OCTOBER 16–18, 2018

PRECONFERENCE WORKSHOPS
MONDAY, OCTOBER 15

Community Partners: Beyond Outreach!

Monterey Marriott
MONTEREY, CALIFORNIA

IL.INFOTODAY.COM
CONFERENCE OVERVIEW

INTERACTIVE NETWORKING EVENTS!

MONDAY, OCTOBER 15 • 4:30 p.m. – 5:30 p.m.
Cannery Row Walking Tour

jen watson, Librarian, California State University, Stanislaus

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 California librarian as she leads a walking tour from the Marriott to Cannery Row before our Games & Gadgets evening networking event! Meet in the Marriott Lobby at 4:20 p.m.

MONDAY, OCTOBER 15 • 5:30 p.m. – 7:30 p.m. • San Carlos 3
Games, Gadgets, & MakerSpaces: Bingo Night!

Join our gamers and gadget lovers for an evening of fun, playing, learning, and networking. See how you can transform your thinking, your programs, and your spaces with the latest games, gadgets, and ideas! Share with a poster about what your library is doing with creative making and makerspaces. Play, make, and fill your bingo card for a chance to win a free registration to next year’s Internet Librarian! Led by Brian Pichman and Tod Colegrove this event starts your conference experience with lots of learning and laughing! Refreshments included.

TUESDAY, OCTOBER 16 • 5:00 p.m. – 6:00 p.m.
Networking Reception

Information Today, Inc. invites all conference registrants and exhibitors to a special Networking Reception in the Sponsor Showcase. 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 A-rounds

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

GET CONNECTED!

Watch for news and updates before and 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.

SHOWCASE HOURS

Tuesday, October 16 .................................................. 8:00 a.m. – 6:00 p.m.
Wednesday, October 17 ............................................. 8:00 a.m. – 5:00 p.m.

WEDNESDAY EVENING SESSION

Are Librarians Smarter Than a Machine?
7:30 p.m. – 9:00 p.m. • San Carlos 3

HOST: Stephen Abram, Lighthouse Consulting

CONTESTANTS:
Susan Considine, Formerly Fayetteville Free Library
Gary Price, INFDocket & FullTextReports
Amy Affelt, Database Research Worldwide, Compass
David Lee King, Topeka & Shawnee County Public Library

& more

Artificial intelligence (AI) helps the learning curve for machines. Curiosity and knowing the location of endless resources support librarians. Get some facts in a fun atmosphere, see some interesting demos, watch the competition, and vote for the smartest! See Amazon Echo & Echo Dot Kids–Alexa, iPhone Siri, Google Home, and Dewey (Palo Alto City Library Robot) pitted against library industry stars! Bring your smart phone/computer too!

SATELLITE MEETING IN CONJUNCTION WITH THE MONTEREY PUBLIC LIBRARY

FRIDAY, OCTOBER 19 • 9:00 a.m. – 4:00 p.m.
followed by a tour of the Monterey Public Library

SolveSessions: Collaborative Creative & Critical Thinking

Peter E. Raymond, CEO/Founder, SolveOS

Empowering better global citizens by solving global goals is the intention of these SolveSessions, which are based on social learning theory and methods designed to develop critical thinking. This 1-day free training session provides the tools and techniques for you to work with your community to grow global citizens by learning to solve problems. The SolveSessions platform encourages the sharing of knowledge, technology, and experiences to enable curiosity and creativity. The tools empower successful empathetic problem solvers and lifelong learners, exactly the audience of our library communities. This immersive problem-solving session uses SolveOS transformative methodology and tools to exponentially accelerate your community’s time to alignment, insight, and action on any problem you choose to solve. You can start using these solving methods with your kids, teens, students, adults, or whoever makes up your community. If you can answer this question, “What problem do you want to solve?” or want to hear the answer from your community, this workshop is for you! Join a number of speakers from Internet Librarian and get the tools, processes, and techniques to make SolveSessions happen in your community. Includes lunch and refreshments. Please register for this free event, our space is limited.
## CONFERENCE AT-A-GLANCE

### OPENING KEYNOTE ● San Carlos Ballroom ● Sharing Cultural & Civic Resources: OFBYFOR ALL ● Nina Simon

### COFFEE BREAK in the Sponsor Showcase

### TRACK A ● San Carlos 1 & 2

**SEARCH & DISCOVERY**

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<td>Super Searcher Shares Tips!</td>
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<td>Search 8.0: Vocal, Graphical, &amp; the Rise of AI</td>
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<tr>
<td>12:15 p.m.</td>
<td>Pharma Research: Insights &amp; Challenges</td>
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<tr>
<td>1:30 p.m.</td>
<td>Services, Tools &amp; Techniques for Discovery</td>
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<tr>
<td>2:30 p.m.</td>
<td>Enhancing Search &amp; Discovery With Linked Data</td>
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<td>Crawled &amp; Collected, Now Access &amp; Discovery in Web Archives</td>
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### TRACK B ● San Carlos 3

**UX & WEB PRESENCE**

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### TRACK C ● San Carlos 4

**CUSTOMER ENGAGEMENT**

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### BREAK in the Sponsor Showcase

### EVENING SESSION ● San Carlos 3 ● Are Librarians Smarter Than a Machine?

### CONTINENTAL BREAKFAST in the Sponsor Showcase

### KEYNOTE ● San Carlos Ballroom ● Tomorrow’s Architects ● Peter Morville

### COFFEE BREAK in the Sponsor Showcase

### TRACK A ● San Carlos 1 & 2

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**TECH TOOLS**

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**ENTERPRISE: TOOLS, TECH, & NEW ROLES**

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### EVENING SESSION ● San Carlos 3 ● Are Librarians Smarter Than a Machine?

### CONTINENTAL BREAKFAST in the Sponsor Showcase

### KEYNOTE ● San Carlos Ballroom ● Market Impact: Creating Positive Outcomes & Actions ● Susan Bailey Schramm

### COFFEE BREAK in the Sponsor Showcase

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**INNOVATION & REINVENTION!**

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**MAKERSPACES: TIPS & PRACTICES**

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### CLOSING KEYNOTE ● Ferrantes Bayview (10th floor) ● Libraries’ Biggest Challenges & Solutions for the Future

### CONTINENTAL BREAKFAST in the Sponsor Showcase

### KEYNOTE ● San Carlos Ballroom ● Market Impact: Creating Positive Outcomes & Actions ● Susan Bailey Schramm

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MODELS FOR LIBRARY SUCCESS

MARKETING FOR AWARENESS & IMPACT

LIBRARIES & THE VIDEO ERA

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Video Tools, Creation, & Impact

Ebooks: Partners, Platforms & Tools

Stronger Together: Public/Private Partnerships

CLOSING KEYNOTE ● Ferrantes Bayview (10th floor) ● Libraries’ Biggest Challenges & Solutions for the Future

MONDAY, OCTOBER 15

9:00 a.m. – 4:30 p.m.

W1 ● Searchers Academy: Digitally Transforming Search

9:00 a.m. – 12:00 p.m.

W2 ● Planning for Strategic Design: Agile & Dynamic

W3 ● Cybersecurity for Info Pros

W4 ● Facilitation: Graphic Techniques

W5 ● Extreme UX: Trends in User Experience

W6 ● Tech Trends for Libraries in 2018 & Beyond

W7 ● Biz + Tech = New Collections & Services

1:30 p.m. – 4:30 p.m.

W8 ● Community-Led Service Model: Road Map

W9 ● Adult Learning: Put Concepts Into Action

W10 ● Strategic Technology Planning

W11 ● Planning for the Near Future: Smart Library Spaces & Buildings

W12 ● Getting Started in Augmented & Virtual Reality (AR & VR)

W13 ● Technology Idea Fest

CANNERY ROW WALKING TOUR

MONDAY, OCTOBER 15 ● 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 Lobby at 4:20 p.m.

Games, Gadgets, & MakerSpaces: Bingo Night!

MONDAY EVENING SESSION

Games, Gadgets, & MakerSpaces: Bingo Night!

5:30 p.m. – 7:30 p.m. ● San Carlos 3

Join our gamers and gadget lovers for an evening of fun, playing, learning, and networking. See how you can transform your thinking, your programs, and your spaces with the latest games, gadgets, and ideas! Share with a poster about what your library is doing with creative making and makerspaces. Play, make, and fill your bingo card for a chance to win a free registration to next year’s Internet Librarian! Led by Brian Pichman and Tod Colegrove this event starts your conference experience with lots of learning and laughing! Refreshments included.
Morning Workshops • 9:00 a.m. – 12:00 p.m.

W2 • Planning for Strategic Design: Agile & Dynamic
Peter Morville, President, Semantic Studios, & Author, Planning for Everything: The Design of Paths and Goals

In response to a manager’s query about how to plan products, Alan Kay famously remarked “the best way to predict the future is to invent it.” His answer invokes a paradox at the heart of design: We can’t know the future, yet it’s what we design for. If we hope to practice design successfully in an era of rapid change, we must get better at planning. To start, we must let go of “the plan” and embrace a dynamic way of planning that’s social, tangible, agile, and reflective. Engaging our colleagues and communities to align use cases, prototypes, and road maps with culture, governance, and process is critical; so in order to design sustainable programs, services, software, and experiences, we also need to design the context. Topics discussed include the relationships between planning, information architecture, and libraries; integrating planning with agile, lean, and design thinking practices; tools and methods for individuals, teams, and cross-functional collaborations; roles involved; and how to plan while implementing, improvising, and learning. This interactive workshop shares a collaborative series of dynamic “planning together” exercises that invite us all to share stories, solve problems, and invent better pathways for strategic design.

W3 • Cybersecurity for Info Pros
Frank Cervone, Executive Director, IT, School of Public Health, University of Illinois at Chicago

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

W4 • Facilitation: Graphic Techniques
M.J. D’Elia, Acting Associate University Librarian, Research, University of Guelph

This half-day workshop demonstrates how to use visualization and drawing techniques to facilitate and communicate whether it’s in meetings, brainstorming, or problem-solving sessions. Getting groups from Point A to B in decision making and change, or solving challenging issues requires facilitation and communication techniques to help them go smoothly. Our experiences and talented facilitator and learning expert shares his secrets and prepares you to facilitate decision making, solve problems, and more in your community or organization. Everyone needs these skills, so sign up, enjoy, and learn!

W5 • Extreme UX: Trends in User Experience
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh
Darlene Fichter, Data Librarian, University of Saskatchewan
Stephen Abram, Principal, Lighthouse Consulting
Ben Bizzle, CEO, Library Market & Author, Start a Revolution: Stop Acting Like a Library

Learn from our experienced practitioners how to grab the attention of your clients, students, and users. From detailing customers’ journeys to identify personas and laying out user-friendly digital interfaces, this workshop presents the latest trends, practices, and tips not only for online but also in-person interactions.

W6 • Tech Trends for Libraries in 2018 & Beyond
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library, & Publisher, davidleeking.com

Technology has changed the face of libraries and is continuing to change how we work and how we deliver services to customers. This workshop introduces emerging technology trends and shows how 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.

W7 • Biz + Tech = New Collections & Services
Scott Hargrove, CEO, Fraser Valley Regional Library

Our experienced public library practitioner discusses business thinking and strategies for libraries and uses them as a framework for looking at tech trends and new service opportunities for libraries like VR and robotics, both of which his library is heavily engaged with. Hargrove shares the secrets of his library’s Playground—a catch-all for Library of Things and STEAM. His blend of business principles and new technology trend analysis to create services and offer new collections provides insights and ideas which you can recreate in your community!

• Engagement – How do you turn the occasional visitor into passionate advocates that are highly engaged?
• Ambition – Why use digital media? What is your vision?
• Values – What are the things that are important to you?
• Goal – What do you want to achieve?

At the end of the workshop, the participants take away the outline of a technology strategic plan that they can use to develop a specific plan for their organization.
Afternoon Workshops • 1:30 p.m. – 4:30 p.m.

W8 • Community-Led Service Model: Road Map
Miranda Koshelek & Margaret Kozinkiewicz, Community Librarians, Edmonton Public Library (EPL), 2014 ALA Library of the Year

In recent years there has been a great deal of discussion about how libraries determine and respond to the needs of their communities. EPL implemented a community-led model of service delivery in 2008. Join our practitioners for an interactive discussion about developing strategies for building relationships with stakeholders, identifying and prioritizing community needs, offering meaningful resources and services, and learning when and how to say no without killing the relationship.

W9 • Adult Learning: Put Concepts Into Action
Rebecca Jones, Partner, Dysart & Jones Associates

Adult programming, workshops, and instruction are the fastest-growing offerings in libraries of all types. And, it’s also a very crowded, competitive market; elearning and adult courses are everywhere! To ensure our adult learning approaches are top-notch and in demand, come and work with a longtime practitioner and instructor to build or refresh an adult program or course for your library. Share tips for reaching adult learners, and leave the workshop with a ready-to-implement draft for an adult learning event. Take the AGES methodology—Attention-Generation-Emotion-Spacing—and put it into practical ACTION: Acknowledge-Collaborate with Them-to create Insights-Ownership-Now.

W10 • Strategic Technology Planning
Marshall Breeding, Independent Consultant, Library Technologies Guides

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

W11 • Planning for the Near Future: Smart Library Spaces & Buildings
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh  
Jason Griffey, Founder & Principal Consultant, Evenly Distributed LLC, former Fellow, Berkman Center for Internet & Society, Harvard University; Knight Foundation Grant Recipient  
Susan Considine, Former Executive Director, Fayetteville Free Library

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

W12 • Getting Started in Augmented & Virtual Reality (AR & VR)
Ted Colegrove, Head, DeLaMare Library, University of Nevada–Reno  
Chad Mairn, Librarian, Innovation Lab Manager, St. Petersburg College  
Brian Pichman, Director, Strategic Innovation, Evolve Project

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

W13 • Technology Idea Fest
Roy Tennant, Speaker, Writer, Consultant, Research, OCLC

What new thing is your library doing with technology? Did you start a maker lab? Are you using Internet of Things technologies such as beacons to serve your users in unique ways? Or are you using technologies to make your staff more efficient and effective? Come share your story and hear the stories of others, so you can take new ideas back to your library with information about how someone else did it at their library.
Sharing Cultural & Civic Resources: OFBYFOR ALL
8:45 a.m. – 9:45 a.m. ● San Carlos Ballroom

Nina Simon, Executive Director, Santa Cruz Museum of Art & History (MAH)
Are you ready for your library to become of, by, and for your community? For 7 years, Nina Simon has led dramatic change as director of the MAH, a small museum in Santa Cruz, Calif. Around the world, community-rooted organizations like the MAH have opened up museums to new people in new ways. Now, they are sharing the OFBYFOR ALL playbook for community transformation—and invite you to join in. Imagine libraries that are reflective of their communities. Co-created BY their communities. Welcoming FOR their communities. Join the movement and help chart a new future for libraries as beloved institutions of, by, and for all.

COFFEE BREAK in the Sponsor Showcase
9:45 a.m. – 10:00 a.m.

TRACK A ● San Carlos 1 & 2
Search & Discovery
Search and discovery are at the core of what libraries do and help others to do. Get the latest tips and strategies to deal with information overload, fake news, and focused research, as well as the new or unexplored features of search engines—all from our information industry experts!

A101 ● Super Searcher Shares Tips!
10:30 a.m. – 11:15 a.m.
Mary Ellen Bates, Principal, Bates Information Services, Inc.
Our popular and knowledgeable speaker is always reinventing and transforming the world of search. Bates is a super searcher, an annual favorite who attendees flock to hear as she continues to surprise and impress with new strategies, techniques, and tips for getting the most out of web research. The host of Searchers Academy (where even more secrets are shared) provides an up-to-the minute and jam-packed-with-valuable-tools-and-tips talk that’s always a hit! Bates tells us she takes 2 days to research this session, so take advantage of her knowledge and gather tips and tools to share with others!

A102 ● Search 8.0: Vocal, Graphical, & the Rise of AI
11:30 a.m. – 12:15 p.m.
Greg Notess, Faculty & Graduate Student Librarian, Montana State University & Author, Search Engine Showdown
TinEye and other graphical search tools promise non-text search results display while ever more tools search by vocal commands. Alexa, Google, Siri, and more search on cellphones and smart speakers. Meanwhile artificial intelligence (AI) bots are doing some interesting mining/searching. What does the future look like for exciting new search tools? Which are easy to use and provide a great user experience? Notess looks at the landscape and projects into the future to please us, or scare us. Or challenge us!

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

A103 ● Services, Tools, & Techniques for Discovery
1:30 p.m. – 2:30 p.m.
Gary Price, Co-Editor, INFOdocket
Each day, Price curates thousands of news items and reports to publish online reports that thousands of people depend upon for reliable, usable information. He shares how to build an open web resources database that suits your clients. He elaborates on the tools and techniques he uses to build a timely collection and gives you a road map to build your own!

BREAK in the Sponsor Showcase
2:30 p.m. – 3:15 p.m.

A104 ● Enhancing Search & Discovery With Linked Data
3:15 p.m. – 4:00 p.m.
Roy Tennant, Senior Program Officer, Research, OCLC
Getting the most out of publishing and connecting structured data on the web is what linked data is all about. Want to make your data more accessible and easier to find? Get tips from our expert, find out how you can better link data across the web, hear about the current landscape and how it’s evolving, and learn about the challenges still facing libraries.

A105 ● Pharma Research: Insights & Challenges
4:15 p.m. – 5:00 p.m.
Jon Bentley, Commercial Director, Identity & Access Management Service, OpenAthens
Despite developments in online availability of information, researchers in pharmaceutical and life science companies still find it difficult to get access to vital information, to easily move from one information source to another or to work effectively outside of the office. The industry body ABPI estimates £11.4M per day is spent on R&D by the pharmaceutical industry. Library and information managers, researchers, publishers, and technology partners are keen to ensure that researchers have a smooth journey to access that valuable data. Bentley shares the results of research carried out with global pharmaceutical companies worldwide to assess the key challenges and possibilities for collaboration. He presents the six key challenges and five insights from the research. Attendees also receive a copy of the analysis: “Identity and Access Management for Global Pharmaceutical Companies.”

NETWORKING RECEPTION in the Sponsor Showcase
5:00 p.m. – 6:00 p.m.

TRACK B ● San Carlos 3
UX & Web Presence
Positive user experience (UX), especially in our digital world, is critical for all organizations and communities. In the competitive digital landscape, libraries need to be at the top of their game, from designing their web presence for the future, learning from other’s experience, and using user-centered design (UCD) and appealing colors. Hear from our speakers and get lots of insights, strategies, and tips for making an impact with your community!

B101 ● Designing the Web for the Future
10:30 a.m. – 11:15 a.m.
Peter Morville, President, Semantic Studios, & Author, Planning for Everything: The Design of Paths and Goals
In digital strategy and structural design, we serve as tomorrow’s architects. The websites, services, and experiences we imagine and build may endure longer than we expect; and our users and use cases may prove to be far more diverse than we imagine. To create successful, sustainable digital places and cross-channel ecosystems, we must embrace what Brian Eno calls “the big here and the long now.” Known as the “founding father” of information architecture, Morville shares stories from his work in crafting digital strategies and information architectures for the Ann Arbor District Library, Baker Library, the Library of Congress, and the National Cancer Institute and explains how to design for the future.
B102 ● Transforming Library Experiences With User-Centered Design
11:30 a.m. – 12:15 p.m.

Jon Bentley, Commercial Director, Identity & Access Management Service, OpenAthens
This interactive talk explores the user-centered design (UCD) methodology and how it can transform the experience for your patrons. Our experienced UX designer explains the design process and looks at the various frameworks you can use to introduce UCD to your library projects. She presents findings from her most recent user research across libraries in the U.K. and U.S., highlighting the trends which have an impact on user behavior.

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

B103 ● Website Design Winners & Losers!
1:30 p.m. – 2:30 p.m.

Jeff Wisniewski, Web Services Librarian, Univ. of Pittsburgh
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library, & Publisher, davidlee king.com
Marshall Breeding, Independent Consultant, Library Technology Guides
Roy Tennant, Senior Program Officer, Research, OCLC

We’ve all seen good and bad library websites, but these library leaders from academic and public libraries choose several of each type, critique them, and help you understand what the most important features and functions are for making your library website as successful as it can be!

BREAK in the Sponsor Showcase
2:30 p.m. – 3:15 p.m.

B104 ● Web Design & UX: Color & Drupal
3:15 p.m. – 4:00 p.m.

Elaina Norlin, Executive Director/Regional Library Manager, Broward County Library System
Heather Wilson, Acquisitions and Electronic Resources Librarian, & Tony Diaz, Senior Geology Library Assistant, Caltech

Learn the basics of color theory (colorology) and how to use color in design and art. Color psychology is not only about “cool blues and warm reds.” It studies the impact of color on the human mind and behavior. Each color focuses on a particular part of the body, evoking a specific physiological response, which in turn produces a psychological reaction. Essentially, color psychology provides you with a framework to be able to pull together colors, textures, type, pattern, and photographic or illustrative styles that will work together and help you communicate consistently to draw your audience into the content. Norlin provides the basics of color psychology and explains how to make this knowledge work to bring new life to your library marketing strategy, web design, and promotional materials. Diaz and Wilson share Caltech Library’s recent experience in implementing the Stacks website and bento discovery layer. Using geology research questions to demonstrate the researcher’s experience, Diaz and Wilson show how Stacks’s metadata-driven approach bento manifests in the user experience, as well as how the Library has curated the website and search experience over the past year.

B105 ● Empowering UX: LibGuides, Discovery & Sites
4:15 p.m. – 5:00 p.m.

Randal Harrison, Emerging Technologies Librarian, University of Notre Dame
Sarah Dahlen & Kenny Garcia, Research & Instruction Librarians, California State University, Monterey Bay

These presentations focus on UX in different applications. Harrison discusses the shift from the A La Carte platform to Springshare’s LibGuides CMS, a popular, mobile-friendly platform for curating library resources in guides. LibGuides has robust capabilities for creating rich interfaces using Bootstrap, and his library created a handbook for those not familiar with Bootstrap that outlines brand/identity and content standards and includes tools to create the code behind customized Bootstrap-specific features. Get tips, links to the handbook as well as UX best practices in LibGuides. Dahlen & Garcia talk about optimizing the simplified search interface of discovery systems for different search behaviors. Hear how one academic library employed usability testing to collect data on user behavior via scenario-based usability tests and a series of A/B tests, in which two simultaneously live versions of Primo captured search traffic from a large number of users performing authentic search tasks. Hear the results from Primo Analytics, which measured variables on user behavior.

NETWORKING RECEPTION in the Sponsor Showcase
5:00 p.m. – 6:00 p.m.

TRACK C ● San Carlos 4

Customer Engagement: Strategies & Practices
Being aligned with and critical to our communities is the life strategy for libraries. This track focuses on the strategies and practices of successful libraries which are making an impact on their communities, including partnering with social agencies and dealing with community issues; bringing fun, games, and security to youth and other segments of our communities; supporting long-distance book clubs; and more.

Moderated by M. J. D’Elia, University of Guelph

C101 ● Content + Connection + Community = Contented Customers
10:30 a.m. – 11:15 a.m.

David Lee King, Digital Services Director, Topeka & Shawnee County Public Library

Big or small, urban or rural, every library has three critical aspects that will always affect customers: content, connection, and community. Learn how to harness the C equation: the power of traditional and emerging content needs; face-to-face connections, whether online or in-person; and community building. Put these three Cs to work and help your library achieve the ultimate goal: contented customers.

C102 ● Survival Strategies for Community Libraries
11:30 a.m. – 12:15 p.m.

Miranda Koshelev & Margaret Kozinkiewicz, Community Librarians, Edmonton Public Library & 2014 ALA Library of the Year

Although there has been lots in the news these days about how libraries are handling the opioid crisis, libraries have been responding to community needs for years, including employing strategies to help those experiencing homelessness. Since implementing a Community-Led model of service delivery in 2008, one of the first, EPL has been able to more effectively identify and respond to changing community needs. Speakers highlight relationship-building strategies, share some creative approaches to maneuvering around unique barriers, discuss common road blocks and how to overcome them; describe some of their popular and valuable programs; as well as all you need to know to develop a responsive program for your Community-led library!

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

C103 ● Making the Library Fun & Safe!
1:30 p.m. – 2:30 p.m.

Nicole Goff, Librarian/Book Diva, Mid-Pacific Institute
Caitlin Myers & Donna MacCartney, Instruction & Technology Librarians, Vernon Area Public Library
Chris Markman, Senior Librarian, Palo Alto City Library

In the first talk, Goff discusses growing a mindset of play and shares tips, ideas, strategies, and examples of the various online and unplugged activities and programs we've all seen good and bad library websites, but these library leaders from academic and public libraries choose several of each type, critique them, and help you understand what the most important features and functions are for making your library website as successful as it can be!

BREAK in the Sponsor Showcase
2:30 p.m. – 3:15 p.m.

C104 ● Libraries & Community Engagement: The Equation: the Power of Traditional and Emerging Content Needs, Face-to-Face Connections, Whether Online or In-Person; and Community Building.
3:15 p.m. – 4:00 p.m.

John Mead, CTO, LibGuides

Big or small, urban or rural, every library has three critical aspects that will always affect customers: content, connection, and community. Learn how to harness the C equation: the power of traditional and emerging content needs; face-to-face connections, whether online or in-person; and community building. Put these three Cs to work and help your library achieve the ultimate goal: contented customers.

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

C106 ● Making the Library Fun & Safe!
1:30 p.m. – 2:30 p.m.

Nicole Goff, Librarian/Book Diva, Mid-Pacific Institute
Caitlin Myers & Donna MacCartney, Instruction & Technology Librarians, Vernon Area Public Library
Chris Markman, Senior Librarian, Palo Alto City Library

In the first talk, Goff discusses growing a mindset of play and shares tips, ideas, strategies, and examples of the various online and unplugged activities and programs we've all seen good and bad library websites, but these library leaders from academic and public libraries choose several of each type, critique them, and help you understand what the most important features and functions are for making your library website as successful as it can be!

BREAK in the Sponsor Showcase
2:30 p.m. – 3:15 p.m.

C107 ● Libraries & Community Engagement: The Equation: the Power of Traditional and Emerging Content Needs, Face-to-Face Connections, Whether Online or In-Person; and Community Building.
3:15 p.m. – 4:00 p.m.

John Mead, CTO, LibGuides

Big or small, urban or rural, every library has three critical aspects that will always affect customers: content, connection, and community. Learn how to harness the C equation: the power of traditional and emerging content needs; face-to-face connections, whether online or in-person; and community building. Put these three Cs to work and help your library achieve the ultimate goal: contented customers.

C108 ● Survival Strategies for Community Libraries
11:30 a.m. – 12:15 p.m.

Miranda Koshelev & Margaret Kozinkiewicz, Community Librarians, Edmonton Public Library & 2014 ALA Library of the Year

Although there has been lots in the news these days about how libraries are handling the opioid crisis, libraries have been responding to community needs for years, including employing strategies to help those experiencing homelessness. Since implementing a Community-Led model of service delivery in 2008, one of the first, EPL has been able to more effectively identify and respond to changing community needs. Speakers highlight relationship-building strategies, share some creative approaches to maneuvering around unique barriers, discuss common road blocks and how to overcome them; describe some of their popular and valuable programs; as well as all you need to know to develop a responsive program for your Community-led library!

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

C109 ● Making the Library Fun & Safe!
1:30 p.m. – 2:30 p.m.

Nicole Goff, Librarian/Book Diva, Mid-Pacific Institute
Caitlin Myers & Donna MacCartney, Instruction & Technology Librarians, Vernon Area Public Library
Chris Markman, Senior Librarian, Palo Alto City Library

In the first talk, Goff discusses growing a mindset of play and shares tips, ideas, strategies, and examples of the various online and unplugged activities and programs we've all seen good and bad library websites, but these library leaders from academic and public libraries choose several of each type, critique them, and help you understand what the most important features and functions are for making your library website as successful as it can be!
she’s hosted as a librarian for different levels of students from elementary to high school. This should be a fun time for those with big budgets, no budgets, lots or little space, bright-eyed wonderkinds, and grouchy students. Absolutely no experience with coding at all is necessary (but she’ll show you it’s not such a scary thing). From bingo games and movie nights to Makey Makey and Sphero, there is something for every student to enjoy. The second presentation shares examples for reaching neophytes and nerds beyond the classroom: the tech savvy and late adopters. Technology discussion groups can fill that gap. Since everything is better over a cup of coffee, Vernon Area Public Library’s Computers & Coffee offers senior citizens a safe, comfortable place to discuss, learn, and practice technology skills. Nerds with Beer, which meets at a local bar, connects Millennial community members for lively discussion about technology trends. Speakers demonstrate the benefits of monthly technology discussion groups, attendance statistics, evaluating ROI, and how these programs could be implemented at your library, big or small. Walk away with the tools to start these discussion groups in your community. Public libraries have made significant strides toward providing free cybersecurity-related outreach and education for adults, but many lag behind in reaching teens, who instead turn to camps, classes, and after-school programs for the same content. In this third presentation, Markman addresses game-based and privacy security education for teens and shares his experience and lessons learned as a 2018 Global Minecraft Mentor utilizing the Minecraft Education Edition. He promotes the use of Minecraft, a popular game among youth, to a new generation of library users. He compares this new learning ecosystem to past efforts and future opportunities for a “gamified” library learning landscape.

BREAK in the Sponsor Showcase
2:30 p.m. – 3:15 p.m.

C104/105 ● Using the Web to Reach Out
3:15 p.m. – 5:00 p.m.
Kristin Baer, Web Marketing Librarian, Fresno County Public Library, & Joe Lambert, Executive Director, StoryCenter
Cate McNamara, Library Faculty, Maricopa Community College District
Evan Lynch, Docent, Mayo Hayes O’Donnell Library (part of Monterey History & Art Association)
Janet Ward, Assistant Director, Web Services, Limestone University
Susan Moore, Information Library Librarian, Spartanburg Community College

This fast-paced mini workshop shares many engagement case studies with tips and lessons learned! Baer discusses the art of digital storytelling and how a number of California public libraries partnered with Berkeley-based StoryCenter to create opportunities for engagement through digital stories. Library staff and community members learned to capture meaningful life stories using recording equipment and a video editor to create customized, multimedia, digital artifacts of these experiences. To expand libraries’ capacity to collect digital stories and conversations, StoryCenter collaborated with several of the California Listens libraries to develop the Listening Station, an IPad-based recording kit and app, which facilitates the recording of stories, StoryCorps-style conversations and interviews, in audio or video formats, and which automates the upload and delivery of recordings to participating organizations and individuals. Hear how leveraging user-friendly tech to collect and share community stories can help libraries build better relationships with the people they serve. McNamara discusses the creation of a Democracy Wall Project using a low-tech approach as a means to engage public discourse, build community capacity, and support civic engagement. Questions asked on the wall focus on city services and neighborhood issues, and it acts as a simple whiteboard where questions and responses are written using a dry erase marker. The project utilizes social media as a marketing tool to promote the project. Lynch discusses reaching out to patrons digitally via Google Tools. He’s been using the tools provided with Gmail to extend the reach of a special library, enabling him to provide outreach to people both local and visiting from outside the area. Get tips libraries of any size can use to extend reach beyond traditional means with minimal budget outlay and much appreciation by patrons. Ward covers strategies that a college uses to address the information needs of freshmen and transfer students. The digital portal provides essential support to students in navigating their way through their first year of college, increases freshmen GPA scores, and aids in retention efforts. Ward discusses the creation of a comprehensive Library Guide as a platform for library instruction for freshmen, faculty, and staff.

NETWORKING RECEPTION in the Sponsor Showcase
5:00 p.m. – 6:00 p.m.

TRACK D ● Ferrantes Bayview (10th floor)
Models for Library Success
Successful libraries are fast realizing and taking advantage of the different strengths of community partners in their area. From private/public partnerships in Japan, new roles and services in Denmark, and library associations working together for a stronger voice to academic libraries working with community youth and public and school libraries working together, libraries are experimenting with many innovative and creative partnerships. Get tips and ideas here!
Organized & moderated by Rebecca Jones, Dysart & Jones

D101/102 ● Model for Private/Public Partners for Libraries
10:30 a.m. – 12:15 p.m.
Steve Coffman, VP, Library Support Services, Library Systems Services
Yoko Hirose, CEO, Rapidswide Co., Ltd.
Satoru Takahashi, Director, Public Service Planning Division, Culture Convenience Club Co., Ltd.

Imagine one of Japan’s largest book and media retailers joining forces with cities in Japan to create dramatic new “cultural department stores” that combine a library, a full-service bookstore, a Starbucks, and often a sit-down restaurant including a bar. It is happening, and our speakers share the secrets of true public/private partnerships in which the private partner designs the facility in cooperation with the city (these are all either totally new facilities or total refurbishments), puts up a share of the capital needed to build it, and then operates the entire facility—including the library portion—under contract to the city. Most serve populations of 50,000 to 100,000, some, in quite rural areas; facilities are open 12 hours a day, 365 days a year. The focus is on books, and the combination library and bookstore allows them to serve both those who want to buy and those who want to borrow. There are no public access computers … but there is Wi-Fi everywhere and you can borrow an iPAd from the reference desk if you do not have your own device (most people bring their own). There are no databases, and there are no dedicated meeting rooms. They do lots of programming, but furniture and fixtures are designed to be rearranged to accommodate programs, and they are hugely successful, with visits in some locations up as much as 1427%, with comparable increases in circulation, and the average length of visit has increased dramatically from 30 minutes to 3 hours in one facility, with comparable stats elsewhere.

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

D103 ● Innovation & Excellence in Libraries: Copenhagen & Ontario Models
1:30 p.m. – 2:30 p.m.
Sanne Caff, Deputy Director, Copenhagen Libraries
Stephen Abram, Director, Federation of Ontario Public Libraries

Book-lending is declining, and there is a critical library bypass. When our position as a library is closely linked in the public eye to lending books, and librarians are on call in the physical library, we need to rethink the entire concept of what we do as library professionals and how we do it. While still maintaining that ever important library DNA, the Copenhagen Libraries are undergoing massive changes in both form and function, which calls for a radical new role for staff members, new targeted library services, increasing self-service, and a more digital mindset. The Copenhagen Model explains the why, the how, and the what in a strategic and practical turnarounds of the libraries. It shares tips for other libraries in other countries to use in their communities. Abram then shares the “better together” strategy used by Ontario Public Libraries and its three representative associations to increase funding, develop stronger ties to decision makers, and share the tasks for library success province-wide. Get tips for building your support team and lots more!

BREAK in the Sponsor Showcase
2:30 p.m. – 3:15 p.m.

D104 ● Community Partnership Network for Youth
3:15 p.m. – 4:00 p.m.
Julia Walkuski, Systems Librarian, & Molly Manley, Assistant Director, Office of Metropolitan Impact, University of Michigan-Dearborn (UM–Dearborn)

This talk focuses on how an academic library is becoming a community partner and resource in addressing the challenges faced by Detroit youth. In an effort to support
UM–Dearborn community outreach initiatives, the Mardigian Library is providing resources through its community engagement collection, spaces, technologies, and electronic resources for hundreds of community partners. The campus offers training on state-provided resources, basic information literacy instruction, and research skills building. It hosts community conversations to determine how to best serve the needs of community partners. Approximately 25,000 Detroit youth are disconnected from work and education. In an effort to combat some of the challenges facing youth, UM–Dearborn partnered with local schools, nonprofits, and workforce development agencies. The group worked to create a network that helps to address basic needs of the youth that are not being met (food, shelter, clothing, trauma), provide workshops and tutoring to get them to grade level, prepare them for higher education, link them to employers, and provide mentor support. Students from the university are placed with community partners or in schools in Detroit to support work with youth. Many workshops and activities are based on what youth identify as their needs. Within the first few weeks alone, the impact has been a tremendous morale boost for the youth. Join a mock community conversation, learn about discussions on community engagement training and resources, and more!

**D105 ● School & Public Libraries Unite!**
4:15 p.m. – 5:00 p.m.
Jim Peterson, IT Manager, Goodnight Memorial Library
Join Peterson as he reflects on the recent integration of the Simpson County Public School libraries with the Goodnight Memorial Library. He shares how they were able to partner up with the schools to give the students in all locations access to all the Goodnight Library’s resources, including its subscriptions to EBSCO, World Book, OverDrive, RBdigital, and others. He discusses some of the shortcomings, workarounds, and fixes for the issues they’ve had so far and answers questions about implementation and upkeep.

**NETWORKING RECEPTION** in the Sponsor Showcase
5:00 p.m. – 6:00 p.m.

**TRACK E ● Los Angeles**

**Internet@Schools**
For DAY 1 of the K-12 focused Internet@Schools track, topics include Future Ready librarians, emerging literacies that need addressing, virtual reality, OER and how to generate new ideas.

**E101 ● Future-Ready?**
10:30 a.m. – 11:15 a.m.
Shannon Miller, Teacher-Librarian & Future Ready Librarian Spokesperson
What does it mean to be a future-ready librarian? How will being a future-ready librarian affect my library, school, teachers, and especially my students? What can I do to become a future-ready librarian today? These questions are central to the Future Ready Librarians initiative and also what we ask ourselves every day as we embrace our roles within the library and school community. Miller explores the critical role that librarians play in the strategic work of schools and educational systems connected with educational technology leadership, empowering students as creators and learners, content curation, innovative instructional practices, collaboration, community connections, and more. She shares stories and inspires us to embrace the change we can bring through our roles as librarians. Leave this presentation knowing you have what it takes to be a future-ready librarian!

**E102 ● Emerging Literacies**
11:30 a.m. – 12:15 p.m.
Jane Lofton, Teacher Librarian, Rutgers University School of Communication & Information; Google for Education Certified Innovator & Trainer
Based on recent experience teaching a Rutgers University course for librarians, this talk provides an overview of interdisciplinarity needed and discusses how to share them with students, offering tips on how to get started. Literacies explored include connected and social learning; information ethics and remix culture; curation; communicating knowledge and creative expression; media, global, and data literacy; computational thinking; mobile technologies; digital citizenship/leadership; social reading; making; and coding.

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

**E103 ● DiscoVR Beyond Expeditions**
1:30 p.m. – 2:30 p.m.
Katie McNamara, Teacher-Librarian, Kern High School
Go beyond expeditions and discoVR a whole new world. A world you can create. A world you can explain. A world for all to explore. Harness the power of 360 creation and make virtual reality interactive. App-smash 360 tools for increased engagement and intriguing learning experiences. Although expeditions and field trips are pretty amazing, there is much more to the 360 world. The first talk gives you the tools and techniques to enable students to not merely be consumers, but also creators of virtual reality. Then learn from another school’s AR/VR journey about what works and what pitfalls to avoid to successfully bring VR to your school library. Explore ways to integrate VR across content areas and to support social emotional learning initiatives in your school.

**E104 ● Building Better Ideas**
3:15 p.m. – 4:00 p.m.
David Jakes, Former Teacher and Founder, David Jakes Designs
The most important thing that anyone can do to improve what they do is to become more capable at generating ideas. This conversation explores the role that ideas have in catalyzing innovative practice in libraries and discusses the strategies and techniques that you can use to become better at building better ideas tomorrow. Join us for a provocative conversation about how you can nurture, curate, incubate, grow, extend, and remix ideas that enable you to create the raw material that supports innovative library practice.

**E105 ● Future-Ready OER: Trends & Strategies**
4:15 p.m. – 5:00 p.m.
Cynthia Jimes, Director, Research, Institute for the Study of Knowledge Management in Education
The Institute for the Study of Knowledge Management in Education (ISKME), in collaboration with Florida State University, is conducting a 2-year study to explore the role of school librarians in advancing the use of open educational resources (OER) for teaching and learning. Funded by the IMLS, the study seeks to document school librarians’ current digital and OER curation practices and to develop a framework and a set of practical recommendations for advancing open digital resource collections for the benefit of students, educators, and communities. After introducing the what, why, and how of OER, the session presents the digital curation habits that are emerging through the study’s interviews with school librarians across the U.S, and discusses the implications of integrating OER into the everyday curation practice of school librarians.

**NETWORKING RECEPTION** in the Sponsor Showcase
5:00 p.m. – 6:00 p.m.

**INTERACTIVE NETWORKING EVENTS!**

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

**MONDAY, OCTOBER 15**

**Cannery Row Walking Tour ● 4:30 p.m. – 5:30 p.m.**
Jon Waterson, Librarian, California State University, Stanislaus
Join our California librarian as she leads a walking tour from the Marriott to Cannery Row. Meet in the Marriott Lobby at 4:20 p.m.

**Games, Gadgets, & MakerSpaces: Bingo Night!**
5:30 p.m. – 7:30 p.m. ● San Carlos 2
Led by Brian Pichman and Tod Colegrove this event starts your conference experience with lots of learning and laughing! Refreshments included.

**TUESDAY, OCTOBER 16**

**Networking Reception ● 5:00 p.m. – 6:00 p.m.**
Information Today, Inc. invites all conference registrants and exhibitors to a special Networking Reception in the Sponsor Showcase.
KEYNOTE

The Internet Conference and Exhibition for Librarians and Information Managers

save money in your organization?

One expert suggests that if 15 minutes per day could be saved in more organized

Because they can't find a template or model, what is the cost of that hidden content?

What is that lack of findability costing the organization? If people have to redo work

nization in the same way that software or cash does. If employees in organizations

pushing local videos to YouTube is great for discovery and display, but what are you

COFFEE BREAK in the Sponsor Showcase

9:45 a.m. – 10:30 a.m.

TRACK A ● San Carlos 1 & 2

Content Management

Libraries continue to manage and interact with content, looking for better ways to

access and surface content for their communities. This stream of talks starts with

looking at internal information and how to look at content management as a whole.

Other sessions focus on digitizing, archiving, and provide case studies and examples

of CM practices.

Moderated by Doris Small Helfer, California State University Northridge

A201 ● Brainstorming a CM Program

10:30 a.m. – 11:15 a.m.

Jaye Lapachet, Knowledge Management Specialist, CEB / Continuing Education of the Bar

Many organizations do not have any sort of system for managing internal information

take care of the content management (CM) program. Content has a value to an organ-

ization in the same way that software or cash does. If employees in organizations

cannot find the information or content they need to complete mission-critical tasks,

what is that lack of findability costing the organization? If people have to redo work

because they can’t find a template or model, what is the cost of that hidden content?

One expert suggests that if 15 minutes per day could be saved in more organized

information, $625,000 per 1,000 employees would be saved. Can you streamline and

we’re agents of change. Our systems shape belief and behavior at

scale. Experience isn’t enough. Methods, metrics, culture, and governance are

As we strive to make sense of artificial intelligence, digital strategy, and the Internet of Things, it’s never been more vital to think expansively about

how we organize the future. In this spirited talk about the design of paths and goals, Peter Morville builds upon his famous “polar bear book” to reframe vision, strategy, process, and the information architecture of time; and draws from his latest book, Planning for Everything, to reveal four principles and six practices essential for shaping the future.

A202 ● Digitizing & Archiving

11:30 a.m. – 12:15 p.m.

Susie Kopecky, Librarian, Allan Hancock College

John Sarnowski, Director, The ResCarta Foundation

Kopecky describes one college library’s efforts to begin digitizing a family estate archive that was gifted to the college from its namesake family. Staff began from

scratch to learn about how to best organize and begin the process of converting to
digital. Along the way, they researched best practices and sought local and far-away partners. The process is ongoing, but they want to share their experiences, learnings and excitement for where it will go. In the second presentation, Sarnowski agrees that

pushing local videos to YouTube is great for discovery and display, but what are you
doing to maintain them over time? He discusses archiving for YouTubers and looks into multimedia formats, metadata and preservation tips. He shares tips, knowledge, and software to keep important materials properly archived.

LUNCH BREAK ● A Chance to Visit Sponsors

12:15 p.m. – 1:30 p.m.

A203 ● Crawled & Collected, Now Access & Discovery in Web Archives

1:30 p.m. – 2:30 p.m.

Jillian Lohndorf, Web Archivist, Internet Archive;

Kris Kasianovitz, Government Information Librarian, Stanford Libraries;

Kevin Miller, UC–Davis; & Rachel Taketa, Library Specialist, UCSF

This experienced panel of practitioners explores the why and how of providing access to web archives. After an overview of the options and technical components for providing access, our speakers discuss why and how their institutions provide access to web archive content, and who their core audience is. In the process, they delve into their specific case studies including their decision-making process and workflows.

BREAK in the Sponsor Showcase

2:30 p.m. – 3:15 p.m.

A204 ● Big Data, Libraries, & Privacy

3:15 p.m. – 4:00 p.m.

Andrew Weiss, Digital Services Librarian, CSU Northridge

Weiss looks at the intersection of the world of big data and libraries, with a special

emphasis on user privacy. The impetus for tracking and assessing students and users is the promise of better service. But what are the limitations of big data itself? What are the implications and limitations of assessing student performance in the library through big data tracking techniques? What negative impact to patron privacy occurs in the era of big data, and how do libraries protect it? What changes must be made to library privacy policies to better accommodate privacy and surveillance concerns? These and other issues are discussed.

A205 ● Digital Archive From Scratch

4:15 p.m. – 5:00 p.m.

Solomon Blaylock, Reference Librarian, Middlebury Institute of International Studies at Monterey

A chance conversation with a grad student in 2017 led to a partnership in building a
digital archive of video interviews, transcripts, and still images designed to fill an

important gap in military policy research. The team started small, and a willing li-

brarian quickly found himself in deep waters, tasked with designing a full project

plan, including ingestion workflows, a metadata schema, and an Omeka exhibit. This

presentation maps the project from its inception to the present and highlights valu-
able resources collected from far-flung sources to provide a template for librarians

interested in facilitating similar digital humanities projects.

TRACK B ● San Carlos 3

Tech Tools

This stream focuses on emerging tech and library tech trends, and microservices

and takes an in-depth look at new blockchain technologies and the opportunity for

libraries.

Moderated by Jim Tchobanoff, Tchobanoff Research & Consulting

B201 ● Tracking Emerging Tech Trends

10:30 a.m. – 11:15 a.m.

David Lee King, Digital Services Director, Topeka & Shawnee County Public Library

Technology has changed the face of libraries and is continuing to change how we

work and how we deliver services to our library customers. This session focuses on

personal strategies you can follow to keep up with emerging technology trends and

provides you with suggestions for how you can incorporate these trends into your

library. King explores four major areas: why you should stay on top of technology

trends, the trend watchers you should follow and how to follow them, practical ways

to incorporate new technology trends into your library, and how to prepare for and

know when not to pursue current trends. The goal is to help you become better pre-

pared for technology changes now and in the future.
B202 ● Library Tech Industry Update & Trends
11:30 a.m. – 12:15 p.m.
Marshall Breeding, Independent Consultant, Library Technology Guides
Drawing from his latest surveys and reports, Breeding shares librarians’ impressions of their integrated library systems and associated vendors, the systems currently in use by libraries to manage their collections and automate their operations, the shape of the industry due to mergers and acquisitions, and the development of new models of management and discovery systems. Always a highlight, this session brings you up-to-date with what’s happening in the library tech industry!

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

B203 ● Microservices: Architecture & Apps
1:30 p.m. – 2:30 p.m.
Marshall Breeding, Independent Consultant, Library Technology Guides
Get an introduction to the microservices architecture and how it differs from the monolithic style of software development. Microservices have emerged as the preferred approach for complex business applications deployed at massive scale. This architecture has increasingly been incorporated into new applications for libraries. Breeding provides perspective on how this style of software development and deployment will increasingly enter the library sphere.

BREAK in the Sponsor Showcase
2:30 p.m. – 3:15 p.m.

B204/205 ● Blockchain & Opportunities for Libraries
3:15 p.m. – 5:00 p.m.
Jason Griffey, Founder & Principal Consultant, Evenly Distributed LLC; Knight Foundation Grant Recipient & Fellow, Berkman Klein Center for Internet & Society
Ryan Hess, Digital Initiatives Manager, Palo Alto City Library

Libraries are just beginning to explore blockchain, the technology behind cryptocurrencies such as Bitcoin. But the opportunities for libraries go beyond digital money. Blockchain is being explored as the backbone of a more free and open internet, as well as a means for authentication and for privacy and security. This mini-workshop discusses the possibilities for blockchain technology, including smart contracts, illustrates various ways the technology is being used today, and explores how libraries might apply blockchain to deal with intellectual property, scholarly publishing, and copying as well as managing users, ensuring patron privacy, expanding collections beyond our walls, and even helping to build the internet of the future.

BREAK in the Sponsor Showcase
2:30 p.m. – 3:15 p.m.

C203 ● Trusted Advisor 2.0 & ROI of KM
1:30 p.m. – 2:30 p.m.
Paul Barrows, Research Librarian, Federal Reserve Bank of San Francisco
Krista Ford, Director, Research & Library Services, Steptoe & Johnson PLLC

As trusted advisors, information professionals use research and relationship-building expertise to shape and develop their customers’ projects from inception to completion. After a review of the relationship pyramid model and key concepts from last year’s Trusted Advisor session, this year’s presentation takes the conversation a step further. How can you create a personal strategic plan to keep your partnerships growing? How do you create and manage embedded partnerships? How do you retain and deepen your existing partnerships while cultivating new ones? How do you rebuild when partnerships fall apart? Using personal experience and case studies, Barrows addresses how to stay agile as a trusted advisor, addressing the shifting nature of partner relationships and organizational needs. As the director of library services, Ford has grown the department from simply a legal research team, to a group that works on proposals, strategic plans, merger/growth targets, and as direct client advisors. Given the unique position of librarians and researchers as advisors and data analysts and their ability to use knowledge management tools to gather and analyze large amounts of data and trends, they can add value by advising our internal clients. Get tips and ideas!

BREAK in the Sponsor Showcase
2:30 p.m. – 3:15 p.m.

C204 ● Bibliometrics, Planning, & Shooting for the Stars!
3:15 p.m. – 4:00 p.m.
Jill Konieczko, Library Services Division Director, Zimmerman Associates Inc.

This session shares lessons learned by the NASA Goddard Library in offering a new bibliometrics program for researchers at the NASA Goddard Space Flight Center. The library, which is under contract to the Cadence Group and Zimmerman Associates,

SATELLITE MEETING
FRIDAY, OCTOBER 19 ● 9:00 a.m. – 4:00 p.m.
followed by a tour of the Monterey Public Library

SolveSessions: Collaborative Creative & Critical Thinking
Peter E. Raymond, CEO/Founder, SolveOS

Empowering better global citizens by solving global goals is the intention of these SolveSessions, which are based on social learning theory and methods designed to develop critical thinking. This 1-day free training session provides the tools and techniques for you to work with your community to grow global citizens by learning to solve problems. The SolveSessions platform encourages the sharing of knowledge, technology, and experiences to enable curiosity and creativity. The tools empower successful empathetic problem solvers and lifelong learners, exactly the audience of our library communities. This immersive problem-solving session uses SolveOS transformative methodology and tools to exponentially accelerate your community’s time to alignment, insight, and action on any problem you choose to solve. You can start using these solving methods with your kids, teens, students, adults, or whoever makes up your community. If you can answer this question, “What problem do you want to solve?” or want to hear the answer from your community, this workshop is for you! Join a number of speakers from Internet Librarian and get the tools, processes, and techniques to make Solve-Sessions happen in your community. Includes lunch and refreshments. Please register for this free event, our space is limited.
Inc., has been recently renovated and reinvented, and awarded the 2016 FEDLINK Large Library of the Year. The bibliometrics program included training and research support, and required a significant amount of outreach and education; however, no additional staff was added to meet the demands of the new program. A custom-er’s small research project, creating comprehensive research portfolios for eight researchers, presented a prime opportunity to identify the scale and scope of offering bibliometrics as a library service. Get tips and insights from the piloting of a new library service focused on research assessment and learn how it might work in your environment.

C205 • Visualizing Value
4:15 p.m. – 5:00 p.m.
Christine Ponce, Digital Library Group Lead & Deanna West, Department Head, Information Services, MITRE Corp.

In today’s environment of budget cuts and constraints, librarians need to continuously demonstrate the value of resources and services. While great for tracking metrics, spreadsheets don’t always capture the full picture of an organization’s offerings. MITRE’s InfoServices turned to Tableau visualization software to take a more in-depth look at its services. MITRE’s ability to tell a story, share metrics, and gain insight into its customer base has increased dramatically since using Tableau. Tableau has reduced the manual chore of developing information in a flat format, replacing it with dynamically generated content that can be filtered on-the-fly as MITRE looks at trends over time and across our services. Tableau enables MITRE to answer questions such as what research is being done, who is doing it, who is it done for and how often, is the whole company being reached or only parts of it, and are MITRE staff using all departments’ services or just one? MITRE’s use of Tableau has improved the communication of its value to customers, stakeholders, and senior management.

D202 • You Don’t Need to Own It:
Lessons From Unicorn Category Killers
11:30 a.m. – 12:15 p.m.
Amy Affelt, Director, Database Research Worldwide, Compass Lexecon

Research has shown that “making life better” is the No. 1 predictor of loyalty to a company, brand, or product, with rental companies as a hot growth vertical. We don’t own our music, movies, or formalwear anymore, yet libraries are the original lenders. How do we reclaim our territory? What strategies can we borrow from super-suc- cessful, cutting-edge companies that either trounce their competition or completely dominate because there is no one else like them? What would libraries have to do to make municipalities fight for them in a “Hunger Games” competition such as Amaz-on’s, where more than 230 cities tried to land their second headquarters location? We take look at the secret sauces of Amazon, Stitch Fix, 23andMe, Rent the Runway, and others to see how libraries can learn from not only their triumphs but also their missteps. Then, we brainstorm about holes that need to be filled and how libraries can partner with innovators to assume those roles.

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

D203 • It’s All About Story
1:30 p.m. – 2:30 p.m.
Ben Bizzle, CEO, Library Market & Author, Start a Revolution: Stop Acting Like a Library
Susan Considine, Former Executive Director, Fayetteville Free Library

Working in a library can be tough, rewarding, and inspiring. We all need a little re-minder of our impact and value every now and then to help us keep moving forward with our good work. In anticipation of their new book, It’s All About the Story, please join our popular and experienced speakers in an interactive storytelling session about the impact libraries have on the lives of the people we serve. They share stories from their book and invite you to share your inspirational library stories as well.

D204 • Learning From Customers/Patrons/Users/Clients
3:15 p.m. – 4:00 p.m.
Jeremy Wilson, CEO, Niche Academy

Whatever you call them, we can learn a lot from them! Wilson heads an organization focused on accessible online training. This year he’s had a chance to observe user behavior across hundreds of library websites and more than a million tutorial views. He shares what he’s learned—what prompts responses; what resources tend to get traction; and what things you can do to better engage your community, impact their learning, and improve their digital future.

D205 • Google Analytics & My Business
4:15 p.m. – 5:00 p.m.
Trey Gardner, Founder, Koios
Michael Buono, Reference & Community Services Facilitator, Brentwood Public Library

Google Analytics is one of the most powerful tools available to an internet librarian. But few of us have the time to master the advanced features while balancing other responsibilities. Learn the most important features of Google Analytics for libraries from an expert in digital marketing, then set goals and assign values to track ROI, identify and troubleshoot confusing pages on your website, use tags to evaluate marketing and outreach efforts, and consolidate database usage into a single dash-board. Buono discusses Google My Business, a free Google services that controls the business listing that appears on the right of a Google search. He shares best practices for creating and managing this listing, covers the basics of setting up the listing, and highlights the features every library must use and why it is important.

Wednesday Evening Session

Are Librarians Smarter Than a Machine?
7:30 p.m. – 9:00 p.m. • San Carlos 3
HOST: Stephen Abram, Lighthouse Consulting
CONTESTANTS:
Susan Considine, Former Executive Director, Fayetteville Free Library
Gary Price, Co-Founder, INFODocket & FullTextReports
Amy Affelt, Director, Database Research Worldwide, Compass
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library & more

Artificial intelligence (AI) helps the learning curve for machines. Curiosity and knowing the location of endless resources support librarians. Let’s make some facts in a fun atmosphere, see some interesting demos, watch the competition, and vote for the smartest! See Amazon Echo & Echo Dot Kids—Alexa, iPhone Siri, Google Home, and Dewey (Palo Alto City Library Robot) pitted against library industry stars! Bring your smart phone/computer too!
E201 ● Telling the Library Story: Messaging & Media Strategies
10:30 a.m. – 11:15 a.m.
David Jakes, Former Teacher and Founder, David Jakes Designs
Your library is filled with stories of learning, of discovery, of exploration and of human connection. It’s time to start telling those stories. To that end, Jakes explores the importance of creating a messaging and storytelling program for your library. Learn how to create compelling videos that capture the role that the library plays in learning and in the lives of students. Learn proven storytelling techniques and have the opportunity to explore the very best technologies that are available to do this work. We also discuss how to use these capacities to support a more capable student video creation experience. Ramp up your storytelling and video creation skills in a single hour to become a teacher-librarian-storyteller-videographer!

E202 ● What Students Say About Libraries
11:30 a.m. – 12:15 p.m.
Carolyn Foote, Librarian, Westlake High School
Too often, students have little voice in the design of our libraries. How can we get input into our space design from our patrons, and what are they trying to tell us? Explore strategies and tech tools for gathering student input, and see the results of surveys and student impact.

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

E203 ● Laptops for Everyone
1:30 p.m. – 2:30 p.m.
Sherri Crawford, Library Media Specialist, Shawnee Mission North High School
A high school library went to the 1:1 model, increased student readership and enthusiasm about books, then underwent a renovation to create a flexible learning environment to support the new technology and methods of teaching. This session shares tips, best practices, successes and failures of 1:1, as well as how to merge the old library mission with new tech.

BREAK in the Sponsor Showcase
2:30 p.m. – 3:15 p.m.

E204 ● Critical Digital Citizenship for School Libraries
3:15 p.m. – 4:00 p.m.
Mark Roquet, Head Librarian, Seven Hills School
Digital citizenship education typically covers topics such as staying safe online, fighting cyberbullying, and copyright law awareness. Notably, many popular digital citizenship curricula are either created or funded by Silicon Valley companies. Engaged citizenship requires more than following rules and avoiding conflict—it means having the knowledge and agency to make society better. In order to be impactful citizens, our students need to understand the major forces that continue to reshape our society, economy, and information landscape. How can we prepare our students to tackle discriminatory algorithms, online harassment, the sharing economy, and digital threats to our democracy? Join us for an open-ended discussion about how we can rethink digital citizenship to prepare students to be change makers rather than just consumers.

E205 ● Multimedia Tools
4:15 p.m. – 5:00 p.m.
Gary Price, Co-Founder, INFODocket & FullTextReports
The web now is far more than text. The volume of audio, video, and other types of multimedia is incredible. There are lots of new tools to search the masses of multimedia available. Our experienced and popular speaker shares the best tools for faster and easier access to the vast resources out there!
COFFEE BREAK  ●  9:45 a.m. – 10:15 a.m.

TRACK A  ●  San Carlos 1 & 2

Innovation & Reinvention!
Are we embracing the future yet? Some of us are really moving in that direction! Hear about robots, augmented reality, retooling of academic librarians, and new ways to reach customers for discovery and awareness! Join this exciting group of speakers as they share their paths to the future and success with their communities!

Moderated by Daniel Lee, ARC Business Solutions Inc.

A301  ●  Robot Meets Library

10:15 a.m. – 11:00 a.m.
Dan Lou, Senior Librarian, & Ryan Hess, Digital Initiatives Librarian, Palo Alto City Library

Palo Alto City Library is taking the lead in exploring how nascent robot technologies can be applied in library programs. The effort started from last year’s Pacific Library Partnership Innovation Grant. The library is experimenting with a humanoid robot named Dewey. Dewey is coded to tell stories, carry out dance routines, take photos, send emails, strike smart conversations with third-party APIs, and do many more things. Dewey has performed in various programs and events, such as story times, introductory coding classes, and community conversations. Our experience has shown that robots and libraries are a great match, with customers from a wide range of age groups enjoying the opportunities to engage with a robot. Get the basics of how to start similar robot-embedded programs at libraries, and hear lessons learned in advocating coding and robot technologies to the public.

A302  ●  Beyond Thunderdome: Robots, Knowledge Creation, & Innovation

11:15 a.m. – 12:15 p.m.
Bonnie Roalsen, Library Director, & John Walsh, User Experience & Access Manager, Dedham Public Library

From their internal drone flying obstacle course and their musical stairs to their historical augmented reality overlays and innovative organization of knowledge, and their extreme focus on equitable access, robots, distributed community, and knowledge creation, the Dedham Public Library is a leader in developing best practices with an eye to the 22nd century. Come learn what the library is up to and leave with plenty of ideas to bring back to your community and libraries.

LUNCH BREAK  ●  12:15 p.m. – 1:30 p.m.

A303  ●  Retooling Academic Librarians

1:30 p.m. – 2:15 p.m.
Kerry Sullivan, Associate Library Director, Walden University
Colleen Harris, Digital & Data Services Librarian, California State University–Channel Islands

Reference has long been the hallmark of library services, and while at a distance, it has served us well, the bucket was too full. Armed with a strategic plan and university approval, Walden Library leadership altered and transformed its one-to-one services in 2017. The first talk describes the service models used and the transformation of the library highlighting renewed staff engagement and shares innovative models for high-level research services and outreach to doctoral students and faculty as well as other students. Our second speaker asks: Given carte blanche, how would you design digital services for your library? She offers examples of how one academic library is developing a new suite of digital library services by investing in librarian skill sets and capitalizing on existing university-community and librarian-faculty relationships. Examples offered include technologically retooling a former access services and instruction librarian, pursuing an environmental scan of student and faculty research activities, and considering data partners such as the National Park Service and newly hired faculty working in digital scholarship. Hear lessons learned and get recommendations based on size, service population, and scalability.

A304  ●  Discovery Kiosks: Creating Intuitive, Innovative, & Interactive UX

2:30 p.m. – 3:15 p.m.
Yummy Hwang, Director, Technologies, Richmond Hill Public Library (RHPPL)

In 2016, RHPPL needed to replace 22 OPAC computer stations. Although OPAC stations are used frequently by the customers, user sessions were brief due to the nature of its function. Increasing use of personal devices to access the online catalog and the introduction of a mobile app for catalog searching diminished the need of catalog-searching-only-stations. In addition, OPAC stations took significant footprint in highly used spaces in the library. Considering these challenges, the library turned them into opportunities by creating a project to convert OPAC stations to Discovery stations. Discovery kiosks strategically located throughout the building encourage interaction. Touchscreen kiosks have welcome screens to discover library services including the online catalog, programs and events, floor plans, and FAQs. When users are not interacting with the kiosk, the screen displays images, video, and flyers functioning like promotional digital signage. Launched earlier this year, the project anticipates an increase in the number of OPAC sessions searching library materials, enrichment of customer choices with more options to find library resources and services, and the creation of intuitive and interactive customer experience. Come hear the results!
The first talk discusses an interdisciplinary faculty team from the library and industrial technology departments at Allan Hancock College who successfully applied for and won a $350,000 grant to build a makerspace from the ground up, courtesy of the California Community College Chancellor’s Office. Without a dedicated space, but with great drive, the team began from scratch, reaching out to the community, arranging paid student internships, working collaboratively across the disciplines (from the library to industrial tech to fine arts, electronics to culinary arts to graphics, and more). It is an ongoing collaborative venture and is starting to catch the attention of the larger community. The second presentation focuses on the Creative Media Studio at CSUN’s Oviatt Library, which like other makerspaces, has been a success doing work outside of its walls in exploring and building the maker culture around campus. From events and workshops to classes that explore interdisciplinary learning, maker culture is not, and should not be, restricted to the walls of a makerspace. Presenters not only focus on why having a makerspace is an important step in fomenting innovation, but also on how academic libraries can embrace other strategies to support and encourage campus innovation. Get insights and ideas to develop similar programs on your campus or within your community.

As libraries continue to evolve, what is after makerspaces? What can we learn from others (CES, SXSW, etc)?: What should libraries be looking toward in the future? Should they focus on the collection of information, building community repositories, educating and training communities of skills? This session covers ideas to help take your library to a new level. If you are a forward thinker, want to take a few risks, and really expand what a library can do, this is an interactive for you. Let’s brainstorm and build the library of tomorrow.

As strong as our library programs and services are, our operations have to match that strength. Get ideas and insights as well as practical tips for improving the measures, communication and operation of your organization.

For the video wall, planning and producing original content, and curating content from other sources, the DCT has sought to tell a digital storytelling and minimizing its use for more conventional promotion of library services. To the greatest extent possible, the DCT has sought to tell a story that a healthy financial portfolio is managed: Divest in one area to invest in another. Every service a library offers, and every task staff perform is an investment for the library. A library’s service and content portfolios must be managed in the same way that a healthy financial portfolio is managed: Divest in one area to invest in another.

Every service a library offers, and every task staff perform is an investment for the library. A library’s service and content portfolios must be managed in the same way that a healthy financial portfolio is managed: Divest in one area to invest in another. Jones describes a simple “portfolio management tool” that can help libraries identify what services, tasks, and content purchases can be stopped, started, or continued, and how public and academic libraries have stopped doing things to make way for higher-valued efforts.

Libraries are all about learning! Hear how many are using video to reach their communities in new and exciting ways.

This session shares insights gained from planning and creating content for a large-scale, immersive digital video screen in Los Angeles Public Library’s Central Library. Constructed in 2017 in tandem with a new, technology-rich digital commons space, the video wall is a 28-foot-wide, high-definition video screen located in a previously empty and disused area. A dramatic and prominent centerpiece to the library’s atrium, it is immediately visible to the many people who pass through the library every day. Libraries from the newly formed DCT were tasked with crafting a content strategy for the video wall, planning and producing original content, and curating content from a range of sources, including digital artists and filmmakers. Working from a guiding vision of a visual experience that emulates the serendipity of browsing a bookshelf in a library, DCT librarians sought to establish the video wall as a space for immersive digital storytelling and minimizing its use for more conventional promotion of library programs and services. To the greatest extent possible, the DCT has sought to tell a compelling visual story that feels relevant to the general viewer. As the world approaches its first anniversary, the DCT plans to commission work from emerging artists, including interactive and generative works, and to focus on the development of the video wall as a premier venue for the display of digital art in Los Angeles. In addition
to sharing the DCT’s approach to content for their video wall, this session discusses
the significance of this being a librarian-directed effort and explores more broadly
the rapidly expanding world of immersive displays, digital signage, and narrative
architectural lighting as a potential site for librarianship.

D302  ●  Integrating iPad Kiosk Tech & Photos
11:15 a.m. – 12:15 p.m.

John Shoesmith, Outreach Librarian, Thomas Fisher Rare Book Library, University of Toronto (U of T) & Podcaster

Digital content curation alongside print can provide new avenues of user experience.
When the U of T’s Rare Book Library was launching an exhibition featuring the largest
collection of Allen Ginsberg photographs in the world, the challenge was to display
as many of the photos it could within its physical space. This case study discusses
the process of adding touchscreen kiosk technology to an exhibition space. Incorpor-
ating iPads allows curators the flexibility to offer an enhanced user experience:
from additional images of books and archival material, to multimedia. A library team
collaborated with IT services, along with facilities management and conservation
staff, to implement four iPads into an exhibition that featured over 80 photographs.
Triumphs, and unexpected barriers, are shared. Helpful tips and a roadmap for those
planning their own iPad integration projects is included.

LUNCH BREAK  ●  12:15 p.m. – 1:30 p.m.

D303/304  ●  Video Tools, Creation & Impact
1:30 p.m. – 3:15 p.m.

David Lee King, Digital Services Director, Topeka & Shawnee County Public Library
Elaina Norlin, Executive Director/Regional Manager, Broward County Library System
Moshe Prisikser, Founder & CEO, JoVE
Robert Nelson, Lead Librarian, Fort Hamilton High School

This mini-workshop focuses on the use of video to connect with customers (students,
patrons, teens). King explores the emerging and easy-to-use live streaming tools
available to today’s librarian. He examines and suggests uses for Facebook Live,
YouTube Live, and live streaming on Instagram, and Periscope, which allows you
to go live on Twitter. Norlin focuses on consistent digital video creation for libraries
since more than 1.5 billion people visit YouTube every month and spend more than
an hour a day watching YouTube on their mobile devices alone. Creating consistent
video content continues to bring a great opportunity to increase loyal fans. Norlin
discusses the nuts and bolts of creating content and walks through each stage of
the process with tips to keep things budget friendly: demystifying video editing to make
life easier to produce more content; YouTube channel optimization, including four
crucial checklist items that gets your video noticed; how to increase “call to action”
to get more views, likes and subscribers; and which “venues” get the top views on
YouTube and how you can tailor videos to match research trends. Our JoVE speaker
focuses on visualizing complex scientific methods with video, helping students learn
faster and retain the knowledge longer. An independent study showed that students
who watched just 5 minutes of a video before their lab classes scored up to two times
better on quizzes than peers who just used text preparation materials. Hear more
about the study, get tips and best practices for implementing video as supplemental
curriculum material, and get a glimpse of new, video-based technologies that could
continue to change the way science is taught. Nelson discusses the development,
application and evaluation of a patron-centric video creation space which is a pow-
erful teaching tool and means by which patrons can develop a major skill set for
21st-century personal and career success. Learn how to budget, purchase, create,
and manage a patron-centric video creation space and how that space and program
can be used for mutually beneficial purposes.

TRACK E  ●  Los Angeles

Smart Community Partnerships
Our communities continue to evolve at an incredibly fast pace, and we have to develop
key roles and practices to continue to thrive and have an impact. We are definitely
stronger together, and our series of speakers in this track indicate the way forward.
Moderated by Bobbi Newman, National Network of Libraries of Medicine (NNLM)

E301/302  ●  Building a Smart Academic or Community Campus
10:15 a.m. – 12:15 p.m.

Linda Hazzan, Director, Communications, Programming & Customer Engagement, Toronto Public Library
Peter Raymond, Founder/CEO, SolveOS & representative from University of Denver
Susan Broman, Acting Assistant City Librarian, Los Angeles Public Library

The Smart City phenomenon has gained momentum in regions, cities, and neighbor-
hoods all over the world. Public and private entities are working together and navig-
ating emerging opportunities that are now available with increased technological
capabilities, hoping to make their communities both safe and efficient for citizens
and the environment. Hear how two public libraries are part of their City’s Smart
City initiatives, how one academic library is designing a smart campus, and how
the Smart City agenda is an opportunity for libraries to add value and raise their profile
as leaders in digital inclusion and digital literacy.

LUNCH BREAK  ●  12:15 p.m. – 1:30 p.m.

E303  ●  Ebooks: Partners, Platforms & Tools
1:30 p.m. – 2:15 p.m.

Matt Abbott & Amy Hoffman, Collection Development Librarians, Ottawa Public Library
Paula MacKinnon, Executive Director, Calgary

Hear from the first Canadian public library to launch a second ebook platform offering
only popular titles, no holds, and a 7-day loan period. Abbott and Hoffman share the
project’s goals, implementation, customer service implications and lessons learned
from managing two curated ebook collections. The cost of licensing ebooks continues
to be a significant challenge for libraries, so looking at innovative ways to increase
access to ebooks, foster competition in the ebook marketplace and improve fiscal
sustainability is critical! MacKinnon discusses SimplyE, an IMLS-funded opensource
e-reading app developed by libraries for libraries. It simplifies the library user expe-
rience in finding, borrowing and reading the ebooks libraries purchase from multiple
vendors by streaming all library ebooks—from Overdrive, Bibliotheca, Axis360, enki
Library, RBdigital, Odilo, and more—into a single app. Developed by New York Public
Library and made available to California libraries through Califa, come hear about the
libraries that have deployed SimplyE.

E304  ●  Stronger Together: Public/Private Partnerships
2:30 p.m. – 3:15 p.m.

Scott Allen, Deputy Director, Public Library Association (PLA)
Bobbi Newman, Community Engagement & Outreach Specialist, National Network of Libraries of Medicine (NNLM)

Public libraries play critical roles in many areas, two of which are helping people
with digital literacy skills and helping people access and use quality health informa-
tion. This session explores how public libraries are working in partnership with other
community organizations to meet these important challenges. Case studies and key
learnings from libraries nationwide offer examples and strategies you can use in
your own digital literacy, consumer health, or other programming. Speakers from the
Public Library Association and the National Network of Libraries of Medicine show
how working with community partners can leverage new assets and strengthen the
library’s programs, from planning and marketing through execution and evaluation.
Along the way, attendees also learn about valuable resources for teaching digital
literacy, offering health reference, and conducting health-related programs.
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