 a.m. – 11:15 a.m.
Carolyn Foote, Librarian/District Librarian, Westlake High School/Eanes ISD, Austin, Texas

What consumer and public trends can school libraries capitalize on to provide innovative or student-friendly services? Inspired by the Center for the Future of Libraries, Carolyn will explore trends like fast casual dining that can impact library services, design, or policies.

**E202 ● The Power of Play and Imagination to Transform Learning**
11:30 a.m. – 12:15 p.m.
Bill Derry, Consultant, School & Public Libraries, Milford, Conn.

Imagination, creativity, flexibility, and the ability to play well with others are important qualities for any individual to have. Why are they more important than ever, and how can they be fostered and/or improved? How is imagination different from creativity? What roles do play, tinkering, and making have in the development of imagination and creativity, and where does failure fit in? How can school libraries work with other staff to spark more inquiry and engaged learning in their communities?

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

**E203 ● Students on Search Results: Pain Points + Solutions**
1:30 p.m. – 2:30 p.m.
Deirdre Costello, Principal UX Researcher, EBSCO Information Services, & Christi Showman-Farrar, Advisor for Youth & Schools Library Services, Massachusetts Library System

Search results have evolved from a portal to a destination. This is especially true for students, who are now entering school with a command of Google, even if they don’t know how to use a mouse. Deirdre and Christi talk about user research findings on the topic of search results, including why students are drawn to Google and Wikipedia, how school libraries can use this to their advantage, and how these habits represent a technological and sometimes generational divide.

**BREAK** in the Sponsor Showcase
2:30 p.m. – 3:15 p.m. ● Sponsored by Knight Foundation

**E204 ● What Is Your School Library Story?—Content Marketing Your Library**
3:15 p.m. – 4:00 p.m.

What does the story of student achievement in your school library? Or is your school library perceived as a value in a bygone era? We discuss how content marketing strategies, technology tools, and the power of a story can connect school libraries with students, staff, and the community. Come away with the tools to create and launch your library story/marketing campaign.

**E205 ● Reimagining a K–8 Library Program (Without All the Hype)**
4:15 p.m. – 5:00 p.m.
Mark Roquet, Librarian, Seven Hills School, Walnut Creek, Calif.

What does the school library of the future look like? Is it a stark, sterile space with no books? Is it filled with 3D printers and other digital technologies? Does it only exist virtually on a screen? Historically, library futurists, encouraged by a media fascinated with the death of print, have often been very wrong. At the Seven Hills School, a recent transition provided an opportunity to reassess the library program and make major changes that look to the future while honoring the important roles libraries have traditionally played. With these changes, the library is transitioning into a vibrant community hub for its stakeholders. Roquet discusses the successes and challenges the library has faced along the way and shares strategies for making high-impact changes with limited time and money.

**TUESDAY EVENING SESSION**
Internet Librarian @ 20: Looking Forward Retrospectively
7:30 p.m. – 9:00 p.m. ● San Carlos III
HOST: Richard Hulser, Chief Librarian & Curator, Natural History Museum of Los Angeles County
PARTICIPANTS: Long-term Internet Librarian speakers and newbies include Tom Hogan, Jane Dysart, Roy Tennant, Rebecca Jones, Erik Boekesteijn (via video), Marshall Breeding, Amy Affelt, Frank Cervone, and many more.

Lighthearted and entertaining, but also educational and insightful, this evening is an overview of what was and what was envisioned 20 years ago contrasted with the realities of 2016. It looks at the inaugural 1997 Internet Librarian program topics, speakers, and exhibitors and features comments from original participants; discusses topics and themes that have endured; remembers products and services that no longer exist; and much more! See how you stack up against our teams in the trivia game. Join us for a wonderful evening and also crowd source your photos and memories from Internet Librarian events during the past 20 years.
KEYNOTE
Technology That May Impact Our Future
8:45 a.m. – 9:45 a.m. • San Carlos Ballroom
Larry Magid, Tech Analyst, CBS News, & Columnist, San Jose Mercury & Forbes.com

Hear from our tech expert as he shares the technologies we should be watching over the next year. His website, www.larryworld.com covers technology products, reviews and policies; it links to his blogs for Forbes, San Jose Mercury News, Huffington Post and more. It provides tips on internet safety for kids and adults along with digital citizenship, online safety and civility. Don’t miss his predictions for our audience about technology that may impact our future. Get a head start on your planning for 2017!

COFFEE BREAK • 9:45 a.m. – 10:30 a.m. • Sponsored by Knight Foundation

TRACK A • San Carlos I & II
Innovation & Transformation
Libraries are extending their roots, applying different strategies, and definitely are having an impact on their communities. Hear from practitioners in the trenches as they share their road maps for makerspaces, digital and virtual libraries, incubators, coding programs, media studios, virtual reality, and more.
Moderated by Tod Colegrove, University of Nevada, Reno

A301 • Transformation & Community Engagement
10:15 a.m. – 11:00 a.m.
Susan Considine, Executive Director, The Fayetteville Free Library
Hear how transformation and community engagement result from creating a platform for entrepreneurship, invention, and discovery, as well as relationship building for a lifetime through making and informal STEM learning. Using as an example the Fayetteville library, which is a pioneer with a makerspace, this talk focuses on key initiatives that create true transformation and engagement within a community.

A302 • Libraries: Innovative Spaces to Dream, Think, & Create
11:15 a.m. – 12:15 p.m.
Chad Mairn, Librarian/Innovation Lab Manager, St. Petersburg College
Kevin Watson, Chief Innovation & Technology Officer, Queens Library
Libraries are more than a storage house for books; they are friendly places for discovery where creativity and learning are nurtured! The do it yourself (DIY) culture has permeated into libraries, giving patrons of all ages a chance to dream, think, and create interesting things. These collaborative learning environments, sometimes called makerspaces, create spaces where people can share innovative ideas and learn new skills and are a perfect fit in libraries primarily because they help enhance a library’s mission of encouraging lifelong learning. Mairn shares the process/resources used for the creation of St. Petersburg College’s Innovation Lab, programming ideas (e.g., Maker Boot Camp) to help foster creativity and learning, and how to help others embrace the unknown with the known by sharing valuable experiences while giving patrons access to bleeding-edge technologies, people, organizations, and information so that they can take it to unknown territories. In line with a recent study by the Center for the Urban Future that argues libraries must extend their reach both into the digital sphere and into people’s homes, Queens is developing a Virtual Library System, a best-of-breed solution for accessing e-resources for all patrons. It allows seamless access to digital materials within Queens Library’s web and mobile interfaces and reaches beyond the confines of its physical locations, extending its presence into people’s homes by providing devices that let patrons interact more deeply with the library’s offerings, thereby shifting the balance of power from publishers to readers. Hear from Watson about the library’s progress toward playing a central role in modern life, a portal into American society for immigrants, and a starting point for small businesses while providing digital content in ways that work for all patrons.

LUNCH BREAK • 12:15 p.m. – 1:30 p.m.

A303 • Incubators, Coding, Creative Media Studios
1:30 p.m. – 2:15 p.m.
Michelle Zaffino, Digital Librarian & Founder, In the Stacks
Taryn Edwards, Manager, Strategic Partnerships, Mechanics’ Institute
Brandy McNeil, Associate Director, Tech Ed & Training, & Steve Deoluwa, Program Coordinator, New York Public Library (NYPL)
Isis Leininger, Creative Media Studio Coordinator, & Justin Kovalcik, Director of Library Information Technology, California State University (CSU) – Northridge

Hear about three different innovative approaches to engaging communities. Our first speakers talk about libraries as places for incubation of new technology. In the Stacks (book recommendations from a Librarian Brain) has been in residence at the Mechanics’ Library, a most inspiring workspace in downtown San Francisco. Hear about its startup demo day, exhibition of women in tech and the products invented, and other programs. NYPL library staff talk about how coding is where it’s at and how they created a successful coding program to help their communities, how NYPL TechConnect built and launched a free coding training program from scratch and now has a waitlist of over 5K, how to hire and train staff, create partnerships, technology needs, best practices, and more. Opened in the CSU Library’s Learning Commons, the CMS provides students from all majors access to the tools they need to create multimedia projects. It includes a recording studio, advanced iMac computers, and media production equipment checkout and has become a significant part of the library’s innovation strategies. Hear about new services, staff and student assistants, roadblocks, funding strategies, and more.

A304 • Virtual Reality (VR) in the Library
2:30 p.m. – 3:15 p.m.
Robert Anstett, Coordinator, Digital Initiatives, Broward County Library, Creation Station
Matt Benzing, Computing & Engineering Librarian, Miami University
Virtual reality is the hot topic in tech this year. Get the basics of what you need to know to make VR happen in your library from our first speaker. He discusses the Creation Station at Broward County Library which is the only public library in Florida that has had an Oculus Rift set up on the public floor for customers to use for more than 8 months. Lessons learned and alternative plans are discussed. Benzing describes how Google Cardboard has rendered immersive VR experiences easy and affordable. Experiments like The New York Times VR site show that there is a great deal of potential for using this technology as a learning tool. He shares strategies for implementing VR library instruction that engages learners and exploits the innate benefits that it provides.

TRACK B • San Carlos III
Tech Tools & Practices

B301 • Library Tech Industry Update
10:15 a.m. – 11:00 a.m.
Marshall Breeding, Independent Consultant, Library Technology Guides
Author of the “Library Systems Report” published by American Libraries and the International Library Technology Perceptions Survey, Breeding gives an update on the current state of the industry and what we need to watch for in the future to factor into our technology decisions today. He includes an overview of the current state of the library technology industry and highlights recent developments.

B302 • Social Media Hacks for the Busy Librarian
11:15 a.m. – 12:15 p.m.
Laurel Eby, Web Services Librarian, & Elisabeth Thomas, Community Outreach Librarian, San Jose State University (SJSU)
Theresa Zelasko, Outreach & Information Literacy Librarian, Southwestm University
Facebook, Twitter, Instagram, Pinterest, Tumblr, Google+—How’s a busy librarian supposed to stay on top of all of these social media accounts in addition to the million other things she/he has to do? SJSU presenters share a few tricks for streamlining some social media duties, such as scheduling posts in advance, automating cross-posting between platforms, and harnessing the power of the hashtag to get the community involved in creating content for your library’s social
media accounts. Zelasko discusses two tools, Hootsuite Pro and Canva, which can help you create professional-looking graphic content and schedule a variety of posts without design training or breaking a sweat. With these tools, one can easily and efficiently create and manage content as well as collaborate with colleagues to market library services and events data.

LUNCH BREAK ● 12:15 p.m. – 1:30 p.m.

B303 ● Evaluating Emerging Tech
1:30 p.m. – 2:15 p.m.
Jennifer Koerber, Author, Trainer, Consultant
With new gadgets appearing every day, how can library directors and administrators see through the hype and focus on what might actually have an impact on library service? Using recent examples, Koerber demonstrates an evaluation model to determine if a new technology has immediate use in a library setting, a future role to plan for, or a relevance to patrons that will drive other strategic needs (such as staff training).

B304 ● ILS Migration: Promises, Pitfalls & Prep
2:30 p.m. – 3:15 p.m.
Jim Peterson, IT Manager & Media Relations, Goodnight Memorial Library
The Goodnight Memorial Library just completed a whirlwind 2015 that saw migration to a new ILS and a major interior renovation to the facility. The migration to the new ILS wasn’t perfect and there were a few... issues. If you or your library are considering a new ILS vendor, please join Jim as he recounts his first major ILS migration. You might pick up some pointers on what they did, what they shouldn’t have done, what to ask vendors, and maybe hear a horror story or two from the audience!

C301 ● Information Infrastructure Investments: ROI?
10:15 a.m. – 11:00 a.m.
Heather Kotula, VP, Marketing & Communication, Access Innovations, Inc.
How do you effectively communicate the business value of IT? Many IT related investments—especially those that deal with content and information—are difficult to quantify and express. Business leaders sometimes have difficulty understanding the ROI of information infrastructure investments such as software and semantic enrichment services. Kotula explains the concept of ROI and discusses other strategies for measuring the business value of these investments.

C302 ● Indicators & Decision Making: Stats, Sensors & Outcomes
11:15 a.m. – 12:15 p.m.
Rebecca Jones, Director, Neighbourhood Services, Brampton Library
Denise Davis, Deputy Library Director, Sacramento Public Library
Anne Murphy, Lead Librarian for Public Computing, Sno-Isle Libraries
One of the most important reasons for organizations to gather and analyze statistics, indicators, or outcomes is to use these findings to make decisions. This session looks at tools and approaches public libraries are using to drive improvements and determine when to say yes and when to say no. Davis gives an update on what libraries are learning from Project Outcome, an online platform for all public libraries, large, medium, and small, to measure their programs’ outcomes. For the first time, public libraries have free access to their own outcomes data as well as an aggregated set of performance measurement data and analysis tools. Jones describes how Brampton is investigating customer journeys by integrating its Project Outcome data with customer borrowing and entry statistics, plus the indicators obtained through LiveGauge, a system that helps measure the impact of library spaces and merchandising. Murphy explains how Sno-Isle Libraries uses facts instead of emotions to determine which great ideas go forward. Using its example of whether or not to circulate wireless hotspots to the public, she clarifies how to identify the numbers that matter and evaluate perceived vs. actual impact.

C303 ● Better Project Management in Libraries
1:30 p.m. – 2:15 p.m.
Francine AlGreene, IT Project Manager, Hennepin County
As we all know libraries are abuzz with projects such as new or remodeled buildings, summer reading programs, converting from one classification system to another, to name a few. In addition, there are IT projects such as operating system upgrades, ILS system upgrades, network upgrades, adopting a third-party discovery layer, and more. All these projects share common denominators, and learning to apply basic project management skills to them will help you be successful and contribute to a better work environment. What are these common denominators and how will project management skills help you be successful? Come to this session and find out!

C304 ● Net Promoter Score: Gauging Satisfaction & Loyalty
2:30 p.m. – 3:15 p.m.
Nan Bai, Information Specialist, Joule Inc. (A Canadian Medical Association Company)
The Ask a Librarian service has provided literature searches tailored to the specific clinical and other research needs of CMA members (medical students, residents and practicing physicians) using the clinical library since 1998. In late 2015, a post-service survey was launched to gauge member satisfaction and loyalty and to identify potential areas for improvement. Net Promoter Score (NPS) was applied to the survey question on the likelihood of members to recommend this service to others. Members who rated the service a 9-10 score are classified as promoters (likely to keep using the service and referring to others), 7-8 are passives (satisfied, but unenthusiastic) and 0-6 are detractors (unhappy and potentially damaging to the service). Hear about the results with highlights so far: representation from across Canada and segments of the physician career cycle (from students to established in practice); key motivators for using the service were the need for quality of information and lack of time and skills to do their own searches; a high majority were satisfied with the service and would actively recommend the service to colleagues! This is one of the few studies where library customer satisfaction is assessed using NPS which seems to be a quick indicator of member loyalty and can potentially be benchmarked (over time and with other products and services throughout the organization).

TRACK C ● San Carlos IV
Management Tips and Tools
Using business strategies and techniques can really assist libraries in making community impact. This series of talks focuses on ROI for information infrastructure investments, project management, and net promoter scores, as well as stats and data dashboards. Get lots of insights from our practitioners!

TRACK D ● Ferrantes Bayview (10th Floor)
Future Focused Impact
Round tables facilitate conversations about tools and techniques and possibilities for having an impact on our future as info pros and libraries. Start with tips for getting more out of trend and survey reports, hear about tools to make your impact more visually impressive, think about designing your spaces differently and also how to use Millennials to help drive change.

D301 ● Getting More Out of Trend & Survey Reports
10:15 a.m. – 11:00 a.m.
Jennifer Koerber, Author, Trainer, Consultant
We are all swimming in data about our profession, our libraries, our customers, our communities, and the world. Surveys and research reports tell confusing and occasionally competing stories. How do we read report briefs and dissect the data to find what’s actually useful, not just what is mentioned in the press releases? Come away with better ways of approaching research and good questions to ask.

D302 ● Leveraging Millennial Leadership to Drive Change
11:15 a.m. – 12:15 p.m.
Ashley Krenelka Chace, Associate Director, Stetson University College of Law
Libraries need to be constantly changing and innovating to stay relevant in their communities and to their patrons. While it was once thought that library leaders would be retiring, making room for a younger generation to drive this change, those retirements are not happening at the rate anticipated. Because of the changing landscape of library administration, millennial library leaders are stepping up, whether as “servant leaders,” middle managers, or library administrators, to drive change in every aspect of librarianship. Have a look at what is happening with the current crop of millennial library leaders and how libraries of the future will change under their vision and leadership.

LUNCH BREAK ● 12:15 p.m. – 1:30 p.m.
D303 ● Library Discovery & Creation for Stakeholders
1:30 p.m. – 2:15 p.m.
Ken Roberts, Consultant & Former City Librarian, Hamilton
As public libraries introduce makerspaces, discovery centers and innovation hubs, they often face opposition. Board members, staff, politicians and the public question why these services belong in public libraries. Libraries are often seen as places where ideas were and knowledge is distributed, not as places of creation. Roberts traces how new, creation-based library services both return us to our roots and embrace the reasons public libraries were first formed. He emphasizes how public library services that stress personal discovery and creation mesh with the origins of public libraries and are central to their mission. The session is useful for those seeking to explain—in simple terms that honor our past—why library services that stress personal creativity are critical to our future.

D304 ● Designing Library Spaces
2:30 p.m. – 3:15 p.m.
Amy Vecchione, Head, Web Emerging Technology, Albertsons Library
What are the next steps for makerspaces? How can we better design spaces to help our users and empower them to acquire new skills? Hear about different makerspace models of engagement, critical partnerships, and how to develop a maker-type space in your own library. Makerspaces are communities as well as spaces and places. How can we use informal learning techniques, team-based learning, and constructivism to establish powerful makerspaces in our libraries and engage our communities?

TRACK E ● Los Angeles

Services for Community Impact
Libraries are definitely having an impact on their communities, from tech training to showcasing community history and culture to online chat and what the Internet of Things will mean for the future.
Moderated by David Lee King, Topeka & Shawnee County Public Library

E301 ● Transforming Tech Training Services
10:15 a.m. – 11:00 a.m.
Brandy McNeil, Associate Director, Tech Ed & Training & Steven Deolus, Program Coordinator, The New York Public Library (NYPL)
Come find out how you can take your technology training program to another level at your library. This session helps you rejuvenate all aspects of your program, including hiring and training of staff, designing and building new computer labs, curriculum design, partnering with community organizations, having an online and social media presence, and marketing and building relationships with key people. Learn about how the NYPL TechConnect program took a 40K attendance program to more than 100K in just 3 years, by taking a blended learning approach, traditional strategies, and tapping people. Learn about how the NYPL TechConnect program took a 40K attendance program to more than 100K in just 3 years, by taking a blended learning approach, traditional strategies, and tapping people.

E302 ● Culture in Transit: Digitizing & Democratizing NYC’s Cultural Heritage
11:15 a.m. – 12:15 p.m.
Anne Karle-Zenith, Digital Services Manager, Metropolitan New York Library Council (METRO) & Knight Foundation Grant Recipient
Hear from a Knight Foundation grant recipient about Culture In Transit, a project to help small cultural heritage organizations and community members provide access to their materials by creating a mobile kit that digitizes print materials for archiving and online access. This outreach-centered digitization model aims to democratize and diversify NYC’s historical record. The project is led by the Metropolitan New York Library Council, in partnership with Brooklyn Public Library and Queens Library. This talk covers the community scanning and public archiving process; scanning at small cultural heritage collections; and a toolkit that will be available for others who might like to replicate these efforts.

LUNCH BREAK ● 12:15 p.m. – 1:30 p.m.

E303 ● Developing an Internet of Things Platform & Apps
1:30 p.m. – 2:15 p.m.
Roy Tennant, Senior Program Officer, Research, OCLC
The Internet of Things (IoT) is a concept of wirelessly connecting sensors in mobile and remote devices, objects, and equipment to the internet. This enables the possibility of enhancing and creating value-added and personalized services. Recognizing the potential and impact of the IoT in library services, some libraries have started initiatives to create an IoT-ready environment that will support applications and services as well as IoT research and development (R&D) and proof-of-concept activities. Hear what some innovative libraries are doing in implementing the platform, sensor grid, and applications, as well as the challenges, and work in progress.

E304 ● Online Chat
2:30 p.m. – 3:15 p.m.
Terry Beck, Information Services Manager, Sno-Isles Libraries
Charles Wu, Engineering and Business Librarian, University of Texas at San Antonio Libraries
Joel Thornton, Head, Instruction & Liaison Services, & Elaine Thornton, Distance Education Librarian, University of Arkansas Libraries
This fast-paced session looks at how Sno-Isles Libraries evaluated email and chat reference, both the service and the software. Hear the results of product trials and the implementation and separation currently underway. Gather information about the Zopim Live Chat software program installed on Wu’s library website as a platform for our 24/7 reference service and how he enhanced the vendor software to provide more detailed data and statistics by using a wide range of Excel programming functions, converting raw data of online reference chat into meaningful statistics. Library management can now easily make data-driven decisions on chat staffing and scheduling. Final speakers discuss various strategies and tactics used to rebrand and implement a more impactful and personalized chat service designed to improve the user experience.
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**Monday, October 17**..............8:00 a.m. – 6:00 p.m.
**Tuesday, October 18**..............8:00 a.m. – 5:00 p.m.

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