Information Fluency: Literacy for Life

We are pleased to present the 25th annual Computers in Libraries—the most comprehensive North American conference and exhibition on all aspects of library and information delivery technology. Although the tools and technology available to libraries and information services have changed over the years, the excellent quality and range of both topics and speakers at Computers in Libraries 2010 remain the same.

INTERACTIVE NETWORKING EVENTS!

Sunday Evening Session
GAMING & GADGETS PETTING ZOO
5:30 p.m. – 7:30 p.m. * 3rd Floor
Join our gamers and gadget lovers for an evening of fun and playing. Bring your latest games and gadgets and try out each others. See if you are a guitar hero, winning Wii bowler/golfer, or rank as a dancing DDR expert. Led by gamer/gadget guru Amy Buckland, McGill University & winner of the Internet Librarian 2009 Battledecks Competition, and Royce Kitts, Director, Tonganoxie KS Public Library, this evening is filled with fun, networking, and of course, learning and laughing. Refreshments included.

Continental Breakfast & Breaks
Start your day off right with a continental breakfast each morning at 8:00 a.m. before the keynote session. Located in the Regency Ballroom Foyer. Check your program for additional break times.

Exhibit Hall Reception
Information Today, Inc. invites all registrants, speakers, and exhibition visitors to a networking reception on Monday evening in the Exhibit Hall from 5:00 p.m. – 5:45 p.m. Mix and mingle with other conference attendees in a relaxed atmosphere while visiting with our extensive hall of exhibitors.

Informal Dine Arounds
Dine at local restaurants with your colleagues. See the message board in the registration area for more information.

DIGITAL PROCEEDINGS & CD-ROMS
Session slides are available for download at www.infotoday.com/cil2010. If you don’t want to miss a thing, order your conference CD-ROM at a special attendee savings by visiting the Mondo Digital Solutions table located in the Regency Ballroom Foyer, or visit www.mondoedigital.net.

FREE CYBERTOURS
Pick up some quick tips, take a sneak peek at new products, and learn new skills at short, free Cybertours. Located in the Cyber-Corner in the Exhibit Hall. See pages 26-27 for details.

CONFERENCE CONVERSATIONS
Computers in Libraries 2010 is all about conversations … join in!
• Twitter tag: #CIL2010
• www.infotodayblog.com
• www.infotodaywiki.com

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

EXHIBIT HOURS
The exhibit hall is located on the Independence Level.
Monday, April 12 . . . . . . . . 9:45 a.m. – 5:45 p.m.
Tuesday, April 13 . . . . . . . . 9:45 a.m. – 4:00 p.m.
Wednesday, April 14 . . . . 9:45 a.m. – 1:30 p.m.

TUESDAY EVENING SESSION
Dead & Innovative Technology:
Recreating the Information World
7:30 p.m. – 9:00 p.m. * Regency Ballroom
Join our famous evening of fun and learning. Hear from our authors, speakers and Computers in Libraries experts on their views of dead and innovative technologies affecting our libraries now and as we create the future. Open to all.

PROGRAM CHAIR
Jane L. Dysart, Dysart & Jones Associates

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Stephen Abram, Gale Cengage Learning
Helene Blowers, Columbus Metropolitan Library
Marshall Breeding, Vanderbilitur University
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Darlene Fichter, University of Saskatchewan
Megan Fox, Jobs for the Future
Rebecca Jones, Dysart & Jones Associates
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Aaron Schmidt, District of Columbia Public Library

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All Keynotes will be held in the Regency Ballroom.

**Monday, April 12**

**COFFEE BREAK**

- Exhibit Hall Opens

**TRACK D**
- President’s Quarters, 3rd Floor
- **COLLABORATION STRATEGIES & TOOLS**
- Digital Commons: Building Digital Communities Using Digital Collections
- Real-Time Collaboration Tools

**TRACK E**
- Potomac, Ballroom Level
- **LITERACIES & FLUENCIES**
- Information Fluency Strategies & Practices
- Libraries & Transliteracy

**LUNCH BREAK**

- What Administrators Need to Know About Technology

**COFFEE BREAK**

- In the Exhibit Hall

- **Google Wave**

**Twitter Tools: Applications & Success Stories**

**NETWORKING RECEPTION**

- In the Exhibit Hall

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**Tuesday, April 13**

**COFFEE BREAK**

- In the Exhibit Hall

**TRACK D**
- President’s Quarters, 3rd Floor
- **ENTERPRISE TRENDS & PRACTICES**
- Web 2.0 Tools: Innovation, Awareness, & Knowledge-Sharing
- Info Pros & SharePoint: Good Fit

**TRACK E**
- Regency A/B/C/D, Ballroom Level
- **TEACHING: TECHNOLOGIES & APPROACHES**
- LMS: What’s Out There & How to Decide!
- Reaching Reluctant Learners

**LUNCH BREAK**

- A Chance to Visit the Exhibits

- **Drupal Applications & Practices**

- **Search Enhancements for the Enterprise**

**COFFEE BREAK**

- In the Exhibit Hall

- **Building Communities & Engaging Clients**

**TUESDAY EVENING SESSION**

- Dead & Innovative Technology

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**Wednesday, April 14**

**COFFEE BREAK**

- In the Exhibit Hall

**TRACK D**
- President’s Quarters, 3rd Floor
- **CULTIVATING INNOVATION & CHANGE**
- The 24th Thing: What’s Next?
- Persuasion, Influence, & Innovative Ideas

**TRACK E**
- Potomac, Ballroom Level
- **LEARNING: EXPANDING OUR KNOWLEDGE**
- Staff Development: Soft Skills, Firm Results
- Peer Training for Digital Literacy

**LUNCH BREAK**

- A Chance to Visit the Exhibits

- **Google Gambol**

- **Information Discovery With Surfaces**

- **Engaging Communities**

- From Podcasts to Blogs and Beyond!

- Ref Desk Adventure: Simulation Game for Training

- 23 Things for an International Audience

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**Sunday Evening Session**

- 3rd Floor
- 5:30 p.m. — 7:30 p.m.

Gaming & Gadgets Petting Zoo

Join our gamers and gadget lovers for an evening of fun and playing. Bring your latest games and gadgets and try out each others’. See if you are a guitar hero, winning Wii bowler/golfer, or rank as a dancing DDR expert. Led by gamer/gadget gurus Amy Buckland, McGill University & winner of the Internet Librarian 2009 Battledecks Competition, and Royce Kitts, Director, Tonganoxie KS Public Library, this evening is filled with fun, networking, and of course, learning and laughing. Refreshments included.
FULL DAY WORKSHOPS  9:00 a.m. – 4:30 p.m.

W1 • Searchers Academy: Searching 2.0
Mary Ellen Bates, Owner, Bates Information Services
Ran Hock, Principal, Online Strategies
Marcy Phelps, Principal, Phelps Research
Gary Price, Publisher, ResourceShelf.com
Want to sharpen your web search skills? Find information in the real-time collaborative and social web? Learn from the experts? Join search veterans, speakers, and authors to learn the latest strategies and techniques for searching online. This fast-paced, newly updated, day-long event allows you to interact with the experts, who share their searching secrets and expertise as they focus on the most-current practices in the field of web research. There’s always something new to be learned from these leading-edge panelists. Participants should have basic experience with web searching, but even searchers with an extensive searching background will find tips to polish and advance their skills and will come away with new resources and tools. Academy topics include the following:

- Hidden Tools & Features of the Major Search Engines: Learn about the undocumented and little-known search features of the Big Three.
- The Best of the Rest: A review of the best alternative search engines for info pros and researchers
- Searching the NEW Web: Learn about what’s new in searching podcasts, tracking memes, social graphing, and other portions of the new web
- Cost-Effective Searching: Online strategies/practices for tough times to get the most for your search dollar (1 hour)
- Subject Search Round-Up: Hear from experts on the specific tools and resources for searching in a variety of specialized topics

W2 • Web Managers Academy: Redesign 2.0
Darlene Fichter, Data Library Coordinator, University of Saskatchewan
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh
Marshall Breeding, Director for Innovative Technologies and Research, Vanderbilt University
Does your library website need to move to the next level? Consider how to do a visual makeover, add social media tools, or new embedded services. Where do you start? What’s your strategy? See how other libraries are using content management systems (CMS), user-generated content, and database-driven content to provide customized and personalized user experience. Explore how social software applications, including blogs, wikis, tagging, and RSS, fit into the mix. Learn how to analyze the strengths and weaknesses of your current site using analytic tools and usability studies. Pick up new usability methods that can help you test proposed revisions early so that the new design doesn’t just look better but also works better for the users. Pack your toolbox and take home tips, tools, checklists, and new design techniques that you can immediately put to use. Learn about common pitfalls and success factors for library redesigns. Put what you learn into practice. By working in small groups, you will immediately apply what you learn throughout the day to an ongoing “extreme makeover of a library website.” Tools and exercises include the redesign process; practical project management; web content management systems; and usability, engagement, and participation.

MORNING WORKSHOPS  9:00 a.m. – 12:00 p.m.

W3 • Technology Strategy Planning
Richard P. Hulser, President, Richard P. Hulser Consulting
Rebecca Jones, Managing Partner, Dysart & Jones Associates
Struggling with the variety of technologies available and how they could best be used to achieve your objectives? Want to know how to incorporate social networking and other Web 2.0 tools into information services? Join this workshop to understand the elements of technology strategy planning and how to apply them. Learn how to create a strategic plan for your library, enabling effective use of technologies for your organizational needs. Bring your real-world issues and challenges and learn how to identify key elements of your current environment and organizational structure with an eye toward addressing needs. Tools for gaining approval to move forward will also be covered as well as optimizing Web 2.0 social networking tools into information services.

W4 • Screencasting: Tips & Tricks for Fast & Easy Online Tutorials
Paul R. Pival, Public Services Systems Librarian, University of Calgary
Online tutorials can be extremely time-intensive to create. Screencasts offer quicker ways to create instructional tutorials that demonstrate online library resources, anything else on the web or your desktop. New tools make it quick and easy to create screencasts and host them online. Explore using free and fee software such as Jing, Camtasia Studio, and web-based services to quickly create online tutorials for your users. Compare hosting options at Screencast.com, YouTube, Blip TV, or Free screencast. In addition to gathering proven tips, techniques, and tricks to quick screencast creation, see examples of advanced editing features such as call outs, transitions, zooming, and highlights. Bring your own laptop to check out sites as they are discussed. Show and tell the easy way!

W5 • Implementing Library Mashups
Nicole C. Engard, editor, Library Mashups: Exploring New Ways to Deliver Library Data, & Brian Herzog, Head, Chelmsford Public Library
This workshop explains what mashups are, how they can be used, and shares examples from libraries around the world. Attendees learn about tools they can use to mash up library data with content from the web to reach more patrons and hear about successful mashup examples from academic and research libraries around the world as well as those in special and public libraries. Examples include using maps to enhance library data, using Flickr for digital collections, using video-sharing services to push collections inside the public eye, and creating library websites with data from several information sources. This workshop is interactive; bring your own laptop so that you can experiment with mashup tools and techniques.

W6 • Integrating Libraries in Learning: Creating Sustainable Strategic Shifts
Deb Wallace, Managing Director, Knowledge & Library Services, Harvard Business School
If learning is the process of turning information into knowledge, then libraries need to be strategic about the use of information throughout the learning process. From reactive to proactive, from service provider to educational partner, from “Come to the library” to “We’re embedded in your course,” libraries have the opportunity to reposition their expertise and resources to enhance learning opportunities. Based on the application of innovation theory at Harvard Business School’s Knowledge and Library Services, learn what it takes to reposition your library by creating the capabilities (knowledge, skills, strategy, systems, and vision) to engage in curriculum design and course delivery — for embedding libraries in learning.

W7 • Making the Most of Twitter
David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library
Michael Saur, Technology Innovation Librarian, & Christa Burns, Special Projects Librarian, Nebraska Library Commission
So you’ve got a Twitter account and some followers, but you’re not sure what’s next. Let top library Twitterers Christa Burns, David Lee King, and Michael Saur show you how to make the most of your Tweets. In this workshop you’ll discover how to spice up your Twitter home page, take advantage of the many Twitter tools available online, and learn how to use Twitter to actively engage your customers in conversations. Learning from successful Twitter applications, you will gain concrete strategies, techniques and tips to make an impact with your community.

W8 • SMS Reference: Text Messaging & the Future of Information Services
Joe Murphy, Science Librarian, Yale University
Text messaging (also known as SMS) is now one of the most popular ways people connect with friends, family, and even with information. Our 21st-century patrons expect information on the go by SMS. In this practical workshop on designing and implementing a successful reference service utilizing text messaging, you will discover how your library can provide reference services via this important mode of communication. Murphy teaches how to integrate SMS into and enhance existing traditional and 2.0 reference services. He covers practical tips for management, technology, and assessment and outlines what is on the horizon for this cutting-edge service.
Preconference Workshops

AFTERNOON WORKSHOPS • 1:30 p.m. - 4:30 p.m.

W9 • Training Adults: Getting & Keeping Attention
Rebecca J. Jones, Managing Partner, Dysart & Jones Associates
This workshop offers you a toolbox of techniques to help your clients, staff, and even students learn what they need to learn. By understanding and recognizing adult learning motivations and styles/preferences, training can be designed to help adults connect to the curriculum and be more learning ready. This workshop first emphasizes the importance of the learner and making learning relevant and then walks you through the basics of building courses, lesson plans, and learning outcomes; applying techniques/strategies for the classroom; and teaching tips for handling issues and problems that come up in class. It uses humor to focus on tips, strategies, shortcuts, tricks, and useful approaches that are based on sound principles. Come to discuss adult learning principles, styles, and preferences and how to create effective learning environments that accomplish this with humor and panache!

W10 • Videocasting Boot Camp
David W. Free, Editor-in-Chief, C&RL News, & Marketing & Communications Specialist, Association of College and Research Libraries (ACRL)
David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library
Michael Porter, Communications Manager, WebJunction
Why is video so much more engaging for clients? What is a video blog and why use one on your library's website? This in-depth workshop, featuring experts in the field of library podcasting and videocasting, answers these questions and more. Come explore and discuss how libraries are using videocasts for outreach and learning through a variety of case studies, including tips on what types of content work best for different types of libraries. Detailed information on what to consider when planning for and implementing videocasting at your library are provided along with an up-close and personal look at a variety of creation tools. Join this active group of video experts and have a look at some cameras, focus on the process of videocasting and learn how much time is needed for lighting and storyboarding, and how to create a successful video for your purposes.

W11 • Drupal Kitchen: Hands-On Workshop
Eric Golddagen, Senior Partner/Media Technology Analyst, Openflows
Jenna Freedman, Coordinator, Reference Services & Zine Librarian, Barnard College
When it comes to understanding technology, it is important to not only listen but also to actually touch and interact with the tools. Riddling people of the fear that if they touch it they might break it is an important part of empowering people to use technology. Drupal is a popular open source/free software content management system (CMS) that can be used to do everything from creating a simple informational site such as the Pis cataway Public Library website to running a complex, customized site such as Radical Reference (a question-and-answer site where anyone can post a question and a team of librarians collaborates on providing authoritative answers) and can be integrated into many free and proprietary ILSs, as is being done by the Cleveland Public Library and the Darien Library. In this workshop, attendees create accounts and content on a Drupal site, get help with particular problems, or collaborate on a specific project. Participants have the option of working on their own Drupal project or on the Radical Reference site, which accommodates a large number of user accounts and has an active to-do list. Come, bring your laptop, and try out Drupal in a safe learning environment.

W12 • Technology Planning: What’s on Your Horizon
Roy Tennant, Senior Program Manager, OCLC Programs & Research
If you want to lead the pack you need to be planning for lots of different technologies, challenges, and issues. Our leading thinker and practitioner challenges you to think about building strategies and plans for both near- and long-term technology challenges and opportunities. In this interactive workshop, Tennant describes a variety of technologies (e.g., mobile computing, electronic books, data visualization, etc.), illustrates how they impact libraries, and supplies library examples where they exist. You’ll leave not only with some tools for planning for technological change, but also with a sense of where things are now and where we are headed.

W13 • Wikis: Developing Collaborative Communities on a Shoestring Budget
Karen Huffman, IS&T Applications Support, National Geographic Society
Learn the basics about wikis and what this defines this class of applications. This workshop explores how organizations are using wikis for knowledge-sharing, collaborative project teams, course development, and internet/intranet sites. Various wiki applications are discussed including MediaWiki, Confluence, and Google Apps/Sites. Interactive exercises enhance participants’ experience and understanding. Bring your laptop to gain even more from this workshop.

W14 • Website Usability
Amanda Etches-Johnson, User Experience Librarian, Library & Learning Technologies, McMaster University Library
Website design is about more than choosing pretty colors. This interactive workshop takes you through the steps of a website redesign process, including the very important step of usability testing. After this workshop, participants will be able to identify the aspects of their websites that are worth saving, the parts that need to change, and how to make it happen. The focus is on the desired end results and user needs, not coding!

Postconference Workshops

MORNING WORKSHOPS • 9:00 a.m. - 12:00 p.m.

W15 • 130 Web Tips, Tricks, Tools, and Resources in 160 Minutes
Steven M. Cohen, Senior Librarian, Law Library Management Inc.
Get your coffee ready for a fast-paced 3 hours of Steven Cohen's favorite online tips, tricks, tools, and resources. Cohen reveals which tools assist in making users, colleagues, and family members happy. From Firefox plug-ins to Web 2.0 startups to mashups to RSS tricks, attendees of this workshop will leave with an arsenal of information and applications to bring back to their organizations. Knowledge is power, and this workshop assists librarians of all specialties in becoming current and up-to-date with the new and most exciting web tools available.

W16 • Writing for the Wired Web
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh
Even with all the podcasts, videos, and Flash tutorials in the world, great library websites need great written content, and writing for the web provides unique opportunities and challenges. Learn to tailor your material to the medium by finding out what usability studies reveal about how people actually read online and what the implications are for developing microcontent, menus, and layout. Filled with examples, tips, and tricks, this workshop is a must for library website content contributors and webmasters who want to improve their sites and online writing style. This workshop covers what research findings show about formatting content, writing style, typography and layout for the web. Train your eye to spot trouble areas on your site. Practice critiquing and revising sample library webpages, and get insights into writing for social media and mobile content.
AFTERNOON WORKSHOPS

W17 • Copyright Management 101
Lesley Ellen Harris, Author, Licensing Digital Content: A Practical Guide for Librarians
This workshop is a copyright management primer. The workshop includes discussions on copyright risk management, essential terms and conditions to include in your license agreements, managing fair use, avoiding a copyright infringement suit, contents of a Copyright Policy, making copyright compliance a reality in your library, and more. In an interactive forum, you will gain the knowledge and confidence to legally deal with copyright-protected materials and licensed e-resources in your library.

W18 • Implementing JavaScript and Ajax Effectively: Building Responsive Library Apps
Jason Clark, Head, Digital Access & Web Service, Montana State University Libraries
Whether you’re seeking to create a snappy dynamic interface, or to satisfy users in search of the latest and greatest animated effect, JavaScript and Ajax, (aSynchronous JavaScript And XML), and the multitude of ready-made libraries and plug-ins have become the preferred tools of choice for web developers. In this workshop, we’ll look at some common interface problems and examine how to structure your HTML and CSS to implement JavaScript into your applications as a solution. We’ll also take a closer look at the concepts behind the Ajax method, provide examples of library applications of Ajax, and work through the code that makes it all happen. Walk away with an understanding of the role that JavaScript and Ajax play in today’s web apps, working examples of JavaScript in action, and the confidence to start creating your own responsive library apps.

W19 • Innovation “Play”shop
Helene Blowers, Digital Strategy Director, Columbus Metropolitan Library
Tony Tallent, Library and Arts Director, Boulder Public Library
Are you intrigued by the concept of innovation? Maybe you are a person who is known for coming up with innovative solutions, programs, or services? Or, perhaps, you want (or need) to become more innovative in your thinking and approach. Come explore, work, and play with the ideas of innovation in a half-day “playshop” that is more than just the usual workshop. Learn how to set your thinking free and let your innovative spirits play. Hear how others have bent the rules, broken them, or thrown them out the window altogether to create new approaches, projects, and programs, and discover what innovative thinking can mean to you and the job you do each day.

W20 • Web 2.0 in Practice: Hands-On With Web Software and Embedding
Greg Notess, Reference Team Leader, Montana State University
Bring your laptop to this hands-on workshop exploring the other side of the 2.0 revolution. Beyond the popular community sites like Twitter and Facebook, explore web-based software that lets you work online, in the cloud, and collaborate with others. Explore how this software can be used within organizations to work together on projects and documents. Learn how to embed presentations, images, spreadsheets, lists, videos, RSS feeds, documents, and other information from one 2.0 application to another site, your intranet, or within a blog. Investigate tracking options, comment capabilities, and remote hosting. Try out web-based tools that can be used to edit images, manage projects, create flowcharts, build databases, and convert files, all without needing to download and install software.

W21 • Searching in a 2.0 World
Michael Saurers, Technology Innovation Librarian, Nebraska Library Commission & Author, Searching 2.0
Finding information using these new services requires new search techniques and perhaps a broader view of what searching means. Saurers outlines the central concepts of Web 2.0 as convergence, remixability, and participation and applies these to new ways of finding information. He discusses tagging and folksonomies; social bookmarking; searching media; and remote hosting. Try out web-based tools that can be used to embed images, manage projects, create flowcharts, build databases, and convert files, all without needing to download and install software.

W22 • Specialty Search Tools for People, Multimedia, and More
Ran Hock, Principal, Online Strategies, & Author, The Extreme Searcher's Internet Handbook & The Extreme Searcher's Guide to Web Search Engines
This workshop looks at a selection of the many unique search tools for special content such as images, videos, blogs, news, forums and other user-generated content. It explores a variety of tools for unusual topics, particularly people and related social networking site content, and different approaches to search, notably “visualization.” Hock illustrates extraordinary content and interesting new tools you may not have encountered (with some extraordinary names such as Omgili, Blinkx, Silobreaker, Ziula, and Quintura.)

W23 • Public Libraries & Media Literacy: Web 2.0 Services and Strategies for Making Children and Other Citizens Information- and Media-Literate
Karolien Selhorst, Digital Library/Knowledge Manager, Public Library of Vlisingen
With an ever-increasing number of new digital media available in the 2.0 world, the capability to deal with the enormous amount of information produced by all these media becomes increasingly important for people. At the same time, we see that information has become an essential condition for citizens to be able to actively participate in society. This workshop focuses on the use of Web 2.0 services and strategies for enabling information and media literacy in children and citizens. Using her public library’s mission, “to develop people’s information and media literacy skills in order to participate actively in the knowledge society,” Selhorst shares its media literacy framework. A number of Web 2.0 services for various target groups have been developed in this framework: development and coaching of 11 Things for Teachers, 6 Things for Pupils, Web 2.0 and Wikipedia workshops for parents, Web 2.0 tasting nights and Wikipedia workshops for citizens, development and coaching of 15 Things for city councilors. By offering this framework, the public library becomes a signpost in the media literacy landscape. Learn how you can develop a similar framework for your library.

W24 • Digital Library Learning Spaces
Alex Cohen, Library Planner, Aaron Cohen Associates
Libraries need a structural framework of spaces that support a network of library services and operations. This workshop provides an approach that visualizes the quality of learning spaces to ascertain potential. It discusses how learning spaces help or impede the activities, functions, and relevance of library resources. In an interactive format you will share your observations and discuss the process with other librarians, identify and interpret the visible requirements and physical needs to improve your learning space, and define new types of learning spaces. The program helps to answer three questions about the library and the space it occupies: What is the quality of the learning space? Where should the learning spaces, collections, and staff be located? How can we improve the “library as place”?

W25 • Beyond the Desk: IM, SMS, Twitter for Reference Services
Margaret Smith, Physical Sciences Librarian, & Alexa Pearce, Research Associate, New York University
This workshop gives detailed strategies and timelines for the planning, marketing, and assessment of new technologies for reference services. It discusses what products (both free and proprietary) are available and how to choose which is best for your community. It includes great examples and best practices for each technology (with relevant real-world transcripts), considers issues of staff training and scheduling, promotion of new services, and relevant assessment tools and rubrics. This workshop is a great place to learn about the latest technologies for reference service and discuss possibilities for improving your service.
General Conference

Monday, April 12

WELCOME & OPENING KEYNOTE
8:45 a.m. – 9:45 a.m. • Regency Ballroom
Information Fluency & Imagining the Internet
Lee Rainie, Director, Pew Internet & American Life Project
As information permeates all aspects of our lives, Rainie shares research and predictions about the impact of internet and mobile connectivity. He understands the library and information community and provides his top tips and strategies for taking advantage of the research to plan and implement key services and programs for libraries and information services.

COFFEE BREAK • In the Exhibit Hall
9:45 a.m. – 10:30 a.m.

TRACK A • Information Discovery & Search
Regency E/F, Ballroom Level
Tools, tips and techniques for online discovery and search from industry experts and practitioners is the focus of this track. Join us for a whirlwind journey! Moderated by Richard Hulser, Richard P. Hulser Consulting

A101 • Super Searcher Shares: Search Tips Spectacular!
10:30 a.m. – 11:15 a.m.
Mary Ellen Bates, Owner, Bates Information Services, Inc.
One of Computers in Libraries' most popular sessions returns to turbo-charge your web research. Our celebrated super searcher — and host of Searchers Academy — provides an updated-to-the-minute and jam-packed-wise tips talk about searching the web more effectively. You don't need to be an expert to use these techniques, but even long-time researchers will learn from them.

A102 • Trends in Search & Search Engines
11:30 a.m. – 12:15 p.m.
Joan Goodbody, Search Strategy Expert, ASRC Management Services, USPTO
Lynda Citro, Librarian Supervisor, Charlotte County Library System
This session looks at search engines that represent developing trends in search technology. Some problems with traditional search engines, which utilize literal or concept searching, include retrieving irrelevant results or missing relevant results. These problems may be solved by penetrating the "deep web," much of which exists in databases requiring a query submitted by a human, or retrieving the most recent web information. Our first two speakers look at and discuss search engines that attempt to solve the problems of retrieving relevant results, penetrating the deep Web, information currency, and search interfaces. They discuss representative trends — semantic search, visualization, federated search, human-powered and real-time search. Citro discusses alternate search engines using information visualization to display search results.

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

A103 • New & Hot: The Best of Resource Shelf
1:30 p.m. – 2:30 p.m.
Gary Price, Publisher, ResourceShelf.com
Keeping up with all the changes in our industry and staying one step ahead of our clients require solid strategies to deal with this challenge. Our popular expert shares his ideas, learnings, top tips, and techniques from the search and search engine world to ensure that you stay in step with the fast-changing online information world.

COFFEE BREAK • In the Exhibit Hall
2:30 p.m. – 3:15 p.m.

A104 • Innovative Applications of Federated Search Technology
3:15 p.m. – 4:00 p.m.
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh
Athena Hoeppner, Electronic Resources Librarian, University of Central Florida Libraries
Josh Greben, Systems Librarian, Florida Center for Library Automation
Federated search has been around for a while. This session focuses on what’s new and innovative in the federated search landscape and takes a stab at what the future holds. Hear about the latest in the dynamic federated search marketplace and what you need for your environment.

A105 • Discovery Tools: Case Study
4:15 p.m. – 5:00 p.m.
Amanda J. Wilson, Director, & Xin Wang, Systems Librarian, National Transportation Library
A one-stop portal is the ideal way to facilitate information discovery and decision-making, but no one tool suffices. The next generation of information access — beyond federated searching — is discovery. Illustrating with a case study, this session looks at the challenges and solutions of implementation of a discovery tool, customer feedback and improvements, and maintenance, as well as lessons learned and next steps.

RECEPTION IN THE EXHIBIT HALL • 5:00 p.m. – 5:45 p.m.

TRACK B • Web Presence & Experience
Regency A/B/C/D, Ballroom Level
Developing the library's web presence is key to giving your users a solid foundation for what's new in the federated search landscape and takes a stab at what the future holds. Hear about the latest in the dynamic federated search marketplace and what you need for your environment.

B101 • Experience Design Makeover
10:30 a.m. – 11:15 a.m.
David King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library, & Author, Designing the Digital Experience
Have you tried redesigning the library's website? Or maybe you already have a case study, this session looks at the challenges and solutions of implementation of a discovery tool, customer feedback and improvements, and maintenance, as well as lessons learned.

B102 • Improving Visual Web Experience
11:30 a.m. – 12:15 p.m.
Len Davidson, Systems Librarian, Catholic University
Michael Beccaria, Systems Librarian & Head, Digital Initiatives, & Heather Harrison, Public Services Librarian, Paul Smith's College
Davidson discusses near, free mapping tools from Google and Bing: Google Earth to create narrations and movies of 3-D map views of any street or city on the globe; Google Fusion to quickly map data in table form; Bing Maps, with a free geocoding function so you can easily map lists of addresses and collaborate with groups of people; Bing Photosynth to create 3-D photo images and embed them into maps. He highlights the library's use of the tools on its website. The second presentation discusses how recent software developments released by Microsoft Labs have opened up opportunities for libraries to present their collections and displays in a whole new way. Microsoft Deepzoom and Photosynth are free, easy-to-use tools that can be used to display large collections of images, to zoom in and out seamlessly to viewing an entire scanned book, display a 3-D rendering of your programs to the public with ease, or offer a quick and flash online version of your library displays or artwork.

In the Exhibit Hall
COFFEE BREAK • In the Exhibit Hall
2:30 p.m. – 3:15 p.m.
LUNCH BREAK • A Chance to Visit the Exhibits
12:15 p.m. - 1:30 p.m.

B103 • Website Redesign: Two Case Studies
1:30 p.m. - 2:30 p.m.
Sarah Houghton-Jan, Digital Futures Manager, San Jose Public Library
Kristina Bobe, Reference Librarian; Stephen Fernie, Multimedia Specialist; ShiAn-Chih Chang, Senior Programmer Analyst, Library Information Technology; & William Wheeler, Department Head, Research & Instruction, Georgetown University
Library website redesigns rarely go the way we want them to. They take more time, money, and effort than we would like. This session features two case studies from experienced practitioners highlighting lessons learned and useful tips. Houghton-Jan focuses on successful best practices, quick and cheap ways to handle project planning, project management, staff and customer involvement, communication, usability, and new website launch techniques as well as coping techniques for dealing with setbacks and keeping staff energy and excitement up throughout the process. The second case study discusses redesigning a website from the ground up, completely revising the site and rethinking the process to incorporate user-centered design as well as highlight library resources. It talks about using Web 2.0 and open-source materials such as LibData for subject guides, a wiki for project organization, transparency and communication, and Drupal for content management.

COFFEE BREAK • In the Exhibit Hall
2:30 p.m. - 3:15 p.m.

B104 • Analyzing, Evaluating, & Communicating the Value of Web Presence
3:15 p.m. - 4:00 p.m.
Michael Porter, Communications Manager, Webjunction
Amanda Clay Powers, Virtual Reference Librarian, Mississippi State University Libraries
Thanks to powerful new web tools such as Twitter, Facebook, LinkedIn, Flickr, and YouTube, we have been able to build community and promote resources and services in revolutionary ways. And while we know that our institutions have become more relevant and effective using them, how do we prove it to administrators, coworkers, and community members? How do we find the data to demonstrate the value of these highly practical and innovative tools? And then how do we translate those numbers for the people that fund our programs? Speakers share their methodologies, results, challenges, and stories in working to demonstrate the value of these emerging technologies in marketing and creating community. Audience participation and contribution is highly encouraged, so bring your methods, stories, and challenges too!

B105 • Well-Organized Sites & Portals
4:15 p.m. - 5:00 p.m.
Chris J asek, Portfolio Manager, Elsevier
Emily Shem-Tov, Research Portal Manager, Adobe Systems
J asek offers best practices on how libraries can organize all of the features that their websites offer. He shares a five-step process that explains how to get from understanding users and the main tasks they come to accomplish to making the right choices on links or features to present. He recommends broad categories for organization of tasks/content to help web browsers find exactly what they need by improving the overall organization of features offered. Shem-Tov presents a case study of how a team of special librarians collaborates to provide services through a taxonomy and search-driven research portal, physical and online libraries, information skills training programs, and a variety of social media tools. Find out how they continue to push the limits of what they can do by incorporating new technologies and tactics to better serve their customers and raise awareness of their offerings and of better information skills in general, and how they tie in the different elements through coordinated campaigns.

MEET THE AUTHORS!
WHEN: The CIL Networking Reception
Monday, April 12 • 5:00 p.m. - 5:45 p.m.
WHERE: The Information Today, Inc. Booth #822
The following authors will be signing their books:

- David Lee King, author, Designing the Digital Experience: How to Use EXPERIENCE DESIGN Tools and Techniques to Build Websites Customers Love
- Nicole C. Engard, editor, Library Mashups: Exploring New Ways to Deliver Library Data

Conference attendees will receive a special 20% discount on all ITI books, directories, and periodicals!
from the middle, Gen X librarians are paving the way for the modern library to emerge, by championing innovation, mediating change, and translating cultural norms between generations within the workplace. Librarians from two universities identify best practices of Gen X library leaders, describe the unique skills and strengths of Gen X librarians, and offer their predictions on the professional legacy of this influential generation.

C105 • Digital Managers Sound Off
4:15 p.m. - 5:00 p.m.
Bobbi Newman, Digital Branch Manager, Chattahoochee Valley Libraries
David King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library, & Author, Designing the Digital Experience
Sarah Houghton-John, Digital Futures Manager, San Jose Public Library
Have you seen jobs listed lately? Digital initiatives librarian, Digital branch manager. Digital strategies manager. Ever wondered what these people do at a library and why they’re needed? This session introduces you to a digital strategies manager’s job and a digital branch. Panelists discuss their unique roles in their libraries, what their day-to-day jobs look like, and the unique challenges they encounter along the way. And more importantly, they provide tips on how you can use this new role in your library and in your current job.

RECEPTION IN THE EXHIBIT HALL • 5:00 p.m. - 5:45 p.m.

TRACK B • Collaboration Strategies & Tools
President’s Quarters, 3rd Floor
Working together with teams around the world, across the street or down the hall requires appropriate tools and practices. This track provides real live examples, case studies, and lots of tools to help you create successful collaborative initiatives in your environment. It also provides lots of opportunities for participation in the discussion of collaboration strategies and tools. Moderated by David Stern, Founder & Principal, Maximize Information

D101 • Digital Commons: Building Digital Communities Using Digital Collections
10:30 a.m. - 11:15 a.m.
Jim DelRosso, Web & Digital Projects Manager, Cornell University
Librarians can build online communities around their digital collections in the same way they build physical communities around their physical collections: by providing resources that interest their patrons, by making their patrons feel comfortable using those resources, and by providing those patrons a sense of ownership of those resources. Hear how one library used the tools provided by new technologies to build a community of users around DigitalCommons@ILR, a premier institutional and disciplinary repository. They share their strategies, practices, experiences and lessons learned, and illustrate how their success keeps them coming back.

D102 • Real-Time Collaboration Tools
11:30 a.m. - 12:15 p.m.
Karen Huffman, IS&T Applications Support, National Geographic Society
This session looks at the landscape of web tools that enable people to come together with audio, video, documents and surveys, calendaring, and wiki-based sites. It includes such tools as Google Apps (e.g., calendaring, docs, videos, sites, and templates), Google Groups, Skype, and more. Learn how you can enrich your communication and interaction with exciting, inexpensive or free, tools.

LUNCH BREAK • A Chance to Visit the Exhibits
12:15 p.m. - 1:30 p.m.
Roy Tennant, Senior Program Manager, OCLC Programs & Research
A very different set of skills are needed to run an organization, and those skills do not often come packaged along with technical knowledge and experience. But administrators need to know some specific things about...
technology in order to do their jobs well. Hear about the top 10 things administrators need to know and see if you agree!

COFFEE BREAK  •  In the Exhibit Hall
2:30 p.m. - 3:15 p.m.

D104  •  Google Wave
3:15 p.m. - 4:00 p.m.
FACILITATORE: Rebecca Jones, Partner, Dysart & Jones Associates
Bob Keith, Technologist, New Jersey State Library
This session is for those who are piloting or want to pilot Google's Wave, or those who want to hear what the library community is doing with the Wave. Join this facilitated discussion of current practices and applications. Share your learnings, challenges and successes. If you haven’t played with this new real time collaboration tool, check it out at http://wave.google.com/help/wave/about.html.

D105  •  Twitter Tools: Applications & Success Stories
4:15 p.m. - 5:00 p.m.
FACILITATORE: Michael Sauers, Technology Innovation Librarian, Nebraska Library Commission
Join this interactive discussion of Twitter tools — from managing Twitter feeds to searching them to capturing and analyzing them. Hear how libraries and information professionals have successfully applied these tools in different environments.

RECEPTION IN THE EXHIBIT HALL  •  5:00 p.m. - 5:45 p.m.

TRACK E  •  Literacies & Fluencies

Potomac, Ballroom Level

Literacy has been defined as the ability to read, write, and comprehend. This literacy isn’t enough for today and certainly won’t be enough in the future. Information, computer and subject-specific literacies are critical. This track looks at how libraries are actively helping users build literacies and fluencies (the convergence of literacies plus critical thinking). Critical is right! Moderated by Richard Geiger, Information & News Consultant

E101  •  Information Fluency Strategies & Practices
10:30 a.m. - 11:15 a.m.
Chad Mairn, Information Services Librarian, St. Petersburg College
Information fluency is the intersection of information literacy, computer literacy and critical thinking and is a “must” for participants of the 21st century. Mairn explores a variety of resources, research tools, and tips that can be integrated into course management systems and/or traditional classroom settings to help build fluency and develop critical thinking. These tools range from using real-time web/mobile services like Twitter to using conventional econtent more creatively and other tools/services to construct a learning environment — online or face-to-face — that is conducive to information discovery, sharing, and lifelong learning.

E102  •  Libraries & Transliteracy
11:30 a.m. - 12:15 p.m.
Bobbi L. Newman, Digital Branch Manager, Chattahoochee Valley Libraries
Matt Hamilton, Library Innovation & Technology Manager, Boulder Public Library
People need to be literate to be involved in and contribute to society. Times are changing, technologies are evolving rapidly, and it’s no longer enough to focus on the ability to read and write alone. Libraries need to shift their focus to transliteracy, the ability to read, write, and interact across a range of platforms, tools, and media, from signing and orality through handwriting, print, TV, radio, and film, to digital social networks. Come learn how transliteracy is tied to literacy and why it is important to libraries.

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

Monday, April 12

E103  •  Developing Specific Fluencies: Case Studies
1:30 p.m. - 2:30 p.m.
Jan J ohanson, Data Librarian, & Paul Schirle, GIS Analyst, Congressional Research Service, Library of Congress
Eleonora Dubicki, Monmouth University Library
This session begins by examining how CRS learned about GIS, designed a new function and roles to the library, and designed training to promote fluency in spatial thinking for public policy analysis. The speakers reveal lessons learned from this successful implementation, both from the perspective of the library and from the perspective of the GIS specialist, including using task-based training to show immediate value to end users, leveraging early successes to improve credibility, and techniques for sustaining attention to a complicated new topic. Dubicki explains how a study of Monmouth’s business students showed that the majority begin their research with internet sources rather than subscription e-resources with authoritative information. She discusses strategies for improving the students’ information literacy and how the library assists students in developing skills in evaluating websites and the library’s databases, and making information fluency a more relevant and lifelong skill.

COFFEE BREAK  •  In the Exhibit Hall
2:30 p.m. - 3:15 p.m.

E104  •  Information Literacy: Life Cycle & Economic Benefits
3:15 p.m. - 4:00 p.m.
Barbie Keiser, Barbie E. Keiser Inc.
Derik Badman, Digital Services Librarian, Temple University
Nathan Flinchum, Community Technology Center Librarian, Roanoke Public Libraries
The effects of an information-illiterate population can be felt throughout an economy, and within individual enterprises, through the loss of productivity by workers searching for information, not to mention the loss of opportunity for the firm if vital pieces of information are overlooked entirely. Keiser measures indicators of economic vibrancy in relation to indicators of information literacy and suggests ways in which governments, academic institutions, industry associations, database producers, vendors, aggregators, websites, and libraries contribute to the economic prosperity of nations, industries, companies, and individuals through information literacy programs. Badman and Flinchum identify the changing information needs, along with the literacies needed to fill those needs, over the course of a patron’s lifespan in the context of the institutions suited to meet these needs. They discuss the points in which public, academic, and school libraries can work together to make transitions between institutions easier and reduce the obstacles to information literacy that may exist at any point in time.

E105  •  LibGuides: Web Tools to Enhance Information Fluency?
4:15 p.m. - 5:00 p.m.
Diane Schrecker, Curriculum Librarian, Ashland University Library
Kristina DeVoe, English & Communications Librarian, & Derik Badman, Digital Services Librarian, Temple University
LibGuides, a Web 2.0 content management and information sharing system, is designed specifically for libraries to incorporate multimedia and Web 2.0 elements in subject research guides, course projects, and an increasing number of nontraditional collaborative projects. Schrecker outlines the many facets of a new doctoral research guide, faculty orientation session, and collaborative faculty technology presentation using LibGuides to create fluent information portals. DeVoe and Badman discuss a study with approximately 20 sections of a research-based public speaking course where students from half of the sections were exposed to a course-specific LibGuide embedded within Blackboard while the students from the other half were not. They share the findings from students’ annotated bibliographies and questionnaire feedback to determine if access to LibGuides encourages students to utilize higher-quality information resources and, subsequently, impacts student academic success.

RECEPTION IN THE EXHIBIT HALL  •  5:00 p.m. - 5:45 p.m.
COFFEE BREAK  ●  In the Exhibit Hall
9:45 a.m. - 10:30 a.m.

TRACK A  ●  Digital Practices

Washington, Ballroom Level

So much of our world revolves around our digital practices that we always need to consider new approaches and techniques. This series of talks looks at creating online personas, making websites more usable, sharing data with clients, using technology and partnerships to creative initiatives, and more. Gain insights for polishing your digital practices.

Moderated by Stephen Abram, Gale Cengage Learning

A201  ●  Crafting Online Personas
10:30 a.m. - 11:15 a.m.
Craig Anderson, Kean University & JP Porcaro, Virtual Services Librarian, New Jersey City University With online presences on social media platforms such as Facebook, Twitter, and YouTube, library professionals often fear this new transparency into their personal and professional lives. How much personal information is appropriate to share with your library patrons? Can library staff create a professional online persona without adopting a new, secret identity? Most importantly, why would a librarian ever want to use a social network? Building on the research in Murphy and Moulaison’s paper “Social Networking Literacy Competencies for Librarians,” the fundamental necessary social networking skills for librarians are addressed along with strategies for helping library staff feel comfortable presenting a digital face to their patrons, employers, and colleagues online. Issues raised include what online services to use, how to keep private info private, using your online identity for library outreach and marketing, steering an already-established online presence into a professional one, making the connection between paper resume and digital profile, and using your online persona as a powerful professional networking tool.

A202  ●  Library Engagement Through Open Data
11:30 a.m. - 12:15 p.m.
Piotr Adamczyk, Associate Analyst, Website Department; Oleg Kreymer, Systems Librarian; & Dan Lipcan, Assistant Manager, Systems & Special Projects; The Metropolitan Museum of Art Libraries collect mountains of data: circulation records, online search traffic, reference desk questions. But, too often, too few people see too little of it. Libraries have created large collections of online full-text resources and innovative portals for information access. Yet many users find library systems too complex and unreliable. They often consider our integrated services just plain broken. Webster discusses user expectations for usability and reliability and addresses system-wide approaches needed to avoid creating “broken” information systems in times of high expectations. Chen and Germain discuss strategies for facilitating better usability practices based on their research of 113 academic members of the Association of Research Libraries (ARL) that showed 25 (30%) libraries had policies/standards/guidelines dedicated to web usability; 71 (85%) libraries had conducted usability testing on their main websites, online public access catalogs (OPAC), or lower-level pages; and only seven libraries (6%) performed iterative testing of these platforms at pre-, during, and post-design stages.

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

A203  ●  Usability & Libraries
1:30 p.m. - 2:15 p.m.
Peter Webster, Systems Librarian, Saint Mary’s University, & Author, Managing Electronic Resources, Changing Roles for Libraries Yu-Hui Chen, Bibliographer & Outreach Librarian for Education, & Carol Anne Germain, Networked Resources Education Librarian, University at Albany Libraries have created large collections of online full-text resources and innovative portals for information access. Yet many users find library systems too complex and unreliable. They often consider our integrated services just plain broken. Webster discusses user expectations for usability and reliability and addresses system-wide approaches needed to avoid creating “broken” information systems in times of high expectations. Chen and Germain discuss strategies for facilitating better usability practices based on their research of 113 academic members of the Association of Research Libraries (ARL) that showed 25 (30%) libraries had policies/standards/guidelines dedicated to web usability; 71 (85%) libraries had conducted usability testing on their main websites, online public access catalogs (OPAC), or lower-level pages; and only seven libraries (6%) performed iterative testing of these platforms at pre-, during, and post-design stages.

A204  ●  Using Technology, Creativity, & Partnerships for Success
2:30 p.m. - 3:15 p.m.
Louise Alcorn, Reference Technology Librarian, West Des Moines Public Library Paul Coyne, Principal Consultant, Emerald Group Publishing Limited With tough economic times and libraries feeling increased use of all of their services, stories of creative responses abound. Alcorn shares some real-life responses by libraries and librarians to the current economic downturn, highlighting innovative responses, including creative staffing, technology initiatives, partnerships with local organizations, and enhanced programing. Examples include webinars to “host” job searching workshops, hands-on resume writing workshops with grants for a mobile laptop lab, partnering with local economic development groups on seminars or webinars for small business owners, potential entrepreneurs, and more. Coyne discusses how to turn your research paper or book from a dead tree into a dynamic digital springboard that can access important usage data and links to similar content direct from your cell. He explores real-world uses from a major publisher: how mobile QR Codes — 2-D bar codes that embed useful and actionable information — are able to link the printed page to the always up-to-date digital world.

COFFEE BREAK  ●  In the Exhibit Hall
3:15 p.m. - 4:00 p.m.

A205  ●  Reference for a Digital World
4:00 p.m. - 5:00 p.m.
Joe Murphy, Science Librarian, Instruction & Technology, Yale University Virginia Roy, Project Manager, & Jan Dawson, Project Coordinator & Virtual Reference Librarian, Knowledge Ontario Murphy explores what is new in text messaging reference in terms of technology, proprietary and free products, service models, customer expectations, skills for librarians, and what is on the horizon. Knowledge Ontario speakers discuss the ability to add voice to instant messaging (IM)-based virtual reference interaction. Although the use of VoIP is not widely deployed by libraries and its costs and impact are not fully understood, they share experiences of askON’s VoIP pilot project.
General Conference

TRACK B ◆ Next-Gen Catalogs

Regency E/F, Ballroom Level

With new collaborative Web 2.0 tools and open source software, the options for next-generation library catalogs are expanding. Hear about the library automation landscape, new initiatives, and new approaches. Gain insights from our experienced speakers for your next-generation catalog.

Moderated by Marshall Breeding, Director for Innovative Technologies and Research, Vanderbilt University

B201 ◆ From OPAC to SOPAC: Steps to a Social Library

10:30 a.m. – 11:15 a.m.

Phil Green, CTO, Inmagic, Inc.
Mark A. Patrick, Managing Librarian, Revs Institute for Automotive Research, Inc.

Across libraries, the OPAC is fast disappearing with the SOPAC (Social Online Public Access Catalog) as its successor. A SOPAC can also be thought of as a social knowledge network. A social library improves a knowledge worker’s ability to find relevant and high-quality information faster, fosters collaboration, and increases productivity across an organization. Social libraries deliver everything traditional libraries deliver while at the same time enhancing the value of the library by incorporating how the community of users relates to and enhances the information. The SOPAC is founded on collaboration and knowledge creation, enhances the user experience, breaks down information silos, and improves productivity of the library’s knowledge assets. This session covers the fundamentals of “going social,” including pitfalls and best practices, and discusses how social knowledge networks provide a unique framework for managing and enhancing library collections. The result is a secure, two-way information exchange that transforms libraries into true collaboration centers.

B202 ◆ SOPAC 2.1: Digital Strategy for the New Library

11:30 a.m. – 12:15 p.m.

John Blyberg, Darien Library

This session looks at the many new features of SOPAC 2.1 — from wish lists and auto-renewals to Twitter integration. 2.1 represents a major step forward toward making SOPAC the patron-centric catalog it’s intended to be. It discusses exciting improvements planned for 2.2 as well as SOPAC’s strategic road map that envisions an entirely different type of future library.

LUNCH BREAK ◆ A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

B203 ◆ Open Source Models: Hybrid ILS & Multiple Sites

1:30 p.m. – 2:15 p.m.

Susan O’Neal, Library Director, & Scott Kushner, Middletown Township PL
Blake Carver, Owner, LISHost.org

Brian Smith, Library Services Coordinator, Prairie Area Library System

The first presentation looks at one library’s experience migrating to Koha from a Classic Dynix system. By using a hybrid model of OS and proprietary software, the functionality needs were met. The Middletown Library ILS team knew it had limited technical expertise to take on an OS project, so it took a flexible posture, partnering with a developer, not to rewrite Koha, but get it to work with its existing RFID and self-checkout system, a computer management, and a phone notification system. The second presentation addresses the design, implementation, and maintenance of a Drupal sites/server for a consortium of 30 libraries.

B204 ◆ Fluency in OS Systems: Pilots in Different Size Libraries

2:30 p.m. – 3:15 p.m.

Amy Terlaga, Assistant Librarian, User Services, Bibliomation
Kate Sheehan, Open Source Implementation Coordinator, Bibliomation

Bibliomation, the largest library consortium in Connecticut, is converting its member libraries to an open source ILS. Members range from small school media centers to large urban public libraries, and it has initiated a pilot program with nonmember libraries. The beta tester libraries include libraries in some of the largest cities in the state and libraries so small they lack both ILSs and bathrooms. The OSS team from Bibliomation will discuss its conversion process, from both technical and personnel perspectives with an emphasis on the staff education required within Bibliomation, member libraries and the nonmember pilot libraries.

COFFEE BREAK ◆ In the Exhibit Hall

3:15 p.m. – 4:00 p.m.

B205 ◆ Global Library Landscape

4:00 p.m. – 5:00 p.m.

Marshall Breeding, Director for Innovative Technologies and Research, Vanderbilt University

Breeding looks at the current automation scene and shares his research as well as leading examples set by libraries in North America and other geographic regions. Gain insights as you plan for the future of your next-gen catalog.

TRACK C ◆ Planning & Focusing on the Future

Potomac, Ballroom Level

Planning and looking ahead is harder than ever, with fast-changing technology, challenging economic environments, and the influence of a global community. This track is filled with ideas, lesson learned, and strategies that you can use in your own environment.

Moderated by Donna Scheeder, Library of Congress

C201 ◆ Strategic Planning & Encouraging Change

10:30 a.m. – 11:15 a.m.

Michael Edson, Director of Web & New Media Strategy, Office of the CIO, Smithsonian Institution

If libraries, museums, and other institutions exist for the increase and distribution of knowledge, how do we do it digitally and how do we make it happen? Edson discusses the Smithsonian’s emerging digital strategy and shares the challenges and many techniques being used to move plans forward to achieve the institution’s new vision of a Smithsonian Commons — a critical mass of content, services, and tools that could be given to the world for free, no strings attached. Gain lots of insights, ideas, and practical tactics for creating your tomorrow.

C202 ◆ Critical Thinking: Getting to the Right Decision

11:30 a.m. – 12:15 p.m.

Rebecca Jones, Partner, Dysart & Jones Associates
Deb Wallace, Managing Director, Knowledge & Library Services, Harvard Business School

The issues, decisions, and problems we face are increasingly complex. Critical thinking, or productive dialogue, is an approach for ensuring we are focusing on the right problem and not muddying the waters with past, biased assumptions that we may not even realize we have or trying to reach decisions on our own. Speakers guide you through the basics of critical thinking and the difference these steps make in reaching the right decision. Wallace illustrates how the HBS Baker Library uses this approach and highlights the challenges and breakthroughs.

LUNCH BREAK ◆ A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

C203 ◆ Bridging Community, Research, Skill Building, & Entertainment With World of Warcraft & Libraries

1:30 p.m. – 2:15 p.m.

David Lisa, New Jersey State Library
Bob Beck, Central Arkansas Library System
Liz Danforth, "Games, Gamers and Gaming" columnist for Library Journal
Michael Porter, OCLC

Massively Multiplayer Online Role-Playing Games (MMORPGs) or just MMOs to gamers) are some of the most popular types of PC games, especially Blizzard Entertainment’s hugely successful and wildly popular “World of Warcraft” (or “WoW”). Many library staffs find deep value in the combination of a fantasy gaming franchise with a virtual, online social environment, and...
this value greatly enhances game play. Moderated by veteran World of Warcraft player David Lisa, this panel showcases their experiences with WoW: how gaming is shaping the future in information and community access, instituting WoW as a library program and service, the WoW guild “Libraries and Librarians,” and the positive impact of the game upon the players’ lives.

C204 • Planning & Partnerships: Strategic Initiatives
2:30 p.m. - 3:15 p.m.
Dee Magnoni, Library Director, Olin College of Engineering

This session discusses current trends and explores a spectrum of partnerships. From merged institutions to collection development agreements and staff education, there is a multitude of options and practices to consider in approaching prospective partners. Covered are lessons learned, successes and challenges, tools and vendor support. Examples include a number of geographically close institutions as well as distance collaborations. Being proactive in partnering makes fiscal, managerial, and strategic sense in the global library community. Practical lessons in positioning your library relationships within your institution, to your management, and externally are highlighted.

COFFEE BREAK • In the Exhibit Hall
3:15 p.m. - 4:00 p.m.

C205 • Feedback & Proving Worth With Library Scorecards
4:00 p.m. - 5:00 p.m.
Erin Thomas, Library Technician & Blanca Lipscomb, Collections Coordinator, The Smithsonian Institution
Ger De Bruyn, Director, Ingress

The Biodiversity Heritage Library, an international consortium of natural history museum libraries, botany libraries, and research institutions, is taming the “too much feedback” beast by implementing Gemini: one-stop shopping feedback management software. Linked at the item level within the public interface, all feedback now is deposited in one place, with issues assigned to appropriate parties for swifter resolution and improved service. Hear tips about streamlining processes and learn from our speakers’ experiences. The second presentation focuses on how Dutch libraries recently discovered the importance of proving their worth to their stakeholders. Just pushing numbers to their boards was no longer good enough. Changing budgets, the rise of the internet, and library users who rely on Google had a big impact on how to communicate with both boards and library workers. The Library Scorecard, based on the Balanced Scorecard management method, international ISO library indicators, and an adapted performance management software tool, now gives librarians an instrument to gather library management information and use it in an active way. Using case studies, De Bruyn illustrates how libraries report to their management, inform their users and explain to their library workers what’s going on using this SaaS application.

TRACK D • Enterprise Trends & Practices
President’s Quarters, 3rd Floor
Enterprises, in looking to be lean and mean these days, are certainly taking advantage of new technologies. This track focuses on strategies, tools, and practices by special librarians and information professionals within many different enterprises. From working with SharePoint, using Web 2.0 practices, choosing search enhancements, engaging communities, and more, our experienced speakers share their insights.

Moderated by Anne Caputo, Dow Jones, & SLA President

D201 • Web 2.0 Tools: Innovation, Awareness, & Knowledge-Sharing
10:30 a.m. - 11:15 a.m.
Christopher Thomas, Chief Technical Officer & Director, Component Information Support, Defense Technical Information Center (DTIC)
Anna Berkes, Research Librarian, Thomas Jefferson Foundation

The first presentation focuses on the Department of Defense’s DoDTechpedia, which uses the power of the enterprise to meet current challenges and be prepared to respond to future challenges. DoDTechpedia represents a suite of services: wikis, blogs, and other Web 2.0 tools to enable enterprise awareness and interaction on a range of topics. It provides a family of services that users control, and the new knowledge is developed from the group interaction, open for revision and update. To get the best information to commanders and decision makers, both official and user-provided content are leveraged and disseminated through multiple formats. Berkes discusses how she employs wiki technology as a tool for sharing institutional knowledge with the public — in effect, creating an online subject encyclopedia, the Thomas Jefferson Encyclopedia. She shares how authoritative information from research files and experts was made available to the internet public, how it boosted web traffic; and averted the growing strain on reference staff to respond to queries. She offers tips on how other libraries and museums can use wikis.

D202 • Info Pros & SharePoint: Good Fit
11:30 a.m. - 12:15 p.m.
Lorette Weldon, Research Director, Weldon Researchers

This session looks at how SharePoint fits in the library environment. It covers the coordination of collaboration, capturing and organizing “corporate” knowledge, and organizing digital content and demonstrates how librarians can program their department’s SharePoint site without code. It illustrates, using library examples, how applications can organize corporate knowledge and documentation for strategic decisions; map information to workflow best practices; update crucial information; migrate library databases and folder content from the on-site servers; create dashboards to show “newsflash” information from each department of the organization; and organize collaborative workspace for staff to share, update, and maintain knowledge and documents with version control and approval features.

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

D203 • Drupal Applications & Practices
1:30 p.m. - 2:15 p.m.
FACILITATOR: James King, Information Architect, National Institutes of Health Library
Blake Carver, Owner, LISHost.org

With many Drupal library applications, tools, and practices, this interactive discussion is for Drupal users and those looking to use Drupal. Join this facilitated discussion to share your experiences, tips, insights, and lessons learned and to pick up new ideas, practices, and strategies.

D204 • Search Enhancements for the Enterprise
2:30 p.m. - 3:15 p.m.
LaDona S. Kirkland, Technical Information Specialist, Defense Technical Information Center

This session discusses how one library investigated 11 possible search enhancements, and narrowed them down to four based on customer needs, system architecture, resource capabilities, funding, and buy-in from the top. She explains the importance of already-existing architecture, statement of work, vendors, developers, Section 508 compliance, customer surveys, and on-site visits. She highlights features investigated — contextual linking, faceted navigation, implementing search histories, user-contributed tags, display of chunks, recommendations, tag clouds, tree maps, mobile device compatibility, user manipulated output, collaborative searching in virtual worlds — and why some features were seriously considered and other features were rejected. She shares learnings including that search tools should be easy to implement, involve developers in the process, and document the step-by-step process of search implementation.
resulted in many pitfalls, including hardware difficulties, software loading, and interactions between existing software packages and the new collaborative software. Speakers in the second presentation discuss how they learned that true marketing is different from public relations or mere advertising and how they tackled marketing in their organization — forming a committee, brainstorming ideas, getting feedback from clients, making mistakes, and learning from them. All speakers provide real examples and share their learnings.

**TRACK E ● Teaching: Technologies & Approaches**

**Regency A/B/C/D, Ballroom Level**

Speakers share their vast experience to help you select the right tools and methods for your environment and the learners involved. Moderated by Lori Reed, Public Library of Charlotte & Mecklenburg County

**E201 ● LMS: What’s Out There & How to Decide!**

10:30 a.m. - 11:15 a.m.  
Lori Reed, Learning & Development Coordinator, Public Library of Charlotte & Mecklenburg County

With so many learning management systems on the market, including the freebies and open-source, where do you start? Reed explains what to expect from an LMS and LCM (learning content management system), what’s available — from the most popular to the unknown — selection criteria for choosing a system (including factoring in costs for open-source), and how to get buy-in from administration.

**E202 ● Reaching Reluctant Learners**

11:30 a.m. - 12:15 p.m.  
Jill Hurst-Wahl, President, Hurst Associates, Ltd.  
Sophia Guevara, Librarian, MUIS Technology Consultant  
Veronica Rutter, Collection Development Librarian, New City Library  
Andrea Simyak, Instruction and Funding Information Librarian, New Jersey State Library

With the U.S. President totally “connected,” and with many government forms, job applications, and college courses online, being digital is almost required. Sadly, being digital is not the norm for everyone. How do we move late adopters — both staff and library users, including professors, attorneys, or senior citizens — out of their nondigital comfort zones? This session provides tips and techniques for moving them to the online world and describes two different method instructors used to bring technology into their libraries — structured, weekly, hands-on classes and staff members participating in Technology Tapas, a self-paced, online weekly tutorial modeled after the 23 Things program created by Helene Blowers and implemented at the Public Library of Charlotte & Mecklenburg County. These two radically different instruction methods met the needs of their respective libraries because of the instructors’ determination to overcome the reluctance and fear of their learners.

**LUNCH BREAK ● A Chance to Visit the Exhibits**

12:15 p.m. - 1:30 p.m.

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**Tuesday Evening Session**

**Dead & Innovative Technology: Recreating the Information World**

7:30 p.m. - 9:00 p.m.  
Regency Ballroom

RINMASTER: Scott Brandt, Associate Dean for Research, Purdue University Libraries

Stephen Abram, VP, Strategic Partnerships & Markets, Gale Cengage Learning; Marshall Breeding, Director for Innovative Technologies and Research, Vanderbilt University; Amanda Etches-Johnson, User Experience Librarian, McMaster University; Sarah Houghton-Jan, Digital Future Manager, San Jose Public Library; David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library; Bill Spence, VP, Information Technology, Information Today, Inc.

Join our famous evening of fun and learning. Hear from our authors, speakers, and Computers in Libraries experts on their views of dead and innovative technologies affecting our libraries now and as we create the future. Open to all.

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**Tuesday, April 13**

**E203 ● Training in the Cloud or Mobile Labs!**

1:30 p.m. - 2:15 p.m.  
Maurice Coleman, Technical Trainer, Harford County (Md.) Public Library, & Host, T is for Training (Library Training podcast)  
Bobbi Newman, Digital Branch Manager, Chattahoochee Valley Library System  
Delores Randinella, Technology Training Coordinator, Stark County District Library  
Jeffery Kreger, Emerging Technologies Systems Administrator, Stark County District Library

Talk about innovative training approaches! Newman and Coleman show how to use “The Cloud” to develop, schedule, organize, market and evaluate training for free or with very minimal expenditure. Randinella and Kreger describe how Stark County successfully grew a mobile patron/staff training lab. Their overview includes: purchasing and maintenance of the mobile lab and its hardware, policies regarding training and server access (Coping with your IT Department), and developing an effective class curriculum for the community.

**E204 ● Virtual Learning & Training: From Classrooms to Communities**

2:30 p.m. - 3:15 p.m.  
Alison Miller, Distance Education Researcher, The Internet Public Library (IPL)

Meredith Farkas, Head, Instructional Initiatives, Norwich University

Learning and training occurs in synchronous, asynchronous, and hybrid environments. Miller identifies which category of learner may benefit best from both the type of environment and the delivery methods used. Farkas teaches for San Jose State University’s School of Library and Information Science using Drupal and other social software tools in place of the traditional course management system. She discusses how she uses Web 2.0 technologies to transform the learning experience and how others can harness the power of these technologies in their own teaching.

**COFFEE BREAK ● In the Exhibit Hall**

3:15 p.m. - 4:00 p.m.

**E205 ● Instructional Technology: It’s a Team Thing**

4:00 p.m. - 5:00 p.m.  
Coping with your IT Department), and developing an effective class curriculum for the community.

Lynne Kellam, Data Services & Government Information Librarian; Beth Filar Williams, Distance Education Librarian; Amy Harris, First Year Instruction Coordinator; Hannah Winkler, Libraries’ Digital Designer; University Libraries, University of North Carolina at Greensboro

During a time of budget crises and belt tightening, new approaches to the instructional librarians role need to be invented. A team approach permits collaboration across departments and skill sets. Hear how one university has a team incorporating the skills of the information literacy librarian, distance education librarian, digital designer, and the data services librarian. This panel discusses how they support instructional technology, accomplish projects without budgetary support, and walk through their workflow for a project to demonstrate how collaboration on a shoestring can work to benefit their users.

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**RINMASTER: Scott Brandt, Associate Dean for Research, Purdue University Libraries**

Stephen Abram, VP, Strategic Partnerships & Markets, Gale Cengage Learning; Marshall Breeding, Director for Innovative Technologies and Research, Vanderbilt University; Amanda Etches-Johnson, User Experience Librarian, McMaster University; Sarah Houghton-Jan, Digital Future Manager, San Jose Public Library; David Lee King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library; Bill Spence, VP, Information Technology, Information Today, Inc.

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General Conference

Wednesday, April 14

KEYNOTE  ●  Regency Ballroom
9:00 a.m.  –  9:45 a.m.
Making It Happen: Getting Things Done
Ken Haycock, Director, School of Library & Information Science, San Jose State University

There are lots of great initiatives, projects, changes, and improvements we would all like to make. However, moving ideas and plans forward is always a challenge, but in trying economic times, it is even more difficult. Hear from a librarian who built the world’s largest library school exclusively online in 4 years, who has terrific political and influencing skills and is willing to share strategies and techniques to help you accomplish the priorities you would like to push forward.

COFFEE BREAK  ●  In the Exhibit Hall
9:45 a.m.  – 10:30 a.m.

TRACK A  ●  Content Management
Regency A/B/C/D, Ballroom Level
From content containers to ebooks to digitization to getting the most out of the Creative Commons, speakers in this track share their experiences. Moderated by James King, National Institutes of Health Library

A301  ●  Content Containers:
Transforming Publishing & Purchasing
10:30 a.m.  – 11:15 a.m.
Stephen Abram, Vice President, Gale Cengage Learning

Do content containers matter anymore? Paper objects implied an entertainment or learning experience, but now we experience content via new containers like learning objects, multi-mode contextual experiences. From books to learning experiences and images to streaming media, the movement in content containers is changing. These shifts are creating hybrids which are gaining popularity. However, models, regulation and laws, channels, licensing, and pricing, are still all up for grabs and in flux.

A302  ●  Licensing Content & Creative Commons (CC)
11:30 a.m.  – 12:15 p.m.
Lesley Ellen Harris, Author, Licensing Digital Content
Michael Sauers, Tech. Innovation Librarian, Nebraska Library Commission

With the debate over copyright raging, some are calling for the end of the “all rights reserved” regime; schools and libraries are caught in the middle. Harris discusses licensing issues and strategies especially appropriate for libraries. Sauers talks about the principles of CC, the most respected alternative available today with its idea of “some rights reserved” as set by the content creators themselves. He shows how you can easily apply it to your intellectual property today.

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

A303  ●  Digitization Practices
1:30 p.m.  – 2:30 p.m.
Deborah Keller, Librarian, Library of the U.S. Army Corps of Engineers Jody L. DeRidder, Head, Digital Services, University of Alabama
Amy Buckland, eScholarship, & Louise O’Neill, Associate Director, Library Technology Services, McGill University Library

Keller, a member of the Federal Library and Information Center Committee (FLICC), shares some of the digitization practices of federal libraries and their research into more detailed information about the community’s digitization practices. DeRidder shares a methodology for organizing and standardizing a digitization and file storage system in a way that is being leveraged for automated long-term storage in LOCKSS and talks about more open and varied opportunities for online access and delivery. Buckland and O’Neill discuss the digitization of special collections, making them openly accessible, as well as providing digitize-on-demand and print-on-demand services.

A304  ●  Ebooks: Landscape & Implications
2:45 p.m.  – 3:30 p.m.
Bobbi Newman, Digital Branch Manager, & Brian Hulsey, Reference Associate, Chattahoochee Valley Libraries

With the current advancements in ebook services and the deluge of ebook reading devices into the market, the choices are endless. This session looks at the current state of ebook technology; devices available, vendors, incorporating ebooks into your collection, and considerations when circulating ebook readers. It helps you understand the options and implications for dealing with ebooks in your environment.

A305  ●  Ebooks: Experience & Learnings
3:45 p.m.  – 4:30 p.m.
Dennis Clark, Head, Public & Research Services, & Susan Goodwin, Head, Humanities & Social Sciences, Texas A&M University Libraries
Stacy Bruss & Nancy Allmang, Reference Librarians, National Institute of Standards & Technology Research Library

The first case study looks at the experience of purchasing 40 devices that were lent to faculty and staff for 1 year. Those individuals were surveyed during the year. Since then, dozens of the readers have been lent to users who have been surveyed, leading to a distinct model for ebook reader use in libraries. Hear about their experience with the devices. The second case looks at a lending program for iPods, for digital audio/video media, and electronic Kindle book reading devices. It focuses on the processes followed in development and implementation as well as technical and legal considerations and lessons learned.

TRACK B  ●  Mobile Trends, Strategies, & Practices
Washington, Ballroom Level
The explosion in mobile technology and devices provides a prime opportunity for libraries to provide services that can be used anywhere, any time. Moderated by Megan Fox, IT, Jobs for the Future

B301  ●  Mobile Literacy: Competencies for Mobile Tech
10:30 a.m.  – 11:15 a.m.
Joe Murphy, Science Librarian, Instruction & Technology, Yale University

As mobile devices become central to our information experience, the need for information fluency extends into the mobile landscape. Mobile literacy is a proposed set of skills for information professionals and end users for efficiently and effectively engaging information with mobile devices and providing info services via mobile technologies. This session explores a new fluid set of skills that must now be considered core competencies for keeping our info skills current and relevant in the mobile world.

B302  ●  Developing & Designing for Mobile
11:30 a.m.  – 12:15 p.m.
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh

We know it’s critical that libraries are ready to meet their users wherever they may be. And we know that where they are now, and will be more and more, is on their mobile smartphones. How can your library create an effective mobile website? From content and service selection, to creation, to testing and deployment, learn how to meet your on-the-go users quickly, easily, and with minimal effort.

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

B303  ●  Mobile Tips & Practices
1:30 p.m.  – 2:30 p.m.
Sarah Houghton-John, Digital Futures Manager, San Jose Public Library

Jason Clark, Head, Web Services, Montana State University Libraries
Laurie Bridges, Business & Economics Librarian, & Kim Griggs, Programmer Analyst, Oregon State University

Houghton-John focuses on tools for public libraries — what mobile technologies, content, and vendors work best for such services as text messag-
ing, ebooks and other downloadable content. Clark provides best practices for delivering video and images through optimized websites that work with the next generation of smartphones and mobile devices (iPhone, iPod Touch, Blackberry Storm, Palm Pre, Google Android, etc.). OSU Libraries speakers discuss their development of a mobile library website including a searchable catalog and how staff used content adaptation techniques to provide an optimal experience to mobile users. All speakers highlight best practices for mobile web design, provide tips, and share lessons learned.

**B304 ● What's Happening With Mobile in Libraries**

2:45 p.m. – 3:30 p.m.

**Chris Tonjes, Director, Information Technology, District of Columbia Public Library (DCPL)**

This session highlights case studies of mobile strategies and practices in libraries.

**B305 ● Practices & Search: What's Hot!**

3:45 p.m. – 4:30 p.m.

**Megan K. Fox, Director, Knowledge Management, IT, Jobs for the Future**

Our long time industry watcher and expert reviews new and exciting mobile initiatives and looks at what the major search engines are doing to support the mobile world as well as some of the more niche-specific search tools/sites. She includes a discussion of how image/location/speech is being used in the mobile world and implications for libraries.

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**TRACK C ● Cool Tools**

**Regency E/F, Ballroom Level**

This track is full of sessions all about tools — for webmasters, for open source, for social media and productivity, and more. Get lots of tips and insights from our experienced tool gurus! **Moderated by Elyssa Kroski, Information Services Technologist, Barnard College Library**

**C301 ● New & Open Source Tools**

10:30 a.m. – 11:15 a.m.

**Darlene Fichter, Data Librarian, University of Saskatchewan**

**Nicole Engard, Director, Open Source Education, ByWater Solutions**

Check out this toolbox of new, useful, and fun tools to delight web visitors and webmasters. Our experts and popular speakers tour through free or inexpensive tools that save you time, pain, or both as a web content provider, developer, or manager. Best of all, many of the tools can be used by anyone regardless of their tech know-how. Engard emphasizes open source tools, those whose source code is made available for use or modification, and provides links to a toolbox of freely available open source products to use in libraries. As always, speakers sprinkle in a few more advanced tools for webmasters who love to code.

**C302 ● Productivity Tools**

11:30 a.m. – 12:15 p.m.

**Lynda Kellam, Data Services & Government Information Librarian, & Beth Filars Williams, Coordinator, Library Services for Distance Education, University of North Carolina**

In the online world of information, tech tools, free and open source software, we are overloaded with possibilities. As tech fans, we tend to jump from one tool to the next, only using the old tools for as long as we can remember our passwords. These tools are supposedly making our lives more productive and efficient but are they? How do we know which to choose? Why use one versus another? How do you find out about other possibilities? This fast-paced, interactive session provides a demo of the presenters’ favorite tools, giving reasons why they like them and how they use them, providing pros and cons for each one, and comparing their functionality with other products. Using audience feedback through Poll Anywhere, a set of best practices for each product will be created and shared with the audience.

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**LUNCH BREAK ● A Chance to Visit the Exhibits**

12:15 p.m. – 1:30 p.m.

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**Wednesday, April 14**

**C303 ● What's Hot in RSS**

1:30 p.m. – 2:30 p.m.

**Steven M. Cohen, Senior Librarian, Law Library Management, Inc.**

Social software is rapidly changing the way we provide information to our consumers, work together in an organizational structure, and communicate. Going beyond SEs, this session highlights cutting-edge tools and techniques for libraries, hot new trends, resources, and advice. This session is jam-packed with Cohen’s A–Z listing of the hot social software and RSS tools on the market today.

**C304 ● Cloud Computing & Digital Video**

2:45 p.m. – 3:30 p.m.

**Jason Clark, Head, Web Services, Montana State University Libraries**

As more and more data and services move into the “cloud” what does it mean for libraries? This session takes a closer look at what cloud computing is and how outsourcing computing and storage services to the network level, or cloud, can open up new opportunities for library application development. Clark demonstrates two digital video mashup projects that were enabled by using cloud computing principles to leverage the network and create robust digital video apps with little overhead cost. He shares lessons learned, tips and tricks for using web services from blip.tv and YouTube, and shows how to utilize cloud computing principles at your library.

**C305 ● Best Free Web Services for Broke Libraries**

3:45 p.m. – 4:30 p.m.

**Sarah Houghton-Janjani, Digital Futures Manager, San Jose Public Library**

Many libraries don’t have a dedicated web services staff, much less a single dedicated webmaster. This session is for those libraries struggling to provide innovative web services with little resources to devote to staff, software, or hardware. The articles and blog posts about Web 2.0 and Library 2.0 can sometimes seem impossible to implement in smaller, poorer, and/or under-staffed/libraries. But we too can offer excellent online services to our users! Take advantage of the quick and free services that any library can add to its website with minimal time or expertise. This session covers up-to-the-moment easy steps that libraries can take to improve their websites with ease. If your library has no money for services, less staff time than you did last year, and still want to have a substantial web presence, then this is the session for you!

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**TRACK D ● Cultivating Innovation & Change**

**President’s Quarters, 3rd Floor**

Purposeful change and innovation are at the core of keeping current and relevant in a fast-changing world. This series of sessions looks at taking your library to the next level. **Moderated by Helene Blowers, Columbus Metropolitan Library**

**D301 ● The 24th Thing: What’s Next?**

10:30 a.m. – 11:15 a.m.

**Helene Blowers, Digital Strategy Director, Columbus Metropolitan Library**

So you’ve completed the 23 Things program and have launched a blog, learned about RSS, and explored various channels of social media. But what’s next? How do you apply these new communication channels and technologies to library services? And how do you help your library thrive in an online world that has become decentralized and loosely joined across a mega landscape of social media tools? Join Helene Blowers, the creator and architect of the Learning 2.0:23 Things program, for a look at the 24th Thing and explore how you can help take your library to the next level.

**D302 ● Persuasion, Influence, & Innovative Ideas**

11:30 a.m. – 12:15 p.m.

**Rebecca Jones, Partner, Dysart & Jones Associates**

Do you struggle with naysayers and opposition to new ideas in your organization? If so, there are proven ways to deal with this. Using the latest research in the areas of persuasion, group dynamics, and organizational psychology, this session provides tips and concrete methods for helping your organization move into the future, even if you’re in a risk-averse organization with shrinking budgets. Key books that inform this talk: Influencer, The Power to Change Anything, and Made to Stick: Why Some Ideas Survive and Others Die.
LUNCH BREAK ● A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

D303 ● Google Gambol
1:30 p.m. – 2:30 p.m.
Greg Notess, Montana State University, & SearchEngineShowdown.com
Join Greg Notess on this fast-paced journey through some of Google’s lesser-known search features, forgotten databases, and its latest experiments. Wander through strange corners of Google’s searchable databases and then move on to Google’s services. From Reader to Docs to Talk to Translate, Google features an ever-expanding collection of services that can be used in a variety of interesting and unique ways.

D304 ● Information Discovery With Surfaces
2:45 p.m. – 3:30 p.m.
Will Kurt, Applications Development Librarian, University of Nevada, Reno
Gretchen Caserotti, Head of Children’s Services, Darien Library
The Microsoft Surface is a touch-interactive computer that enables library users to interact with media and information in new and exciting ways. Hear how an academic library is developing custom applications for its three Surfaces, including an interactive tool with which anatomy and physiology students explore digital content and images triggered when “body parts” circulate from reserves are sensed on the surface. Then learn about the Darien Library experience, one of the first public libraries in the country to purchase a Microsoft Surface. The library staff wanted to send a clear message to kids and parents alike that they were firmly committed to putting cutting-edge technology in the hands of youngsters. Learn what happened once it wound up on the floor of the children’s room.

D305 ● Engaging Communities
3:45 p.m. – 4:30 p.m.
Nathan Flinkum, Librarian, Roanoke Public Libraries
Jennifer Koerber, Branch Manager, Boston Public Library
What happens when another organization wants to adapt your training for their staff? Flinkum discusses how one public library system met the challenge of adapting its Web 2.0 training program from library-focused to something applicable to every department of the local city government. Lessons learned in this project could be applied to providing help and training to organizations far outside those typically served by libraries. Koerber offers a variety of concepts of what 23 Things for Patrons could look like, a survey of organizational tools and models that would scale best to a large, diverse participant base. She provides relevant examples and looks at the latest developments.

E302 ● Peer Training for Digital Literacy
11:30 a.m. – 12:15 p.m.
Lisa Mages, Jennifer Manning, & Rita Tehan, Information Research Specialists; Congressional Research Service, Library of Congress
In a large government organization with almost 100 information professionals embedded in several divisions, a small group of people developed a training program to help colleagues build the information research skills and digital literacy needed to do their jobs efficiently. They established an informal, bi-monthly peer training program in which staff introduce each other to new electronic research tools and concepts, provide tips and tricks for using existing electronic resources more effectively, and share highlights from professional conferences and visits to overseas libraries. Along with promoting the digital literacy of the programs to participants, the benefits of this peer training program have spread to the larger organization.

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

E303 ● From Podcasts to Blogs and Beyond!
1:30 p.m. – 2:30 p.m.
Scherelene Schatz, Consultant, New Jersey State Library
Jason Puckett, Librarian, Georgia State University Library
Rachel Earchardt, Science Librarian, American University
Blogs, wikis, electronic discussion groups, and webinars provide an excellent opportunity to provide the best information and training to more than 700 interlibrary loan personnel in New Jersey. A training program that began in hands-on labs throughout the state of New Jersey has gone green through the use of these latest technologies. It has greatly increased the number of people who attend and participate in sessions while it has dramatically decreased the amount of travel time and expense for NJ State Library staff. Podcasting is a low-cost, innovative way to reach out to users and supplement in-person teaching. Speakers discuss both instructional design and technological how-to, drawing on their own and other libraries’ experiences producing library podcasts for undergraduate students, and ways to integrate podcasts with other instructional activities.

E304 ● Ref Desk Adventure: Simulation Game for Training
2:45 p.m. – 3:30 p.m.
Scott Rice, E-Learning Librarian, & Margaret Gregor, Instructional Materials Center Coordinator, Appalachian State University
To improve reference encounters with students in a university instructional materials center (teacher resource center), a simulation-based game was designed to teach student workers and staff about problem-solving and patron-handling skills. Hear why they chose the simulation game format and how the decision led to further development phases of the game. Built using JavaScript and XML to be modular and flexible, allowing simulations to be set up for numerous types of situations. Speakers explain how the game was created and its adaptation for other uses.

E305 ● 23 Things for an International Audience
3:45 p.m. – 4:30 p.m.
Karen Hartman, Information Resource Officer & Susana Wang, Information Technology Coordinator, U.S. Department of State
The U.S. State Department manages information centers in 182 embassies around the world. These information centers are staffed by over 500 foreign service nationals who have varying educational backgrounds and experiences. The centers are guided by regional foreign service information resource officers who consult with the centers in their regions and are responsible for training the centers’ staff members. The countries range from the most underdeveloped in the world to countries that are more technologically advanced than the U.S. Their challenge was to create a self-paced, cost-effective learning experience that could take advantage of good internet access at these employees’ workplaces — the embassies. Using a blog platform on the State Department’s intranet, they adapted Helen Blowers’ successful 23 Things program for this international audience, maintaining its fundamental Web 2.0 training focus but adding a few specific job-related things (such as SharePoint, mobile technologies, and website optimization techniques) for a 14-week program. Get tips on creating a program for your environment.
S104 • Collaboration—That 13-Letter Dirty Word
3:15 p.m. - 4:00 p.m.
Marisa Peacock, Sisarina, Inc., Bethesda, Md.
Ideally, “collaboration” means librarians, teachers, and media specialists all working together cohesively, sharing our talents and learning from each other. Realistically, it includes the challenge of offering help without being pushy, nosy, or overbearing. We are all overbooked and overburdened. Can we find time to work together? Do the solutions to these questions involve online collaboration? Do we need to be together to work together? Archivist and head librarian Rebecca Brooks, e-communications manager Kelly Brown, and senior marketing manager Marisa Peacock offer best practices, tools, and tricks for integrating and cultivating knowledge-sharing among teachers, librarians, and media specialists.

S105 • Get Google With It!
4:15 p.m. - 5:00 p.m.
Karen Kliegman, School Librarian—Educational Technology Specialist, Searingtown School, Alberton, N.Y.
Quarter to half of all students need to learn if they are to achieve their greatest potential for lifelong success. However, with the information explosion that has occurred in the past 2 decades, information fluency has taken on a new level of importance. In this session, P21 strategic council member David Schroeter, will explore and discuss the nature of information fluency as a key skill that students need to learn if they are to achieve their greatest potential for success in the world that awaits them.

EXHIBIT HALL RECEPTION
5:00 p.m. - 5:45 p.m.
Information Today, Inc. invites all conference registrants to a special welcome reception in the exhibit hall on Monday, April 12. This is a great time to renew acquaintances, meet new colleagues, sample tasty goodies, and check out the latest products and services in a relaxed atmosphere.

MEET THE AUTHORS!

WHEN: The CIL Networking Reception
Monday, April 12 • 5:00 p.m. - 5:45 p.m.
WHERE: The Information Today, Inc. Booth #822

The following authors will be signing their books:


Nicole C. Engard, editor, Library Mashups: Exploring New Ways to Deliver Library Data

David Lee King, author, Designing the Digital Experience: How to Use EXPERIENCE DESIGN Tools and Techniques to Build Websites Customers Love

Conference attendees will receive a special 20% discount on all ITI books, directories, and periodicals!
It’s 2010, and the winds of change — policy change, technology change, funding change, and more — are blowing through all aspects of K–12 education. That includes, of course, those areas where you, the library media and technology specialists, are practicing your craft … teaching, learning, advising, supporting, collaborating, leading. Your efforts and your programs must remain at the forefront as the education community ramps up in these difficult and fluid times to equip all students for life in the 21st century. What a challenge!

For help in meeting that challenge, we invite you to join us at Internet@Schools East where you can network face-to-face with presenters and attendees addressing the same issues you are, even while you blog, Tweet, or text with colleagues far afield.

S204  What’s New From the Library of Congress
2:30 p.m. – 3:15 p.m.
Cheryl Lederle-Ensign, Educational Resources Specialist, Library of Congress
Join staff from the Library of Congress for an overview of new and improved features including updated pages for teachers with new features, tools, and content; enhanced online and customizable professional development offerings to help educators bring primary sources into the classroom and help students think critically, construct knowledge, and develop the information fluency necessary for success in the 21st century; the World Digital Library, presenting rare and unique documents—books, journals, manuscripts, maps, prints and photographs, films, and sound recordings—that tell the story of the world’s cultures; an improved browse index to find digitized primary sources; the new Read.gov, featuring digitized rare books and a serial novel for kids: The Exquisite Corpse Adventure. Learn ways to incorporate these free resources into the curriculum to engage students and to support thinking and learning.

S205  Gary’s Latest Web Research Update … And Interactive Internet@Schools Wrap-Up!
4:00 p.m. – 5:00 p.m.
Gary Price, ResourceShelf.com
Web search guru and ResourceShelf publisher Gary Price joins one of his favorite groups, K–12 librarians (you!), to share the latest on what’s happening in the wide world of online resources that can benefit you, your colleagues, and your students. And he’ll also use part of his time to host a wrap-up session on what you all have heard, learned, brought to, and are taking away from our Internet@Schools conference wherever the discussion might lead! Should be lively!

TUESDAY EVENING SESSION

Dead & Innovative Technology: Recreating the Information World
7:30 p.m. – 9:00 p.m.  •  Regency Ballroom
RINGMASTER: Scott Brandt, Purdue University Libraries
Stephen Abram, Gale Cengage
Marshall Breeding, Vanderbilt University
Amanda Etches-johnson, McMaster University
Sarah Houghton-j an, San Jose Public Library
David Lee King, Topeka & Shawnee County Public Library
Bill Spence, Information Today, Inc.
Join our famous evening of fun and learning. Hear from our authors, speakers and Computers in Libraries experts on their views of dead and innovative technologies affecting our libraries now and as we create the future. Open to all.
Listen and learn at a series of free cybertours and information sessions for all Computers in Libraries 2010 Exhibit Hall visitors. Taking place at the CyberCorner in the Exhibit Hall, these cybertours cover a range of topics and subject areas. They are open to all and add value to your visit. Space is limited so it's first-come, first-served. Join our net savvy web experts for a look at their favorite sites and topics! There is no need to register; simply pick the cybertour of interest to you and arrive at our CyberCorner within the CIL 2010 Exhibit Hall at the appropriate time.

**Monday, April 12**

**Online Workshops: Providing Info & Awareness**
10:30 a.m. - 10:45 a.m.
Robert M. Miller, Reference and Instruction Librarian, & Neal Pomea, Reference & Instruction Librarian, University of Maryland

Using their experience in designing workshops for distance educators, speakers share secrets of building and implementing online info sessions, provide tips and techniques for making them successful, and help you get ready to provide info and marketing to your audiences online.

**Top Tips for Business Research**
11:30 a.m. - 11:45 a.m.
Mary Ellen Bates, Bates Information Services, Inc.

Author of many online research books, Bates provides tips for conducting business research online, and staying current on new business and finance information.

**Making Learning & Literacy Fun for Kids!**
12:30 p.m. - 12:45 p.m.
Beth Gallaway, Library Consultant, Information Goddess Consulting & Author, Game On!

Get a short intro to common video game elements, then hear about a successful, easy, game design software for youth age 10–14. The Cartoon Network software offers an opportunity to develop a Ben 10 game from stock characters, settings and obstacles, and the program lends itself to discuss issues such as internet safety while improving technological and programming literacies.

**Surfacing Value: Speaking to be Heard**
1:30 p.m. - 1:45 p.m.
Mary Ellen Bates, Bates Information Services, Inc.

How do you get the attention and support you need from management? This cybertour, based on recent research, shares tips on talking about your value, words to use that executives recognize, and strategies making sure your boss hears you and provides the support and resources you need.

**Bing Tips!**
2:30 p.m. - 2:45 p.m.
Marydee Ojala, Editor, ONLINE Magazine

Hear from WebSearch University's program director about what's new with this search engine and how to use it to get the most out of your searching.

**Finding “Content” in Google Earth**
3:30 p.m. - 3:45 p.m.
Ran Hock, Online Strategies

Besides just views of “places” there is a ton of other “content” in Google Earth. Come find out how to find photos, books, shipwrecks, video, weather, earthquakes, historical maps, webcams, and a “world” of other stuff.

**Google Labs**
4:30 p.m. - 4:45 p.m.
Stephen Abram, Gale Cengage Learning

Google tests lots of things and shares those through Google Labs. Have you checked its site lately? Hear about some of the new Google features that may be very useful to you in your information environment.

**Exhibit Hours**

Monday, April 12
9:45 a.m. - 5:45 p.m.

Tuesday, April 13
9:45 a.m. - 4:00 p.m.

Wednesday, April 14
9:45 a.m. - 1:30 p.m.
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Tuesday, April 13

Browser Tools for Research & Discovery  
10:30 a.m. – 10:45 a.m.  
Krista Godfrey, Liaison Librarian, McMaster University  
Open source browser plug-ins such as LibX and Zotero can help researchers at every stage of the research cycle, from search and discovery to writing and citation. This session provides a guide for using free, open source tools such as LibX and Zotero, to customize search to your catalog, insert links to sites like Amazon and Wikipedia, build bibliographies, manage citations, and more.

Creating Tomorrow’s Learning Environments  
11:30 a.m. – 11:45 a.m.  
Mary Beth Sancomb-Moran, Librarian, University of Minnesota, Rochester  
This cyber-tour looks at ways of combining information literacy, communication with faculty, and preparing students to do research within a virtual academic library. Using her university’s interdisciplinary curriculum as an example, our speaker illustrates the tools and techniques used by librarians to participate in the conversation and integrate information literacy from the beginning. She also shows how this activity is a catalyst for building a synergistic relationship between librarians and faculty as they build a curriculum to reach multiple learning outcomes.

Taxonomies & Folksonomies  
12:30 p.m. – 12:45 p.m.  
Alka Bhatnagar, Analysis & Trends Specialist, New Jersey State Library  
While nearly all information seekers use web search engines using natural language or search terms with ease, library catalogs and other knowledge organization systems are still viewed as too complicated because of unfamiliar controlled formal taxonomies like LCSH or DDC. The time has come to move to a common ground for easy information retrieval using a hybrid of taxonomy and folksonomy or socially collaborative tagging. Hear how a hybrid system can result in richer metadata where the controlled and precise taxonomy created by an expert knowledge worker stays exactly as it is and the user generated folksonomy supplements it by additional synonyms and semantically related terms. Learn about the tagging systems/semantic technologies such as Connotea and Scuttle that can assist the move to this direction.

SharePoint & Libraries  
1:00 p.m. – 1:15 p.m.  
Cecilia Dalzell, Instructional Design Librarian, Quinnipiac University  
Numerous universities and workplaces are using Microsoft SharePoint as a tool for communication and collaboration. In organizations where SharePoint is replacing traditional websites, libraries are adapting to and thriving in this new environment. These libraries are supporting their users’ information fluency skills by integrating information services and tools into a collaborative environment that users are likely to experience in the workplace. This cyber-tour shows examples of library SharePoint implementation and social tools in SharePoint; shares lessons learned and suggests possibilities for the future.

Making an Impact With Multilingual Websites  
1:30 p.m. – 1:45 p.m.  
Lora Baiocco, Online Services & Archives Librarian, & Joceylne Andrews, Head, Systems & Technical Services, Westmount Public Library  
From 2.0 tools that translate into better service, to tips on how your website and catalog can address a multilingual community, this session takes you on a world tour of options for libraries looking to meet their non-English speaking customers online.

Intersecting Real & Virtual Worlds  
2:00 p.m. – 2:15 p.m.  
Fiacre O’Duinn, Cataloging Librarian, Hamilton Public Library  
Augmented reality, multitouch, and object recognition are suddenly everywhere. As the virtual and real worlds blend, we are beginning to experience a radical shift in the way we interact with technology and each other. Listen to (mostly!) non-technical exploration of these new trends and what they will mean, not only for computing, but for library’s and library user’s relationship with and understanding of information.

Electronic Resource Manager (ERM): An Open Source Alternative  
2:30 p.m. – 2:45 p.m.  
Rick Bearden, Automation Librarian/Library Web Coordinator & Emily Mitchell, Education Technologies Librarian, Ferris State University  
After building an SQL based ERM, speakers share their code for OLLARA (Online License Locator and Resource Administrator) with the library community. Based on University of Wisconsin—La Crosse’s ERMes, OLLARA sports a web-based interface and open source code that others are free to use and modify to meet their own needs. Hear more!

ScreenCast Versus Screenshot  
3:30 p.m. – 3:45 p.m.  
Greg Notess, Research Team Leader, Montana State University  
With hundreds of library resources to teach, each with their own graphic design and search options located in different places, a graphic-based tutorial can quickly show users where to find the important parts. Many tutorials use a series of screenshots to show how to step through the process. Others use videos and screencasts to demonstrate the process. What are the advantages and disadvantages of each method? This cyber-tour explores the strengths and weaknesses of each and compares and contrasts live examples of each type of tutorial.

Wednesday, April 14

HTML5 & CSS3: Not Your Father’s Markup  
10:30 a.m. – 10:45 a.m.  
Jason Clark, Digital Initiatives Librarian, Montana State University Libraries  
Geolocation, Native Video, Offline storage, <nav> elements, Canvas elements, Drag and Drop, Opacity... HTML5 and CSS3 have been released and are changing the way web developers will work. With wide support in mobile browsers and the latest browser releases from Google and Firefox, HTML5 and CSS3 are poised to be the new technologies that will help build the next version of the Web. In this quick tour, we’ll look at some of the possibilities, trends, and enhancements that HTML5 and CSS3 enable. Come for a quick introduction and leave with ideas about how you might start using HTML5 and CSS3 in your apps today.

Selling Ebook Resources to Your Community  
11:30 a.m. – 11:45 a.m.  
Lenore England, Digital Resources Librarian, Li Fu, Digital Services Librarian, & John Coogan, Systems Librarian, University of Maryland University College  
Hear from experienced librarians about how to sell e-book resources to your community; providing access to e-book collections; promoting e-books through guides, online workshops, and other teaching resources; lessons learned; and the future of e-books.

Top 10 Free Alternatives  
12:30 p.m. – 12:45 p.m.  
Andrew Shuping, Librarian, Mercer University  
Even without the current economic crisis, most libraries have trouble buying every program that would be beneficial to their patrons and their staff. But there is a choice, and that choice is free! Come to this presentation to find out alternatives to such popular programs as Photoshop, Captivate, Microsoft Office, and more tools for productivity and marketing.
# Speaker Directory

<table>
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The following is a list of exhibitors and a map of the Exhibit Hall at Computers in Libraries 2010. The industry’s most important companies are exhibiting at the 2010 conference, giving attendees an extraordinary opportunity to sample the latest in library automation and technology.

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